

CREMONA MUSICA INTERNATIONAL EXHIBITIONS *and Festival*



SEPTEMBER 23rd - 25th, 2022

PianoLink, in cooperation with Yamaha Music Europe and Cremona Musica
presents the third edition of
PIANOLINK INTERNATIONAL AMATEURS COMPETITION
The international competition exclusively dedicated to amateur pianists



Milan, May 20th 2022 – The third edition of PianoLink International Amateurs Competition was presented today with an online press conference by PianoLink Association, in cooperation with Yamaha Music Europe branch Italy and Cremona Musica International Exhibitions and Festival. The international competition is exclusively dedicated to all piano lovers and amateurs and is artistically directed by Roberto Prosseda and Andrea Vizzini. Among the Jury members: Olga Kern, Vovka Ashkenazy, Anna Kravtchenko, Enrica Ciccarelli, Jed Distler.

During the presentation, the Jury took the floor together with Artistic Directors; **Ilaria Seghizzi**, Product Manager of Cremona Musica; **Giovanni Iannantuoni**, Senior Manager Piano Strategy & Marketing Yamaha Music Europe branch Italy.

*"For me, people who have different professions and play piano very well are very inspirational- said **Olga Kern**-. I think the difference between a professional and amateur music world is that all professionals have much more time to practice and it's their work, but of course most beautiful work in this world in my opinion! Amateurs can practice only after they finish their whole day of their daily jobs, they can be very tired after it but still want to play an instrument and be in the different world-magical and beautiful world of music! Amateur performers are giving me feelings every time that music will always be alive because of their pure joy, love and passion for music, it's very special!"*

*"The mission of Cremona Musica is not only the typical one of a fair, that is to bring together the supply and demand of musical instrument sector, but it is also that of carrying out the task of disseminating the value of musical culture in Italy and in the world - said **Ilaria Seghizzi**-. We wanted to support this innovative competition since its first edition because, in addition to fully embodying the principles that distinguish us of quality, internationality and originality, it allows us to contribute to the diffusion of music in a very widespread way through music lovers par excellence: amateurs".*

*"After a couple of years of gestation, the PIAC came to light three years ago, at a time when, due to the pandemic, the "light" was really dim - explained **Iannantuoni** -. Both past finals took place with a thousand complications and with masks covering the faces. But in both cases for all of us, for the participants, the amazing juries, the organizers, it was a truly unique and unforgettable experience. Like all creatures that are born in a difficult and hostile time, the PIAC is growing up beautiful, strong and determined. The third edition will undoubtedly be a further step forward. Thank you very much to all those who believed in this project".*

*"All of us musicians should be, first of all 'amateurs', that is making music for passion, for the pure pleasure of sharing it with others, as an opportunity for mutual listening and the discovery of beauty - added **Prosseda**, Artistic Coordinator of Cremona Musica - Piano Experience-. For this reason at Cremona Musica we want to support and promote the world of amateur musicians through this innovative competition: an opportunity for all musicians to meet, to make themselves known by great pianists who sit on the jury, and to disseminate, also through the videos of their interpretations, the beauty of making music with the utmost sincerity and with the heart".*

*"The PIAC is much more than a competition: it is a great opportunity for sharing, a great opportunity for competitors, to reach the greatest musicians on the world scene, to receive valuable advice for their journey, to fulfill the dream of playing with a large symphony orchestra of professionals - explained **Vizzini**-. Above all, the PIAC, born with the feelings of a large family thanks to wonderful partners such as Bösendorfer and Cremona Musica, represents the realization of the best wish: that music can be spread throughout the world driven by passion and love first of all".*

THE COMPETITION

it is aimed at all amateur pianists of all nationalities and backgrounds. Candidates will be able to register for the Competition starting from April 1st 2022 and until July 31st 2022 on the website www.pianolink.it/amateurs-competition/registration. The competition, which will take place online starting from 3 August 2022 (preliminary phase) and subsequently in Cremona on 24 September 2022 (final) and in Milan in 2023 (concerts of the winners), is divided into two categories: candidates without any academic qualification and candidates in possession of an academic degree in piano studies (first or second level academic diploma, undergraduate, bachelor, master, doctorate, professional, graduate, postgraduate, specialist degree or other equivalent qualifications). The Overall Winner will be awarded an annual Piano and Orchestra Workshop worth 4,000 euros, including hotel and travel required for roundtrip attendance throughout Europe and final concert with the Symphony Orchestra during the MiAmOr Music Festival 2023 in Milan. The other awards: Cremona Musica 2022 Special Award, Friendship Award 2022, Piano Bridges Special Award 2022.

INFO www.pianolink.it/amateurs-competition/

PianoLink is a Music Association inspired by passions and sounds, born to look beyond categories, to make high-level musical training accessible to every student or aspiring musician, to open the stages to the passionate music of professionals as well as amateurs or self-taught of any age.

Cremona Musica is the most important exhibition in the world for high-quality musical instruments, and it is held every year in Cremona, the birthplace of Stradivari and international center of the musical instrument sector. 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 synergy and collaboration with local institutions: the Municipality, the Chamber of Commerce, the Province and Trade associations, the Museum of Violin as well as the Lombardy Region and the ICE-Agency. Despite the pandemic, the 2021 edition took place regularly and saw the participation of 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 delegations of Buyers from 12 selected countries with the support of the ICE-Agency.

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