



HANNOVER'S RESPONSE TO COVID-19

Hannover offers creative opportunities to local independent musicians

Hannover (Germany), a UNESCO Creative City of Music, continues to pursue its long-standing work towards supporting the local music industry and independent artists in times of the pandemic.

In close collaboration with the Hannover MusikZentrum, the city has launched the project 'Local Players in Concert', a live music streaming initiative for freelance professional musicians from Hannover. Since mid-April, an hour-long concert are being live-streamed from the recording studio of the MusikZentrum and other partner venues. In line with the restrictions implemented to contain the COVID-19 outbreak, no more than three musicians are allowed in the studio at the same time.

The concerts are currently accessible to the public through the city's website. In addition to these concerts, the website also offers a collection of various kinds of cultural initiatives from Hannover, thanks to 'kre|H|tiv', the local cultural and creative industries network.

'Local Players in Concert' aims to provide support to local musicians by ensuring a fair and equitable remuneration for their performances. With the expanded outlook of the initiative, the city also provides support to numerous live venues located in the city that were impacted due to the cancellation of cultural events. By allowing them to choose the artists and introduce each concert, the initiative provides these venues a platform to gain visibility.

To mitigate further the impact of the COVID-19 crisis, the city of Hannover has also developed a catalogue of measures to support local industries and businesses, including creative enterprises and freelancers. As of today, the first constituted fund amounts to 10 million euros, whilst the creation of new dedicated funds foreseen for the near future.

For more information, please visit:

- www.cityofmusic-radio.de

