

PRESS RELEASE

Association of the Musical Instrument
and Music Equipment Industry

The Music-making Classroom – There Is Music in It! – SOMM presents extensive workshop program at the education fair didacta in Cologne

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Berlin, 11.02.2016 The Society Of Music Merchants e. V., association of the musical instrument and music equipment industry, presents itself at the didacta in Cologne with an extensive workshop program for teachers, educators from the area of music mediation as well as staff and interested persons from all educational areas. Over the whole duration of the fair (February 16-20, 2016), various workshops will be offered all day long, from 10.00 a.m. to 6.00 p.m., free of charge and without advance registration.

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In this way, the industry association reacts to the demand within the educational sector for displaying and portraying music and music mediation at the education fair. In cooperation with the education industry association Didacta and in mutual work with its members and other MI industry participants, impulses will be given for today's music mediation.

In a separate space and at the special exhibition area "The Music-making Classroom" (Boulevard, to the north of Halls 5 and 10), experts will show in 45-minute interactive courses how the music mediation of today and tomorrow can look like. For example, courses about technological tools for music classes, contemporary music making with the help of riffs and beats, the use of ukuleles in the school class or Aerodrum workshops will be offered. Also classics like Orff courses or groovy classroom beats with Cajóns are part of the program. The association also offers numerous music promotion projects, such as *klasse.im.puls*, *SchoolJam* and *Let's make Music*, as well as the own school projects *European School Music Prize* or the initiative *Germany Makes Music - Play Along!*, the platform to present themselves to teaching staff of all educational areas in Europe within the education fair, at the fair stand (Hall 6.1/Stand F39) and/or at the "music-making classroom".

More details on the program can be found [here](#).

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.