Thomann “Behind The Passion”



From a small village shop to a global market leader: Thomann’s story is more than impressive – it’s truly inspiring. On the occasion of its 70th anniversary, the family business presents “Behind The Passion,” a documentary offering deep backstage insights. Starting December 6, 2024, the film will be exclusively available on the Thomann Music YouTube channel.

It all began 70 years ago with a small music store in the idyllic village of Treppendorf in Upper Franconia. Today, Thomann is the world’s largest retailer of musical instruments, accessories, and stage technology. But the path to success was not easy. Hans Thomann, CEO of the family business, speaks openly in the documentary about setbacks, challenges, and sacrifices. In the documentary, he shares: “From the outside, it always seems pretty cool, but it wasn’t always smooth. If I had lived more consciously, that would have been good for me. But for the company, it was exactly right.”

“Behind The Passion” offers more than just facts – it provides an emotional behind-the-scenes look at a unique company. Music lovers will experience Hans Thomann as never before – up close and personal. The film not only explores his passion for music and entrepreneurship but also the highs and lows that have shaped both the success of the family business and his personal life.

A ten-person film crew followed Hans Thomann for several months to capture his daily life, thoughts, and the moving history of the music house. The result is an authentic documentary, enriched by interviews with former competitors, long-time colleagues, employees, customers, family members, and well-known musicians.

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“Behind The Passion” is not just a film about a company – it’s a journey through decades of innovation, dedication, vision, and, of course, music.

Starting December 6, 2024, in five different languages on the Thomann Music YouTube channel at the following links:

- DE: tho.mn/btpde
- EN: tho.mn/btpen
- ES: tho.mn/btpes
- FR: tho.mn/btpfr
- IT: tho.mn/btpit

www.thomann.de

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