

August 2026

Press Release

akustika Nuremberg: New focus areas in the keyboard section – Hybrid Piano Salon in 2027

The “international Trade Fair for Music” will take place from 9 to 11 April at the Messe Nürnberg. The fair focuses on artisanal instrument-making, making it the only industry platform of this scope in Germany. Musicians of all abilities come to **akustika** to discover handcrafted instruments. In 2027, the Hybrid Piano Salon will bring fresh impetus to the keyboard section of **akustika**.

Nuremberg – „A house full of music“ – **akustika** offers a wide range of products for professional musicians and specialist music retailers. The trade fair focuses on artisanal instrument-making and covers various instrument categories: string and plucked instruments, keyboard instruments, brass and woodwind instruments, as well as flutes and orchestral percussion. Accessories and sheet music are also available. Musicians have the opportunity to meet instrument makers in person at **akustika** and try out instruments live. The high-calibre concert programme, along with numerous workshops and live performances, rounds off the programme.

Hybrid Piano Salon is bringing a breath of fresh air to the world of keyboards

From 2027, the keyboard section of **akustika** will feature an enhanced concept developed in collaboration with our specialist partners and representatives of leading manufacturers. The aim is to integrate the keyboard section into the **akustika** in a forward-looking manner; accordingly, an annual rotation of the exhibition's focus areas is planned for the keyboard section: a year featuring a major showcase by piano builders and manufacturers for end customers and professional musicians (most recently in 2026) will be followed by an interim year with a stronger business focus for specialist retailers and music teachers (from 2027 onwards).

Hybrid Piano Salon 2027 – The Synthesiser as Instrument of the Year

At akustika 2027, the keyboard section will be all about innovation, digitalisation and new soundscapes. This is in recognition of the synthesiser being named Instrument of the Year 2027. The keyboard section at akustika will therefore focus on instruments featuring digital, electronic or hybrid technology. As part of a newly conceived hybrid piano salon, the exhibition will feature the most comprehensive showcase of electronic and hybrid keyboard instruments ever seen at the fair. The aim is to highlight innovation and diversity within this category of instruments and to inspire new audiences to take up music-making.

Manufacturers are given the opportunity to showcase their products in compact business areas. In addition, the Piano Salon offers a varied programme of concerts, presentations and specialist talks, appealing to both industry professionals and music-loving visitors. Manufacturers and brands can bring their innovations to life directly within a musical context and engage in face-to-face discussions with interested parties.

Focus on young talent, music schools and young musicians

A particular focus of the concept is on engaging younger target groups. Music schools, music teachers, students and emerging musicians are to be involved to a greater extent than before. Digital and hybrid instruments offer young people, in particular, low-threshold access to music and combine traditional playing styles with modern creative possibilities. Through this, akustika aims to build bridges between traditional instrument-making and contemporary musical practice.

The Hybrid Piano Salon sees itself not merely as a showroom, but as a venue for experiences and encounters, where visitors can try out instruments, discover new technologies and discuss musical trends.

In this way, akustika is responding to the varying requirements of its target groups whilst at the same time providing planning certainty for the coming years. This also represents a commitment to akustika on the part of the Association of German Piano Manufacturers (BDK); as such, a long-term strategy has been jointly developed which will strengthen the presence of the keyboard sector in the long term and ensure its future-oriented development.

Outlook for 2028

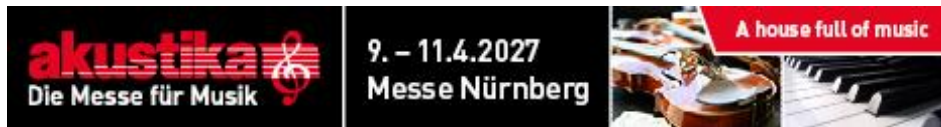
Whilst the focus in 2027 will be on the Hybrid Piano Salon and compact display areas, a large-scale presence of the classical keyboard section is planned for 2028. Manufacturers are then expected to be represented once again with larger exhibition stands

and presentation rooms, and in the Piano Salon, experts will be able to compare the large concert grand pianos.

This change in format enables akustika to create a platform that meets both the industry's commercial requirements and the expectations of musicians and music-loving visitors – and to further develop the keyboard section as an integral part of the trade fair in the long term.

Save the date: akustika 2027 – 9 to 11 April

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