



## **jazzahead! 2021: an event which has given an impetus to the jazz scene**

### **902 participants from 50 nations exchanging ideas digitally over four days**

*Tuesday, May 4, 2021.* Exhibitors expressed their satisfaction, trade participants their enthusiasm, artists said how rewarding they had found it: there has been consistently positive feedback and much praise from all sides for jazzahead! digital 2021, which took place online for the first time under the motto "Close together from afar".

In total, 902 participants from 50 nations and 90 exhibitors from 41 countries took part in the digital jazz trade fair from Thursday 29 April to Sunday 2 May 2021. "It was a huge challenge and demanded a lot of courage for us to ensure that jazzahead! would work digitally – this is an event which absolutely thrives on in-person meetings," said Hans Peter Schneider, founder of the industry gathering and managing director of M3B GmbH which also owns MESSE BREMEN. "And courageous is exactly what we have been. The fact that we were able to put this event on at all has been the result of support from both the Federal Government Commissioner for Culture and Media and from Initiative Musik."

Sybille Kornitschky who runs jazzahead! for MESSE BREMEN talks about the success of the event: "This has certainly been one of the most important editions of jazzahead!. It felt absolutely vital that we should be offering a platform for the jazz scene in these difficult times. All in all, participants told us how extremely grateful and how happy they were that jazzahead! was able to take place this year," she reports. "The feedback we had about the professional programme was in essence that people had found it both stimulating and useful." The number of participants in sessions and panels was in fact significantly higher than in previous years. "And that for sure is one positive side-effect of holding the event in digital form: it has allowed a broader base of participants," Kornitschky concludes.

### **For all registered participants, networking continues after jazzahead!**

The four-day trade fair with its showcase concerts may be over, but networking continues for all registered participants via the digital platform until the end of July. The organisers of the industry gathering want to adhere to a year-round concept, and to continue to offer online





events and digital matchmaking sessions. The showcase concerts, popular as ever, can initially only be viewed by registered trade participants. These streams will be available to the general public on the jazzahead! website from 21 June.

### **Dates set for 2022**

And no sooner is one jazzahead! over than attention switches to the next one. The dates for the 16th edition of the industry gathering are already fixed: 28 April to 1 May 2022. Until then, the jazzahead! team will have as one of its focus areas the continuing preparations for the long-awaited appearance of Canada as partner country, originally scheduled for 2020.

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### **About jazzahead!**

jazzahead!, launched in 2006, is the largest jazz trade fair in the world. And whereas it has been growing in size every year, this meeting place for the worldwide jazz industry is also the "family gathering" for jazz; it has never lost its original spirit of fellowship and fun. The 40 showcase concerts during the trade fair, and the jazzahead! Cultural Festival are also aimed at the wider public. Since 2011, this festival, co-created with some 60 cooperation partners, presents the cultural scene of a partner country – there is a different one every year – plus bands from all over the world. These bands perform at the CLUBNIGHT in 30 venues in Bremen. Since 2015, jazzahead! has been funded by the Federal Government's Commissioner for Culture and the Media. In 2019, jazzahead! was awarded European Culture Brand of the Year.

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