

PRESS RELEASE

Association of the Musical Instrument
and Music Equipment Industry

Musical Intermezzo at the education fair didacta – SOMM represented in Cologne with a joint stand and workshop area

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Berlin, 29.01.2016 The Society Of Music Merchants e. V., association of the musical instrument and music equipment industry, will be represented for the first time at the education fair didacta (February 16–20, 2016) in Cologne, with a joint stand of its members and other industry participants as well as a workshop forum. The aim is to move music more into the center of the general education.

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Together at a mutual stand of the SOMM, several MI industry participants (Best Acoustics Reinhardt GmbH, Fender Musical Instruments GmbH, Musik Meyer GmbH, Musik Wein GmbH, ROLAND Germany GmbH and SONOR GmbH & Co. KG) will exhibit their varied instruments and equipment for the first time at Europe's largest and most important education fair (Hall 6.1/Stand F039). In addition, with SchoolJam e. V., klasse.im.puls, Let's make Music e. V. and the own school-related project European School Music Prize, as well as the initiative Deutschland macht Musik – spiel mit! (Germany Makes Music – Play Along!), the SOMM will present numerous music-promoting projects. "The thought of transporting music, and especially musical instruments, back to the learning place has kept us busy within the industry already for a long time. Music is and will continue to be an important component of the general education, but which unfortunately has lost importance little by little in Germany", summarized Daniel Knöll, Managing Director of the SOMM e. V. "It is important for us to set an example in order to pave the way for future collaborations with the educational sector. Music classes must be once again offered extensively in Germany, and they must take place."

Against the background that, in the future, culture, education and industry will have to work more often and more strongly together, the industry association has initiated the joint stand at the didacta, this way moving the topic of active music making back into the focus of the general education. "There is a great demand for offers aimed at music classes. That is why we are happy to have won the SOMM as a strong partner that is bringing the music industry back to the didacta. The workshop forum we have started together additionally upgrades the exhibition area", commented Reinhard Koslitz, Managing Director of the Didacta Association on the participation of the music industry.

Apart from the exhibition and the consulting offers at the fair stand, on all five fair days the SOMM, together with the participating companies, will offer on a separate forum (Boulevard north, Halls 5 and 10) various workshops and taster courses for getting to know and trying out musical instruments. Among others, in

the music-making classroom will be offered technical tools for the music classes, groovy classroom beats with Cajon or ukulele workshops.

The support for implementation of the joint stand comes from the industry association's cooperation partner Musikmesse, which will be on site itself with info material about its offer Music4Kidz.

About SOMM e. V.:

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market.

The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society.