

Prolight + Sound cooperates with PRO MUSIK association



Picture: Robin Kirchner

Music is the lifeline of the event industry. It forms the foundation for concerts, stage shows and nightlife - and it is deeply rooted in the DNA of Prolight + Sound, the leading trade fair for entertainment technology. Prolight + Sound would like to reflect the extraordinary importance of musical performances and productions for the entire event industry even more strongly than before in its trade fair concept and is cooperating with the PRO MUSIK association for the upcoming edition (April 25-28, 2023). In the course of this, a new event stage will be created in the Portalhaus of Messe Frankfurt, where visitors will have the opportunity to talk to professional musicians, watch live showcases as well as interviews and lectures about music production and careers in the music business.

The event stage is part of the Performance + Production Hub, which was successfully launched in 2022. As an interactive experience zone, realized by the makers of the "Sample Music Festival" and well-known audio brands, the area offers a central contact point for all those interested in innovative forms of musical expression, creative studio and production tools, and DJing. The partnership with PRO MUSIK expands the Performance + Production Hub with topics around acoustic music, band performances and the symbiosis of analog and digital sound worlds.

"Virtually everyone in the event business has a strong connection to music. Music

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and events are part of the same value chain, they are mutually dependent. In addition, musicians are important customers and multipliers for professional event, production and DJ technology. That's why we are keen to make Prolight + Sound even more attractive for musicians who are interested in technology trends. We are delighted to be working with the PRO MUSIK association to create a central hot spot for this topic," says Mira Wölfel, Director Prolight + Sound.

"PRO MUSIK aims to create a communicative interface between musicians and technical service providers within the framework of Prolight + Sound. The difficult pandemic years have shown how closely artists and the technical industry are linked. We are therefore looking forward to hosting a conference at Prolight + Sound and to a lively exchange in the form of workshops, panel talks and showcases," says Axel Müller, Chairman of PRO MUSIK.

In addition to the Performance + Production Hub, Prolight + Sound offers a variety of other special presentation and program formats, underscoring the importance of the audio segment as a mainstay of the event. For example, the ProAudio College will be held for the first time as part of the show: in cooperation with the educational institute of the Association of German Sound Engineers (BiW-vdt), it will offer top-class workshops and seminars for audio professionals, interested musicians and the up-and-coming generation in the live and studio sector on all four days of the show. After a successful premiere in 2022, the Studio Village will also be continued: here, companies will showcase their innovations in music production and mastering. In addition, the Live Sound Arena is going into a new round: On the outdoor area of Messe Frankfurt, it allows visitors to experience the sound of large PA systems. For the first time, live bands will also be performing here in cooperation with the PRO MUSIK association.

Founded in 2021, PRO MUSIK is an association of independent musicians and represents their interests across all genres. The members share their many years of experience and contribute ideas for improving social security, working conditions and the visibility of musicians in social and political processes. The association's initiatives include the Payment Option Transparency project, which promotes basic research into alternative payment models in music streaming.

www.promusikverband.de
www.prolight-sound.com