

## Vibrancy Studios, HOKA and Refuge Worldwide Partner to Celebrate the Intersection of Running and Culture at Berlin Half Marathon Weekend

**BERLIN, Germany — March 26, 2026** — Vibrancy Studios is proud to announce a unique cultural activation at the **HOKA Flagship Store (Ku'Damm 12)** for the Berlin Half Marathon weekend. In an innovative collaboration with the Berlin-based community radio station **Refuge Worldwide** and agency partner **Camo**, the space is being transformed into a hub where elite performance meets the city's creative soul.

The activation kicked off yesterday, Wednesday, March 25th, with a special edition of [The Breakfast Show](#) on Refuge Worldwide. Hosted by Peter (BPM crew), the broadcast featured interviews with first-time half-marathon runners **Jessica Tan** and **Acidfinky**, exploring the synergy between music, community, and race preparation.

### Weekend Highlights:

- [Runners' Night Out](#) (Friday, March 27th, 18:00): An open-format gathering at the HOKA store featuring DJ sets by radio residents [Senu](#), [Acidfinky](#), and [Peeps](#). The evening includes live running jersey customization, plus free drinks and snacks for the community.
- [Shakeout Run](#) (Saturday, March 28th, 10:00): A community run from the HOKA Store through Tiergarten. Participants will have the opportunity to test HOKA's latest footwear line-up, followed by a recovery brunch.

*"Our goal is to create a space where the marathon isn't just a race, but a cultural moment," says **Nico Mahembe, Co-founder at Vibrancy Studios**. "By partnering with Refuge Worldwide, we are bringing the authentic sound and soul of Berlin into the HOKA space. Together, we fly higher."*

### Event Details:

- **Location:** HOKA Store, Ku'Damm 12, 10719 Berlin.
- **Sign-up & Info:** <https://eu-events.hoka.com/hokarunclubberlinhalf>

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**About Vibrancy Studio**  
Independent culture marketing agency  
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