

PRESS RELEASE

Association of the Music Instruments and
Music Equipment Industry

Hardenbergstraße 9a
D-10623 Berlin
T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w3.somm.eu

Press contact:

SOMM e. V.
Daniel Sebastian Knöll
T: +49 30 8574748-0
F: +49 30 8574748-55
E: d.knoell@somm.eu

EMIDA 2017: The winners of the European Musical Instrument Dealer Awards – The awards ceremony underlines the significance of the top European specialized music dealers for the active and creative MI industry

Berlin 06/04/2017 Last night the EMIDA were awarded in front of an audience of roughly 500 invited guests in the course of the music fair Executive Night of the EMIDA. The organiser of the awards is the SOMM - Society Of Music Merchants e. V. The award is endowed with EUR 15,000 prize money and is awarded in three categories. The moderator and singer Sylvi Piela was the host for the evening. (The awards were presented by Joachim Stock, chairman of the SOMM - Society Of Music Merchants e. V.).

The award winners

The Austrian company 'Musikinstrumente Karl Danner GmbH' from Linz was thrilled about winning **category 1– 'Special commitment to music mediation'**.

An example of Danner's commitment that convinced the judges is their initiative 'A house full of music'. Here, children at a preschool age have been given the chance to get to know musical instruments of all types at the Bruckner house in Linz, for the past 15 years. Anything from the bassoon to the kettledrums. By now, thanks to this prize-worthy work by the company Danner, the 100,000th child has already received an opportunity to discover a life's passion.

The winner of **category 2– 'Best unique selling proposition'** was the company Desevedavy Pianos from France.

According to the judges' decision, Desevedavy raised the bar when they opened a new house exclusively for pianos. 'In this niche, Desevedavy offer the perfect mix of unique expertise, free access to music and instruments in an excellently designed atmosphere. By exclusively focusing on the piano, a piano paradise has emerged that leaves nothing to be desired.'

The company 'drum- tec' from Hessian Oldendorf took home the award in **category 3– 'Best store concept'**.

Here, too, the judges chose a specialist dealer that has focused on a niche – e-drums. In addition, 'drum-tec' distinguishes itself through its great proximity to the customer and its customised solutions that are tailored to the customer's needs. The fact that the stores offer a possibility to 'test' the products in peace and quiet won the judges over – an option that was provided in an excellent way at 'drum-tec'.



Background and application procedure

All retail music dealers of the TOP MI dealers (depending on a minimum turnover) who are active in music and in the MI industry at the time of the submission qualify for the prize, regardless of nationality.

All retail music dealers who are established at selling (fixed store or on-line) musical instruments and musical equipment in the European market and who possess the appropriate sales rights for the musical instruments or equipment are entitled to submit an application.

About SOMM e. V.:

The SOMM Association – the Society of Music Merchants e. V. – the umbrella organization of the musical instruments and equipment industry in Germany – represents the interests of 60 companies in the areas of manufacture, sales, commerce and media in the musical instruments industry, which represents about two-thirds of the German MI market.

The association represents the cultural and economic interests of the musical instruments and equipment industry nationally and Europe-wide, and has the goal of strengthening the competitive capabilities of the industry in all market areas, to correspondingly influence the political and legal framework conditions for industry requirements, to render market standards and services to members, to promote contemporary musical education and continuing education, as well as to intensify the playing of music and musical competence in society. Further information www.somm.eu