

PRESS RELEASE

Association of the Musical Instrument and
Music Equipment Industry

Focus on the music: German Music Council supports the initiative Germany Makes Music – Play Along!

Berlin 30.05.2016 Together for more basic musical education and for more resounding instruments in Germany – that is the consensus and the desire on which the association SOMM – Society Of Music Merchants e. V and the umbrella organization of the musical life, the German Music Council, have agreed in the context of the upcoming campaign. With the action day Germany Makes Music – Play Along!, the MI industry takes part for the first time in the Music Day (June 17-19) on June 18.

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The initiators of both events offer an extensive music and participation program on one weekend, across Germany. Among others, the aim is to call attention to the active music making as a cultural asset and an important educational factor through a broad and public awareness. Since 2009, the German Music Council has continually dedicated several days to the Music, so as to bring it near to the public. "With the Music Day, we have set ourselves the goal of putting up a stage for musical creativity and diversity, presenting Germany as a land of music, and opening new ways into the music world", says Prof. Christian Höppner, Secretary General of the German Music Council. "I am particularly happy about the participation on the Music Day and the initiative *Germany Makes Music – Play Along!*, because hand-made music, even in the digital age, has been experiencing a high attractiveness and appreciation once again. That is why we support the campaign and welcome the participation of the music industry."

With the slogan "play along!", the action day calls out on June 18 to actively try out musical instruments at stationary specialized retailers, break down talent barriers, obtain competent guidance, and discover the passion for an instrument. In cooperation with the Gesamtverband Deutscher Musikfachgeschäfte (GDM) and the Bundesverband Deutscher Privatmusikschulen (bdpm), the action day *Germany Makes Music – Play Along!* takes place at over 70 locations all over Germany. The specialized retail trade and music schools invite visitors to have a try on various musical instruments. "For a whole day, there should be music making and information", Daniel Knöll, Managing Director of the industry association SOMM, summarizes the action day.

"Music and musical instruments are indispensable for the development of our society and its ideals", the association's Managing Director Knöll continues. "We see it as a challenge and as our obligation to co-shape, to some extent, the future of our country through promotion of musical education, this way guaranteeing

the maintenance of a cultural diversity. With the initiative we want to show that music making is fun, connects people and can be learned very fast."

The organizers and participating partners agree: Making music is meaningful, constructive for society, and an expression of our cultural diversity. It overcomes language barriers, shapes the capacity for teamwork and the social behavior. In short: music skill is an important cultural asset. According to the SOMM's study (GfK Panel) "Music Making and Musical Instruments in Germany", an instrument is played on a daily basis in 17.7 percent of all German households. "Unfortunately, however, musical education as part of a comprehensive formation is dying in general schools in Germany. The learning of a musical instrument belongs more and more rarely to the curriculum, so that many interested students are denied the professionally conducted first contact to a musical instrument", Knöll criticizes the education policy.

The third weekend of June should now provide a remedy and help overcome barriers – all with a focus on music. Therefore, together the originators of both initiatives are organizing a wide-ranging program across the country. Any and everywhere people should be able to become informed about instruments, watch band and orchestra performances, get into the music, and ultimately get carried away to take up an instrument themselves.

All information about the initiatives and the complete program are available at www.deutschland-macht-musik.eu and www.tag-der-musik.de

Über SOMM e. V.:

Der Verband SOMM – Society Of Music Merchants e. V. – Spitzenverband der Musikinstrumenten- und Musikequipmentbranche in Deutschland – vertritt die Interessen von 60 Unternehmen aus den Bereichen Herstellung, Vertrieb, Handel und Medien aus der Musikinstrumentenbranche, die rund zwei Drittel des deutschen MI-Marktes repräsentieren.

Der Verband vertritt national und europaweit die kulturellen und wirtschaftlichen Interessen der Musikinstrumenten- und Musikequipmentbranche mit dem Ziel, die Wettbewerbsfähigkeit der Branche in allen Marktbereichen zu stärken, die politischen und rechtlichen Rahmenbedingungen den Anforderungen der Branche entsprechend mitzugestalten, Marktstandards zu definieren und Dienstleistungen für Mitglieder zu erbringen, eine zeitgemäße musikalische Fort- und Weiterbildung zu fördern sowie das aktive Musizieren und die Musikkompetenz in der Gesellschaft zu intensivieren.