MUSIC HACKDAY BERLIN

BUILD NEXT GENERATION MUSIC APPS IN 24 HOURS

ANNOUNCEMENT

On May 28-29th 2011 Music Hack Day Berlin will be held at the MTV Network offices. 120 programmers, designers and artists will gather to prototype the future of music in 24 hours. Participants will build brand new music applications (web/mobile/physical) for consuming and producing music.

HISTORY

Launched in July 2009 in London, Music Hack Day has grown to a global success. There have been 13 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 sponsorship of over 50 companies. So far, over 1500 participants have built more than 400 applications, some of which have been launched commercially.

BIG PICTURE

Music -both creation and consumption- is being democratized. Today more and more people are able to create and listen to music. This is supported by a new generation of tools that are able to interact with each other. They enable developers to blend and mix technologies, opening doors to new and exciting perspectives.

During Music Hack Day new ways of creating and consuming music are built. For the first time in history we have arrived in an era where incredible tools are at our fingertips, empowering a new movement of change in today's music ecosystem. Established companies are working together with startups to foster this future.

WHAT TO EXPECT

Over the course of one weekend, more than 100 developers, designers and artists will team up to make their musical ideas reality.

Incredible talents will modify (hack) software and hardware, build websites and musical instruments, toy with video game systems and even sheet music to create new and exciting products.

At Sunday 15:00 participants will present their work at public demonstrations, where a skilled jury will award prizes to the best hacks.

PRESS ACCREDITATION

We invite you to experience the hack day first hand by attending Saturday afternoon. Come meet the hackers and get a sneak peek into the development process. Furthermore you are welcome at the demonstrations on Sunday 15:00 where the finished projects are being presented.
To be accredited, please send an email to berlin.musichackday@gmail.com.

For more information, please contact:

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COMPANIES INVOLVED

MTV Networks
Ableton
Spotify
Native Instruments
SoundCloud
Wahwah.fm
Future Audio Workshop
Liine
Konkreet Labs
MuseScore

LINKS

http://musichackday.org/
http://berlin.musichackday.org/
http://bit.ly/mhd_berlin_venue
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/