

SEPTEMBER 26<sup>TH</sup> AND 27<sup>TH</sup>, 2020

CREMONA MUSICA SPECIAL EDITION

*Great success for the international Show,  
reference point of the music industry*



Cremona, 28 September 2020 - Tradition and innovation have been the leitmotif of the special edition of Cremona Musica 2020 which sets the date for next year with a new edition. In this "special" year for the whole world due to Covid19 pandemic, the music sector has been severely affected by the crisis and all related industries are paying a high price for it. Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth, recently stated that: «The coronavirus crisis had an unprecedented impact on the entire value chain of the music sector, especially on live segments. It also demonstrated the importance of addressing structural challenges with more sustainable solutions. We must help the music sector to adapt to post-crisis reality, to recover in a more sustainable way and to become more resilient ». «Also for this reason - declared the director of CremonaFiere, Massimo De Bellis - we could not skip such an awaited event. It was important to show our closeness to all the players of the sector who make up this varied artistic world and respond positively to proposals and calls to raise the sector ».

In the hardest period of lockdown, the city of Cremona was recognized as an emblematic city for the spread and cure of the virus. Even in the most difficult moments of the fight against the coronavirus, Cremona didn't cease to be associated with music. In this context, the final performance of Cremona Musica Special Edition by "Rethro Tull" (Paolo Meneghetti, guitar; Fulvio Melfi, keyboard; Andrea Cremonesi, drums) was truly significant and full of emotion. «Three doctors play between us - they explain -: a family doctor, an otolaryngologist and a hospital oncologist. With them we participated in the "overlooking the window" festival, the first and only series of live concerts held in front of the Hospital in Mantova from 7 May to 30 June. Music has penetrated all departments of our hospital, bringing back that seed of life and hope that we all needed. We are not music professionals, we are excited to live it, even more in the recent context linked to the lockdown due to Covid19. Invisible enemy who has transformed everyone's life into dramatic silences broken only by crazy sirens, wide-open eyes above masks as indispensable as they are suffocating. We could not miss this event in Cremona, our twin city also in pain and rebirth ».

The final of the second edition of the "Disklavier Composers Contest" took place last Sunday, the composition competition that uses the Disklavier technology and makes the piano play autonomously, organized by Yamaha Music Europe - Branch Italy in collaboration with Cremona Musica; Ardavan Vossoughi won the first prize of € 5,000. In addition to the prize, the Sonzogno publishing house, will publish the winning piece, inserting the title in its catalogue and reserves the right to publish one or more finalist pieces in addition. The "audience prize" of € 2,000 was won by Rossella Esposito.

Great success also for Cremona Musica Speed Dates, organized at the G. Arvedi Auditorium, in which numerous professionals from 13 countries selected in collaboration with ITA (Italian Trade Agency) participated in live streaming.

**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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