

The background of the entire poster is a close-up photograph of two hands shaking. Both hands are heavily tattooed. The left hand features a large skull on the back, a guitar on the wrist, and a skull on the palm. The right hand has a rose on the back, a guitar on the wrist, and a skull on the palm. The hands are set against a dark, textured background.

**ROCK 2**  
*Social*  
*Foundation*

**PRESSE INFORMATION**

**WE HELP YOU**  
**TO HELP**



Welcome to the RockZ.social Foundation

Together, we rock the world – for a better future!

The RockZ.social Foundation is your partner in creating impactful change. Whether you're an organization, a company, a municipality, a city, or an individual, we offer the tools, support, and platform to turn your projects into lasting success stories.

What we offer:

- 🎸 Fundraising Campaigns & Actions: From creative tools like lotteries, auctions, and sweepstakes, we help you raise funds and draw attention to your cause.
- 🎸 Hands-On Support: From direct assistance on the ground to organizing impactful events – we're here to help.
- 🎸 Maximum Transparency: Every penny and every donation goes directly to the projects you support.
- 🎸 An Engaged Community: Our democratic platform ensures your initiative gets the recognition and support it deserves.

Our Motto: "We Help You To Help!"

Leverage our expertise, tools, and passion to bring your ideas into the spotlight. Together, we create a world we can all be proud of.

RockZ.social Foundation – Rock Harder Save Lives!

**WHAT IS SOCIAL MEDIA? THIS IS SOCIAL MEDIA!**





## "G.O.A.T! World's Greatest Museum For Hardrockin' Culture Loud, Hard, Lovely"

### Let Us All Become The Greatest Of All Time!

The RockZ.social Foundation launches the world's largest mobile museum for Hard Rock and Heavy Metal—a project fueled by passion, creativity, and a social mission. Düsseldorf, January 2025 – It's time to bring fresh energy to the world of Hard Rock: The RockZ.social Foundation is rolling out a revolutionary concept with its project, "G.O.A.T! – World's Greatest Museum for Hardrockin' Culture." This mobile museum celebrates the history and spirit of Hard Rock and Heavy Metal—but it's more than just an exhibition. It's a statement.

This project merges cultural authenticity, creative power, and a strong social mission. It challenges the community to become part of a global movement: Rock'n'Roll as a bridge between music, humanity, and a better world.

*"We want to preserve the soul of Hard Rock culture and make a stand—against greed, consumerism, and the digital overload so many people feel today. Our motto is: 'You'll Never Pixel The Real Thing!'"* explains Andreas Heidl, founder of the RockZ.social Foundation, in an exclusive interview.

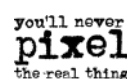
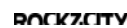
### A Rock'n'Roll Idea on a Global Journey: The Heart of G.O.A.T.!

The core of the project consists of modular shipping containers transformed into mobile museum spaces. But what makes it truly special is that each container is designed by the rock stars themselves! Whether showcasing iconic band history, personal memorabilia, or creative installations, every container becomes an individual artist's legacy, offering fans an up-close and immersive experience.

**G.O.A.T.!** doesn't stay in one place. Thanks to the mobile container design, the museum can appear anywhere in the world—from legendary festivals to the bustling centers of major cities. Hard Rock becomes global and mobile—bringing the experience directly to fans, no matter where they are.

### Heart Rock Nations: Social Mission Meets Rock Spirit

Hard Rock has always been more than just music—it's about rebellion, community, and solidarity. This ethos forms the foundation of G.O.A.T.'s social dimension. Under the banner "Heart Rock Nations," the RockZ.social Foundation not only brings music but also support to where it's most needed.





## "G.O.A.T! World's Greatest Museum For Hardrockin'Culture Loud, Hard, Lovely"

*"We work on the principle: 'There is No Competition in Solidarity,'" says Andreas Heidl. "We provide our tools and resources as 'open source' for smaller, regional associations, communities, and organizations. Wherever G.O.A.T! appears, we aim to support local initiatives and give them a platform."*

The focus is on social projects that often remain in the shadow of big names—projects that genuinely need help. RockZ.social ensures that every stop on the museum's journey becomes a stage for the local community. Hard Rock with heart—for people and their communities.

### "You'll Never Pixel The Real Thing" – A Statement Against Digital Overload

The philosophy behind the project is clear: real experiences cannot be digitized. In a world that's increasingly virtual, G.O.A.T! is a reminder that Rock'n'Roll doesn't live on a screen. *"Music, art, and real life—all of it happens beyond the screen,"* emphasizes Andreas Heidl.

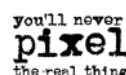
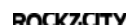
The idea? The magic of a live experience or the vibe of a handmade Hard Rock museum cannot be replaced by any number of pixels.

However, analog and modern aren't mutually exclusive. On the contrary—G.O.A.T! leverages the latest cutting-edge technologies to enhance analog experiences with immersive innovations. Visitors can dive into the theme park, experiencing both the raw, tangible energy of Hard Rock and interactive, futuristic features.

From holographic rock shows and virtual jam sessions to AI-powered tour guides sharing stories and anecdotes from the stars—G.O.A.T! employs state-of-the-art technology to bring music history to life. Guests experience the perfect fusion of analog passion and digital innovation.

