



A Resounding Success!

The third MUSICORA held at the Carrousel du Louvre met exhibitor expectations by attracting visitors in great numbers, who were better targeted and who offered promising contacts for the future.

Figures for Musicora 2008

The 23rd MUSICORA, which ended on Sunday 6 April, gathered **255 exhibitors** from **17 countries**.

With **20,314 visitors**, representing a **20% increase** in attendance, MUSICORA has established itself more than ever as one of the major international events for professionals in the worlds of classical and acoustic music.

The **38 concerts** and **7 conferences** proposed by the MUSICORA exhibitors drew capacity audiences, registering **5,134 entries**. The special "Youth & Music" programme gathered no fewer than **300 budding stringed-instrument makers** and **316 beginning musicians** during the **20 workshops** devoted to instrument making, discovering and playing music.

A Musicora partner from the beginning, **France Musique** set up its studios at the show producing and broadcasting live **15 programmes**.

The Keys to this Success

The 2008 theme "Youth and Music"

For 2008, MUSICORA created a specific area for younger musicians dedicated to music education and playing instruments. Exhibitors presenting different initiatives and methods of discovering music welcomed **hundreds of very young visitors**, many of whom were already beginner musicians.

The new invitation policy

For the first time, MUSICORA offered exhibitors, partners and networks the possibility of distributing invitations widely and free of charge via Internet... We congratulate all of you on your efficiency in the use of this new tool: **43% of the visitors** entered using a **downloaded invitation!**

Optimised use of promotional tools

More dynamic, the website www.musicora.net received an ample supply of exhibitor news: episodes, thematic newsletters, news column... The 2008 website was visited by **63,000 net surfers**, **215,000 pages** were consulted and **more than 1 million clicks** were performed. The site was frequented **40% more** than in 2007. (Source: *Online.net*, 16 April 2008)

Increased exposure: 440 MUPPI posters in and around Paris from 26 March to 8 April; 5,000 posters, 175 illuminated panels in Paris from 28 March to 6 April; 80,000 flyers, 45,000 invitations, 12,000 invitations for music professionals, 12,000 catalogues, 10,000 programmes...

Highlights of this 23rd exhibition

Several thousands of visitors were welcomed during the **evening preview** to the sound of music played by **53 viola and bass players**, in the presence of Jean de Saint Guilhem (Director of the DMDTS). During his inaugural visit, **Hervé Novelli** (the junior minister for Commerce, the Craft Industry, Small- and Medium-sized Companies, Tourism and Services) discovered the 2008 show and met its exhibitors.

The **17th Prix de la Facture Instrumentale** was awarded to Nelly Poidevin (bow maker) by the representatives of the two donor ministries (Ministry of Culture and Communication and the junior minister's Office for Commerce, the Craft Industry, Small- and Medium-sized Companies, Tourism and Services).

Organised by *La Lettre du Musicien*, the **9th Grand Prix des Lycéens des Compositeurs** (96 secondary schools, 180 classes, more than 4,000 pupils) was awarded to Pascal Zavarro for *Silicon Music*.

The concert by the **ADAMI Classical Music Revelations of 2007** in Salle Cortot was followed by close to 300 music lovers. In the scope of *Musique au Sénat*, in partnership with the REMA, **La Fenice** offered a private concert to an audience of close to 150 people.

The **1st Fevis Festival** welcomed 380 attendees among whom were **150 programmers** from **11 countries**, for a two-day event gathering 101 artists from 20 specialised ensembles. The Délégation générale Wallonie Bruxelles was the venue chosen for this first festival.

450 conservatory directors and **heads of cultural programmes** were gathered on the initiative of the DMDTS.

Media Coverage, a selection:

Television: **TF1:** 1 week in the colours of Musicora, 1 o'clock news. 5 news stories from 31/03/08 to 04/04/08 • **Direct 8:** programme "La Deuxième Chance" • **France 3 Ile de France:** report, 05/04/08.

Radio: Musicora partner, **France Musique** set a studio up at MUSICORA. 15 live or recorded broadcasts. Self-promotional advertising • **Radio Classique:** programme "*Hees bien raisonnable?*" • **France Inter:** programme "*Carrefour de l'Odéon*", programme "*Système Disque*" • **France Info:** "*Tendance classique*", report.

Specialist press: the Musicora partner, *La Lettre du Musicien*, as well as a great many specialist magazines dedicated several pages to MUSICORA and its theme: *Diapason* • *Cadences* • *L'éducation Musicale* • *Guitarist Acoustic Classic* • *Guitarist Acoustic* • *La Médecine des Arts* • *Le Monde de la Musique* • *Opéra Magazine* • *Le nouveau Musicien* • *Métiers d'art* • *La Lettre du spectacle* • *Pianiste* • *Guitare Classique* • *Preliminar* • *Dia a Dia* • *Golberg* • *Musique info* • *Il giornale della musica* • *Ut Orpheus* • *The Strad* • *Early Music* • *Gig* • *Muso* • *12 notas* • *La revue de la FNAPEC* • *Journal de la CMF* • *Stratégies* • *Le monde des Ados* • *Actukids* • *Education Enfantine* • *JDI, Journal des Instituteurs* ...

Press national: *Le Figaroscope* • *20 Minutes* • *Télérama* • *Le Nouvel Observateur*

Press regional: *Le Nouvel Observateur Ile de France* • *Midi Libre* • *Le journal du Dimanche Ile de France* • *Le Parisien* • *Ouest France* • *Nice Matin* • *Nord Littoral* • *Vivre en Val-D'oise* • *Le petit bleu des côtes d'Armor* • *L'écho Charitois* • *Dernières nouvelles d'Alsace* • *Rhône Métiers* ...

A targeted Internet press, focusing on classical music, discovery of music and playing instruments, and cultural outings, offered MUSICORA great exposure: *classiquenews.fr* • *concertclassic.com* • *diapasonmag.fr* • *resmusica.com* • *guitariste.com* • *laguitare.com* • *la-lettre-du-musicien.com* • *anaclase.com* • *crescendo-magazine.be* • *leducation-musicale.com* • *metiersdart-artisanat.com* • *sympahonie.com* • *sortircietailleurs.info*...

More than **150 Web sites referenced** "classical music" and "music initiation" acted as MUSICORA's **intermediary**, among them: • *pianobleu.com* • *academiepianistique.com* • *cuvres.com* • *levioloncelle.com* • *arbre-a-musique.fr* • *adami.fr* • *orchestredeparis.com* • *ensemble-orchestral-paris.com* • *cnr-paris.com* • *passeursdeculture.fr* • *cdmc.asso.fr* • *integralclassic.com* • *festesdethalie.org* • *icm-paris.fr* • *enfance.lyon.fr* • *kutchuk.com* • *doremifasoleil.fr* ...

...and **all the exhibitors** who heralded Musicora and its theme on their own Web site.

We wish to thank all our partners, exhibitors, artists...who participated in the success of this 23rd show.

See you **20, 21 & 22 March 2009** at the **Carrousel du Louvre**
for the 24th Musicora
"Youth and Music", part 2!