

5 February 2026

## **Press Kit akustika Nuremberg 2026**

**„A house full of music”**

### **Content**

Facts and Figures.....	2
Site plan .....	3
Press Release .....	4
Partner of akustika .....	8
Press Contact.....	8

## Facts and Figures

### akustika Nuremberg 2026 – The Fair for Music

#### Date:

Friday, 24 to Sunday 26 April

#### Opening hours:

Fr. + Sa: 9:30 a.m. - 6:00 p.m. (Admission until 5 p.m.)

So.: 9:30 a.m. – 4:00 p.m. (Admission until 3 p.m.)

#### First event:

2023

#### Venue:

Messe Nürnberg, NCC Ost, Halle 7A

#### Areas of supply:

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

#### Supporting programme:

- **Trade fair offering: around 250 exhibitors from 20 countries**  
 From small craft businesses and medium-sized industrial companies to suppliers of materials and tools, manufacturers of accessories, music publishers and wholesalers.
- **Around 70 concerts on five stages**  
 From classical music and folk music to jazz, modern sounds and pop. International artists and regional ensembles. Specialist lectures and panel discussions.  
**neue musikzeitung Solisten Stage** (Hall 7A)  
**Frankustika Allegro Stage** (Level 0)  
**NEU: Orchester Stage** (Level 1)  
**Akustik Stage** (Level 2)  
**Center Stage** (Level 3)
- **30 lectures and workshops**

#### Target group:

Professional musicians (including orchestra musicians, soloists, studio musicians), music teachers, music students, instrument retailers, instrument makers, amateur and hobby musicians.

#### Exhibitor and product overview:

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

## Site plan

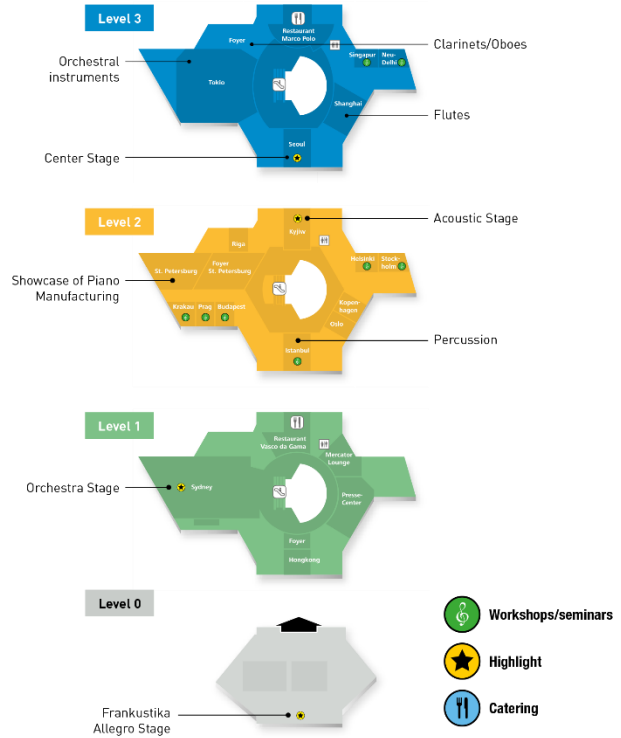
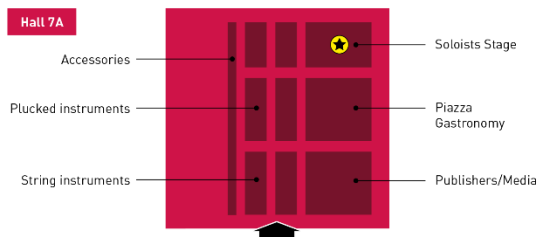
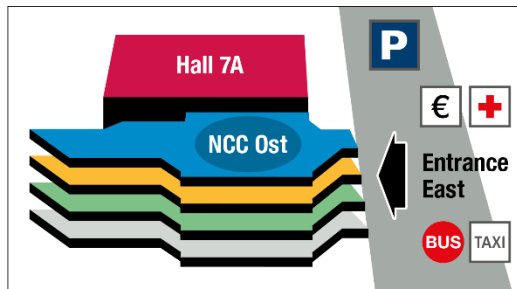


