

**PIANOLINK, YAMAHA MUSIC EUROPE - BRANCH ITALY AND
CREMONA MUSICA
PRESENT THE FIRST EDITION OF
PIANOLINK INTERNATIONAL AMATEURS COMPETITION**

*An international competition exclusively dedicated to amateur pianists
online starting from August, 17th*



The first edition of **PianoLink International Amateurs Competition**, a contest exclusively dedicated to amateur pianists and to all piano lovers directed by **Roberto Prosseda** and **Andrea Vizzini**, was presented on June 25th, 2020 by the Musical Association Piano Link, in cooperation with Yamaha Music Europe Branch Italy and Cremona Musica International Exhibitions and Festival with a live stream on social networks.

The presentation involved the two artistic directors along with: **Massimo De Bellis** Director General of CremonaFiere SpA, **Giovanni Iannantuoni**, Senior Manager Piano Strategy & Marketing Yamaha Music Europe branch Italy, **Nadezhda Chestnova** artistic director of the contest Piano Bridges - St Petersburg twinned with PianoLink (and that will welcome the 5 winners in 2021) and the members of the jury.

*«The contest relies on totally new features, since it was conceived more as an "opportunity" than as a competition - explained **Andrea Vizzini**-. First of all, the competition offers to all amateur participants the opportunity to perform with a prestigious jury. Another opportunity is then represented by the prizes, really useful also to enlarge personal music knowledge».*

The Competition will take place: online starting from August 17, 2020 (preliminary stage), then in Cremona on September 26, 2020 (final stage) and in Milan and St. Petersburg in 2021 (concerts by the winners). Amateur pianists from all around the world, who have never been professional pianists, can take part into the competition. Participants will be divided into two categories: graduate and non-graduate. Jury members are: **Jeffrey Swann** (president), **Bruno Monsaingeon**, **Eric Schoones**, **Alberto Nosè**, **Alexander Romanovsky**.

*«It's really great to have such a prestigious and renowned jury for an amateur competition - said **Roberto Prosseda**-. This competition aims at confirming that amateurship and professionalism are totally complementary and at favouring a positive way of playing and sharing music».*

All the candidates admitted to the competition will receive a participation certificate with a short personal evaluation written by each member of the jury. Organizers will also produce, in a limited edition, a DVD with the performances of finalists. The five winners of the competition will win: a Winner Recital in Milan, in the context of MiAmOr Music Festival 2021, a Winner Recital in St. Petersburg, a Review written and undersigned by the jury, and Interview on Pianist Magazine. The jury will award the First Absolute Prize to a candidate, from any category, considered by the jury itself as particularly worthy. The First Absolute Prize offered by Yamaha consists in the registration to PianoLink 2020/2021 Piano and Orchestra Workshop, with lessons and rehearsals with the orchestra in Milan and Final Concert with the Symphony Orchestra, for a total value of €4,000.

The video with the highest number of likes and votes by the audience will receive the Cremona Musica Prize (€1,000).

*«Cremona Musica is an Exhibition acting as a strong reference point for high-quality musical instruments and it is a precious meeting opportunity for the whole music world - said **Massimo De Bellis**-. The role of amateur musicians deserves to be increasingly recognized and appreciated, that's why this competition is so important. Also from this point of view, the Exhibition is a key player that can connect amateur musicians with international professionals from the music world».*

*«This contest is a true opportunity - concluded **Giovanni Iannantuoni**-. Amateurs are a very important part of the musical scene. This category is like a nursery, where musicians can become professionals while maintaining their "freedom" from any job in music. Our goal is that of encouraging the participation of amateurs, to improve the quality of our society».*

Participation options and stages are available at the following link:

<https://www.pianolink.it/amateurs-competition/>

PianoLink is a Musical Association inspired by passions and sounds, born to go beyond standard music categories, to help any student or musician-to-be approach high education in music and to open stages to music performed by professionals and amateurs of all ages.

Cremona Musica (25-27 September) is the n.1 Exhibition in the world for high quality musical instruments, taking place every year in Cremona, hometown of Stradivari and international pole of the musical instrument. Next to precious instruments handcrafted by Cremonese, Italian and international masters, Cremona Musica offers a rich and varied events calendar with concerts, exhibitions, masterclasses, competitions and conferences with international artists. In 2019, Cremona Musica welcomed over 18,000 qualified visitors, 309 exhibitors (more than a half of them coming from abroad) and hosted 178 events. Cremona Musica combines the business and the art of music, thus becoming a not-to-be-missed appointment where new ideas, projects and collaborations are born and where music lives and renews itself.

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