

XXIII<sup>Ed.</sup>

# CREMONA Mondomusica

INTERNATIONAL EXHIBITION  
OF HANDCRAFTED MUSICAL INSTRUMENTS  
AND VIOLIN MAKING ACCESSORIES

October 1<sup>st</sup>-3<sup>rd</sup>, 2010  
CREMONA FAIRGROUNDS - ITALY

## THE NUMBER ONE EXHIBITION IN THE WORLD IN THE INTERNATIONAL BIRTHPLACE OF MUSIC



Cremona MondoMusica, the International Exhibition of Handcrafted Musical Instruments and Violin making accessories, is the world's most qualified exhibition in the music field and it is considered by music professionals as the leading meeting opportunity to share views and promote the finest instrument making, perfectly represented by the historical tradition of the city of Cremona.

Cremona is globally recognised as the historical birthplace of violin making. It is the homeland of important masters such as Antonio Stradivari, the most famous Italian violin maker whose creations are considered the finest stringed instruments ever made.

Also Nicola Amati (Stradivari's teacher) and *Giuseppe Guarneri del Gesù* are considered two among the greatest violin makers ever born. Claudio *Monteverdi* was instead the famous composer who has been credited with the invention of the melodrama, he was in fact the first to write one of early operas with a dramatic storyline.

Throughout the years Cremona has succeeded in keeping alive its musical tradition. Violin making is one of a few arts which are still based on traditional handcrafting to create high level instruments, which are so different from industrially produced ones.

The city has always celebrated its strong relationship with music through concerts and musical events and artists coming from all over the world.

The Cremona MondoMusica Exhibition is part of this traditional context devoted to the promotion of Cremona's artistic heritage and it is today the ideal meeting point for professionals, amateurs, instrument makers, producers and distributors of every part of the world.

## THE MOST IMPORTANT MARKETPLACE FOR HANDCRAFTED MUSICAL INSTRUMENTS WORLDWIDE

MondoMusica is the world's most appreciated exhibition and the reference show for violin making professionals, its excellence starts from the finest stringed instrument making. The exhibition has been widening its offer by including new musical instruments and special exhibition areas. The MondoMusica key word remains "quality".

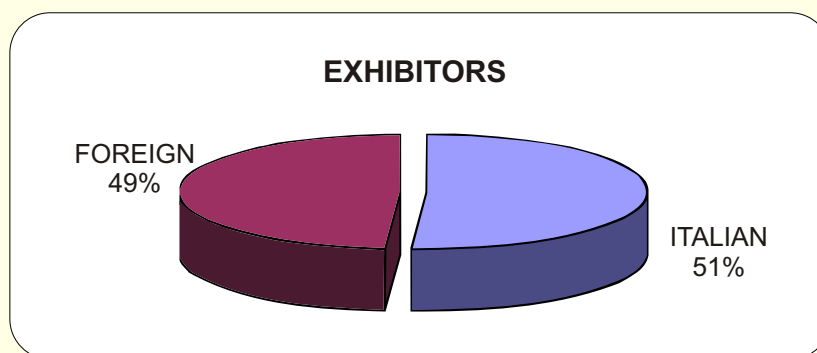
- The quality of visitors who come every year from all over the world to visit the exhibition and enjoy the atmosphere of the city of Cremona, animated by a great number of concerts and events. Musicians, distributors, violin makers, restorers, producers and journalists consider MondoMusica a not-to-be-missed opportunity to discover the best of the music world.

- The quality of exhibitors.  
All the most important field representatives participate in MondoMusica. The exhibition is considered the only showcase of international importance attracting the best craftsmen, retailers and distributors of musical instruments.
- The quality of artists and musical performances  
Cremona Mondomusica is not only an exhibition but a real Festival. Major artists, musicians and music experts reach Cremona from all over the world to share their artistic expertise and delight their fans with great musical performances.

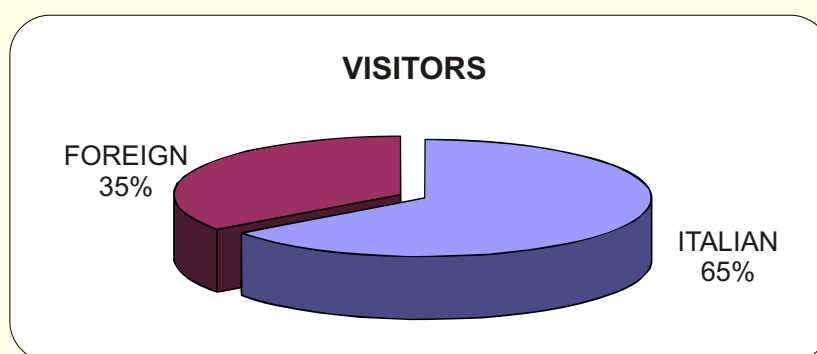
Last edition figures can easily express the long-lasting success of the exhibition:

