



Press release  
Monday 04 September 2023

## Hervé and the duo Breakbot & Irfane kick off festivities!

On Friday 8 September, to mark the opening of the Concorde Rugby Village, the City of Paris, A&R Studios, Universal Music France's creative agency and the Metropole du Grand Paris will be staging two exceptional musical shows on the Place de la Concorde.

The artists Hervé and the duo Breakbot & Irfane will be performing in the iconic Parisian square, opening the festivities in the village, which is free and open to all from 8 September to 28 October.

Just a few hours before kick-off of the Rugby World Cup 2023 between France and New Zealand, the Concorde Rugby Village will be opening its doors with the two high-flying artistic concerts with the aim of raising the temperature on Place de la Concorde before Les Bleus take to the field.

DJs Breakbot & Irfane will be the first to take to the stage at 17:00. Signed to the famous EdBanger label, they will be getting visitors to the village dancing to their hit 'Baby I'm Yours'.

At 19:00, French electro-pop singer Hervé will take his turn in front of the audience. Voted Best New Male Artist at the Victoires de la Musique awards (2021), Hervé is also due to perform at the Olympia on 9 November, before touring the length and breadth of France. These two shows have been made possible thanks to the support of A&R Studios, Universal Music France's creative agency, and the Greater Paris region.

Between concerts the public will also have the chance to watch a demonstration by the gymnastics group of the Paris Fire Brigade, and to see the France-New Zealand match after a Haka demonstration by the Maori group Te Matatini. Numerous partners will also be bringing the Rugby Village to life with themed stands (photocall, virtual reality animation, commentary box, etc.).

*"One year before the 2024 Olympic and Paralympic Games, Paris is already vibrating to the rhythm of sport with the opening of its Concorde Rugby Village! On the emblematic Place de la Concorde, which will host several events during the Summer Games, the Rugby World Cup is taking place in a festive and friendly atmosphere.*

*"Between the broadcasting of the matches on giant screens and the many events and demonstrations combining art and sport, there will be something for all ages. Come one, come all to the concerts by the duo Breakbot & Irfane and the singer Hervé to open the festivities with music and support the XV de France!"* **Anne Hidalgo, Mayor of Paris**

*"Through these concerts, we're proud to be taking part in the world rugby festival that kicks off in France on 8 September! We're continuing our special relationship with this great sport, and thanks to the performances of Hervé and the duo Breakbot & Irfane, fans will have the ideal soundtrack to celebrate this exceptional moment!"* **Thibault Kuhlmann and Xavier Mévellec, Managing Director and Deputy Managing Director of A&R Studios**

### The Concorde Rugby Village: a 100% rugby celebration

From 8 September to 28 October 2023, the Concorde Rugby Village will be the place to be to enjoy the World Cup, right in the heart of Paris. The public will be able to watch the biggest matches on giant screens, and take part in numerous events, on Thursdays when France is playing and every Friday, Saturday and Sunday from 14:00 to 23:30.

Highlights include:

- Meetings with emblematic former players of the XV de France, who will be available for autograph sessions.
- Performances by artists and DJs to entertain all ages before the matches are broadcast.
- Exceptional performances by the gymnastics group of the Paris Fire Brigade at the opening of the Village and on 6, 14, 15 and 28 October.
- Conferences on a wide range of subjects such as women's rugby, health rugby, priority urban neighbourhoods, refereeing, etc., to be led by the Ile-de-France regional rugby league.
- And let's not forget the performances by the Parisian percussion band Batucada Batala Paris, who will be livening up the village before matches.

>> Find out all about the programme and further information about the Rugby Village at <https://paris.fr/villagerugby>.

>> Receive personalised information on opportunities, festivities and possible disruptions near competition venues with the Paris Info Jeux 2024 newsletter. Subscribe now.

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#### Press Contact - France

City of Paris: Press Department - +33 (0)1 42 76 47 02 - [presse@paris.fr](mailto:presse@paris.fr)

#### Press Contact - International

Rebecca Jones [rebecca@fretterogerson.com](mailto:rebecca@fretterogerson.com)

Mobile: +44 (0)7543 742 605