

## **Prolight + Sound 2023 Performance + Production Hub**

Pictures: Pietro Sutera



After a successful premiere last year, the Performance + Production Hub will enter a new round from 25 to 28 April 2023. The top attraction for DJs, producers and musicians will be expanded at Prolight + Sound 2023. In cooperation with the makers of the Sample Music Festival and well-known brands in the audio sector, an elaborately designed Experience Zone will be created in the Portalhaus. Visitors can try out creative sound tools, experience showcases by international artists and attend top-class workshops. The PRO MUSIK association is also on board as a new partner. This expands the Performance + Production Hub's offerings to include topics such as acoustic music, band performances and the symbiosis of analogue and digital sound worlds.

On all four days of the fair, the 800-square-metre area will offer technical innovations and an overview of new products on the DJing and producing market. In addition, product specialists will present innovations in the broadcasting sector. At the centre of the concept is the combination of product experience, knowledge transfer and entertainment. In addition, a compact version of the Performance + Production Hub is being created at the Radisson Blu Frankfurt, in the immediate vicinity of the exhibition grounds, as a foretaste of the overall experience at Prolight + Sound.

Testing is allowed and encouraged in the Performance + Production Hub. Visitors

can try out products ranging from DJ equipment to digital audio workstations, sequencers, midi controllers and modular synthesizers to sound reinforcement technology – the brands' product specialists will show how it's done. Brands such as AvoIPoE, Ableton, Audanite, Audinate, Embed Signage, Gravity Stands, Technics, Herrmutter Lobby, Humpter, LD Systems, LiteConsole, Matrox Video, Melodics, Netgear, Ortofon, Oyaide NEO, Panasonic, PioneerDJ, Serato, Sharp/NEC, SY Electronics, Tascam and Thinlabs will be presenting. In addition, the Performance + Production hub will offer special Jam Boxes where visitors can get creative together and bring innovative sound tools to life in the style of jam sessions. There will be action areas for both the DJ sector and the modular community.

In a variety of workshops, experts will share their skills in live remixing and looping, controllerism, music production, syntablism and beatmaking. Together with the Raycademy, one of the most renowned DJ schools in Europe, the Performance + Production Hub presents exclusive training sessions with multiple DJ champ Ray-D. In the Music Production Corner, Ableton-certified educators will give an insight into the creative power that arises when software tools meet midi controllers and beat sequencers and production merges with live performance. There will also be specialised education stations on topics such as field recording, motion sensors and live sound branding. Other partners in the education area include the German Pop Academy and the DJ Talks and DJ City communities for networking and exciting content.

Renowned performers will give an insight into their skills on the show stage of the Performance + Production Hub. Among others, ARKAEI (Poland), 69 Beats (Poland), Tony Beatbutcher (Belgium), 2Tronics (Berlin) and Soundadd (Berlin) will be part of the show. On the evening of 26 April, a Beat Making Competition will take place in the area, followed by a networking event in a relaxed atmosphere. On 27 April, after the fair closes, all visitors are invited to the official evening event of the Performance + Production Hub at the Radisson Blu Frankfurt.



This year, an action stage of the PRO MUSIK association is part of the Performance + Production Hub. Here, visitors will have the opportunity to talk to professional musicians, find out about career opportunities and watch performances, interviews and lectures. For the first time, live music will also take place on the Live Sound Arena on the open-air site. The artists taking part in the programme include Mrs. Greenbird, Marvin Scondo & The Highcuts, Lui Hill, Christina Lux and Markus Vollmer.

In addition to the Performance + Production Hub, Prolight + Sound offers a variety of other special presentation and programme formats, thus underlining the importance of the audio segment as a mainstay of the event. For example, the ProAudio College will be held for the first time as part of the show: In cooperation with the Education Institute of the German Tonmeister Association (BiW-vdt), the new seminar series will present top-class workshops and lectures for audio engineers, interested musicians and young professionals in the live and studio sector on all four days of the fair. After a successful premiere in 2022, the Studio Village will also be continued: Here, companies will show their innovations in music production and mastering. Another highlight in the audio area is the Vintage Concert Audio Show in Hall 11.0. The curated exhibition shows over 200 exhibits from the history of sound reinforcement from five decades and presents exciting discussions with personalities from the audio business. Participation in all workshops, showcases and educational offers is free of charge for Prolight + Sound visitors.

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