"You'll Never Pixel The Real Thing" doesn't mean "no digital," but rather that the digital should enrich analog experiences—not replace them. Real life remains the core, while technology provides an extra wow factor.

G.O.A.T! is a love letter to the analog, paired with a wink toward the future. Rock'n'Roll becomes something to experience, to feel—and to carry forward into tomorrow.





## "G.O.A.T! World's Greatest Museum For Hardrockin'Culture Loud, Hard, Lovely"

### **Call to Action:** Launching a Social Movement Together

The RockZ.social Foundation is 100% nonprofit, driven by a clear mission: to create an epic event with lasting value and ignite a social movement that goes far beyond music.

"Our goal is to establish the G.O.A.T.! theme park as the centerpiece of the 'Heart Rock Nations' movement," says Andreas Heidl.

But to make this vision a reality, support is needed:

- From Fans: Spread the word, share the vision, and become part of the movement!
- From Companies and Partners: Whether through resources, logistics, or donations—every form of support helps bring this idea to life.

Imagine: 20 to 30 uniquely designed Hard Rock-themed containers on a freight train, touring the globe—a spectacular PR campaign and a mission that transforms lives.

In addition to fundraising, the Foundation relies on creative partnerships, including its own social shop selling merchandise for a good cause. Every cent directly funds the projects—Rock'n'Roll with a purpose!

### **Press Contact and More Information**

Media representatives are warmly invited to publish or cite the full exclusive interview with Andreas Heidl. It offers deeper insights into the vision, philosophy, and implementation of G.O.A.T.!

For further information, press inquiries, or collaboration opportunities:

RockZ.social Foundation

✉ [press@rockz.social](mailto:press@rockz.social)

☎ **015678 202468 (Satellite Worldwide)**

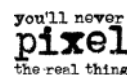
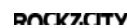
🌐 <https://www.RockZ.social>

Let's Make Hard Rock History Together!

Rock'n'Roll has always been rebellious—now it's revolutionary.

Be part of the largest mobile homage to Hard Rock culture of all time.

G.O.A.T.! – Because Rock'n'Roll touches the heart and can change the world.



**THERE IS NO COMPETITION IN SOLIDARITY**



**"G.O.A.T! World's Greatest Museum For Hardrockin'Culture  
Loud, Hard, Lovely"**

**Question:** The RockZ.social Foundation plans to create the largest mobile museum for Hard Rock and Heavy Metal. That sounds like a massive challenge! What was the initial spark for this idea, and why is this project so relevant right now?

**RockZ.social:** Well, where do we begin? Part of it surely has to do with me as the Foundation's founder—let's call it "Midlife Crisis meets Rock'n'Roll" 😊. Some people buy a Harley; others jump out of planes. Me? I start a foundation and pack rock history into containers.

But seriously, it's also about my long career in the events industry and the state of the world today. Everything keeps getting bigger, pricier, greedier—and at some point, that made me reflect. Why not launch a project that questions all of that, gives something back to the fans, and celebrates the spirit of Hard Rock and Metal?

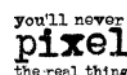
Now is the perfect time—Rock needs more heart again, not just commerce.

**Question:** So, the developments in the world got you thinking. Can you elaborate? What made you decide to start RockZ.social right now?

**RockZ.social:** Absolutely! It's this constant "bigger, faster, more expensive" mindset that's taking over—especially in the music and events industry. Over decades, I've organized many events, big and small, always trying to do things differently. But I've also seen how the industry's hunger for profit is putting increasing pressure on artists and fans alike.

Ticket prices? Insane! Fans are being squeezed until there's nothing left but frustration. That's when it became clear: If I were to take on a big project like G.O.A.T!., it had to happen without the usual commercial circus.

Culture isn't a luxury item—it's for everyone. The idea for this theme park had been swirling in my mind for a while, but I knew it wouldn't work as a traditional business. We'd have to squeeze people dry like everyone else. So, the only way was to create a nonprofit foundation—Rock'n'Roll with heart, not a money-making machine.



**"G.O.A.T! World's Greatest Museum For Hardrockin'Culture  
Loud, Hard, Lovely"**

**Question:** Your concept is mobile, using sea containers that can tour the world. Why did you choose this format instead of building a stationary museum? What are the advantages and challenges of this mobility?

**RockZ.social:** Pragmatism meets creativity. A mobile concept means flexibility, affordability, and—most importantly—quick implementation. Shipping containers are perfect: they're robust, standardized, and easily transportable. At the same time, they're ideal as exhibition spaces. Imagine this: a rock exhibition that lands in Berlin, São Paulo, or Tokyo—Rock'n'Roll goes on a world tour!

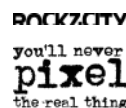
The challenges? Of course, logistics and setup at various locations. But we've developed a modular "building block system" that's simple and efficient. Honestly, it looks incredibly cool when a dozen rock-styled containers roll into a city and magically transform into an event. Making rock mobile—that's the future.

**Question:** I find the idea of rock stars designing their own containers particularly exciting. How did this idea come about, and how do you get the stars on board to be part of this unique project?

