



Press Release – 01 June 2010

## Berlin jazz business platform JAZZKOMM strengthens its management team and presents its first concept

**Oliver Hafke Ahmad appointed director of JAZZKOMM. Music platform with a key focus on jazz to premiere at Tempelhof Airport from 8 to 10 Sept. 2010 as part of Popkomm and under the umbrella of the Berlin Music Week.**

As with immediate effect the music journalist, cultural affairs manager and musician Oliver Hafke Ahmad will be managing the Berlin music platform JAZZKOMM. A graduate of the Hanns-Eisler Music Academy and of the Humboldt University in Berlin, he will immediately focus on conceptual and operational issues in connection with the event. The agency attribute is responsible for the concept and is also organising JAZZKOMM. It will premiere at Tempelhof Airport, which was recently taken out of service, from 8 to 10 Sept. as part of Popkomm 2010, and under the umbrella of the Berlin Music Week.

### JAZZKOMM – the concept

JAZZKOMM is an international trade fair specially designed for Berlin. It is aimed at market players and entrepreneurs on the jazz scene, both small and large companies, ones that are new and firmly established, be they an insider's tip or well-known stars of the stage. JAZZKOMM intends to start up an exciting and professional marketplace that does justice to the current music market, where there are so many independent players who are on the same wavelength. Hosting a variety of event formats and forums, JAZZKOMM will highlight new prospects, artistic concepts and business ideas which will offer jazz a hopefully prosperous future.

### JAZZKOMM – the venue

Berlin is the ideal venue for JAZZKOMM and one of Europe's leading cities for music and jazz. If nothing else Berlin is Europe's most important city in terms of music market size, and for many in terms of significance. This is where many of Germany's most important jazz musicians live, where nearly all the international stars play and perform. This is where foreign musicians frequently come to live and work. Berlin already boasts an extremely lively and colourful landscape of jazz clubs of international repute, well known and successful festivals of all sizes with all kinds of concepts, ranging from the legendary Jazzfest Berlin, the Jazzfestival in Köpenick, the Franco-German festival Jazzdor Strasbourg-Berlin and many more. There are many exciting venues and organisers who open their doors to jazz artists, such as the Philharmonie, the Postbahnhof, the Admiralspalast, the House of World Cultures, and Babylon in the district of Mitte. This is

where important institutions are located, such as the French music export agency or the Polish Institute, German national representations, several of whom have been promoting jazz from their local region for many years (see *Jazz in den Ministergärten*) and the performing rights organisation GEMA. The embassies of the Baltic states are here, which heavily promote jazz artists from their respective countries, and so are other representations.

## JAZZKOMM – the dates

The choice of dates in early September is strategically very important. This is the period shortly before Christmas business kicks off for record companies, music suppliers, publishers of books, illustrated books, calendars and jazz magazines which, for example, advertise and give away subscriptions. September is the time before artists begin their autumn and winter tours, where a well organised promotional launch makes sense and when last-minute partners and service providers may still be required. Holding the event sensibly later than the national and international festivals in spring and summer gives all jazz entrepreneurs an opportunity to engage in promotional activities, advertise for business partners, artists, service providers, organisers, PR agencies etc. at JAZZKOMM.

## Jazz genres at JAZZKOMM

JAZZKOMM is open to jazz in its wider forms, but not in a random sense. Good music, artistic, social, political and economic relevance, music that appeals to audiences and lives up to the artist's reputation are important and equal criteria. They are more important than drawing borders in terms of different jazz styles or setting oneself apart from other forms of music and art. On the contrary, JAZZKOMM opens its doors to all forms and encourages participation, from performers of retro jazz, new types of electronic jazz, world jazz, pop jazz, free jazz, to players of New Music and experimental improvisation. Other forms of artistic expression which are inspired by jazz or are thematically related, such as photography, art, performance art or dance theatre are welcome at JAZZKOMM.

## Participants at JAZZKOMM

JAZZKOMM's aim is to provide young entrepreneurs from every corner of the jazz world, as well as famous and well-known jazz companies, with an ideal trade fair at which to represent themselves and to do business. The gallery in the entrance hall at Tempelhof Airport resembles the atmosphere of a jazz club and gives all jazz entrepreneurs, and musicians, a low-cost opportunity to showcase in a fixed location, while also offering them flexibility and freedom of movement. This open space stands for artistic and spiritual freedom, and also as regards content, at the same time allowing participants to move freely between the genres and disciplines of JAZZKOMM and Popkomm.

## What happens at JAZZKOMM?

JAZZKOMM is a platform for professional auditions and various forms of showcases, concerts, musical experimentation and jam sessions. With Popkomm, the a2n conference and the Berlin Festival, part of the Berlin Music Week, close by and taking place at the same time, the aim is for jazz artists and jazz entrepreneurs to engage in a lively exchange with all music industry players. In addition, over the coming weeks JAZZKOMM will be putting together an exciting conference programme, comprising lectures, discussions, seminars, workshops and a Jazz Pecha Kucha.

We look forward to a lively exchange with all the market players in the run up to the first JAZZKOMM, and to members of the jazz scene and beyond eagerly and optimistically embracing this project.

You are welcome to contact us for interviews and inquiries.

Dates: 8 – 10 Sept. 2010  
Venue: Tempelhof Airport Berlin  
[www.jazzkomm.de](http://www.jazzkomm.de)  
[www.facebook.de](http://www.facebook.de)

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