

**Playing the instrument well is not enough  
Academy provides online knowledge around the music market**

In former times it was enough to get excellent tuition in playing an instrument or in singing before becoming a professional musician and then starting a career by taking part in competitions or finding other ways. However, today's music world is quite different: worldwide the professional education of young musicians is of exceptional quality, not least because of globalisation. Even teachers are often amazed at the students' skills at playing an instrument or singing. Accordingly, the market is flooded with extraordinary musical talents. But what are these well-qualified musicians in for?

While studying students do not learn anything about being a self-employed musician or about establishing themselves in the market. But exactly this is the reality they have to face up to: nowadays musicians are independent entrepreneurs that have to deal with creating their artistic image, contracts, taxes, the press and the important social media. For professional musicians, who are not among the lucky ones with an agency to take care of these issues, these areas are of utmost importance.

The CLASSIC AKADEMIE GERMANY fills this gap as it provides the additional knowledge that studying music does not include. This Web-based academy aims at preparing musicians for their professional life so that they are able to assert themselves in the music market.

By means of numerous modules divided up into the necessary subject areas students can deepen and extend the relevant knowledge. The academy offers texts, videos and exercises given by and afterwards discussed with the lecturers using a medium that is specifically geared towards the younger generation.

Carsten Dürer, who is one of the academy's founders, has gained extensive experience as the editor of a music magazine, book author and lecturer for music-related subjects. Realising the student's lack of practical knowledge on the one hand and their keen interest in acquiring exactly this knowledge on the other hand are the reasons for Carsten Dürer and other specialists to build the academy on their considerable expertise.

The CLASSIC AKADEMIE GERMANY is now available online in German and English. Its offer will be continuously expanded in close co-operation with the students.

The launch of the CLASSIC AKADEMIE GERMANY is an important step where the musical education of young musicians worldwide is concerned. The academy offers the possibility to acquire knowledge that has so far been neglected in the professional training for musicians.

***Publication and broadcasting free of charge – Specimen copies requested!***

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