

Press

October 2012

Musikmesse

International Trade Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections
Frankfurt am Main, 10 to 13 April 2013

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Music4Kids: early practice makes perfect ... on musical instrument too

Six-day programme for children: touch and try musical instruments!

Discover and have fun with musical instruments during Musikmesse

Visitors can discover the whole world of musical instruments and music making at Musikmesse in Frankfurt am Main from 10 to 13 April 2013. To promote the love of musical instruments at an early age, Musikmesse has been holding Music4Kids for over 10 years. The interactive participatory exhibition gives children the chance to try musical instruments for themselves and to investigate the world of sound. Music4Kids will be open to groups from schools and kindergartens for a whole week, from 8 to 13 April 2013, and to all visitors on the public days (Friday, 12 April, from 14.00 hrs, and Saturday, 13 April, all day). Then, everyone can test, touch and have fun with all the exhibits and, in a playful atmosphere with teachers on hand, children can make their first contacts with instruments, sounds and music.

Created and supervised by renowned music teacher and exhibition organiser Michael Bradke, Music4Kids is a superb acoustic playground covering around 3,000 square metres for around 8,000 children. With Music4Kids, Messe Frankfurt underscores its commitment to promoting the musical education of young people – a project that has also been made possible by the generous support of numerous Musikmesse exhibitors.

Music4Kids is aimed at children aged from five to ten. In six experiential worlds, it provides insights into music and sound physics, and gives children the chance to try out instruments and

Messe Frankfurt Exhibition GmbH
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musical installations for themselves. In this connection, the emphasis is on finding out about and testing musical objects – from classic and electric instruments to sound sculptures, noise-making tools or musical artefacts – in a playful way. In small groups, the children can investigate and experiment at the individual sections under expert supervision.

In this way, the exhibition aims to awaken children's desire and interest in music making and learning an instrument. The Music4Kids participatory exhibition, which is being held for the 12th time at the international Musikmesse, has become a magnet for children. It opens on Monday, 8 April 2013, and groups of children from schools and kindergartens can take part in free guided tours of the exhibition until Friday, 12 April 2013. Other children and their families have the chance to visit Music4Kids on Saturday, 13 April 2013, when the Musikmesse opens its doors to all members of the public interested in music.

Music4Kids

– the participatory exhibition for children – in Hall 5.0

8 to 23 April 2013: guided tours for groups from schools and kindergartens, etc.

12 April 2013 (Public Afternoon): open from 14.00 to 18.00 hrs

Admission prices

Adults (on arrival)	€ 10.00
Children aged from 6 to 14 (on arrival)	€ 5.00

13 April 2013 (Public Day): open from 09.00 to 18.00 hrs

Admission prices

Adults (online ticket, in advance)	€ 20.00
Adults (on arrival)	€ 30.00
Children aged from 6 to 12	€ 8.00
Pupils, students	€ 16.00
Families (up to two adults and three children aged from 6 to 12)	€ 35.00

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Further information about Musikmesse 2013 can be found at
www.musikmesse.com

Background information on Messe Frankfurt

With a turnover of €467.5 million and 1,725 employees worldwide, Messe Frankfurt is Germany's biggest trade-fair organiser. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events 'made by Messe Frankfurt' take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com