

January 2024

## Press release

### **Highlight of the annual calendar: akustika Nuremberg 2024 – an international meeting place for musicians and instrument makers**

**akustika 2024 will take place from 8 to 10 March at the Nuremberg Exhibition Centre. This, the event's second edition, will be significantly larger and also more international: around 200 exhibitors will present their offerings at this "Trade Fair for Music" in Nuremberg. Over 80 concerts and numerous workshops will provide an entertaining and informative supporting programme.**

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**Nuremberg** – The *akustika* is aimed at professional musicians, music students and people interested in music. Visitors not only come to Nuremberg from the state of Franconia and Germany as a whole – *akustika 2024* is also expected to attract guests from other European countries and Asia, for instance. String, brass and woodwind instruments as well as keyboard instruments will be presented on around 3,000 square metres. There will also be a range of other instruments, accessories and materials, as well as services and sheet music. Music schools, universities and associations will also be on site as points of contact for musicians.

*akustika 2024* will take place for the first time in NCC Ost at Messe Nürnberg over four levels. The exhibition is divided into three themed areas: "Stringed and plucked instruments", "Keyboard instruments" and "Brass and woodwind instruments". On level 0, visitors will be greeted by the Atrium Stage, one of four stages where concerts will take place on every day of the fair.

#### **Stringed and plucked instruments**

Level 1 of *akustika 2024* features a wide range of stringed and plucked instruments. Instrument makers will present handmade masterpieces and showcase their craft. The offering in this area is

Veranstalter:



AFAG Messen und Ausstellungen GmbH  
[www.afag.de](http://www.afag.de)

Projektleitung:

Akustika Nürnberg  
Messezentrum 1 • 90471 Nürnberg  
T +49(0)911-9 88 33-520 • F +49(0)911- 9 88 33-529  
[www.akustika-nuernberg.de](http://www.akustika-nuernberg.de)  
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Mitglied im Fachverband  
Messen und Ausstellungen

Register-Gericht Nürnberg HRB 651  
Geschäftsführer:  
Henning und Thilo Könicke

not only interesting for musicians – instrument makers will also find inspiration and be able to make contact with experts here. Tonewood retailers will present their woods at the trade fair and showcase the raw materials for a high-quality stringed or plucked instrument.

### **Piano range significantly expanded – all major manufacturers represented**

The piano area of the trade fair has developed enormously compared to last year and is located on level 2. Project manager Maik Heisser is delighted with its great popularity: “All well-known upright and grand piano manufacturers are represented with their instruments at akustika, so we can present a range of products in this area that hasn’t been gathered together in one place for decades”.

### **Europiano Congress**

The Association of German Piano Manufacturers is participating in akustika as a partner and organising the Europiano Congress as part of the trade fair. The Europiano Congress will take place over three days in parallel to akustika 2024. Together with suppliers, piano and upright manufacturers will enrich the seminar programme of the Europiano Congress with specialist lectures and workshops, which instrument makers from all over Europe are expected to attend.

In addition, a number of special features are planned for the piano area of the trade fair, such as a concert in which ten grand pianos will play simultaneously and innovative developments are presented, for example the link with AI. The vocational school will provide information about piano and organ making.

### **Brass and woodwind instruments**

On level 3 you will find brass and woodwind instruments as well as flutes, accessories and materials for wind instruments, but also percussion and accordions. akustika 2024 is all about the tuba. It was voted instrument of the year by the regional music councils. With a length of over 10 metres, it can even play lower notes than a grand piano. The companies Klingspor, Miraphone, Adams, Josef Lidl and Yamaha, which are exhibiting at akustika, still largely build these instruments by hand. With prices of up to 30,000 euros, they are still considerably cheaper than a concert grand piano. All wind instruments can of course be seen and, above all, heard again on the newly designed level 3. A large number of renowned clarinet makers will be exhibiting their complete range for three days at

akustika and the selection of high-quality transverse flutes is also unique. Interested musicians can not only test instruments extensively on one day at akustika, but also experience many concerts taking place at the same time.

### **Handcrafted instrument making**

Franconia is an important region for instrument making worldwide, and Franconian instruments are used in international concert halls and film orchestras. Many exhibitors at akustika are based in the Nuremberg metropolitan region, while other companies come from all over Germany, Austria and Italy. Instruments can be thoroughly tested at the fair, with the makers on site in person to provide explanations about particular sound and workmanship details.

akustika makes it possible to experience the many different aspects of instrument making and an outline of the profession will be presented. The Chamber of Crafts for Middle Franconia is organising a “Day of Crafts” at akustika on Friday, 8 March and invites interested schoolchildren to attend at the fair.

