

Musikmesse announces date and first details for 2022

The next Musikmesse will take place from 29 April to 1 May 2022. With a new, audience-oriented sequence of days (Friday to Sunday), Messe Frankfurt is underlining the path it has already taken in previous years. In this way, the event wants to open itself up even more than before to people interested in music and musicians of all proficiency levels. In terms of content, Musikmesse 2022 will also focus on new themes that go far beyond the presentation of musical instruments and accessories. In this context, the Musikmesse Festival (28 April to 1 May) and the Musikmesse Plaza (30 April to 1 May) will also enter a new round.

"As hard as the crisis has been felt in the music and event industry, we are going full steam ahead to lead Musikmesse into a successful future," says Wolfgang Weyand, Director Musikmesse and Festival. "Against the backdrop of the upheaval in the instrument trade and the continuing tense market situation overall, there is no question that this will also require adjustments to the trade fair concept in the future. We are focusing on music and the social significance of making music - now more than ever! At the same time, we are open to new impulses and invite all market participants to approach us with their wishes and ideas. Together, we want to celebrate a festival of music, as the sector deserves after many months of lean times."

In 2022, Musikmesse will continue to give companies of all shapes and sizes the opportunity to present their products - from key players to small manufactories. It continues to appeal to international professionals from the trade and distribution sectors and is also open to all music enthusiasts who want to find out about new products on the market.

One main focus for 2022 is the expansion of the product portfolio: In addition to musical instruments and sheet music, the fair will also give a platform to emerging market segments such as musical apps, smart and virtual instruments, AI-supported music production and digital label & artist solutions. As a supporting pillar of the event, the area of music education will also be expanded.

In addition, high-calibre congress content is planned for industry players from the cultural and creative industries. Messe Frankfurt wants to address not only musicians and authors, but also content developers, publishing experts, business developers, multipliers and influencers, thus giving the Musikmesse the character of a creative hotspot.

On Friday, 29 April, Musikmesse will be held parallel to Prolight + Sound, the leading international trade fair for entertainment technology.

Musikmesse Plaza bundles content for an experience-oriented target group, ranging from ambitious musicians, collectors and instrument lovers to fans, newcomers and families. It opens as a complement to the Musikmesse on Saturday and Sunday.

Exhibitors at Musikmesse Plaza have the opportunity to reach end customers in a targeted manner and sell their products directly. The spectrum includes instruments to try out, sound carriers, merchandise, lifestyle articles and much more.

An attractive entertainment programme with workshops, meet and greets, interactive music events and concerts makes Musikmesse Plaza an attraction for everyone who loves and lives music.

After a long freeze on events, the sector is hoping for an explosion in demand for concerts and events. Messe Frankfurt wants to pick up on this development and make up for the "small anniversary" with the 5th edition of the Musikmesse Festival.

To this end, cooperation with event organisers, venues and other partners is again planned in order to bring the whole of Frankfurt to life for four days. The festival is also an attractive option for exhibiting companies at Musikmesse to present their brands to the general public in an event-oriented context.

Further details on the concept of the four-day musical experience will follow shortly.

www.musikmesse.com