

# OYE FEST 2025 TAKES OVER ATLANTA — Latin Music Icons, Global Art, and a Cultural Feast Steps from Mercedes-Benz Stadium

*Chart-Topping Latin Icons, Global Art, and a Cultural Feast Take Over Downtown Atlanta This October*

ATLANTA, GA, UNITED STATES, August 14, 2025 /EINPresswire.com/ -- Atlanta is about to feel the heat. OYE Fest, the Southeast's premier Latin music and arts [festival](#), is returning stronger than ever this October — claiming its place alongside the iconic Mercedes-Benz Stadium and bringing together an unstoppable wave of music, culture, and activism that will be felt across the nation.

This year's stage is stacked with power:

Back in Atlanta after more than a decade, trailblazing reggaetón duo Alexis y Fido — celebrating over 20 years dominating the Latin urban music scene — bring their signature high-energy performance to the city.

Alvaro Díaz, the Puerto Rican sensation with millions of streams and critically acclaimed albums making waves worldwide, fuses hip-hop and reggaetón into a sound that is redefining Latin music.

“

We are here to stay, OYE is the way!”

*Margarita Rios*

Snow Tha Product, the fearless Mexican-American rapper, activist, and contributor to the Grammy-winning “Hamilton” soundtrack, delivers unapologetic lyrics on

women's rights, LGBTQ+ visibility, and immigrant justice.

Macario Martinez, the former street sweeper turned viral TikTok phenomenon whose heartfelt ballads have amassed tens of millions of views and won over fans from Mexico to Miami.

Genre-defying artist PabloPablo, merging global sounds into a sonic experience that defies



Headline

borders.

And they're just the beginning — over 15 additional artists will take the stage to uplift the voices of Atlanta's local and regional Latinx [community](#) through live music, DJ sets, and dance performances.

## MORE THAN MUSIC — IT'S A CULTURAL MOVEMENT

OYE Fest delivers an experience as diverse and dynamic as the community it serves:

Global Art Market — Showcasing works from renowned Latinx visual artists alongside rising talents, the OYE Art Pavilion connects Atlanta's creative scene to the broader global art market. From immersive installations to street-style murals, the visual experience tells the story of Latin America's past, present, and future.

A vibrant poster for OYE Fest 2025. The background is a gradient of orange, yellow, and teal, decorated with stylized pink starburst shapes. At the top, it says "20 OYE FEST 25" in a bold, colorful font, with "OYE" in large pink letters. Below that, it says "OCTOBER 4TH / ATLANTA" in a black box. The main headline lists the featured acts: "ÁLVARO DIAZ", "ALEXIS Y FIDO", "SNOW THA PRODUCT", "MACARIO MARTINEZ", and "PABLOPABLO" in large, bold, black letters. Below the headline, a list of other performers is shown in a smaller font: "GRUPO RYE • CALDEROKY • URIEL U.M.C • DJ EU • LILLY YAN", "BUTCH VEGA • FELICITA • B.BRUJA • JUI • DZUAN FRESH", "ROB SESSION • MONTSY • LIZION • EDUARDO FRANCO", "VENEZ • MARIA FERREIRA • EL COLMILLO • EL CÉZAR", "MARKEZ • JOHNNY JUELZ • GENTE DE NOCHE", and "RUTHLESS GEO • DJ NOISE • JULIO VAN BUSTOS". At the bottom, it says "HOSTED BY: LUIS TREVIÑO & JULIO ANGEL" in a black box. Below that, it says "tickeri" in a black box, "LOT 432 - 550 MITCHELL ST SW, ATLANTA 30314" in a black box, and "ALTOS 100% AGAVE" in a black box. The bottom of the poster features a silhouette of a city skyline with a Ferris wheel.

Lineup

Cultural Food Tour in the Latin America Food Hall — A curated culinary journey across more than a dozen countries, featuring flavors from Venezuelan arepas to Mexican birria, Colombian empanadas to Peruvian ceviche. Every bite is a passport stamp, connecting guests to the diversity and richness of Latin cuisine.

Community Marketplace — A vibrant hub for local entrepreneurs, artisans, and activists to share their craft, stories, and calls to action.

## A MISSION WITH IMPACT

Founded by Latinx organizers for Latinx creatives, OYE Fest is built on four pillars:

Celebrating & Amplifying Latinx Voices — Representing the full spectrum of Latinx artistry with authenticity and pride.

Fusing Arts with Activism — Supporting immigrant rights, DACA advocacy, and progressive causes in partnership with organizations like United We Dream.

Creating Safe, Inclusive Spaces — With intentional representation of Afro-Latinx, queer, and women-identifying voices.

Connecting & Uplifting Community — From “De Atlanta Pa’ Atlanta”, OYE provides a platform for emerging talent to thrive.

“OYE Fest is not just a festival — it’s a declaration,” says founder Margarita Rios. “We’re creating a space where Latin culture is celebrated and uplifted, because visibility leads to representation, and representation leads to change.”

#### EVENT DETAILS

Date: Saturday, October 4th, 2025

Gates Open: 1:00 PM | Music Starts: 1:00 PM

Age: All Ages — Kids Under 10 Get in Free

Venue: 550 Mitchell Street Southwest, Atlanta, Georgia 30314

Tickets Start at \$60: Purchase - [Oyefest.com](https://oyefest.com)

#### ABOUT OYE FEST

OYE Fest is a multi-day music and arts festival dedicated to celebrating Latinx identity, artistry, and activism. Through live performances, art showcases, and cultural experiences, OYE amplifies voices that inspire pride and progress. This is more than entertainment — it’s a rallying cry: We are here, we are proud, and we are a force for change.

#### MEDIA CONTACT

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Artist Interviews | Founder Interviews | Partnership Opportunities Available

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