## THE FIGURES OF EXCELLENCE

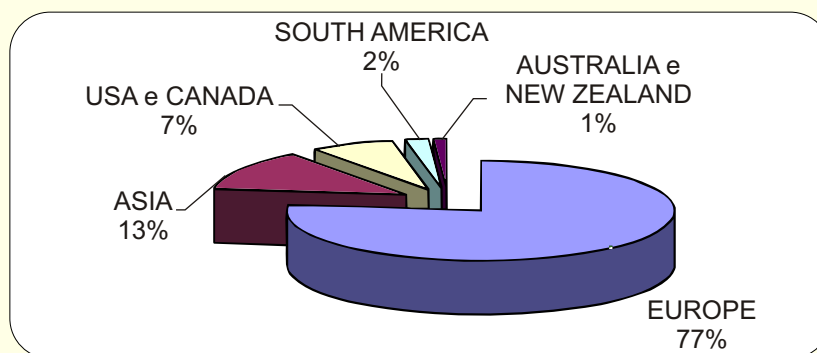
NUMBER OF EXHIBITORS: 280



NUMBER OF VISITORS: 11.129



VISITORS BY COUNTRY OF ORIGIN



## VISITORS BY PROFESSIONAL CATEGORY

MUSICIANS	37%
DISTRIBUTORS	31%
STRINGED INSTRUMENT MAKERS	15%
SUPPLIERS OF RAW MATERIALS	4%
RESTORERS	2%
KEYBOARD MAKERS	3%
WIND INSTRUMENT MAKERS	2%
PLUCKED INSTRUMENT MAKERS	5%
PRESS	1%

## EXHIBIT PROFILE

STRINGED INSTRUMENTS	53%
PLUCKED INSTRUMENTS	2%
KEYBOARDS	1%
WIND INSTRUMENTS	1%
OTHER INSTRUMENT MAKERS	1%
RAW MATERIALS AND ACCESSORIES	21%
ASSOCIATIONS, PUBLIC BODIES, SCHOOLS	5%
RETAILERS AND WHOLESALERS OF MUSICAL INSTRUMENTS	6%
PUBLISHING AND SPECIALIZED PRESS	8%
AUCTION HOUSES	1%
ANTIQUES AND RESTORATION	0,5%
SERVICES	0,5%

## THE MOST INTERNATIONAL EXHIBITION AMONG ITALIAN TRADE SHOWS



One of the main features of MondoMusica is its undisputed internationality. The exhibition hosts every year a great number of foreign visitors and exhibitors. In 2009, 49% of exhibitors and 35 % of visitors came from other European countries or from non-EU countries. These figures are the result of a constant and extensive foreign promotional activity, especially targeted to the leading countries of the music field:

### 1) United states

The American road show, organized in 2007, was set up in Boston and New York and it was created to promote Mondomusica in two of the most important cities of United States. The Boston event was attended by 30 professionals (importers, press and representatives of music institutions) and it was celebrated on the occasion of the Boston Early Music Festival. The meeting for the official presentation of Mondomusica was an opportunity to really get in touch with important music professionals and to present them a qualified overview on the present situation of the finest violin making exports and new development possibilities. The New York presentation hosted 60 professionals and it was a great chance to share views with major representatives of the trade community and important figures responsible for the promotion of the "MADE IN ITALY" in the music field.

### 2) China

Mondomusica was presented in Shanghai through the participation at Music China but also through a real exhibition in which the guest star was the famous Vesuvius, the violin built by Antonio Stradivari in 1727. Music amateurs and chinese professionals could admire one of the most famous violins of the cremonese collection, property of the municipality of Cremona.



### 3) Japan

Another presentation of MondoMusica took place in Tokyo during the Stringed Instrument Fair, an important show organized by the Japan String Instrument Makers Association, the reference institution for Japanese professionals. Japan is traditionally interested in the MADE IN ITALY and it shows a growing concern about quality. With this promotional event Mondomusica has built a closest relationship with thousands of professionals and amateurs who consider MondoMusica a worldwide reference exhibition.

### 4) Germany

Mondomusica has always been present with an exhibition area at Musikmesse (Frankfurt) and has always developed interesting and numerous contacts with professionals of the German market. In addition to the promotional activities developed during leading exhibitions in Germany, China and France, Mondomusica cooperates with the most important music magazines at international level:

- 1) The Music Trade Magazine (USA)
- 2) The Strad (USA)
- 3) String (UK)
- 4) The Strad Korea (KOREA)
- 5) Instrumentenbau (DE)

Talking about Spain, we have recently developed interesting contacts with important bodies and associations of the Spanish music market.

## AN EXTENSIVE COMMUNICATION CAMPAIGN REACHING ALL MUSIC PROFESSIONALS

Mondomusica has a great media appeal. The most important magazines and television networks report about the Exhibition.

