

Press Release

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## At Musikmesse and Prolight + Sound 2019: Music Tech Fest Frankfurt with Trackathon and Innovation Masterclass

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**Musikmesse and Prolight + Sound are bringing the Music Tech Fest to Frankfurt and offering a complementary programme of events revolving fully around the subject of innovation. The programme includes a methods workshop with composer Reeps One, Artist in Residence at the World Economic Forum, and Michela Magas, Innovation Consultant to the European Commission. Additionally, up-and-coming musicians and producers will create new music in a 24-hour Trackathon under the guidance of composer, producer and consultant for immersive technologies Martine-Nicole Rojina.**

Music Tech Fest is one of the leading platforms for innovation in the field of music and creative technologies. A global community of over 7,000 innovators from a wide range of disciplines including music, technology and science are working on subjects such as vocal AI, blockchain technology, cryptography and intellectual property rights in the music business, as well as digital music production, performance and multi-media concert formats. At Musikmesse and Prolight + Sound in April 2019, the Music Tech Fest organisers will offer an extensive programme of events for companies, developers, musicians and producers.

“Frankfurt can look back over a history of great music innovations, especially in the field of electronic music. Therefore, we are looking forward to illuminating important, future-oriented subjects of the music industry and music production with our Music Tech Fest partners at Musikmesse and Prolight + Sound”, says Michael Biber, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH.

Andrew Dubber, Director of Music Tech Fest adds: “MTF Labs explore the numerous opportunities for interacting and discovering new human capabilities through technology by putting music and creativity at the centre of innovation. The labs are hands-on, practical and completely interdisciplinary, and with a clear message: MTF stands for a democratic and inclusive music culture in which not only is every person welcome, but we also use music and technology as tools to address grand societal challenges.”

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In addition to the 24 hour labs, the 'MTF PRO Labs' bring product developers and decision makers together for a 3-hour immersive innovation workshop within the MTF Labs ecosystem in order to experience practical techniques as well as the latest findings and developments from research and practice regarding subjects such as design thinking, open innovation and ideas management. The workshop is created by Michela Magas, Innovation Consultant to the European Commission and member of the 'Innovators' Strategic Advisory Board on People-Centred Innovation' for key stakeholders of the G7 states. In 2017, she was chosen as 'European Woman Innovator of the Year'. In 2016, she was honoured with the 'Innovation Luminary Award' for creative innovation. Alongside Michela, the workshop is led by pioneering vocal artist and beatboxer Harry Yeff, better known by his stage name Reeps One. In addition to artistic expertise, the award-winning composer and musician also offers a vision for the future of AI-based linguistic and vocal person-machine interaction drawing on his work as artist in residence at Nokia Bell Labs and for the World Economic Forum.

For up-and-coming producers and musicians, the programme includes a 24-hour 'Trackathon'. From Thursday afternoon until Friday afternoon, they will create new songs under the guidance of Martine-Nicole Rojina. The resulting tracks will then be presented at Circle Stage 4.0 and released as an EP to raise money for charity. Born in Munich, Martine-Nicole Rojina is one of today's leading producers having worked, inter alia, with Peter Kruder (Kruder & Dorfmeister), Sebastian Niessen (electronic and sound engineer for 'Kraftwerk') and Michael Meinel (Millenia Nova). She is currently „long term collaboration artist“ at the Dwingeloo Space Telescope in the Netherlands where she creates music using sounds that she bounces off the surface of the moon using electromagnetic waves. Anyone wanting to take part in the 'Trackathon' must register in advance – and should do so without delay at [www.musictechfest.net/trackathon](http://www.musictechfest.net/trackathon).

Further information about Musikmesse and Prolight + Sound at [www.musikmesse.com](http://www.musikmesse.com) and [www.prolight-sound.com](http://www.prolight-sound.com).

Further information about the Music Tech Fest at [www.musictechfest.net](http://www.musictechfest.net).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information is available at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* provisional figures 2018

Musikmesse  
Europas größte Fachmesse der  
Musikwirtschaft  
Frankfurt am Main, 2. bis 5. April 2019

Prolight + Sound  
The Global Entertainment Technology  
Show  
Frankfurt am Main, 2. bis 5. April 2019