

Category: **Editorial**

Project: **Infographic poster series & magazines on the music landscape in Germany**



What was the challenge?

The German Music Information Center (MIZ) is the central point of contact for all questions relating to musical life in Germany. The thematic spectrum of the MIZ is broad and ranges from musical education and training to amateur music-making and professional music practice to media and the music industry. On a regular basis, the MIZ helps people find their way around the dense musical landscape by providing information on the Internet or in print publications. For a new format of the MIZ called "musiclife in numbers", the MIZ conducted a survey and collected a large and detailed amount of data about music life in Germany. The challenge was now to find a way to process and share the findings of the survey in a visually pleasing and creative way in order to make the significance of the topic accessible to a broad target audience.

What was the solution?

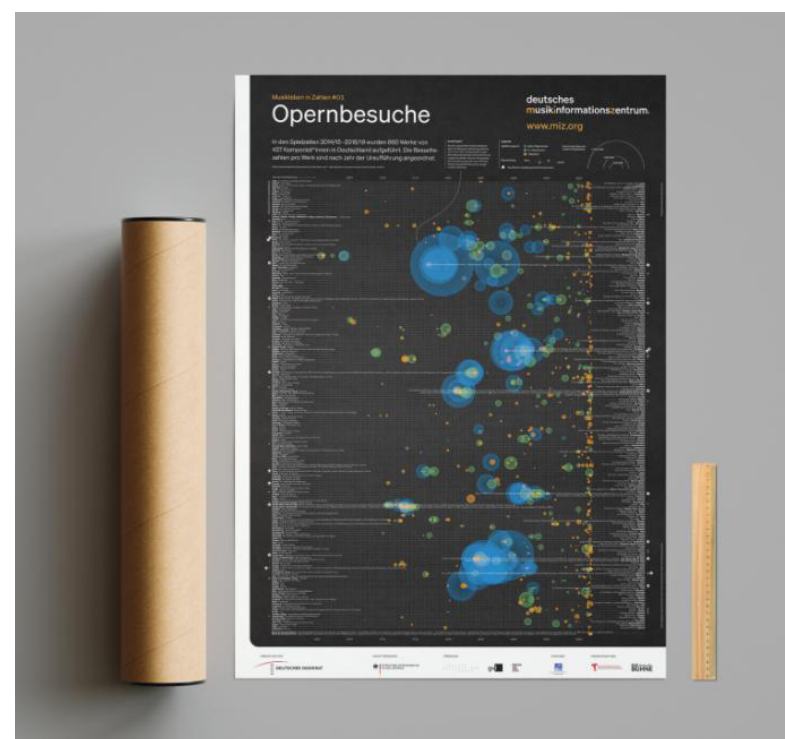
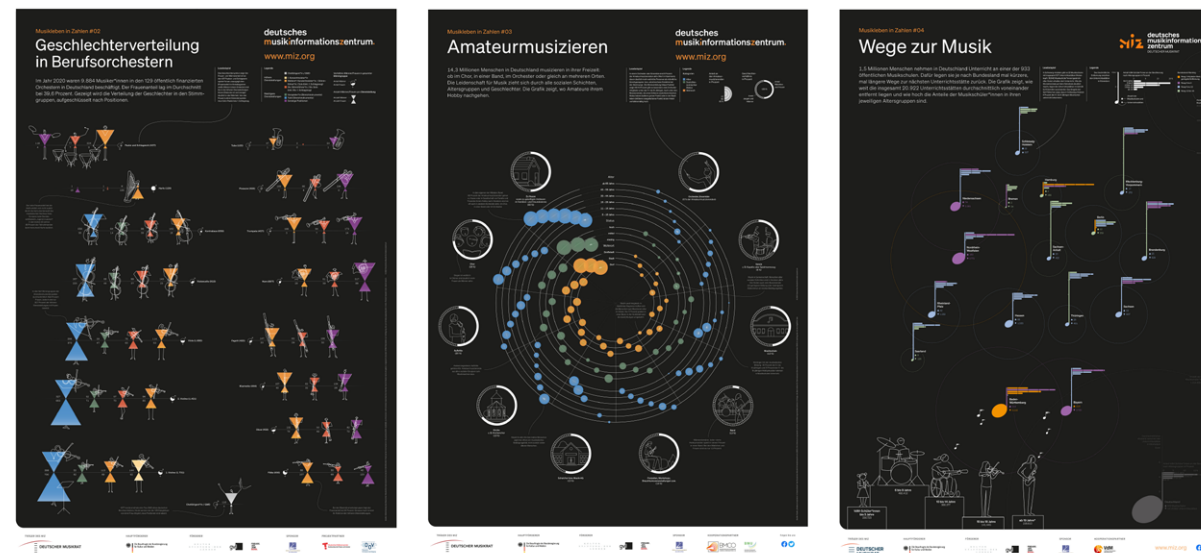
Four main topics were identified and chosen for which the corresponding data should be visualized in an appealing way: the most popular operas, the gender distribution in orchestras, the nature of recreational musicians, and the distance of the music school landscape in Germany. The data for these four topics was then visualized on four posters. In addition to that, smaller and foldable versions of the posters were created to provide more information, support for interpretation and supporting smaller infographics about the visualized data.

What was the effect?

The MIZ's Infographic poster series has had a profound positive impact on the organization's reputation and the music education landscape in Germany. The visually engaging and informative posters have improved the image of the MIZ, increased awareness

about its mission, and generated interest in music education. Thanks to the support of several music associations and other stakeholders the MIZ distributed roughly 40.000 foldable posters and 7.000 full size posters. The underlying messages of the visualized data also created a large media coverage and naming of the MIZ in some of the largest media outlets in Germany. Through the broad media coverage and general distribution of the visualized data, the posters made a great contribution to support the cultural policy debate on music life in Germany.

As a result, the posters have been highly sought after by enthusiasts and connoisseurs alike, prompting the MIZ to offer them for sale on its [website](#). This innovative idea has not only contributed to the growth of the music landscape in Germany but has also empowered individuals to learn more about the music they love.



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