### **Backing from the industry**

The 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 German Tuba Forum, the German Flute Society, the Association of German Master Organ Builders, the Nuremberg Academy of Music, the Association of German Violin and Bow Makers and the Union of European Piano Makers' Associations, Euro Piano.

In addition to the trade fair, there will be an accompanying programme in Nuremberg's city centre, including guided tours of instrument makers' workshops and concerts. This makes Nuremberg the new home of the “Trade Fair for Music” and akustika the new meeting place for music and instrument making.

Up-to-date information can be found at [www.akustika-nuernberg.de](http://www.akustika-nuernberg.de)

## Programme highlights

In 2024, as in the previous year, the event organiser has succeeded in attracting lots of big bands, ensembles and renowned soloists for sophisticated concerts. To their heart's content, visitors can see all the musical instrument groups on show in action, now across four parallel stages. The opening concert will be performed by the Big Band of the Nuremberg Academy of Music under the direction of Prof. Jürgen Neudert on the Centre Stage from 10:00 – 11:30 am. On Friday, a number of music groups will also be performing throughout the day on the special "Music with Inclusion" day.

Saturday will open with a joint concert by the Protestant trombone choirs, with over 100 wind players playing their instruments at the same time. In the afternoon, the Hauptstadtblech from Berlin will mix classical concert morsels with swing from the 1930s. It will be interesting to see! Last year, the Wibraphon together with the NBMB selection orchestra caused a sensation with concert pieces from Star Wars and other film music in XXL wind instrumentation.

Sunday will look into the future of music-making with the aid of AI. Prof. Trump will give a live demonstration of the latest developments in interactive music-making between man, machine and grand piano. And to round things off, both the Nordbayerische Musikbund with large orchestras and the Hauptstadtblech will bid a fitting farewell to the hopefully successful akustika 24.

## Workshop programme

There will be an accompanying workshop programme on all three days of the fair. Workshop topics include improving embouchure and stamina for all brass players, miking wind, plucked and string instruments, learning to improvise with a system, "The perfect fit – equipment talk" and an introduction to beatbox saxophone playing.

## Press Contact

Corporate Communications  
AFAG Messen und Ausstellungen GmbH  
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[presse@akustika-nuernberg.de](mailto:presse@akustika-nuernberg.de)

January 2024

## Press Kit akustika Nuremberg 2024 – The trade fair for music

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## Facts and figures

### **akustika Nuremberg 2024 - The trade fair for music**

**Date:**

Friday, 8 March to Sunday, 10 March

**Opening hours:**

Fri. + Sat.: 10 am – 6 pm (admission until 5 pm)

Sun.: 10 am – 4 pm (admission until 3 pm)

**First event:**

2023 (under the name „Musik-Messe Nürnberg“)

**Venue:**

Messe Nürnberg, NCC Ost

**Parallel event:**

- **Whisk(e)y-Messe THE VILLAGE** and **R(h)um-Messe PUEBLO DEL RON**  
9 and 10 March (admission only from 18 years),  
pre-opening 8 March,  
(separate tickets required)

**Range of products:**

- Handcrafted, acoustic instruments
- Brass and woodwind instruments
- Plucked and stringed instruments
- Pianos, grand pianos and organs
- Sheet music and accessories
- Schools, universities, academies, associations and clubs

**Supporting programme:**

- **Trade fair: around 200 exhibitors from 17 countries**  
from small craft businesses and medium-sized industrial companies to suppliers of materials and tools, manufacturers of accessories, music publishers and wholesalers.
- **Over 80 concerts on four stages**  
**Atrium Stage** (Level 0), **String Stage** (Level 1), **Akustik Stage** (Level 2), **Center Stage** (Level 3)  
from classical music and folk music to jazz, modern sounds and pop.
- **Workshops**

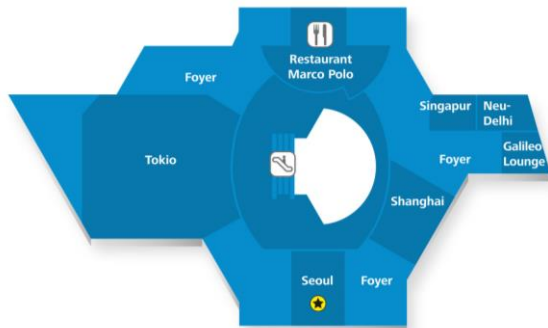
**Audience/Visitors:**

Musicians, from beginners to professionals.

