

Berlin calls the tune

Berlin is the German music capital – with the ECHO Awards, the Clubmatcher for partygoers and many musical top events.

Berlin, 22 March 2012 When today evening the renowned German music award, ECHO, will be presented, Berlin will be the “place to be” and host for the international music scene. For the eleventh time in a row the glamorous award presentation takes place in Berlin and attracts not only many national and international music stars, but also tourists to the city.

“The city is marked by an internationally successful music industry, artists, festivals and a hip club scene. In other words: this is where the music action is. The metropolis offers an inspiring environment and is hence a magnet for creative guests from all over the world”, says *visitBerlin* CEO Burkhard Kieker.

The music industry shapes the image of Berlin and is an important business driver for the city: more than 1,800 music companies have their headquarters in Berlin. These include Universal Music – one of the largest music labels in the world, the music TV stations MTV and Viva as well as many young labels. Internationally recognised orchestras such as the Berlin Philharmonic Orchestra with chief conductor Sir Simon Rattle and the Berliner Staatskapelle with Daniel Barenboim as well as renowned music universities and schools stand for Berlin as a music capital. The industry safeguards around 13,800 jobs. The sales revenues of the music industry amount to approximately EUR 1 billion per year.*

Clubmatcher – the guide through Berlin’s club scene

Berlin’s diverse club environment attracts partygoers from all over the world. In co-operation with the Club Commission Berlin, *visitBerlin* has developed an online tool which offers visitors to the city a guide through Berlin’s club scene. On the web portal clubmatcher.de the eight most important stereotypes of the Berlin club environment are presented – from the “Hipster” via the “DJ Groupie” to the “Gay Gent”. The user selects a matching profile which corresponds in terms of music taste, style and scene, can listen to music examples and receives proposals for clubs and events. iPhone and Android users can use the mobile version of the website on <http://m.clubmatcher.de>.

Musical top events 2012

Festival Days of the State Opera Berlin: Easter time is opera time. Under the baton of conductor Daniel Barenboim the audience will experience international stars, opera productions and concerts.

Schillertheater, 30.03.-09.04.2012, www.staatsoper-berlin.de

Presseinformation



Carnival of Cultures: Floats with artists from 80 nations invite spectators to celebrate and party with traditional dances and acrobatic performances.

Blücherplatz, 25.-28.05.2012, www.karneval-berlin.de

Fête de la Musique: This is how Berlin celebrates the beginning of summer. On around 90 open-air stages live music will be offered free-of-charge for a full day throughout the city – from jazz via pop to rock.

Various venues downtown, 21.06.2012, www.fetedelamusique.de

Classic Open Air: Gendarmenmarkt has provided for 20 years already every summer the backdrop to this festival. On five evenings classical and modern concepts are accompanied on one of the most beautiful squares in Europe by light, laser shows and fireworks.

Gendarmenmarkt 5 to 9 July 2012, www.classicopenair.de

Berlin Music Week: At the beginning of September the capital city celebrates its status as music metropolis. The festival takes electronic beats to the hangars of the former Tempelhof Airport. Apart from the Berlin club night, there are lectures on core issues of the music industry.

Various venues, 05-09.09.2012, www.berlin-music-week.de

Berlin Music Days: This is the meeting place for stars of the electronic music scene. During the BerMuDays workshops, exhibitions and fashion events on electronic music take place. For the BerMuNights parties and label events are organised in the Berlin clubs.

Various venues downtown, November 2012, www.bermuda-berlin.de

Further information on the music metropolis Berlin: clubmatcher.de and www.visitBerlin.de.

(Characters: 4,071)

*Source: Senate Administration for Economics, Technology and Research/ www.berlin.de/projektzukunft