The Show is always in the spotlight for its great international importance and for the high number of promotional activities regularly developed by the organization:

### Advertising

Besides the above mentioned foreign magazines, Mondomusica is promoted on leading Italian specialized press:

- 1) A tutto Arco
- 2) Pagine Musica Suonare News
- 3) Archi Magazine
- 4) Amadeus
- 5) Suonare News
- 6) Il Giornale della Musica
- 7) Musica

Advertising also in local newspapers.



### Magazine

On a regular basis the organization publishes a magazine entirely dedicated to the exhibition, available on the Mondomusica web-site and sent to the numerous records of the show database. In 2009 there had been 5 issues containing news, curiosities and info about events concerning Mondomusica as well as the entire music industry.

### Newsletter

Mondomusica is promoted through a regular and extensive communication activity both informative and commercial. For the 2009 exhibition we have reached 131,477 contacts: 46,206 in Italy and 85,273 abroad.

### Mondomusica 2009 media coverage

Mondomusica received Italian and foreign media coverage at local and national level. Particularly important was the report by RAI UNO (The Italian Public Broadcasting Service) which underlined Mondomusica uniqueness and excellence. The exhibition hosted foreign journalists from Korea, Japan, Spain and France.

### Cremona Mondomusica 2009 media coverage (updated: 10/12/2009)

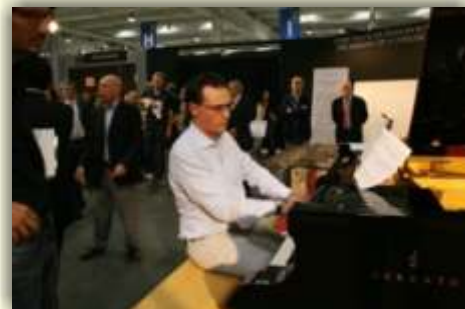
<b>MEDIA</b>	<b>ISSUES</b>	<b>HEADING</b>
Specialized press	23	13
National, Regional and Local press	52	12
Foreign press	5	4
Newspapers	14	6
Press agencies	5	3
Radio	2	1
Television	8	4
Internet	85	40
<b>TOTAL</b>	<b>194</b>	<b>83</b>

## A CONSTANTLY EVOLVING EXHIBITION: MONDOMUSICA 2010 NEWS

MondoMusica is always at work. Following are some interesting news about the 2010 exhibition:

a) **Music Publishing Exhibition.** Starting from 2010, MondoMusica will dedicate an entire exhibition area to the music publishing industry (printed music, scores, books, multimedia and didactics). During the last exhibition the music industry had already given a positive response to the project with a good exhibitors presence. Following 2009 success and trying to give an answer to professionals needs, the Exhibition wants to relaunch the music publishing industry with a new image and a more effective communication strategy as well as trying to help the field regain its importance in Italy, Europe and all over the world.

b) **Mondomusica in Jazz Cremona**  
MondoMusica will present for the first time an exhibition area dedicated to Jazz. Traditional stringed instruments will get new life with saxophones, clarinets, guitars, basses and other instruments belonging to this music genre to offer to professionals and amateurs the opportunity to experience the best production and participate in jam sessions and special meetings.



c) **Focus on Piano - Cremona** MondoMusica has created an exhibition area dedicated to the piano. This prestigious instrument will have a starring role and will draw the attention of music lovers and instrument makers. Technique and top level craftsmanship will get center stage with leading artists and productions.

## A REAL FESTIVAL WITH THOUSANDS OF INTERNATIONAL ARTISTS

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#### **d) Virtuoso!**

A selection of winners of the most eminent stringed instruments competitions will be at Mondomusica for meetings and musical performances.

#### **e) Jazz in Show**

Exciting concerts and jam sessions with some among the leading figures of the international jazz scene.

These are only some of the events of the Mondomusica 2010 calendar which will be always available on the web-site.



### **AN EXHIBITION WHICH IS RECOGNIZED AND APPRECIATED BY THE MOST IMPORTANT ITALIAN AND FOREIGN BODIES AND ASSOCIATIONS**

MondoMusica is held under the patronage of important institutions which add prestige to the exhibition:

- Ministry of Cultural Heritage and Activities
- Ministry of Economic Development
- Lombardy Region Department of Culture, Identity and Autonomy

The exhibition is organized in cooperation with the Antonio Stradivari Foundation of Cremona which organizes the Triennial International Violin Makers Competition.

Because of the international scope of the event, the Italian Trade Commission (ICE) will be among the partner institutions.

*Info:*

**CREMONAFIERE** Spa

Piazza Zelioli Lanzini, 1 - 26100 - Cremona - Italy

Tel. +39 0372 598011 - Fax +39 0372 598222

[www.cremonamondomusica.it](http://www.cremonamondomusica.it) - [www.cremonafiery.it](http://www.cremonafiery.it)

[info@cremonamondomusica.it](mailto:info@cremonamondomusica.it)