

# Press

November 2014

## Musikmesse

International Trade Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections  
Frankfurt am Main, 15 to 18 April 2015

Johannes Weber  
Tel. +49 69 75 75-6866  
johannes.weber@messefrankfurt.com  
www.messefrankfurt.com  
www.musikmesse.com  
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### **Musikmesse 2015: Music4Kids fosters enthusiasm for making music in all age groups**

### **Extended offering for youngsters, young adults and families on Friday and Saturday**

### **Extensive programme of new live events, music workshops and interactive concerts for all visitors to the fair**

From pump organ to samplophone: as part of Musikmesse in Frankfurt, Music4Kids sends its visitors on a musical voyage of discovery with unusual instrumental creations, sound experiments and tonal installations. From 13 to 18 April 2015 – in other words two days before the official opening of the fair – the special area at Musikmesse playfully awakens an interest in making music. For 2015, the concept will undergo further fine tuning: a wealth of interactive musical events, workshops and concerts will turn Music4Kids into a major attraction, not only for the very young, but also for young adults and visitors with a previous knowledge of music.

On the Friday of the fair, which is open continually for the first time to the general public, Music4Kids addresses groups from secondary schools, vocational schools and music schools. On both days that the fair is open to the general public (17 and 18 April 2015) the special area is accessible to all interested visitors. In this way, families with older and younger children, as well as advanced musicians, are given the opportunity to immerse themselves in worlds of sound that are completely new. In addition to the interactive show on these days, the offering also includes instrument courses, performances by well-known artists and newcomer-bands, contests and many other highlights, all with the aim of promoting and consolidating the musical urge for action.

From Monday to Thursday (13 April to 16 April) Music4Kids offers the customary opportunity for registered groups from kindergartens, crèches and primary schools to explore the world of sounds, to try out instruments and playfully take their first musical steps under expert pedagogical guidance.

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

In this way, Music4Kids provides an area for musical experimentation for all age groups, inviting them to engage in an experience full of discovery and surprises. Generating a rhythm with painted patterns or creating changes in pitch using one's own body weight are just two of the many devices that make it possible to constantly expand the collection of around 40 interactive installations and a wide range of instruments. With Music4Kids, Musikmesse underscores its commitment to the effective promotion of young talents and thus makes a contribution to the further development of the musical instrument industry. The project is overseen by Michael Bradke, the renowned music teacher and exhibition organiser, and supported by numerous sponsors from the business. In 14 years Music4Kids has so far put more than 100,000 participants in touch with the fascinating world of music-making.

Further information about Music4Kids can be found at [www.musikmesse.com/music4kids](http://www.musikmesse.com/music4kids)

#### **Musikmesse – Hands on music**

Next event: 15 to 18 April 2015

Musikmesse is the leading international trade fair for musical instruments, sheet music, music production and music business connections. The spectrum of products on show covers every musical need from classical instruments, guitars and basses, wind instruments and percussion to electronic equipment, as well as hardware and software. At the last Musikmesse, 1,318 exhibitors from 51 countries made presentations at Frankfurt Fair and Exhibition Centre. Buyers from all channels of distribution can make contact with international customers and suppliers and network efficiently at Musikmesse. Musicians and music lovers have the chance to test the latest products and attend workshops, product demonstrations and concerts by well-known artists. Additionally, the range of complementary events includes awards ceremonies, seminars and lectures for basic and advanced training, as well as programmes designed to promote music making among young people and children. In 2014, 65,362 visitors from 120 countries attended the fair.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €545 million in sales and employing some 2,000 people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 150 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised a total of 113 trade fairs, of which more than half took place outside Germany.

Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres.

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](http://www.messefrankfurt.com).