**Exhibitor and product overview:**

<https://www.akustika-nuernberg.de/ausstellerverzeichnis/>

## Site plan



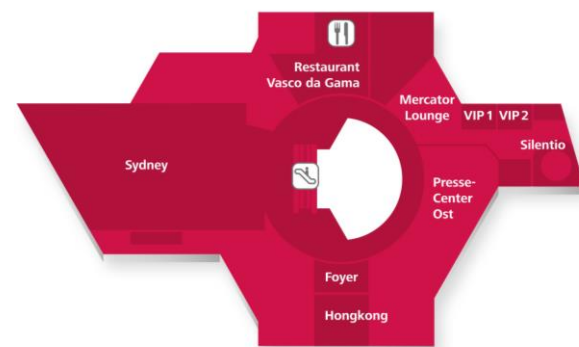
### Level 3

- Brass and woodwind instruments
- Flutes
- Accessories and materials for wind instruments
- Percussion
- Accordion
- Workshop rooms
- Center stage



### Level 2

- Keyboard instruments
- Keyboard instrument making
- Accessories and training
- Congress Europiano
- Acoustic stage



### Level 1

- String instruments
- Plucked string instruments
- Accessories for string instruments
- String stage

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## Stage programme



### Atrium Stage Level 0



#### Friday, 8 March 2024

- 10:00 - 11:00 Höfner Gitarren (Höfner guitars)
- 11:00 - 11:30 Markus Arnold Buzzr
- 11:30 - 12:30 Orchestra of Lebenshilfe Augsburg
- 12:30 - 14:00 Army Music Corps Veitshöchheim
- 14:00 - 15:00 Höfner Gitarren (Höfner guitars)
- 15:00 - 15:30 Markus Arnold Buzzr
- 16:00 - 17:30 Army Music Corps Veitshöchheim

#### Saturday, 9 March 2024

- 10:00 - 11:00 Symphonic wind orchestra
- 11:00 - 12:00 Protestant Trombone Choir Association
- 12:00 - 13:00 Bad Kissingen NBMB District Orchestra
- 13:00 - 14:00 **Windstärke 12**  
Wind ensemble of the Nuremberg Music School, which emerged from the adult wind classes of the last 11 years.
- 14:00 - 15:00 Würzburg NBMB District Orchestra
- 15:00 - 16:30 NBMB Wibraphon
- 16:30 - 18:00 NBMB North Bavarian Youth Wind Orchestra

#### Sunday, 10 March 2024

- 10:00 - 11:00 NBMB District Orchestra Ansbach
- 11:00 - 12:15 NBMB District Orchestra Upper Palatinate
- 12:15 - 13:30 NBMB North Bavarian Youth Wind Orchestra
- 13:30 - 14:45 NBMB Wibraphon
- 14:45 - 16:00 NBMB District Orchestra Upper Franconia

**Friday, 8 March 2024**

11:20 - 11:40 Dániel Váczi - Glissonic

13:50 - 14:10 Dániel Váczi - Glissonic

15:30 - 16:00 Dániel Váczi - Glissonic

**Saturday, 9 March 2024**

10:50 - 11:10 Vogelhorn-Bergmusik (Bird  
horn mountain music)

12:50 - 13:10 Dániel Váczi - Glissonic

13:50 - 14:10 Vogelhorn-Bergmusik (Bird  
horn mountain music)

16:20 - 16:40 Vogelhorn-Bergmusik (Bird  
horn mountain music)

**Sunday, 10 March 2024**

10:50 - 11:10 Vogelhorn-Bergmusik (Bird  
horn mountain music)

12:05 - 12:20 Dániel Váczi - Glissonic

13:20 - 13:40 Vogelhorn-Bergmusik (Bird  
horn mountain music)

14:35 - 14:55 Dániel Váczi - Glissonic

**Friday, 8 March 2024**

- 12:30 - 13:30 String ensemble vocational school Musication**
- 14:30 - 15:00 Gergely Szurgyi**
- 15:30 - 16:30 Alex Boldin - Acoustic Fingerstyle Guitar**  
When Alex Boldin picks up his guitar, he invites his listeners on a musical journey through the sonic worlds of the acoustic guitar. The winner of the Fingerstyle Collective Guitar Festival 2022 skilfully combines the virtuoso skills and complex techniques of fingerstyle with his intuitive feel for melodies. The result is sometimes interesting, rhythmic structures, sometimes playful, harmonious tone sequences and sometimes tasteful motifs that skilfully interweave the two and invite you to dream.
- 16:30 - 17:30 Höfner Gitarren (Höfner guitars)**

**Saturday, 9 March 2024**

- 11:30 - 12:30 STRANGER HERE MYSELF**  
Homage To The Great American Songwriters: No covers, but interpretations full of intensity and depth
- 13:00 - 14:00 Studio 49 - Orff-Instruments**
- 14:00 - 15:00 Alex Boldin - Acoustic Fingerstyle Guitar**  
When Alex Boldin picks up his guitar, he invites his listeners on a musical journey through the sonic worlds of the acoustic guitar. The winner of the Fingerstyle Collective Guitar Festival 2022 skilfully combines the