# The stage for handcrafted instrument making

**akustika**  
The Fair for Music  
24 - 26 April 26 f. Messe Nürnberg

1 hall + 4 levels  
5 stages | 8 workshop rooms

Hall 7A + NCC Ost, Messe Nürnberg



[www.akustika-nuernberg.de](http://www.akustika-nuernberg.de)

## Press Release

### **akustika is the meeting place for musicians, instrument makers and industry experts**

**The international “fair for music” – akustika Nuremberg – will take place for the fourth time at the NCC Ost of the Nuremberg Exhibition Centre from 24 to 26 April. Around 250 exhibitors will be presenting the diversity of handcrafted instrument making at akustika. The fair is growing and will now occupy Exhibition Hall 7A for the first time. New and existing partnerships are strengthening akustika's position within the industry and giving it further appeal. It is the only industry platform of this breadth in Germany and attracts musicians of all levels – from music students to amateur ensembles to professionals – as well as instrument makers and dealers.**

---

**Nuremberg** – „A full house of music“ – akustika is the trade fair for handcrafted instrument making, offering a wide range of products for professional musicians and specialist music retailers. Instrument makers present their instruments in person and visitors have the opportunity to try them out on site. The fair also provides a platform for instrument makers to exchange ideas with colleagues and suppliers of materials and tools, discover industry trends and establish contacts with musicians. With its combined offering of instrument exhibitions, workshops, concerts and a supporting programme, akustika 2026 provides a platform for networking, learning and discovery. The accordion, as the instrument of the year 2026, will receive special attention at akustika.

Around 250 exhibitors from 20 countries, including Europe, Asia, Australia and the USA, are expected in Nuremberg in April. The major brands in the instrument sector and renowned instrument makers from all over the world will be represented. A varied supporting programme with several concert highlights rounds off akustika. Among others, the Veitshöchheim Army Music Corps and the Nuremberg Accordion Orchestra will be performing. Other highlights of the programme include the presentation of a high-quality original Stradivari violin with Yvonne Smeulers and Gagik Hakobyan with Magical Duduk. BR-Heimat from Bayerischer Rundfunk will be bringing various brass bands to the trade fair on Saturday and broadcasting live from akustika.

The managing directors of trade fair organiser AFAG, Henning and Thilo Könicke, are looking forward to the fourth edition of akustika: "akustika Nuremberg is a trade fair that guarantees an exciting experience. We are very proud that numerous renowned instrument

makers from all over the world are presenting their handcrafted instruments in Nuremberg and that the big names in the industry are also represented. The expansion into an additional exhibition hall is the right step to offer visitors what they are looking for. At the same time, akustika retains its character as “A house full of music”.

### **Strong positioning with strong partners**

The most important representatives of the industry support akustika and consolidate its status as the leading European trade fair for handcrafted instrument making. Since 2025, akustika has been a member of the German Music Council (DMR), further recognising its importance for the industry. In addition, since January, akustika has been engaged in a strategic cooperation with the Society of Music Merchants (SOMM), Europe's leading trade association for musical instruments and music equipment. With SOMM's industry expertise and strong European network, akustika will offer additional B2B-oriented formats, such as a trade congress and targeted networking opportunities for the music industry. The programme and media partners of akustika, such as the North Bavarian Music Association (NBMB), which is significantly involved in the design of the concert programme, make an important contribution to the orientation of the trade fair and the programme design. The neue musikzeitung nmz also brings exciting programme items to akustika. The Association of German Piano Manufacturers (BDK) presents a high-calibre programme for the keyboard instruments sector.

