

# Press

18 September, 2018

## **NAMM Musikmesse Russia**

The International Fair for Musical Instruments, Sheet Music,  
Music Production and Music Business Connections

13 - 16 September 2018

Sokolniki, Moscow, Russia

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## **Prolight + Sound NAMM Russia**

International Trade Fair of Technologies and Services for  
Entertainment, Integrated Systems and Creation

13 - 15 September 2018

Sokolniki, Moscow, Russia

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**The seventh edition of NAMM Musikmesse Russia and Prolight + Sound NAMM Russia brought more than 230 global brands of musical instruments and more than 580 brands of professional equipment together in Sokolniki Exhibition and Convention Centre**

**The two shows welcomed more than 12 000 visitors to the center's pavilions**

**A wealth of thematic programming and events attracted both music industry professionals and music lovers to the fairs**

NAMM Musikmesse Russia (September 13 – 16), the international fair for musical instruments, sheet music, music production and music business connections, and Prolight + Sound NAMM Russia (September 13 – 15), the international trade fair of technologies and services for entertainment, integrated systems and creation, successfully concluded last week, welcoming 12, 681 music industry professionals and music lovers to the Sokolniki Exhibition and Convention Centre.

For the seventh time, domestic and international manufacturers and distributors presented globally-renowned musical brands in several

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pavilions:

- Pavilion 7a: the main exposition for musical instruments and accessories
- Pavilion 17: drums and percussion
- Pavilion 7: the Yamaha Musical Centre. Yamaha served as a strategic partner of the fair.
- Pavilion 3: Live sound demonstrations
- Pavilion 4: Professional lighting and sound equipment, stage constructions, and rigging
- Pavilion 4.1: Registration area, general exposition of Prolight + Sound NAMM Russia
- Pavilion 4.2: Program zone, conference halls.

The Exhibitor list included brands like Yamaha Music, Bose, Proaudio.ru, 64 Audio, PedalZoo, Dynatone, D'Addario, Lutner, Asia Music, Gitarland.ru, LTM Music, Neva Sound, Mbox, the Russian Trade Company, INSPECTOR GUITARS, Blastbeat DrumShop, and many others debuted their musical instruments, equipment and accessories. Visitors were able to see more than 230 international brands at the musical fair.

At Prolight + Sound NAMM Russia, over 109 companies from 12 countries participated including Asia Music, Clay Paky, Martin, OKNO AUDIO, Show Atelier, Imlight, Next Hi-Fi, Laserworld, Epson, Shure, Panasonic and many others.

This year, NAMM Musikmesse Russia was included in the consolidated action plan of the Russian Ministry of Industry and Trade for 2018. The official support allowed the Moscow show to present an expanded exposition of domestic manufacturers of musical instruments and to organize an educational programme for trade visitors working in small and medium-sized business.

NAMM Musikmesse Russia and Prolight + Sound NAMM Russia presented an exciting programme of education and events targeting both trade and public visitors. Highlights have been:

**The Music Education Symposium** with the participation of the International Society for Music Education (ISME): On 13 September, music teachers discussed contemporary issues surrounding music education. The Symposium was headed by the ISME President, Professor Lee Higgins.

**Musical laboratory, MUZZLAB:** From 13 to 16 September notable industry experts, successful bloggers and popular artists shared their experience and trade secrets on how to become a successful musician in today's world with the visitors.

**D'Addario Guitar Festival:** The festival event became one of the brightest events of the musical fair. On September 16 the best Russian guitarists (including popular domestic music bloggers and musicians) competed in guitar battles on an outdoor stage. Ron "Bumblefoot" Thal – the world-renown guitar player and ex-guitarist of Guns N' Roses band –

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became a special guest of the festival.

**“Drummers United 2018”:** The drum fest hosted a contest where finalists of the online competition competed on the outdoor stage in three categories on September 15. Popular drummers became members of the jury. The sponsors of the contest were 64 Audio, MuzTorg and Slami Music Company and DrumFan was the sponsor of the People`s Choice Award. The competition was co-organized by Blastbeat DrumShop.

