

CREMONA MUSICA SPECIAL EDITION
Digital business and live events, the curious combination of 2020 edition

Biloni (President of CremonaFiere): "Cremona restarts even stronger to relaunch the music sector, severely hit by the pandemic".

The event is taking place on September 26th and 27th and relies on the precious cooperation of companies, associations, the Municipality of Cremona and the Chamber of Commerce

Cremona, 8th September 2020 - Said and done! The newly appointed president of CremonaFiere **Roberto Biloni**, despite the very difficult period due to the global health emergency, when receiving his assignment said: «we want to give our contribution to reaching important objectives for the city of Cremona and its territory, that are already a reference point at national and international level. For this reason, all autumn exhibitions directly organized by CremonaFiere will take place, even if with some organizational changes to fully comply with safety protocols».

With such a strong motivation, after difficult months of stop, Cremona will restart from music. **Cremona Musica**, international reference Exhibition for the whole sector, will take place on **September 26th and 27th** with a new, unprecedented and digital format that this year, by way of exception, will replace the traditional Exhibition generally organized at Cremona Exhibition centre. «It is right in difficult moments that the most seriously affected sectors need to be supported - said **president Biloni** - and the reference Exhibition has to be ready to give a strong message to the music world that is now paying a very high price for the stop of last months».

THE SPECIAL EDITION will be totally digital, so the classical exhibition format with exhibit booths will be missing this year, but there will be several open-air events in the city centre. In this way, safety regulations and health protocols will be fully respected. On Cremona Musica website (www.cremonamusica.com) it will be possible to find all useful information, to look through the digital exhibitors catalogue, to watch videos and streaming presentations filmed at the museum Museo del Violino.

As to international promotion, **ITA (Italian Trade Agency) and its offices all around the world** have launched a communication campaign on the Exhibition, that is part of the Made in Italy Promotional Plan supported by the Italian Ministry of Foreign Affairs.

INITIATIVES will be many and will consist of: contests, performances, presentations and concerts taking place in prestigious locations of the city centre involving both Cremonese violin-makers, fathers of an ancient art, and leading companies of pianos and guitars.

Cremona Musica will take place in total safety, in full compliance with safety regulations and health protocols, safeguarding everyone's health while not giving up experience and business.

CREMONA MUSICA SPECIAL EDITION is born to give continuity to the n.1 Exhibition in the world for high-quality musical instruments taking place every year in Cremona, hometown of Stradivari and international pole for musical instruments. Next to the events organized by Cremonese, Italian and international instrument making Masters, Cremona Musica hosts a rich events program with concerts, exhibitions, masterclasses, competitions and conferences with top-level artists. In 2019, Cremona Musica welcomed over 18,000 visitors, 309 exhibitors (more than half of them came from abroad) and 178 events. Cremona Musica combines business and culture of music, thus becoming a not-to-be missed appointment where new ideas are born, new projects are launched and where music lives and renews itself.

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