Maik Heißer is the project manager for akustika Nuremberg and works closely with partners and exhibitors: "We have been able to secure numerous important institutions from the industry as partners for akustika, and we are very grateful for the technical expertise from a wide range of areas, which helps us to develop the trade fair in the right direction for exhibitors and visitors. In addition, the partners are important multipliers in further increasing awareness of akustika and attracting visitors to the trade fair in Nuremberg."

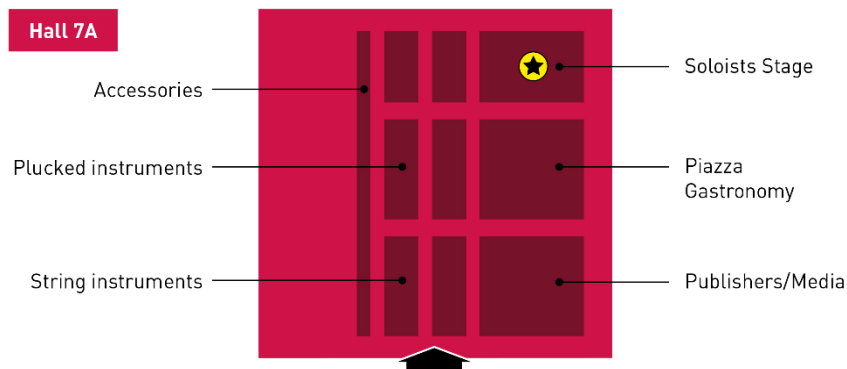
akustika Nuremberg will take place from 24 to 26 April at the Nuremberg Exhibition Centre. Tickets for akustika include admission to the concerts (during the exhibition opening hours). For trade visitors, such as music retailers, there are special packages with an extended range of specialist offerings and additional networking events.

### **“A house full of music” – The akustika 2026 range**

In the entrance area of akustika, on Level 0, the German Music Council and the SOMM Society of Music Merchants will be presenting themselves and welcoming visitors with informative offers. The Frankustika Allegro Stage will be presenting a concert

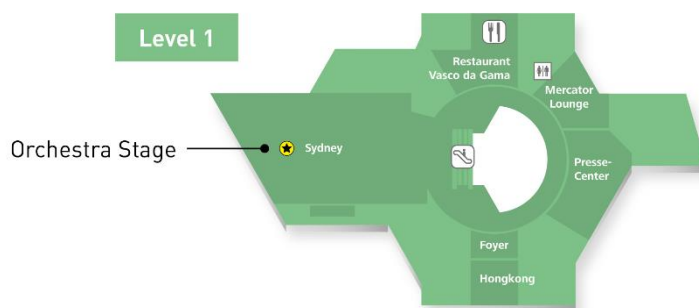
programme featuring big bands and brass bands on all days. Also on Level 0, there will be a small selection of percussion-related items on offer.

### Hall 7A: String and plucked instruments and music publishers



Visitors enter Hall 7A, which is being used for akustika for the first time, directly from the entrance area. Around 80 exhibitors are presenting their products here, primarily stringed and plucked instruments, but violin makers, harp makers and suppliers of accessories are also represented. In addition, several music publishers are located in Hall 7A in order to establish direct contact with musicians. Associations and vocational schools can also be found in the new hall. Various soloists will be performing on the 'neue musikzeitung Solisten Stage', and there will also be lectures and panel discussions, with nmz bringing current topics and exciting speakers to akustika.

