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jazzahead! 2022: We're back...and even bigger!

A new hall: MESSE BREMEN's Hall 5 has more than double the previous surface area

A new offering: Exhibitors can participate in shaping the trade fair programme through the "Exhibitor PLUS" package.

With a host of new ideas, and a significantly larger hall with more exhibition space, jazzahead! is heading towards its next edition in spring this year. "We're back – and the offering is even more attractive," says Sybille Kornitschky, who runs jazzahead! for MESSE BREMEN. The trade fair itself will take place from 28 April to 1 May 2022. The accompanying festival starts earlier, on 14 April. The partner country this time is Canada, and the trade fair will be held in hybrid form, which means both live AND digital. Kornitschky: "We have been planning for a hybrid concept since last summer, but what we look forward to the most is what actually happens on-site".

jazzahead! 2022's strapline is, "together again", distinguishing it from last year's digital-only event. "We have taken the very best of that digital experience and refined it further," says Kornitschky. The size of the hall is more than doubled – Hall 5 has 10,300 square metres of space versus Hall 6's 4,800m² – which offers opportunities to "redesign and reconfigure things", she continues: "The way the hall is divided is materially different." Individual countries and regions are more closely linked to each other than was previously the case – "we can form clusters, one could say", says Kornitschky. Why? "I firmly believe that the future lies in nurturing much stronger exchange between neighbouring regions and countries than was done before." The exhibition space is not only larger, but also more attractive, Kornitschky promises: "There will simply be much more going on than before."

The hybrid concept is of paramount importance here, not least because there is quite clear added value in it for both exhibitors and trade participants. Once again, there will be networking opportunities which extend well beyond the four days of the fair itself in the 'matchmaking' sessions, through the use of an event platform. In addition to the showcase concerts, the content of the programme for specialists will also be recorded this time; this means that those who opt for purely online participation will be able to interact effectively. "We have thought this through and designed it in a very coherent manner," Kornitschky continues. "This all reflects our mission which, as ever, is to strengthen exchange and connectivity within the international jazz scene,"

There is also an innovation in the showcase concerts this year: for the first time there will be four stages rather than three, which means that an audience of 1,000 to 1,200 people can be accommodated, says Kornitschky: "Instead of just one big room, we will have two big concert stages that we programme in parallel, which means less congestion in the audience areas." As usual, all of the concerts will be recorded – which means that people can watch afterwards online what they are unable to see live.

An "Exhibitor PLUS" package has been successfully introduced in 2021 to give exhibitors more visibility. Those who decide to have a stand at jazzahead! 2022 have the opportunity to book one of the limited packages and thus become part of the jazzahead! professional programme.



Die Beauftragte der Bundesregierung
für Kultur und Medien





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The programme will once again consist of a curated jazzahead! programme, but also another part curated by those exhibitors who enroll for the "PLUS" package. This offer is especially aimed at those who want to introduce the jazz scene or festival landscape of their country to an international audience. The closing date for booking for the "Exhibitor PLUS" package will be Monday 31 January 2022.

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More information: jazzahead./en

About jazzahead!

Launched in 2006, jazzahead! is the largest jazz trade fair in the world. Having grown steadily, the industry get-together is also known as the "family gathering of jazz", as it has never lost its particular friendly and hospitable vibe. The 40 showcase concerts during the fair and the jazzahead! Festival are also aimed at the general public. Since 2011, this festival, put together with around 60 cooperation partners, has presented the cultural scene of an annually changing partner country and bands from all over the world. These perform, among other things, in the CLUBNIGHT in 30 venues in Bremen. Since 2015, jazzahead! has been funded by the Federal Government Commissioner for Culture and the Media. In 2019 it was awarded the title of European Cultural Brand of the Year. In 2021, the industry event took place digitally for the first time due to the pandemic, and the CLUBNIGHT and the gala concert unfortunately had to be cancelled for the very first time.



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