

Press Release

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Musikmesse and Prolight + Sound 2019: Sample Music Festival Area with top brands, workshops and showcases

Johannes Weber
Tel. +49 69 7575-6866
johannes.weber@messefrankfurt.com
www.messefrankfurt.com
www.musikmesse.com
www.prolight-sound.com

Musikmesse and Prolight + Sound are joining forces with the organisers of the Sample Music Festival for the first time to bring together top brands, such as Akai, Denon DJ, RANE, Ortofon and Mixars in a special area at Foyer Hall 4.0. Other companies, including Ableton and Native Instruments, will show their latest products within the framework of workshops and product demonstrations. Well-known artists from the electronic music scene, among them Beat Matazz, Clockwerk and S-Trix, will give visitors the chance to look over their shoulder at workshops and showcases. The official main sponsor of the Sample Music Festival Area is SCHENKER Technologies.

Launched in 2015, the Sample Music Festival is the world's first education music festival for DJing, turntablism and controllerism – a platform for expert knowledge, discussions and high-grade live presentations. With a specialised version of their programme and numerous supporters from the industry, the brains behind the festival will be represented in Frankfurt from 2 to 5 April 2019.

“The new Sample Music Festival Area makes Musikmesse and Prolight + Sound an even more powerful magnet for DJs and everyone interested in innovative music-production tools. We are delighted that the people behind the festival have joined forces with us to raise this subject to a new level at our trade-fair duo in Frankfurt am Main”, says Michael Biwer, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH.

“The turntable or midi controller is for many lovers of electronic music what the guitar or drums is for rock musicians. With a high-grade programme, we want to draw attention to modern methods of making music, such as finger drumming, live sampling and live looping – and see Musikmesse and Prolight + Sound as an outstanding setting for inspiring a broad audience for these subjects”, says Alexander Sonnenfeld, organiser of the Sample Music Festival

10 artists will be giving demonstrations of their skills – all are well-known names from the DJing, turntablism and controllerism scene and product specialists for the sector's top brands.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Programme of the Sample Music Festival Area (2 to 5 April)

Time	Subject	Artist/presenter	equipment
10:30	Turntablism	S-Trix	Serato, Vestax, RANE 72
11:00	Live Beats	Kelle 3000bpm	Korg Drumcomputer
11:30	Finger Drumming	Clockwerk	Ableton Push2, AKAI MPC Live
12:00	Live Looping	Jay De Large	Ableton, Behringer, AKAI MPD
12:30	DJing & Controllerism	Tonspielzeug	TRAKTOR 3, Kontrol S4 MK3, Maschine Jam, Maschine MK3,
13:00	Live Drumming	Jay De Large	Drum Set
13:30	Gear.Porn live	Arkaei	Allen & Heath Xone:96, Traktor, Ableton, Push 2, Maschine 3, Resolume, Z Vector, Notch
14:00	Advanced DJing Q&A	Alex Sonnenfeld	Kontrol S4 MK 3, TRAKTOR 3
14:30	Syntablism	Sir-Cut	(various)
15:00	Beat Making Q&A	Tim Kroker	Maschine MK3
15:30	Finger Drumming	Beat Matazz	AKAI MPC
16:00	Finger Drumming	Clockwerk	Ableton Push2, AKAI MPC Live
16:30	Turntablism	S-Trix	Serato, Vestax, RANE 72
17:00	Touch Screen App	Playground	Playground Touch Screen
17:30	DJing & Controllerism	Tonspielzeug	TRAKTOR 3, Kontrol S4 MK3, Maschine Jam, Maschine MK3,

(Per March 2019, subject to change without notice)

The Sample Music Festival Area will also present a networking event of the DJcity online portal from 15.00 to 18.00 hrs on 3 April. The programme includes a panel discussion with DJ Kitsune and showcases by Ray-D. Additionally, there will be a scratch session with the Mannheim-based 'Scratch Buffet' from 16.00 to 18.00 hrs on 5 April.

In a separate area, visitors will also find a showcase by HHV Store Berlin, one of the biggest online shops for DJing and vinyl. In cooperation with the organisers of the Sample Music Festivals, HHV has created a listening station for vinyl, underscoring the cultural significance of the 'black gold' in the digital age.

The programme of the Sample Music Festival Area will be available per live streaming on various channels.

Further information about Musikmesse and Prolight + Sound at www.musikmesse.com and www.prolight-sound.com.

Musikmesse
Europe's biggest trade fair for the music industry
Frankfurt am Main, 2 to 5 April 2019

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

Further information about the Sample Music Festival at www.samplemusicfestival.com.

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

* provisional figures 2018

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