

# PRESS RELEASE

Association of the Music Instruments and Music Equipment Industry

EMIDA 2018: The winner of the European Musical Instrument Dealer Awards

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

Special honour for the best European musical instrument dealers in times of growing market concentration.

[w3.somm.eu](http://w3.somm.eu)

*Berlin/Frankfurt am Main 12.04.2018 Last night, as part of the Musikmesse Executive Night, the EMIDA prizes were awarded in front of about 700 invited guests. The awards are organised by SOMM - Society Of Music Merchants with prize money of about 15,000 Euros. The purpose of the awards is to honour outstanding achievements of European companies in the musical instrument industry in three different categories. This year, a prize was also awarded for Lifetime Achievement. The evening was hosted by singer Sylvi Piela. Joachim Stock, chairman of the executive board of the Society Of Music Merchants, handed out the prizes.*

## The winners:

Category 1: Special commitment to music mediation: **Acoustic Delite**, Viersen (Nordrhein-Westfalen), [www.acoustic-delite.de](http://www.acoustic-delite.de)

The MIDA AWARD 2018 in the category "Special Commitment to Music Mediation" was won by the company **Acoustic Delite**. The jury was very impressed by how the four managers have created a forum for emerging regional artists with their label and music shop. This was enriching the cultural scene both of the region and beyond.

"With their concept as a local specialist retailer, they provide a strong example for local shops with very good ideas. They are committed and embody the motto "from musicians for musicians"" said the jury.

Category 2: Best unique selling proposition: **Microfusa**, Barcelona (Spain), [www.microfusa.com](http://www.microfusa.com)

The EMIDA AWARD 2018 in this category was won by Microfusa from Spain. The jury was impressed by how Microfusa combined specialist retailer and school in a unique concept, which enabled them to meet the needs of young, experimental musicians as well as customers. As a specialist and provider of music technology, Microfusa opens a space for innovative musical instruments, while also offering access to products through classes and workshops.

The jury felt that Microfusa is a pioneer in the field, demonstrating how music can be made with new technologies and innovative instruments.

Category 3: Best store concept: **Tastenträume A-Zulauf**, Buchs bei Aarau (Schweiz), [www.tastentraeume.ch](http://www.tastentraeume.ch)

In the 'Best store concept' category, the EMIDA prize went to Switzerland. The company Tastenträume - A-Zulauf musical instruments GmbH has a strong concept both online and offline as a specialised music shop that is attractive for customer and connects them with musical instruments. The company has met the challenges of the digital market and is a great example of how you can advise customers both in a shop, or online with videos or chat. "But **Tastenträume A-Zulauf** Tastenträume A-Zulauf also stands for traditional values: that you can't beat trying out, seeing and listening in the shop, combined with personal advice.

Category 4: 'Lifetime achievement': **Arthur Knopp, Musikhaus Knopp**, Saarbrücken (Saarland), [www.musikhaus-knopp.de](http://www.musikhaus-knopp.de)

Arthur Knopp was honoured this year for his lifetime achievement. The jury chose Arthur Knopp because his enthusiasm for music has had a lasting effect on the entire music scene in Saarland. He has worked with passion and commitment in schools, as well as clubs, to encourage the next generations of musicians. He played a key role in the foundation of Saarbrücken's youth band and he organised and oversaw the youth orchestra for more than a decade. In 1986 he founded his 'Music shop on the Saar', which is now run by his son.

### Background

All music specialist retailers of the top musical instrument dealers (irrespective of minimum turnover) who are working in musical life and in the musical instrument industry, irrespective of their nationality, at the time of submission are eligible for awards.

All music specialist retailers who sell musical instruments and music equipment continually through trade (in shops and online) in the European market and own the relevant distribution rights to musical instruments or equipment are entitled to make a submission.

The winners were chosen by a jury of renowned musical instrument industry experts. As well as honouring the recipients, the prize aims to promote the music trade both in shops and online.

For information about EMIDA and images, visit our website: [www.emida-awards.eu](http://www.emida-awards.eu)

About SOMM V.:



The Society Of Music Merchants e. V. – the central association for the musical instruments and equipment industry in Germany- represents the interests of 60 companies in the areas of manufacturing, distribution, trade and media from the musical instrument sector, which comprise about two thirds of the German musical instrument market.

The association represents the commercial interests of the musical instrument and music equipment sector nationally and Europe-wide with the aim of strengthening the competitive capacity of the sector in all market areas, shaping the political and legal framework conditions in accordance with the requirements of the industry, defining market standards and providing services for members, promoting current musical further training, as well as encouraging active music making and musical skills in society.