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- 15:00 - 15:30 Gergely Szurgyi**
- 16:00 - 17:00 Höfner Gitarren (Höfner guitars)**
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- 15:00 - 16:00 Höfner Gitarren (Höfner guitars)**

**Friday, 8 March 2024**

- 09:00 - 10:30** **Opening Europiano Congress**  
separate registration necessary
- 12:00 - 13:00** **Official opening akustik  
Nuremberg 2024**
- 14:00 - 15:00** **VeeHarp Orchestra**
- 16:00 - 17:00** **Europiano Congress**  
separate registration necessary

**Saturday, 9 March 2024**

- 09:00 - 10:30** **Europiano Congress**  
separate registration necessary
- 11:00 - 12:00** **Ear UserHearing protection  
for piano tuners**
- 12:00 - 13:30** **Individual duos and soloists -  
Association for the support of  
young musicians**
- 13:30 - 14:00** **Markus Arnold Buzzr**
- 14:00 - 14:30** **NBMB Clarinet Orchestra**
- 15:00 - 16:00** **Transducer Steingraeber**
- 16:00 - 17:00** **Europiano Congress**  
separate registration necessary
- 17:00 - 18:00** **Seggelke Klarinetten (Seggel-  
ke Clarinets)**  
Ensemble of the employees

**Sunday, 10 March 2024**

- 09:00 - 10:30** **Europiano Congress**  
separate registration necessary
- 10:30 - 11:30** **Sofia Khorobrykh**  
Concert pianist and piano  
teacher from Würzburg, winner  
of international competitions  
with a wide range of classical  
and modern repertoire.
- 12:30 - 13:30** **Trump Steinway Spirio  
Session**
- 14:00 - 15:00** **Seggelke Klarinetten  
(Seggelke Clarinets)**  
Ensemble of the employees



**Friday, 8 March 2024**

- 10:00 - 11:30** **Opening concert BIGBAND**  
**Nuremberg University of Music**
- 12:00 - 13:00** **Dr. Päng, Groovetrax with**  
**Bastian Fiebig**
- 13:30 - 15:00** **Alle Neune INKLUSION Robert**  
**Wagner**
- 15:30 - 16:30** **Vollgas Connected FÜ**
- 16:30 - 18:00** **Giga Ohm Band - The Big**  
**Band of the TH-Nuremberg**  
The Big Band consists of students, teachers and employees of the Technical University. The band plays classic big band jazz.

**Saturday, 9 March 2024**

- 10:00 - 11:00** **Blech`n Wood**
- 11:00 - 11:30** **Markus Arnold Buzzr**
- 11:30 - 12:30** **Profs Night Big Band Erlangen**
- 13:00 - 14:00** **Time Bandits FÜ**
- 14:00 - 15:00** **BlechMafia**
- 15:00 - 16:30** **Hauptstadtblech**
- 17:00 - 18:00** **Big Band Langwasser e.V.**  
In 2024, the band can already look back on 35 years of band history. The band is dedicated to classic big band swing à la Count Basie, peppered with a few groovy jazz-rock and funk numbers.

**Sunday, 10 March 2024**

- 10:00 - 11:00** **King-Size Juniors**  
The King-Size Juniors are one of the youngest big bands in Bavaria with an average age of just 15 years! The children / teen big band consists of 28 musicians who present rock and swing songs in big band style with great fun and energy.
- 11:00 - 11:30** **Markus Arnold Buzzr**
- 11:30 - 13:00** **Hauptstadtblech**
- 13:00 - 14:00** **Big Wabbits**
- 14:30 - 16:00** **Blech-Buam-Musi**



## Save the date

Friday, 8 March, 12 noon

### **Official opening of akustika 2024**

Akustik Stage (Hall St. Petersburg), Level 2,

NCC Ost, Messe Nürnberg

Patron: Prof. Dr Julia Lehner, 2nd Mayor of the City of Nuremberg  
(Mayor of Culture).

**The opening will be followed by a guided tour of akustika 2024.**

## Press Contact

Your contact persons

**Kathrin Redel and Juliane Heißen**



Corporate Communications

AFAG Messen und Ausstellungen GmbH

Telefon: +49 (0)911/98833-525

[presse@akustika-nuernberg.de](mailto:presse@akustika-nuernberg.de)

## Accreditation

Please apply for accreditation in advance of the event at the following link:

<https://www.akustika-nuernberg.de/akkreditierung/>

You will find us on the mezzanine level in NCC Ost.

Only accessible via the lift ("ZE").

The press parking spaces are signposted.

***We look forward to seeing you at akustika 2024 in  
Nuremberg!***