



PRESS RELEASE NO.6

MARCH 2018

HIGH END® 2018 (10 TO 13 MAY 2018)

HIGH-END CRITIC MEETS HIGH END SPECIAL AWARD FOR TILL BRÖNNER AT THE HIGH END

For many years, visitors to the HIGH END exhibition have been able to experience special music demonstrations of exquisite quality in conference room K1B across from Exhibition Hall 1 by means of an extraordinary hi-fi system.

Those who value top quality also in terms of record critics picks will once again be treated to recommendations from the independent „German Record Critics Award Association“ (PdSK) and from its „Quartet of Critics“, which on 11th May 2018, within the scope of the ongoing HIGH END exhibition, will be discussing excellent and exciting music productions.

The panel of judges for the „German Record Critics Award Association (PdSK)“ has now selected Till Brönner* as honorary laureate for the year 2018. The trumpet player, singer, producer, arranger, composer and professor at the „Carl Maria von Weber“ College of Music in Dresden will accept the honorary award within the scope of the „Quartet of Critics“ event at HIGH END in Munich.

The „German Record Critics Award“ was established in 1963 as an entity and quality control body independent of the music industry. Since then, the „German Record Critics Award Association“ has regularly provided listening recommendations for the public and participated in public discussions on issues concerning music policy, composition, interpretation and production of music.

Top-quality equipment and excellent music, however, go together. That is why on 11th May 2018, four critics from the independent „German Record Critics Award Association“ will be presenting exciting productions on high-end devices.

But does the public even need music critics anymore? Can't social media rankings replace the business of critics? And what role does the hi-fi system play when judging the quality of a music production? What do musicians and music aficionados think of critics? These and many other questions are on the agenda of the Quartet of Critics at the HIGH END 2018 in Munich.

The event takes place on:

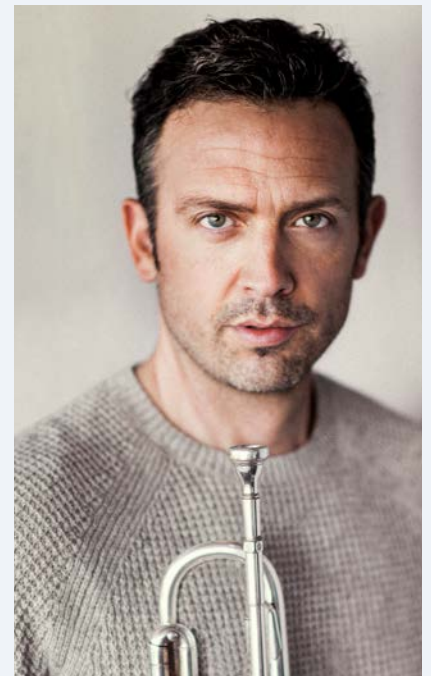
Friday, 11th May 2018, from 2:00pm to 3:30pm

Room: K1B on the ground floor of the MOC, across from Hall 1

This Quartet of Critics is a cooperative effort involving the „German Record Critics Award Association“ and the HIGH END SOCIETY.



The „Quartet of Critics“ > picture download
with Guests at the
HIGH END 2017



Till Brönner > picture download
Picture: Ulla Lommen



PRESS INFO

*Till Brönner:

Till Brönner received his first award from German record critics already back in 1993 for his debut album, "Generations Of Jazz". He was only 22 years old back then. "A lot has happened since then, quite a lot", said the jury, explaining why it chose the honorary award laureate. "Till Brönner, who already played classical trumpet in the Jesuit Aloisius Academy in Bonn-Bad Godesberg and later studied jazz trumpet in Cologne, has long since become an international star, and has made a difference far beyond strict genre boundaries and transformed the jazz trumpet into a pop music instrument in the most favourable way."

The jury added: "Coming from Bebop and Fusion, Brönner integrates film music atmosphere and shiny pop appeal, country feeling and chanson flair, and he is even at home in the realm of enchanting evergreen nostalgia." In this, he is said to deliver an elegant and timeless style, and is never content with sweet superficiality. Brönner convincingly conveys that "he knows his craft backward and forward and loves what he does, which is why takes it seriously. It is why it was time for another award from German Record Critics – and this time it is an honorary award."

*The „Quartet of Critics“

- **Lothar Brandt** (music journalist with a focus on classical and rock, for many years editor-in-chief of Audio, publishing editor at Home Electronics magazine, now a freelance author)
- **Ralf Dombrowski** (music journalist, book author and photographer with a focus on Jazz, e.g. for Süddeutsche Zeitung, Bayerischer Rundfunk, Spiegel Online, Jazzthing, music editor for Stereoplay, Münchner Feuilleton)
- **Manfred Gillig-Degrave** (music journalist and editor with a wide array of tastes, e.g. for Sounds, Musikexpress, Stereoplay, Audio, HiFiVision, co-founder and longtime editor-in-chief of MusikWoche)
- **Max Nyffeler** (freelance journalist with a focus on new music and media, e.g. for FAZ, NZZ and radio; Web: www.beckmesser.info)



Lothar Brandt

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Manfred
Gillig-Degrave

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Max Nyffeler

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Ralf Dombrowski

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PRESS INFO

FACTS:

- Exhibition:** HIGH END 2018
THE INTERNATIONAL HI-FI SHOW
- Location:** MOC Munich - Lilienthalallee 40
80939 Munich-Freimann
Germany
- Dates:** 10 – 13 May 2018
- Trade visitors day:** Thursday, 10 May 2018
(with prior registration only)
- Opening times:** 10 – 12 May 2018
from 10 a.m. – 6 p.m.
13 May 2018
from 10 a.m. to 4 p.m.
- Entry:**
- Trade visitors:** EUR 25.00 for pre-registration
(valid for all the days)
- General public:** EUR 15.00 / day ticket
(valid only on an exhibition day between 11 – 13 May 2018)
EUR 25.00 / 2-day ticket
(valid on two exhibition days between 11 – 13 May 2018)
Tickets including admission to the partner event CanJam Munich
- Organizer:** HIGH END SOCIETY SERVICE GMBH
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HIGH END signs

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MOC in Munich

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