

Press

October 2013

Musikmesse

International Trade Fair for Musical Instruments, Sheet Music,
Music Production and Music Business Connections
Frankfurt am Main, 12 to 15 March 2014

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PI02_mm2014_Music4kids_e

Music4Kids: discovering the world of sound

Six-day event for play groups, kindergartens and school classes

Experiencing and enjoying musical instruments in a playful way: plucking and testing

For children, it is important to be introduced to music at an early stage and to have an opportunity to gather initial impressions and gain experience of the multi-faceted worlds of sound. Music sharpens children's senses and promotes the love of an instrument. Musikmesse visitors can discover the world of musical instruments and everything for music making at Musikmesse in Frankfurt am Main from 12 to 15 March.

For over ten years, the Music4Kids participatory exhibition has been held concurrently with Musikmesse. In 2014, it will once again open its doors for six days – from 10 to 15 March 2014 – to registered play groups, kindergartens and school classes and put the focus on all aspects of active participation, e.g., plucking, blowing and testing. The Musik4Kids area is open to all visitors on the public days (Friday, 14 March, from 14.00 hrs, and Saturday, 15 March, all day). Then, children will once again have the chance to experience and enjoy musical instruments under the guidance of qualified music teachers who help them hit the right notes.

This fascinating acoustic playground in Hall 5.0 is the work of renowned music teacher and exhibition designer Michael Bradke. Every year, the six sound and experiential worlds of Musik4Kids show around 10,000 children aged from five to ten that making music is great fun. Four times a day, around 500 children have the chance to experiment with classic musical instruments, electric musical instruments and big and small sound installations. In this

Messe Frankfurt Exhibition GmbH
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way, they are encouraged to make music and learn an instrument of their own. At Musik4Kinds, the focus is on playfully investigating sound, testing instruments and experimenting with sound, i.e., on offering a different and relaxed kind of musical education.

To be held for the 13th time in 2014, the Music4Kids participatory exhibition has become a magnet for children at the international Musikmesse and will open its doors on Monday, 10 March. Groups of children from schools, kindergartens and playgroups can take advantage of the exhibition for free guided visits until Friday, 14 March. On the public day, Saturday, 15 March 2014, the exhibition opens to all children and their families. Naturally, they can also visit all other parts of Musikmesse throughout the day.

Music4Kids

- the participatory exhibition for children, Hall 5.0

10 March to 14 March 2014: Guided visits for groups of children from school classes, kindergartens, play groups, etc.

14 March 2014 (Public Afternoon): open to consumers from 14.00 to 18.00 hrs

Admission prices

Adults (on arrival)	€ 10.00
Children aged from 6 to 14 (on arrival)	€ 5.00

15 March 2014 (Public Day): open from 09.00 to 18.00 hrs

Admission prices

Adults (online in advance)	€ 20.00
Adults (on arrival)	€ 30.00
Children aged from 6 to 14	€ 8.00
Pupils, students, etc.	€ 16.00
Families (up to two adults and minimum one to maximum three children aged from 6 to 14)	€ 35.00

Further information about Musikmesse can be found at www.musikmesse.com/music4Kids

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organiser, with 536.9 million euros in sales and 1,833 employees. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organised 109 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hessen 40 percent. For more information, please visit our website at: www.messefrankfurt.com