Prolight + Sound 2022: Performance + Production Hub

In cooperation with Sample Music Festival

Picture: Sample Music Festival

Prolight + Sound 2022 offers a new, interactive experience zone for companies and visitors from the fields of audio production, DJing and digital live performance. From April 26 to 29, 2022, the "Performance + Production Hub" will be the center of attraction when it comes to the creative use of innovative sound tools. It bundles product presentations, demos, live performances and workshops with artists and experts from well-known brands. On top of that, there will be impressive live visual showcases.

The area is being created in cooperation with the makers of the "Sample Music Festival". Messe Frankfurt is thus further expanding the partnership with the international community event series, which has already been successfully launched in the past. "With extensive new offerings, we are strengthening the audio section as a mainstay of Prolight + Sound. We are thus underlining our commitment to making the event a hotspot for sound professionals from all fields of application: from live sound reinforcement to recording, mixing, mastering and DJing. The premiere of the Performance + Production Hub further expands the spectrum with cutting-edge topics such as live remixing and looping, controllerism, and the latest software and apps. We are very excited to take our collaboration with Sample Music

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Festival to the next level in 2022,□ says Mira Wölfel, Director Prolight + Sound.

Alexander Sonnenfeld, organizer of the Sample Music Festival, adds: □The creative use of sound tools has developed into a serious form of art. Today, modern technological possibilities are merging with instrumental handwork in a way that was previously only known from classical musical approaches. The Performance + Production Hub brings this transformation to life, showcases the latest product trends and directly involves sound enthusiasts into the action. As an international platform that brings together all trades in the field of entertainment technology, we see Prolight + Sound as the optimal venue for this holistic experience.□

The concept focuses on combining product experience, knowledge transfer and entertainment. In an elaborately designed 300 sqm area in the Portalhaus (VIA level) of Messe Frankfurt, top brands present their innovations from product groups such as mixers and controllers, digital audio workstations, samplers and sequencers, synthesizers, groove boxes and effects units, as well as mobile DJ equipment. International product specialists and artists from companies like Native Instruments, AKAI, Ableton and Serato will present technology in action and share their knowledge. Numerous workshops on music production and performance art will be held every day.

Also on the agenda are interactive seminars on the use of live sound branding for forward-looking marketing experiences. Another highlight will be showcases in the field of live visual performance. Here, visitors can experience in a multi-sensory way how the CI of a brand can be creatively brought to life with image and video content, colors and effects.

The "Sample Music Festival Area" was already one of the highlights of the event in April 2019. The Performance + Production Hub builds on this success and expands the concept to include closer collaboration with manufacturers, more visitor interaction, a wider range of topics and an even more extensive education and live act program.

A large variety of presentation formats makes it easier than ever for professional audio technology companies to participate in the trade show and address their target group individually. With the Studio Village in Hall 11.0, for the first time there will be a dedicated exhibition area for recording, mixing and mastering equipment. Companies from this segment can present themselves at fully equipped complete booths at reduced rates. Another premiere is the Studio Lab in the immediate vicinity of the exhibition area □ it offers individually bookable, acoustically separated rooms for workshops and product demos relating to music production and instrument miking. Morever, at the new Sound Experience Hub, audio brands present their indoor sound reinforcement solutions under real conditions.

Also within the Production + Performance Hub, the possibilities for participating companies are unlimited. They can bring their brands to life in the context of an innovative community meeting place together with other key players in the industry

and also actively involve their endorsers.

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