

Press

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Musikmesse
International Trade Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections
Frankfurt am Main, 7 to 10 April 2016

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Musikmesse 2016: Music4Kidz takes visitors on a journey of discovery in the world of tone and sound

Interactive music exhibition with even more events for all age groups

Numerous developments as part of the new Musikmesse concept

With sound experiments, sound sculptures and lots of extraordinary instruments, the Music4Kidz exhibition at the coming Musikmesse in Frankfurt will once again offer visitors a playful introduction to active music making – and, this year more than ever before, is set to be the highlight of the fair not only for children and young people but also musicians with prior knowledge. At the interactive exhibition, big and small sound researchers can discover how instruments work, improve their musical skills and immerse themselves in the various musical styles. Against the background of the new Musikmesse concept, there will also be many new developments in connection with Music4Kidz at the coming fair. “In 2016, Musikmesse will be open to music aficionados – from complete beginners to professionals and, of course, families – on all four days. For this reason, too, we want to offer an exciting programme for all age and target groups at the Music4Kidz special exhibition”, says Musikmesse Director Wolfgang Lücke. “Over the last 15 years, we have shown well over 100,000 children and young people how much fun it can be to play a musical instrument. By awakening and reinforcing enthusiasm for active music making, we make a valuable contribution to the future of the entire business.”

Much to see and do in a multifaceted world of music

Together with internationally renowned curator and instrument maker Michael Bradke, Messe Frankfurt is organising an interactive music exhibition unparalleled worldwide. With experts in the background, kindergarten or primary school children can romp to their heart's content at sound playgrounds and handle fascinating exhibits, such as the 'metallophone' and the 'water orchestra', with no worries about touching anything. Young people have the chance not only to try out numerous musical instruments and take part in workshops but also to find out about

Messe Frankfurt Exhibition GmbH
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a wide range of electronic music tools and DJ equipment. Adults and experienced musicians can participate in sound experiments and interactive sound sculptures that explain, for example, how guitars and trumpets produce sounds. Moreover, they can pick up tips from instrument experts and make music with the whole family independently of age in, for example, the casino of sounds, at electronic consoles or on the huge walking bass.

Not only has the target group of Music4Kidz been expanded, the spectrum of styles is also bigger. The individual exhibits reflect the themed worlds of music in the new Musikmesse concept – from ‘Rock meets Pop’ via ‘Classic meets Jazz’ to ‘Electro meets Recording’. Experienced musicians from all genres will hold workshops and give practical demonstrations using the interactive exhibits. An important aspect of the new Music4Kidz is a fully equipped stage in the centre of the exhibition where a band will provide an introduction to using instruments properly and well-known musicians demonstrate their skills. During the breaks between performances, the stage will be open to visitors as an ‘open rehearsal area’.

Registered groups from schools and kindergarten have the chance to explore the Musik4Kidz exhibition on Wednesday, 6 April 2016, a day before the fair officially opens. On Thursday afternoon and until Sunday, 10 April 2016, Music4Kidz will be open to all Musikmesse visitors free of charge and with no need for prior registration.

Further information about Music4Kidz can be found on the internet at www.musikmesse.com/music4kidz.

Full details about Musikmesse 2016 is available at www.musikmesse.com

For information about the work of Musik4Kidz initiator Michael Bradke, please go to www.musikaktionen.de/

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised 132* trade fairs, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt 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.

[*Preliminary figures for 2015](#)

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