



# PRESS RELEASE NO. 6 MARCH 2014 HIGH END<sup>®</sup> 2014 (15 - 18 MAY 2014)

## VIBRANT LIVE MUSIC THAT REVERBERATES THROUGH THE ENTIRE EXHIBITION

The accompanying musical programme during the HIGH END trade fair has, over the course of the last few years, become an integral part of the event itself, ensuring that visitors enjoy a melodious and pleasurable visit. This year, a host of exciting and professional HIGH END musical performances will once more make for a thoroughly enjoyable atmosphere. Visitors can expect a colourful and varied selection of music each and every day at the MOC, from traditional Alpine folk compositions to jazz, baroque, Viennese classical and contemporary brass chamber music.

### HIGH END SOCIETY – supporting young and talented artists

The performing bands and ensembles have been selected solely from the “Hochschule für Musik und Theater” in Munich (academy for music and theatre). The “Hochschule für Musik und Theater” stands for exceptional levels of artistic quality and for the finest education of outstanding young artists. The institution’s music academy has earned its current standing on the basis of its distinguished and globally renowned instructors, thus paving the way for many international careers. By incorporating the academy and its musicians into the trade fair programme, HIGH END SOCIETY is supporting young and talented artists in developing their burgeoning careers.

### Traditional Bavarian music at the HIGH END

It is customary for the event organisers to welcome all our international guests with the perfect tones of traditional Bavarian music. We strive to offer our visitors a homely acoustic realm amid the bustle of the globalised world, which is why we have made it a custom to receive and welcome our HIGH END guests with a Bavarian programme of Alpine folk music.

Bavarian folk music is vibrant, memorable, multifaceted, thrilling and challenging because, as with jazz and certain other musical styles, improvisation is very much encouraged. Today, there are so many exceptional young groups – all composing new pieces with the greatest musical flair – why the HIGH END trade fair in Munich can now be seen as a forum for highlighting the talent on offer

## MUSICAL GREETING OF GENUINE BAVARIAN FOLK MUSIC INCORPORATING TOP-CLASS JAZZ AND WORLD MUSIC INFLUENCES

Unterbiberger Hofmusik

**Playing on: Thursday 15th May 2014 from 9.30 to 12.30**  
**Entrances in front of Hall 4 and Hall 3**

“Unterbiberger Hofmusik” are a musical ensemble from the Munich region who have been mixing the sounds of folk music and jazz since 1992. The band members are all classically trained musicians and together stand as one of the giants of the Bavarian folk music scene. In collaboration with a range of high-profile guest musicians, the group constantly seeks the thrill derived from crossing musical boundaries.



Unterbiberger Hofmusik

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Unterbiberger Hofmusik

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## PRESS INFO

Combining musical subtlety with total professionalism and a thorough respect for tradition, the ensemble cultivates an unorthodox combination of traditional brass band music and jazz/world music influences from all corners of the globe. In developing their latest programme for HIGH END Munich, the group has made a concerted return to their Bavarian roots and only those who listen closely will recognise the global influences in the music.

“This mix of highly-professional musicianship and a subtly ironic and playful approach to incorporating the vast wealth of the world’s musical culture, makes “Unterbibberger Hofmusik” an unforgettable proposition.” (newspaper: Westfalenpost, 31st October 2011).

“Bavarian cultural tradition is given a sprinkling of swing, classical, South American and Turkish elements. And all this is delivered with an equal share of enthusiasm on the one hand, and irony and facility on the other, providing a jamboree-style sense of fun, while also speaking to the heart” (about Jazz, December 2013).

### MOBILE AND WIRELESS – THE MUSICAL “WALKING ACT” YOU CAN EXPERIENCE UP CLOSE

Two bands will be moving through the crowds without any power supply, stage or music stands, providing laid-back musical entertainment. Visitors to the event can look forward to mobile musical entertainment in a broad range of styles with a high level of musical craft.

#### The Red Socks Brassquintett – one of Germany’s most successful brass ensembles

**Playing on: 15th and 17th May 2014 from 12.00 to 17.00**  
**Throughout the exhibition area**

The Red Socks Brassquintett is a professional brass quintet comprising two trumpets, one horn, a trombone and a tuba. Formed in November 2010, the members of The Red Socks Brassquintett have all studied under renowned instrumental professors and cultivate a top-quality brand of brass chamber music. Their entertaining set ranges from baroque compositions to film scores. The Bavarian radio station Bayerischer Rundfunk has broadcast a number of the quintets performances, most recently as part of its BR 4 classical programmes. The five musicians also have also been hired to perform for the Bavarian state government, for State Minister Dr. Wolfgang Heubisch and for Bavarian Minister-President Horst Seehofer.

#### Trio Triplo – professional, authentic performances of traditional folk music from the entire Alpine region for accordion, guitar and double bass

**Playing on: 16th and 18th May 2014 from 12.00 to 17.00**  
**Throughout the exhibition area**

Benedikt Landenhammer (guitar), Andreas Weiß (accordion) and Dominik Billinger (double bass) met while collaborating on a range of performances as part of several different line-ups. The music of the ensemble resonates with a sense of joy, featuring compositions based on international and religious themes. Their music is notable for its unique, unmistakable sound. In terms of successes, they have been awarded the highest distinction at the biennial Alpine Folk Music Competition. Furthermore, the trio have appeared on a host of Bayerischer Rundfunk’s (Bavarian radio) live radio programmes.



The Red Socks  
Brassquintett

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The Red Socks  
Brassquintett

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Trio Triplo

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## FACTS:

- Exhibition:** HIGH END<sup>®</sup> 2014  
THE INTERACTIVE EXHIBITION FOR EXCELLENT  
ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann
- Dates:** 15th May - 18th May, 2014
- Trade visitors day:** Thursday, 15th May 2014 (with prior registration only)
- Opening times:** from 10 a.m. to 6 p.m. daily
- Entry:**
- Trade visitors:** EUR 20.00 with prior registration  
(valid on all days)
- General public:** EUR 12.00 / day ticket from Friday to Sunday
- Event organiser:** HIGH END SOCIETY SERVICE GMBH  
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