

SUPERBOOTH17 – Close to 5000 visitors at FEZ Berlin

Berlin, April 29th 2017

The 2nd edition of SUPERBOOTH left the organizers jaded but fulfilled. Summing up, SUPERBOOTH17 beats last year's edition by far with 70 new exhibitors, more concerts and more visitors to the FEZ Berlin. The new venue, though not built for this purpose, shows how well a fair for electronic musical instruments fits into the ex - GDR "Pionier-Palast". The stage, the foyer and the outdoor area with the Seaside-Stage offered a framework that was very well received by exhibitors and visitors alike.

Many exhibitors took new product developments unseen by the public eye to SUPERBOOTH. This is something which can be perceived as acknowledgement of the fair's meaning. The manufacturer's trust in the work of Andreas Schneider and his team paid off well. Visitor numbers have considerably increased also as a consequence of the cultural events and again offering top notch, iconic and unusual content from all stems of electronic music.

A new feature this year was the screening of the cinema films, i.e. fans and other interested visitors were given the chance to view the Berlinale film "Denk ich an Deutschland in der Nacht" before official theatre release. Another new element that entered the mix were workshops for school children (ages 7-15) in which a performance was developed and put onstage in conjunction with (among others) the Teichmann Bros from Regensburg and Berlin. From this type of workshop, a new way of teaching shall guide a new generation into music making, far away from old methods like learning to play recorder or triangles.

The SUPERBOOTH concept bears fruit - In front of the four main stages and through the hallways, one could hear voices saying: "next year we'll be back". Interest in SUPERBOOTH is as big because it is like a fresh breeze for conventional trade fair patterns or platforms. The fair is closer to what electronic musical instruments should be about - the music - and not profit margins and sales figures. The most frequently posed question arising over the weekend was about the prospect for the next coming SUPERBOOTH. Which direction is it headed?

Andreas Schneider and his team would like to express their explicit thanks to all exhibitors, artists, media representatives, trade visitors and last but not least the numerous public visitors for their continued and new support over three marvelous days!

Please find more information and impressions of the fair on the SUPERBOOTH website:

www.superbooth.com