

# CREMONA MUSICA

## INTERNATIONAL EXHIBITIONS *and festival*



SEPTEMBER, 24<sup>th</sup> - 26<sup>th</sup> 2021

A RICH PROGRAM FOR THE 2021 EDITION OF  
CREMONA MUSICA INTERNATIONAL EXHIBITIONS AND FESTIVAL

*Cremona Musica will be back to Cremona Exhibition Centre from Sept. 24 to 26, with appointments in the city centre as well thanks to Cremona Musica Downtown.*

*Mr Biloni (President of CremonaFiere): "With the reference point Exhibition for the music sector, Cremona is ready to restart. Even stronger than before. And lots of news will be there".*



**Cremona, August 25th, 2021** - Over 200 exhibitors and 100 events including concerts, exhibitions, competitions, conferences: a rich program still evolving for a strong restart of the music sector, both at national and international level. This is what happens at Cremona Musica International Exhibitions and Festival, the reference-point exhibition for the music sector.

Mandomusica, Piano Experience, Acoustic Guitar Village and Accordion Show offer a complete representation of the world of high-quality musical instruments. But this year's big news is definitely Cremona Musica Downtown, with initiatives and concerts taking place in the city centre: a meeting between Trade Show and City Centre, born last year with the Special Edition of Cremona Musica and now continuing as a fixed appointment on the wave of this successful experience.

#### **Mandomusica: strings**

One of the protagonists of stringed instruments events is Roby Lakatos. Unparalleled interpreter of Gypsy music, with a technical mastery and imagination that make him a unique figure in his genre, Lakatos will also be awarded the prestigious Cremona Musica Award.

#### **Piano Experience: piano**

The tradition of the piano festival continues, with the major piano manufacturers hosting recitals by great artists in their exhibit spaces. Many other events will come along, such as concerts, pianists, presentations and competitions.

As to competitions, the two major events that have also characterized the last editions of Cremona Musica are confirmed. These are: the third edition of the Disklavier Composers Contest and the second edition of Pianolink International Amateurs Competition, reserved for amateur pianists

#### **Acoustic Guitar Village: guitar & mandolins**

As to guitar, three great events of Cremona Musica are confirmed: the New Sounds of Acoustic Music competition, the eighth edition of the Italian Bluegrass Meeting, and Corde e voce d'Autore.

This edition of the Acoustic Guitar Village will also feature a large space dedicated to the mandolin, for the "Mandolins on display" project. Among the most awaited artists: Carlo Aonzo, who will perform together with Mauro Squillante and the soloists of the Naples Mandolin Orchestra, and the Plectrum Orchestra of the city of Milan. To enhance the importance of this extraordinary instrument, that is so typical of Italian musical culture, a series of conferences and a peculiar exhibition entitled "Traveling with the mandolin" will take place.

During the three days of Cremona Musica, dozens of artists will perform on the stages of the Acoustic Guitar Village, both at the Exhibition Centre and in the city, thanks to Cremona Musica Downtown project.

#### **Accordion Show: accordion**

The Accordion Show, the youngest section born in Cremona Musica family, is growing up year after year. The space dedicated to the accordion will host a lot of live music, with several artists and groups involved, but also many popular events, such as conferences and exhibitions.

Among the exhibitions of this edition a particular mention is deserved by "Stradella past and present of the accordion" and by the historical exhibition of the Fontevivo Accordion Museum named after Gigi Stok, an important artist to whom a conference / concert will also be dedicated. Another very awaited conference is "Castelfidardo and Cremona, the two centers of excellence of music and musical instruments in Italy".

There will be events organized by the over 200 exhibitors participating in the event.

The constantly updated calendar is available at the following link:

<http://events.cremonamusica.com/events/index.php>

Regarding the international promotion, the foreign communication campaign for the Exhibition was launched and made operative by ITA Italian Trade Agency and its offices around the world which, with its support, guarantees the presence of many international buyers and journalists from various countries around the world.

Cremona Musica will take place in complete safety, in full compliance with health rules and protocols, protecting everyone's health without giving up experience and business.

*Cremona Musica (September 24-26) is the main Exhibition in the world for high-quality musical instruments, taking place every year in Cremona, the birthplace of Stradivari and international pole of the musical instrument. In addition to the instruments created by the Cremonese, Italian, and international masters, Cremona Musica hosts a rich and varied calendar of events, with concerts, exhibitions, masterclasses, competitions, conferences, with world-class artists. In the 2019 edition, Cremona Musica welcomed over 18,000 visitors, 309 exhibitors (over half of which from abroad) and 178 events. Combining the business and artistic side of music, Cremona Musica becomes an unmissable event, a meeting point where new ideas, projects and collaborations are born, and where music lives and renews itself. Considering the central role of the event in the international trade show panorama, 2020 saw the creation of the special edition in the city center.*

Testori Comunicazione  
Via Fiori Chiari, 10 - 20121 Milano  
Tel. 02 4390230  
[www.ufficiostampa.milano.mi.it](http://www.ufficiostampa.milano.mi.it)  
[press@testoricomunicazione.it](mailto:press@testoricomunicazione.it)



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