

Press Release

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## Prolight + Sound 2020: Sample Music Festival creates special 'ProDJ SMF' area, with leading brands and international artists

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**After last year's success, the collaboration between Messe Frankfurt and the creators of the Sample Music Festival is to continue for a second year. In cooperation with well-known manufacturers and the Raycademy Frankfurt, the organisers are setting up an exciting experience zone called 'ProDJ SMF', with interactive demonstration areas for music production and live performance. Product specialists from some of the top brands, such as Native Instruments, Ableton, Akai and SERATO, as well as start-ups in the music tech scene, will provide insights into the future of music making. International artists, including Pedro Le Kraken from France, Tony Beatbutcher from Belgium, Frankfurt DJ Legend Ray-D as well as Tonspielzeug, Hix Boson and Arkaei will make the event one of the highlights of Prolight + Sound.**

The Sample Music Festival was first rolled out in 2015 in Berlin and has since become an established meeting place for digital performance arts such as turntablism, finger drumming and controllerism. Last year, the organisers came to Frankfurt for the first time and brought a special version of their programme. During Prolight + Sound, from 31 March to 3 April 2020, visitors can once again expect a top-flight, dedicated section for specialist knowledge, first-hand experiences and opportunities to try out the products in the *ProDJ SMF* area.

"The products and services in the *ProDJ SMF* section are aimed, above all, at professional DJs and artists, who are looking for information about innovative tools on the market, as well as trends and techniques. But we are also extending an invitation to all other visitors at Prolight + Sound to experience some spectacular showcases by top artists and to dive into the world of live digital performance," says Mira Wölfel, Director of Prolight + Sound. "Our mission is to show that music making with turntables, controllers and digital pads is just as creative and artistically ambitious as with traditional instruments. At Prolight + Sound, we reach a specialist professional audience with particular interest in technology, and we are delighted that we are once again working in tandem with Messe Frankfurt, as well as with numerous manufacturers," says Alex Sonnenfeld, Founder and CEO of the Sample Music Festival.

The *ProDJ SMF* area will be offering a wide range of workshops and hands-on activities on all days of Prolight + Sound in Galeria 0. Additionally, the online portal, DJCity, is offering an open invitation to a networking event on 1 April, from 3:00 p.m. to 6:00 p.m. The programme

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will include a panel of guests from DJ royalty, as well as showcases by Ray-D, and many others. There will also be a scratch session with the 'Scratch Buffet' crew from Mannheim, on 3 April from 4:00 p.m. to 6:00 p.m.

Details of Prolight + Sound can be found at: [www.prolight-sound.com](http://www.prolight-sound.com).  
Further information on the Sample Music Festival is available at:  
[www.samplemusicfestival.com](http://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 more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* preliminary figures 2019

Prolight + Sound  
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and Services for Entertainment,  
Integrated Systems and Creation  
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