

PRESS RELEASE

Smells Like Ageism

New Survey Explores the Role of Age in Club Culture, Live Music, Raves, and Festivals

Berlin, July 2026

Who feels naturally welcome at clubs, festivals, and concerts? Who gets seen, and who gets overlooked? What role does age play in scenes that often see themselves as open, diverse, and progressive?

Age as an Open Question in Music Culture

That is where the new international survey Smells Like Ageism begins. The study explores whether and how age shapes belonging, visibility, and participation across club culture, live music, raves, and festivals.

The anonymous online survey is open to anyone who attends music events or is active in these scenes as an artist, organizer, technician, curator, or in any other role.

Age Rarely Acts Alone

The survey focuses on experiences, observations, and perceptions related to age. It looks at belonging, exclusion, age stereotypes, expectations, and the ways age may intersect with other assumptions, lived realities, and scene-specific codes.

“Music culture is alert, political, and diverse. It engages with many questions around belonging, visibility, and representation. Yet age is still surprisingly absent from these conversations. At the same time, people across the scene keep talking about invisibility, age-based

assumptions, and unwritten rules. With this survey, we want to understand more clearly what role age plays in music culture,” says Robert Eysoldt, initiator of the survey and founder of Age Bombs, an agency and initiative bringing new perspectives to age and age diversity.

Dr. Tim Kuball, a gerontopsychologist who helped develop the survey from a research perspective, adds:

“Age is often one of the first things we notice and assess about another person. It comes with assumptions and expectations, including ideas about who belongs where. What that means in clubs, at concerts, raves, and festivals has barely been studied. This survey is designed to build a systematic foundation for understanding people’s experiences and potential forms of exclusion.”

What Comes Next

The findings will feed into a study to be published in fall 2026 and presented at conferences and festivals. The study will examine the role age plays across music, club, and festival culture, how age-related assumptions shape belonging and visibility, and where age-based exclusion takes effect.

About Age Bombs

Age Bombs brings movement to the way we think about age and aging. Working with organizations, we challenge outdated age stereotypes, make the impact of age-based assumptions visible, and develop new perspectives on collaboration, communication, and participation in society.

AgeBombs.com

More Information and Survey Links

More information about the survey, along with links to the English and German versions, is available here:

<https://agebombs.com/de/smells-like-ageism/>

Go directly to the English survey:

<https://forms.gle/YQ8kQE7FUQJJEnuf7>

Go directly to the German survey:

<https://forms.gle/KkkhiqjyijfbecbF9>

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