

**SEPTEMBER, 24<sup>th</sup> - 26<sup>th</sup> 2021****CREMONA MUSICA INTERNATIONAL EXHIBITIONS AND FESTIVAL  
IS ON THE GO***Playing without hands, the inclusive and accessible technology and the other events of  
Cremona Musica*

Cremona, 23 September 2021 – Everything is ready for the inauguration of Cremona Musica Exhibition and Festival - the main exhibition in Italy for musical instruments - tomorrow 24 September.

The program of events starts at 9.30, with the **Speed Dates of Cremona Musica**, at the Sala Monteverdi, for the presentation of the works of Cremonese luthiers, whose participation in the exhibition is supported by Cremona's Chamber of Commerce. The event will be held on both Friday and Saturday, and is realized with the support of ITA (Italian State Agency), who selected the International Buyers that are taking part in the event.

At 11.30 there will be the official **inauguration** of Cremona Musica, at the Pavillion 1, with institutional and political personalities.

Day 1 will open with many events, such as concerts and masterclasses, but also with data on the market of musical instruments, that will be presented by **Dismamusica** at 12pm, at the Media Lounge, with the analysis on the condition of the Italian market of musical instruments and music publishing.

There will also be many cultural events, with exhibitions that will be on display from the beginning to the end of Cremona Musica 2021, such as **"Music is our life"**, about ethnic instruments from M° Bruno Brunetti's collection, and the historical exhibitions **"Stradella, past and present of the accordion"**, **"Traveling with the mandolin"** and the exhibition of the **Museum of Accordion of Fontevivo dedicated to Gigi Stok**.

Among the unmissable events of the first day, there is **"Playing without hands"** (14.15, Sala Monteverdi), the presentation of an innovative way to play musical instruments. Thanks to the newest technologies, music becomes inclusive and accessible for all, with instruments that can be played by users with significant motor disabilities as they can be played without the use of hands.

At 16 the Media Lounge is hosting the conference about new formats and perceptive processes in live music, dedicated to the changes in live music during the last two years. In this round-table, composers, performers, musicologists, and artistic directors will discuss the new formats (present and future) for live music, sharing experiences and points of view based on the new perspectives offered by technology and on the new ways to enjoy live music. The speakers will be **Cecilia Balestra**, artistic director of Milano Musica; **Maurizio Baglini**, pianist and artistic director of the Verdi Theater in Pordenone, **Lorenzo Del Pecchia**, artistic secretary of the Ponchielli Theater in Cremona; **Claudio Rastelli**, composer and artistic director of Amici della Musica, Modena; **Francesco Filidei**, composer, music consultant, Fondazione "I Teatri" in Reggio Emilia; **Michela Garda**, University of Pavia, department of Musicology of Cremona; **Vittoria Fontana**, University of Pavia, department of Musicology of Cremona.

The masterclasses of the day include that of lutherie by **Enrico Bottelli** (11.00) and that of mandolin lutherie by **John Monteleone** (14.30).

At 17, at the Sala Stradivari, Roby Lakatos will be awarded the Cremona Musica Award for the category "performance - strings".

The calendar is constantly updated, and you can find it here:

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

*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. The event takes place in collaboration with local institutions: the Municipality, the Chamber of Commerce, the Province and Trade Associations, the Violin Museum as well as the Lombardy Region and the ICE-Agency. The 2021 edition welcomed 215 exhibitors from 23 countries (42% foreign), with a program of over 130 events in 3 days, 300 artists and personalities involved including concerts, masterclasses and presentations and buyer delegations from 12 selected countries with the support of ICE-Agenzia. 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.*

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