

Press

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Musikmesse

International Trade Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections
Frankfurt am Main, 11 to 14 April 2018

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PI10_MM2018_TheWorldOfVintageGuitars

Musikmesse 2018: 'The World of Vintage Guitars' presents historical Fender instruments from 1950 to 1964 and Fender Custom Shop highlights

There will be a new magnet for lovers of guitars with tradition and history at this year's Musikmesse (11 to 14 April 2018). At 'The World of Vintage Guitars' area, an exhibition entitled 'Fender by Leo Fender: The Evolution of Fender's Electric Guitars 1950-1964' uses original instruments to show the development of Leo Fender's models during the golden years from the early fifties to mid-sixties. Additionally, the Fender Custom Shop presents a large selection of individual instruments hand-made in the USA during this period, as well as vintage guitars played by legends such as Bonamassa, Joe Satriani, Stevie Ray Vaughan and other stars.

Many genuine treasures will be available for visitors to play in a separate room. Guitar fans have the chance to make their own impression of the special vibes generated by vintage instruments.

Under the motto 'Rate your Guitar', visitors can also have their guitars valued and assessed by experts, who will also tell them about any wood used in the manufacture of the instrument that is listed in the CITES Convention on International Trade in Endangered Species. Information about owning, carrying and trading musical instruments with components made of protected woods will also be available.

Another highlight is the 'Fender Custom Shop Lounge', a meeting place for the scene and the venue for meet and greets with Darryl Jones (live bassist of the Rolling Stones), Ken Taylor, Peter Keller (Peter Maffay band), Thomas Blug, Andreas Kloppmann and other Musikmesse stars.

'The World of Vintage Guitars' special area is to be found in Galleria.0 and is organised by the No. 1 Guitar Centre Hamburg in cooperation with the Fender Custom Shop and the Thünen Institute.

Further information about Musikmesse can be found at www.musikmesse.com.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). * preliminary figures for 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de