

MUSIC HACKDAY BERLIN

BUILD NEXT GENERATION MUSIC APPS IN 24 HOURS

WHAT IS MUSIC HACK DAY?

Music Hack Day is a non-profit event for programmers, designers and artists to build applications for the future of music. Enthusiasts will take part in a 24 hour marathon of workshops, hacking and fun. In the end the results will be demonstrated by the participants in front of an audience and the press. Key is to explore technology and creativity in teams, to discover new possibilities in the musical ecosystem.

WHY SPONSOR?

Music Hack Day hits a sweet spot between the music scene and the buzz surrounding technology, web and mobile apps. It does so in a way that is accessible, innovative and exciting. Whilst others are talking about the future of music, we're busy building it. This is appealing to many different companies, brands and potential sponsors.

Being a sponsor is great!

- You gain access to an international network of engaged developers.
- Participants are keen to learn about and build on new technology.
- Real world feedback on your products.
- Significant traffic to all submitted hacks during and after the event.
- Extensive coverage before, during and after the event.

Who will attend?

- 120+ participants
- programmers
- designers
- artists
- internet startups
- web influentials
- press

Last but not least:
It's a lot of fun for everyone!

HOW TO GET INVOLVED

While the event is non-profit, it is free for participants and thus relies on sponsors. We are looking for partners who want to take over parts of the costs of the event, help with providing food & drinks or award prizes to good hacks. These prizes vary from flights to the next Music Hack Day to gadgets, or company products or subscriptions. We would also be happy to host your workshop or welcome participants from your team.

If you want to partner in supporting Music Hack Day Berlin, please get in touch with us!

Roel van der Ven

Johan Uhle

LINKS

<http://musichackday.org/>

<http://berlin.musichackday.org/>

<http://vimeo.com/7129735>

<http://www.wired.com/epicenter/2011/02/music-hack-day-nyc/>

<http://fuse.tv/music/music-hack-day/>

<http://www.billboard.biz/bbbiz/industry/digital-and-mobile/midem-2011-can-hacking-save-music-1005009032.story>

<http://blog.programmableweb.com/2010/02/03/48-hours-31-hacks-stockholm-music-hack-day/>

[1] http://bit.ly/mhd_berlin_venue

HISTORY

Launched in July 2009 in London, Music Hack Day has grown to a global success. There have been 12 Music Hack Days so far, some of the previous locations were: Radialsystem (Berlin), MIDEM (Cannes), Microsoft NERD (Boston), The Guardian office (London), Automattic office (San Francisco), MediaMatic office (Amsterdam). All have been organised voluntarily by local enthusiasts, with the support and sponsorships of over 50 companies. So far, over 1500 participants have built more than 300 applications, where some of these were launched commercially.

ROUGH SCHEDULE

Music Hack Day Berlin will take place on the weekend 28./29.05.2011 in the MTV Network offices^[1] located at the Spree river. Participants will use the venue during the whole weekend for workshops, overnight hacking and presentations.

Saturday

- 09:00 Registration & Breakfast
- 10:00 Introduction
- 11:00 Workshops & API Tutorials
- 13:00 Lunch
- 14:00 24hr Hackathon starts
- 19:00 Dinner
- 20:00 Hackathon continues whole night

Sunday

- 09:00 Breakfast
- 13:00 Lunch
- 14:00 Hacking ends, Projects are submitted
- 15:00 Demonstrations
- 17:00 Prizes for best Hacks & Closing



