

August 2023

Press Release

akustika – The Trade Fair for Music

From 8th to 10th March 2024, the akustika trade fair will focus on the diversity and quality of handcrafted musical instrument making and offer numerous workshops as well as concerts in addition to the wide range of exhibits. After the successful premiere as "Musik-Messe Nürnberg 2023", the event is now growing and will take place under the name "akustika - The Trade Fair for Music" at the Nuremberg exhibition Centre.

Nuremberg – akustika Nuremberg presents handcrafted string and plucked instruments as well as woodwind and metal wind instruments, but also pianos and grand pianos. The range of organs and flutes is a new addition. Visitors coming to the trade fair from Germany and abroad can make direct contact with the builder at akustika and have the opportunity to try out the instruments on site. The accompanying program includes numerous concerts on three stages and a wide range of workshops and presentations.

Already a good six months before akustika 2024, over 60 percent of the exhibitors from the previous event have registered again. The exhibition space booked so far corresponds to over 80 percent of the exhibition space of the first edition. Interested companies can still register for the trade fair at the early-bird price until the end of October, and space will be allocated from the end of September. The organizer of akustika is the Nuremberg-based trade fair company AFAG. Christoph Endres, head master of the Guild for Musical Instrument Making of Northern Bavaria, is a professional partner of akustika. He is already looking ahead to next year's event: "With akustika 2024, the trade fair is taking a significant development step into the spectrum of musical instrument making. In 2024, the trade fair will be expanded to include the piano and organ building section and will therefore assume the leading function for musical instrument making in Europe. As in the previous year, akustika will be a unique musical experience for universities, music associations, vocational schools and all those interested in

music from clubs, music schools, trombone choirs from beginners to orchestra musicians."

New spaces for the diverse range of trade fairs

akustika 2024 will find its new home on three floors in the Convention Center NCC East at the Nuremberg Trade Fair Centre. With rooms and halls of different sizes, the new room layout offers suitable conditions for the exhibition range of around 200 exhibitors and for the accompanying workshops and concerts, for which three stages are available.

In the entrance area on floor 0, visitors can expect a large stage with a varied concert program. The stringed and plucked instruments and accessories are located on Floor 1. The large "Center Stage" is located on the second floor, where the range of keyboard instruments, which has been enlarged this year, can also be found. Corresponding accessories, information on training and the European Congress are also located on Floor 2. On 3rd floor there is a wide range of brass and woodwind instruments, accompanied by workshops as well as accessories and materials for wind instruments. In addition to the Acoustic Stage, Floor 3 will also feature the new percussion and accordion sections.

Master luthier Günter H. Lobe was already present at the first edition of the trade fair in the spring of 2023: "As head of the guild, after the great success of the last trade fair in 2023, I see great potential for the upcoming akustika 2024. We expect even more exhibitors - national and international - with the highest quality instruments and thus also the corresponding customers, worldwide, from the absolute professional musician to the talented amateur or student. It will be again a great togetherness, talk shop, trying and promising conversations, about the special - THE MUSIC!"

Partners of akustika 2024 are the Federal Association of German Musical Instrument Manufacturers, the North Bavarian Music Association, the Federal Guild Association for the Musical Instrument Trade, the Association of German Piano Makers, the Nuremberg University of Music and the Union of European Piano Makers' Associations Euro Piano. Andreas Kleinhenz, Managing Director of the North Bavarian Music Association, sees akustika as an enrichment for the industry: "The North Bavarian Music Association will again be a partner at akustika Nuremberg 2024. We see akustika as an opportunity for our many musicians to find out about innovations on the instrument market. In addition, the new education campus at akustika is intended to demonstrate to our musicians the many and highly diverse opportunities for a career in

the field of brass band music or in music in general. Last but not least, we will certainly also present a few musical highlights on the various stages."

This year's fair will once again feature the presentation of the prestigious German Musical Instrument Prize, awarded by the German Federal Ministry of Economics and Technology.

Europiano-Congress 2024

The Europiano Congress will take place over three days parallel to akustika 2024. In a separate, spacious piano area, all of Europe's renowned piano and grand piano manufacturers will be represented with their instruments. Together with suppliers, they will enrich the seminar program of the Europiano Congress with expert lectures and workshops.

2024: akustika and Whisk(e)y-Messe in combination

akustika Nuremberg and the Whisk(e)y fair Nuremberg THE VILLAGE will take place at the same time at the Nuremberg Exhibition Center in 2024. For visitors there is the possibility to visit both events. (Admission to the Whisk(e)y fair Nuremberg THE VILLAGE only over 18 years).

Save the date:

March 8th till 10th, 2024 - Nuremberg Exhibition Center - NCC East.



www.akustika-nuernberg.de

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