

CREMONA MUSICA SPECIAL EDITION

*a new format for 2020 will take place
on September 26 and 27*

CREMONA MUSICA SPECIAL EDITION is a new event format taking place on Sept. 26th and 27th, to replace, for this year, the traditional Exhibition for high-quality musical instruments that annually takes place at Cremona Exhibition Centre. This special edition aims at promoting and supporting the protagonists of the music sector also in such a difficult moment. It will consist both in cultural events and business-oriented digital initiatives so to connect the vast network of professionals and institutions naturally involved in the event.

"The strong desire of working hard to give voice to the sector and the awareness of the central role played by Cremona Musica have encouraged us to work hard to organize the Exhibition also, and in particular, in this difficult moment - explained **Roberto Biloni**, president of CremonaFiere -. However, considering that 64% of our exhibitors come from abroad, the evolution of the health emergency at international level doesn't enable us to hold an Exhibition turning out to be as successful as the Cremonese appointment has always been. We feel therefore obliged to cancel 2020 Exhibition, at least in its traditional format, and we'll relaunch with a new formula that will involve the whole territory, also thanks to the great contribution of local institutions.

Cremona Musica is the global reference point for high-quality musical instruments. For this reason, we had the responsibility of performing our central role also, and in particular, in such a difficult year. Hoping that the general health situation would soon improve, we have carried on the organization of the Exhibition. In fact, it seemed possible to perform it regularly, even with the adoption of necessary preventive measures. The Exhibition has always been characterized by the perfect balance of art, culture and international business but considering the global health emergency, it is not reasonable to rely on the traditional format to offer an exhibition that could be as effective and successful as it has always been".

CREMONA MUSICA SPECIAL EDITION is the answer to the market need of having a reference point event. But it is also CremonaFiere starting point to prepare and launch a great edition of Cremona Musica in 2021, when we could finally experience again the unique and engaging Cremonese appointment that we all know, meeting each other and sharing the emotion of being part of the event. All this will be possible thanks to the synergy with the city and our territory, homeland to historical violin-making masters and composers. Next September there will be several initiatives, such as: contests, performances, presentations and concerts taking place both at Cremona Exhibition Centre and in prestigious locations of our city. These events will involve a wide audience of music lovers and provide companies of the sector with digital business opportunities. Also international sector professionals will be on board, thanks to the Exhibition promotional program or through direct involvement.

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