**Rock`n`Mob:** A flash mob of 250 musicians including singers, guitarists, drummers, keyboard players simultaneously performed covers of world rock hits in front of pavilion 4.1.

**Microphone settings and drums workshop:** On 15th September drummers and sound engineers have been welcomed in the Black Box Theatre where they were able to compare the microphones of Shure, Audix, Telefunken brands and visit master-classes of the well-known domestic sound engineers and musicians.

**Work of a sound engineer with an orchestral group workshop:** This workshop was also organized with the Black Box Theatre on 15th September. The workshop demonstrated how to structure work with the orchestra and how to set the sound of each musical instrument for the organic sound of the whole team.

**A3E (Advanced Audio + Application Exchange) Summit:** A special program dedicated to the future of modern audio applications and new music technologies.

**NAMM University:** Educational sessions by NAMM, the National Association of Music Merchants. Master-classes and seminars focused on business development and industry trends.

A variety of forums to serve industry professionals were also held: **V Theatre Forum** focused on theatre technologies, projection and installations for theatres.

**Technical tours** for sound engineers, lighting designers, event agencies and theatres.

**Prolight + Sound NAMM Forum:** A three-day intensive programme affecting the entire spectrum of issues in the industry of professional light, sound, stage and media technologies.

**B2B meetings** with the Chinese manufacturers and domestic dealers and distributors.

MF-Group, Stagemarket, First Line production, Prolyte Group and Live Sound Agency became the technical partners of the exhibitions.

The NAMM Musikmesse Russia 2018 was supported in the information space by VK music as the general social-media partner; Maximum radio station – the general radio partner; and online guide KudaGo.com - the

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General promotion partner.

Other Musikmesse fairs worldwide:

Music China, 10 to 13 October 2018, Shanghai, China

Musikmesse, 2 to 5 April 2019, Frankfurt, Germany

Other Prolight + Sound fairs worldwide:

Prolight + Sound Middle East, 23 to 25 September 2018, Dubai, Middle East

Prolight + Sound Shanghai, China, 10 to 13 October 2018, Shanghai, China

Prolight + Sound, 2 to 5 April 2019, Frankfurt, Germany

Prolight + Sound Guangzhou, 24 to 27 April 2019, Guangzhou, China

Other NAMM shows worldwide

The NAMM Show, 24 to 27 January 2019, Anaheim, California

Summer NAMM, 18 to 20 July 2019, Nashville, Tennessee

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#### **About Messe Frankfurt RUS**

Messe Frankfurt RUS, the subsidiary of the international exhibition organizer, works in Russia since 2002. The portfolio includes 10 international brands of exhibitions and forums in Moscow, Kazan and Astana. Messe Frankfurt RUS is an exclusive operator of two Chinese national shows in Moscow - China Machinery Fair and China Commodity Fair, organized by Ministry of commerce of China. The staff of the company is more than 50 competent specialists with strong expertise in organization different kinds of events.

In 2015 together with ITE Expo OOO established a joint-venture ITEMF Expo. The company operates the leading events in automotive sector – MIMS Automechanika Moscow, COMTRANS and Busworld Russia as well as international forum IMAF. For more information, please visit:

[www.messefrankfurt.ru](http://www.messefrankfurt.ru) | [www.facebook.com/messefrankfurtrus/](https://www.facebook.com/messefrankfurtrus/) |

[www.youtube.com/MesseFrankfurtRUS/](https://www.youtube.com/MesseFrankfurtRUS/)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at some 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

#### **About NAMM**

The National Association of Music Merchants ([NAMM](http://www.namm.org)) is the not-for-profit association with a mission to strengthen the \$17 billion music products industry. NAMM is comprised of approximately 10,300 member companies located in 104 countries and regions. NAMM events and members fund [The NAMM Foundation](http://www.namm.org)'s efforts to promote the pleasures and benefits of music, and advance active participation in music making across the lifespan. For more information about NAMM, please visit [www.namm.org](http://www.namm.org), call 800.767.NAMM (6266) or follow the organization on [Facebook](https://www.facebook.com/namm), [Twitter](https://twitter.com/namm) and [YouTube](https://www.youtube.com/namm).

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