**RockZ.social:** The idea was pretty obvious: why should we rack our brains over every container design when we can let real rock stars handle it? Each container becomes a creative playground for the artists—essentially, their personal legacy. The beauty of it? The space remains the same. Each container is a blank canvas—or better yet, an empty stage—for the stars to design as they please.

The concept has a certain magic: we simply tell the rock stars, "Here's your spot—do whatever comes to mind!"

The biggest challenge, of course, is convincing the stars to participate. But we rely on the power of the idea and a sense of community. Many rock stars love projects with heart and meaning. As the idea gains attention, the snowball effect will grow. In the end, we're not just making music history tangible but supporting social projects even in the planning phase—all in the spirit of Rock'n'Roll.



**"G.O.A.T! World's Greatest Museum For Hardrockin'Culture Loud, Hard, Lovely"**

**Question: Beyond the rock stars, the social aspect plays a big role. What projects are particularly close to your heart, and how do you combine them with the Hard Rock spirit?**

**RockZ.social:** That's the core of it all! Rock'n'Roll has always been rebellious but also solidaristic. Our goal is to spotlight local organizations and social projects at every place we visit. It's not about supporting big names and headlines but small, often overlooked initiatives.

We call our philosophy "Heart Rock Nations." This means that wherever G.O.A.T.! makes a stop, the local community gets involved. We share our resources, knowledge, and platform to help others. Youth centers, local artists, or regional associations—all get a stage.

We want fans and the global Hard Rock community to see that Rock'n'Roll is more than music—it's a statement of solidarity and humanity.

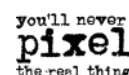
**Question: One of your campaigns is called: "You'll Never Pixel The Real Thing," emphasizing 'Enjoy the Real Thing!'—a clear counterpoint to digitization. What do you want to convey with this message?**

**RockZ.social:** It's simple: real life happens offline. Sure, digitization has many benefits, and we use it too. But in a world becoming increasingly virtual, we often lose touch with reality. Our message is a love letter to the analog—the things you can touch, feel, and experience: real music, real art, real encounters.

But we also know analog and digital don't have to be opposites. At G.O.A.T.!, we use the latest technologies to make the analog even more intense and tangible. With immersive tools and interactive tech, we bring out the best of both worlds.

Rock'n'Roll isn't an algorithm—it's a feeling that hits you to your core. "You'll Never Pixel The Real Thing" reminds people that no screen, stream, or app can replace the magic of a live experience. At the same time, we use innovations like virtual installations, augmented reality, and holographic performances to push the boundaries of the Rock'n'Roll experience without losing the essence: the connection between people, music, and the moment.

It's about going out, feeling, and living—and that's what our museum embodies. G.O.A.T.! is a tribute to the real, enriched by cutting-edge technology, offering fans an unforgettable experience.





**"G.O.A.T! World's Greatest Museum For Hardrockin'Culture  
Loud, Hard, Lovely"**

**Question:** You face significant challenges, especially in the early stages. What are the biggest hurdles you currently face, and how can fans, companies, or partners help make RockZ.social a success?

**RockZ.social:** The biggest hurdle is spreading the idea. Once people understand what we're about, we're confident support will follow—from fans, rock stars, and partners alike.

It's about mobilizing the community: share our vision, spread the word, and show that Rock'n'Roll is about more than just great music.

From businesses and partners, we're hoping for practical support—logistics, materials, or collaborative projects. For example, logistics companies could help transport our containers. Imagine the impact of a train filled with uniquely designed Rock containers traveling the world—not just eye-catching but a statement!

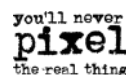
Of course, we also need financial backing—through donations, fundraising, or our social shop selling cool G.O.A.T.! merchandise. Every penny goes directly into our projects. For companies, it's a win-win: they help us and gain amazing PR while becoming part of something truly great.

Rock'n'Roll is a lifestyle—and with G.O.A.T.!, we're bringing it to every city and corner of the world. Anyone who joins us becomes part of this unique movement.

**Question:** A never-ending world tour—it sounds like the ultimate Rock'n'Roll dream coming true. Thank you for this inspiring interview! It's rare to encounter a project that combines so much heart, soul, and pragmatism. Is there anything else you'd like to share with the readers?

**RockZ.social:**

**LET US ALL BECOME THE GREATEST OF ALL TIME!**



**THERE IS NO COMPETITION IN SOLIDARITY**





gemeinnützige UG  
(Haftungsbeschränkt)

# WE ARE LOOKING FOR SPONSORS AND FUNDRAISERS



[www.RockZ.social](http://www.RockZ.social)  
[www.RockZ.city](http://www.RockZ.city)  
[www.HardRockNations.org](http://www.HardRockNations.org)  
[www.HeartRockNations.org](http://www.HeartRockNations.org)  
Fon 015678 202468  
(Satellite Worldwide)

Officially registered Non-Profit Organization | Düsseldorf / Germany  
#goathardrock | #heartrocknations | #rockzsocial | #helptohelp

## THANK YOU FOR YOUR SUPPORT



you'll never  
**pixel**  
the real thing

