

### **Messe Frankfurt works together with the music industry to develop concepts for Musikmesse in 2022**

For the upcoming edition, a spring date is planned within the time frame of Prolight + Sound in April 2022. Together with the sector, its associations and other partners from the cultural and creative industries, formats and contents are being developed for an event that will take into account the requirements and objectives of all participants.

Musikmesse will continue to be committed to its brand essence, the promotion of active music-making. Thus, the evolutionary path from a product show to a comprehensive event for the music scene and all music enthusiasts, which focuses on music itself, is to be consistently pursued. However, due to the current general conditions, this highly interactive concept for beginners, professionals, children and families alike cannot be realised this year. In addition, the accompanying Musikmesse Festival, which recently featured 100 concerts throughout Frankfurt, is an integral part of the overall event. A return to a major international music event such as Musikmesse and Musikmesse Festival, which is based on diversity and unusual locations and, in particular, thrives on proximity and exchange in a confined space, is not yet within reach. This makes reliable planning impossible at the present time.

"In close cooperation with the industry and the associations, we have mastered many market situations in the past. More than any other sector, music thrives on intensive personal exchange, from joint concert experiences to instrumental workshops. This is precisely why the continuing tense situation demands a responsible evaluation of circumstances - for the music industry and music scene as well as for ourselves as organisers. In this way, we hope to be able to create a realistic perspective for all those involved next year, if the situation permits", says Stephan Kurzawski, Member of the Board of Management of Messe Frankfurt Exhibition GmbH.

At the same time, after 40 years of actively supporting the international music industry and creating a central element of the cultural landscape far beyond Frankfurt and the region, all those involved in the Musikmesse also want to take advantage of new opportunities. Over the next few months, viable options will be discussed together with the music industry as to how Musikmesse can meet the situational needs of all stakeholder groups even better. The context for this is not only significant structural and industry-specific trends such as increasing media convergence, smart and virtual instruments, AI-supported music production and increasingly competitive access to consumers, but also in particular the corona-induced upheavals in the market. In addition, music education topics and the value of musical education will be highlighted even more intensively at the Musikmesse.

[www.musikmesse.com](http://www.musikmesse.com)