### Level 1: Orchestra Stage and Instrument of the year Accordion

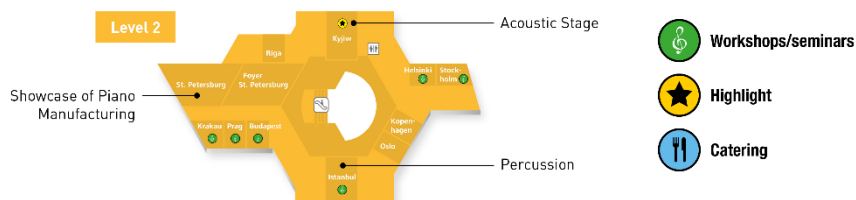


The new Orchestra Stage is located on Level 1 and offers an extensive programme of top-class big bands, ensembles and orchestras. The programme on this stage is curated and organised by the North Bavarian Music Association (NBMB). A special highlight is the Composers' Meeting, organised by the NBMB in

cooperation with Alexandra Link from the Blasmusikblog. In this part of the programme, musicians meet renowned composers from the scene, such as Johan de Meij, Jacob de Haan, Peter Kleine Schaars, José Alberto Pina, Hubert Hoche, Dominik Wagner, Mathias Wehr, Bart Picqueur, Gauthier Dupertuis and Tim Kleren. These artists are available for discussions, composer portraits and workshops, providing a unique insight into their work.

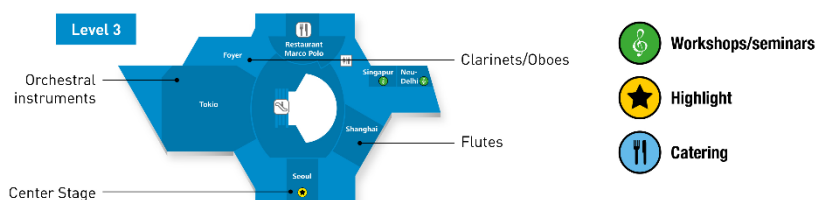
Level 1 is dedicated to the Instrument of the Year: renowned exhibitors will be presenting accordions and harmonicas here, and the Hong Kong Hall will host concerts, workshops and lectures on the Instrument of the Year 2026 – the accordion.

## Level 2: Keyboard instruments – Piano manufacturing exhibition



The piano manufacturing exhibition can be found on Level 2, where various manufacturers present their keyboard instruments and invite visitors to try them out live. The two piano salons feature 12 outstanding concert grand pianos and seven concert upright pianos, which visitors can play and try out. The highlight is a double grand piano. The Association of German Piano Manufacturers (BDK) will be on site as a contact partner and will hold its congress on piano manufacturing as part of akustika. The MIBKON Congress of the SOMM will also take place on Level 2.

## Level 3: Woodwind and brass instruments



Level 3 offers a wide range of woodwind and brass instruments, including orchestral instruments and flutes. Music publishers specialising in wind music will also be exhibiting in Hall 3. The Centre Stage on Level 3 will host a varied programme of musical performances, ranging from big bands and unplugged concerts to brass and orchestral music.

## Workshop and lecture programme

The akustika workshops are aimed at professional and amateur musicians and serve as further training. There are also various offerings in the programme specifically for young musicians. The current programmes can be found here: <https://www.akustika-nuernberg.de/en/programmes/>.

Current information at [www.akustika-nuernberg.de/en/](http://www.akustika-nuernberg.de/en/).

## Partner of akustika

### akustika is a member of the Deutscher Musikrat DMR

#### Partner:

- Bund Deutscher Klavierbauer BDK
- Bund Deutscher Orgelbaumeister BDO
- Bundesinnungsverband für das Musikinstrumenten-Handwerk
- DMV – Verband Deutscher Musikverlage
- GDM – Gesamtverband Deutscher Musikfachgeschäfte
- Hochschule für Musik Nürnberg
- Nordbayerischer Musikbund
- SOMM – Society Of Music Merchants
- Verband Deutscher Geigenbauer und Bogenmacher

#### Media Partner:

- Brawoo
- nmz – neue musikzeitung

#### Other partners and sponsors:

- bemusico
- Frankustika
- Musik-Klier
- Klavier Kreisel

## Press Contact

### Kathrin Redel und Juliane Heißen

Corporate Communication

AFAG Messen und Ausstellungen GmbH

Telefon: +49 911 98833-525

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