

13 March 2024

Press Release

Successful concept: the akustika Nuremberg gets positive feedback – 2025 event already in the planning stages

Over three days, around 10,300 visitors came to the NürnbergMesse to find out what the akustika 2024 had to offer. Music was energetically played across four levels of the NCC Ost and the craft of instrument making was presented in all its facets. The next akustika will take place in spring 2025 at Messe Nürnberg and will once again turn the NCC Ost into a "full house of music".

Nuremberg – At the akustika, 218 exhibitors from 19 countries presented string, brass, woodwind and keyboard instruments on four levels. There was also a range of other instruments, accessories, materials, services and sheet music. Music schools, universities and associations were also on site as contacts for musicians.

Mark Heißer, the akustika's project manager, is delighted with the positive feedback from exhibitors: "After the inaugural fair last year, we've been working hard to raise the akustika to a new level. A big thank you goes out to all the exhibitors who've taken part and placed their trust in us. Thanks as well to all the partners who supported the akustika and to all the musicians for their fantastic presentations on the four stages. We're looking forward to the next akustika in 2025."

The managing directors of fair organisers AFAG, Henning and Thilo Könicke, offer a positive assessment: "It was really fun at the akustika. There were a number of moving moments with terrific concerts, engaging presentations and individual advice sessions. At the akustika, we got to know a great industry better and are looking

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forward to continuing to offer this industry a home in the future: a place for instrument makers, musicians and people interested in music. So we're delighted that the akustika will be taking place again next year. Together with our expert advisory board, we've made the decision to hold the next akustika in Nuremberg in spring 2025."

Focus on handcrafted instrument making

Demand was high in all three areas of the akustika – string, brass, woodwind and keyboard instruments – with the instrument makers seeing a great deal of interest in their handcrafted instruments. The concerts provided numerous highlights over the three days of the fair. Every day, workshops for musicians and instrument makers further enriched the programme.

Christoph Endres, Managing Director of Blech In Nürnberg and Federal Guild Master in the Federal Guild Association for the Musical Instrument Trade, is more than satisfied with akustika Nürnberg as a professional partner: "The atmosphere is fantastic, the exhibitors want to come again. The concept with the individual rooms on several levels has worked. As an exhibitor, we were overwhelmed by the number of visitors, we had a lot to do at our stand. Visitors appreciated what we had to offer, took advantage of the opportunities for professional advice and were inspired by new products. On the Day of Crafts, 140 pupils from three grammar schools were able to gain their first practical experience with work samples. The presentation of the German Musical Instrument Award was honoured in the presence of Ms Yvonne Magwas (Vice President of the German Bundestag) and Lord Mayor Marcus König. An intensification of cooperation was also agreed with the opening speaker Prof Martin Maria Krüger, President of the German Music Council, as well as with the vocational schools for instrument making and music, in order to create a future-oriented network for the next generation."

Wide range of pianos and European Congress

On one of four levels, all renowned upright and grand piano manufacturers were represented with their instruments, including companies such as C. Bechstein, Fazioli, Kawai, Steingraeber, Steinway & Sons and Yamaha. Together with component suppliers, they enriched the European Congress's seminar programme – which took place at the same time – and attracted many international attendees to the akustika with specialist lectures and workshops.

The next akustika will take place in spring 2025 in the NCC Ost at Messe Nürnberg.

The latest information is available at www.akustika-nuernberg.de.

Exhibitors' comments on the akustika 2024

Jens Lentzer, Yamaha Piano:

"We found the individual spaces for the piano manufacturers very positive and were impressed by the fair's atmosphere. We're going home with high expectations."

Jens-Uwe Lemcke, C. Bechstein:

"With regard to our first attendance at the akustika here in Nuremberg, we can say: firstly, the city is great, secondly, the fair itself is great and, of course, AFAG is also absolutely fantastic, because something really excellent has been put together in just one year. Chapeau, you can only take your hat off."

Jörg Helmke, Steinway & Sons

"Together with our local specialist retail partner Piano Haid, Nuremberg, we were able to present all facets of our Spirio|r high-resolution self-playing system to a very interested audience on various stages. The reaction was highly positive and we were able to win many new fans for the Steinway & Sons brand and Spirio|r through the akustika. We'd like to thank AFAG for their professional organisation and support in all matters."

Max Thein, Thein Brass:

"The atmosphere at the akustika was wonderful, it's a "house of music" here. We had a lot of customers at our stand, with some coming to the fair from abroad. If this concept of the akustika as a "house of music" is maintained, then we'll be regular exhibitors at this fair. It's fun!"

Nicolas Müller, Tutti Fagotti:

"It's 1,000 times better than last year's inaugural event. We're totally overwhelmed by how many people attended. The akustika 2024 was really great for us – we were able to make wonderful contacts and had lots of people at our stand who were explicitly interested in bassoons and were looking for information or an instrument. If the concept of the fair is maintained, the fair will grow and become more popular. You really feel welcome here and it's great that the akustika takes place as an independent event."

Charlotte Dörfler, Dörfler:

"We're delighted that the fair is now being held in Nuremberg. We come from Bubenreuth, which is near here, so it's a home game for us. We met a lot of contacts at the fair, though the international ones

were still somewhat lacking. But the fair is a new event that is still developing and it's vital that there's a trade fair for music in Germany that facilitates communication. The concert programme was great and it's nice that not only trade visitors, but also many musicians, came here to try out instruments and give us manufacturers direct feedback."

Andreas Harke, 1st Chairman of the Association of German Piano Manufacturers BDK, Managing Director Alfred Jahn GmbH & Co KG:

"The piano makers are enthusiastic about the akustika and the association members are happy. As part of the Europiano Congress, there were a large number of international guests in Nuremberg who gained a great deal of specialist knowledge."

Andreas Kleinhenz, Managing Director, North Bavarian Music Association:

"We've received wonderful feedback – the akustika as a stage for musicians and as a meeting place to network is important. The concept has worked and I'm particularly pleased that the universities and vocational colleges were involved."

Prof. Rainer Kotzian, President of the Conservatoire:

The akustika is a huge benefit. The students from the Conservatoire were able to present something and also set up a joint experiment, for instance. They were also able to make direct contact with the manufacturers and take advantage of this brilliant opportunity to have big-name manufacturers in one place and talk to them. The concept worked.

Günter H. Lobe, master violin maker:

"For string and plucked instrument makers, it's worked out well. There's a great variety on offer, the atmosphere is familiar and personal. Personal dialogue was very easy and the short distances were great."

Alexander Klier, Musik Klier, regional partner of the akustika Nürnberg:

"The feedback for the akustika 2024 is overwhelming, you don't find such depth in the sub-sectors anywhere else. The programme was targeted, professional, many multipliers were reached and everyone is enthusiastic. In addition to advice and information, a number of instruments were also purchased."

Thomas Nester, Karl Höfner:

"We had a great time at the akustika, there were lots of visitors and we were able to have lots of conversations. It'd be nice if more guitar companies would make an appearance. The atmosphere was really terrific and the layout on the different floors with the different spaces was great."

Bruno Schmidt, Arnold Stöelzel:

"On Friday we had a lot of visitors from the Nuremberg area, then on Saturday national and international visitors as well as dealers from Germany and abroad came to akustika. On Sunday, both private and business visitors came to our stand. I can already say that we will be back next year!"

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