

+news +++ Prolight + Sound
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prolight+sound

Prolight + Sound: Star DJs and producers ESKEI83 and Josi Miller to headline the Performance + Production Hub

With the Production + Performance Hub, Prolight + Sound 2022 offers a new, interactive experience zone for visitors from the audio production, DJing and digital live performance segments. On all four days of the fair (26 to 29 April 2022), the Hub presents a top programme of workshops and showcases by international artists – now, two additional greats from the scene have been confirmed as headliners: ESKEI83, renowned as the tour DJ of the ‘Fantastische Vier’ hip-hop band, will give insights into his turntable skills. Also taking part is Josi Miller, who made a name for herself in the scene as Trettmann’s DJ and as a solo artist, and who is currently considered to be the figurehead of female artists in Germany.

Over the four days of Prolight + Sound 2022, the Production + Performance Hub presents innovative audio tools in action, presented by brand experts and a host of VIPs. Visitors have the chance to discover the latest products from brands such as Ableton, Akai, Arturia, APB Dynasonics, Dato Musical Instruments, Decksaver, Denon DJ, DJCity, Gravity, InMusic, Herrmutt Lobby, Jetpack, LD Systems, LiteConsole, Native Instruments, Oyaide NEO, PioneerDJ, Rane, Tascam Technics, and VoicAs, as well as to participate in a variety of special events. The Production + Performance Hub is the product of a close collaboration between Messe Frankfurt and the Sample Music Festival, the annual meeting place of the international digital performance-art scene.

The newly confirmed headliners are part of the *DJ City Linkup*, which begins at 16.00 hrs on 28 April and is scheduled to bring together numerous international artists. Within the framework of the programme, ESKEI83 and Josi Miller will each hold a showcase and, additionally, take part in the subsequent panel discussion with Christian Schwanz (Ableton), Marcus Fitzgerald (Gigmit) and other panellists. ESKEI83 will also perform at the official post Production + Performance Hub event, beginning at 21.00 hrs.

ESKEI83: Red Bull Thre3style World DJ Champion and in-demand remixer

With ESKEI83, Prolight + Sound is bringing one of Germany’s best-known hip-hop DJs to the show stage of the Production + Performance Hub. As a tour DJ and music producer, he worked together with the German hip-hop acts, Die Fantastischen Vier and Marteria. Besides numerous solo productions, he is particularly renowned for his remixes for artists such as Steve Aoki, Smalltown DJs, What So Not and Lexi & K-Paul. Currently, he is one of the most in-demand producers in the trap-music field. In 2014, he became the first German to win the international Red Bull Music 3Style DJ Contest and now holds the title of ‘Red Bull Music 3Style World Champion’.

Josi Miller: Hip-hop multi-talent and podcast icon

Hardly any other female artist has such an impact on the scene as singer and producer from Berlin, turntablist Josi Miller. For several years, she was the tour DJ for Germany's cloud-rap artists, Trettmann. Since then, she has developed into a popular solo artist at major festivals and on the club scene. Additionally, she produced music for campaigns by companies such as Adidas, Spotify and Porsche and works as an ambassador for the Teufel audio brand. She also came to the attention of a large audience as the host of the 'Homegirls' podcast.

Other highlights at the Production + Performance Hub

In addition to the newly confirmed headliners, many other established artists are taking part in showcases and workshops. The line-up includes Gnarly (London), DJ Ray-D (Frankfurt), Joana (Berlin) and Pedro Le Kraken (Nantes). Moreover, the Production + Performance Hub includes demonstration and education areas covering a variety of trending topics.

An important attraction for music producers is the *Music Production Corner*, which has been organised in cooperation with Ableton, Native Instruments, Akai, Melodics, Tascam and GIK Audio. There, visitors can experience the creative power that is generated when software tools team up with midi controllers and beat sequencers, and productions merge with live performances. At the *Showstage: Mobile DJing*, experienced performers – DJ Cut Cake, Ray-D, Luke Traveltone and experts from DJWorkshop Germany – present modern creative techniques and explain which lighting and sound solutions can help turn a DJ set into an impressive event. At *Jam Boxes*, visitors can test brand-new tools and improvise joint performances. Moreover, there is a special area on the topical subject of *Live Sound Branding* with Tim Kroker, product specialist at Native Instruments, and Alex Sonnenfeld, Director of the Sample Music Festival.

Visitors with a valid ticket can take part in all lectures, workshops and product demonstrations free of charge.

More information on the Performance + Production Hub and further events for the audio community are available at www.prolight-sound.com/proaudio.

Full details about Prolight + Sound can be found at www.prolight-sound.com.

As an international trade-fair brand, Prolight + Sound holds events in Germany, China and Dubai. Further information about the brand's global activities at www.prolight-sound.com/weltweit.

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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We 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. We are expanding our digital expertise with new business models. 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).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2021