

## NEW VISIONS highlights Visionary Approaches for the Music Ecosystem



On September 5 and 6, 2024, the first edition of NEW VISIONS For Music & Sound will take place at the historic Pfefferberg Brewery in Berlin. Organized by MUSIC TECH GERMANY and WISE, the event will bring together some of the most visionary minds from the music sector. The line-up includes people like the musician MOBY, inventor of the mp3 format Karlheinz Brandenburg (Brandenburg Labs), Rachel Lyske (DAACI), Willy Ehmann (BeadBread), Georgia Tagliette (The ICNAC) and many more artists, founders, music researchers and tech enthusiasts, all on a mission to make the music ecosystem fit for the future.

What makes NEW VISIONS different from other music conferences is that the focus is not so much on the challenges and problems that the music industry is currently facing, but rather on the opportunities created by innovators and creative minds to further develop the music ecosystem in the best possible way for everyone involved in the industry.

The program of NEW VISIONS consists of exciting keynotes, inspiring fireside chats, interactive panel discussions and innovation showcases from forward-thinking startups. Not only will the future of the industry and the impact of digital business models for music creators be discussed, but artists will also be an active part of the conversations. Participants can look forward to a lively exchange of ideas and visionary approaches that will have a lasting impact on the future of music.

Berlin Senator for Economics, Energy and Public Enterprises Franziska Giffey is looking forward to the upcoming conference: "Today more than ever, the success of the music industry is linked to technological progress. This is precisely where NEW

VISIONS For Music & Sound comes in as an event organized by MUSIC TECH GERMANY and WISE and aims to provide new impetus. The organizers have already impressed with their concept in our competition for innovative formats and are receiving 100,000 euros in funding from the Senate Department of Economics to implement the new beacon event for the creative industries. Berlin is a hotspot for innovation at the interface of music, technology and creativity and the right place to develop new visions for the industry."

Innovative formats foster an exchange between all participants and offer the opportunity to gain deeper insights into current trends and the possibilities of new technologies for music. The aim is to challenge traditional approaches and discuss creative solutions with industry leaders. The conference's interactive approach invites attendees to build and expand networks that reach beyond the traditional music industry and to ignite new projects that can change the music industry for good.

Matthias Strobel, President of MusicTech Germany and co-founder of NEW VISIONS says: "NEW VISIONS brings together the most advanced ideas and technologies in the music industry. Here we have the opportunity to experience innovations that not only change the way music is produced and consumed, but also enable new business models and creative processes. This conference is a catalyst for change and progress in the music industry."

Visionary ideas, creative minds and new technologies - these are the ingredients needed to shape the future of the music ecosystem in a sustainable way. In interactive sessions, participants will immerse themselves in precisely these approaches and learn how they can apply the latest developments to their own projects and businesses. In addition, start-ups and established companies will demonstrate their products and services in innovation showcases. By sharing best practices, participants will gain concrete ideas for strategies to optimize their creative and economic processes and take their projects to the next level.

Philipp Grefer, founder of WISE and also co-founder of NEW VISIONS, says: "NEW VISIONS allows us to present groundbreaking technologies and creative concepts that have the potential to fundamentally change the music industry. It is an opportunity to learn from each other and shape the future of the music industry together. By exchanging ideas across disciplines, we lay the foundations for sustainable innovation and long-term progress."

NEW VISIONS creates space for building long-term partnerships through targeted networking sessions and informal meetings. Participants are given the opportunity to connect directly with people across sectors and disciplines outside their natural environment. As space for NEW VISIONS For Music & Sound is limited, there are only a limited number of tickets available. These are now available at the first website below.

The format concept for NEW VISIONS For Music & Sound was awarded a prize as

part of the Innovative Formats 2024 competition organized by the Senate Department for Economics, Energy and Public Enterprises and is funded by Initiative Musik and BKM. NEW VISIONS For Music & Sound is a project of MusicTech Germany and WISE dedicated to promoting innovative solutions and visions in the music ecosystem. The conference brings together thought leaders, pioneers and experts from various creative industries to shape the future of the music industry. Through interactive formats and targeted networking opportunities, NEW VISIONS provides a platform for the exchange of ideas and the development of sustainable innovations that can fundamentally change the music industry.

[www.newvisions.berlin](http://www.newvisions.berlin)

[www.wisenotwise.com](http://www.wisenotwise.com)