



ACCADEMIA NAZIONALE
DI SANTA CECILIA
Fondazione

PROGRAMME CREATIVE EUROPE 2014-2020 – EUROPEAN COMMISSION

CATEGORY 2 – LARGER SCALE COOPERATION PROJECTS

MUSIC UP CLOSE NETWORK: CONNECTING ORCHESTRAL MUSIC TO YOUNG AUDIENCES

PROJECT DURATION: FROM JUNE 2016 TO DECEMBER 2019

CO-ORGANIZERS



Nederlands
Philharmonisch
Orkest
Nederlands
Kamerorkest

OBC
ORQUESTRA SIMFONICA
DE BARCELONA
I NACIONAL DE CATALUNYA


SARAJEVSKA FILHARMONIJA
OSNOVANA 1923


MUŽIČKI
CENTAR
CRNE GORE
MONTENEGRIN MUSIC CENTER



International
Ephudi Menuhin
Foundation



PROGRAMME CREATIVE EUROPE 2014-2020 – EUROPEAN COMMISSION

CATEGORY 2 – LARGER SCALE COOPERATION PROJECTS

MUSIC UP CLOSE NETWORK:

CONNECTING ORCHESTRAL MUSIC TO YOUNG AUDIENCES

PROJECT DURATION: FROM JUNE 2016 TO DECEMBER 2019

LEADING ORGANIZATION:

FONDAZIONE ACCADEMIA NAZIONALE DI SANTA CECILIA

CO-ORGANIZERS:

LILLE NATIONAL ORCHESTRA

NETHERLAND PHILHARMONIC ORCHESTRA

BARCELONA PHILHARMONIC ORCHESTRA

SARAJEVO PHILHARMONIC ORCHESTRA

MONTENEGRIN SYMPHONY ORCHESTRA

LJUBLJANA INTERNATIONAL ORCHESTRA – BRANIMIR SLOKAR ACADEMY

INTERNATIONAL YEHUDI MENUHIN FOUNDATION

REGESTA.EXE SRL

REGIONE LAZIO

INSTITUTIONAL SUPPORT:

MINISTRY OF CULTURE OF CATALONIA,
MONTENEGRIN MINISTRY OF CULTURE,
LJUBLJANA MUNICIPALITY – CULTURE DEPARTMENT

*MUSIC UP CLOSE NETWORK:
CONNECTING ORCHESTRAL MUSIC TO YOUNG AUDIENCES*

CURRENT CHALLENGES FOR THE ORCHESTRA INSTITUTIONS

Live orchestral classic and contemporary music is constantly evolving since it is closely linked to contemporary life, determined by audience necessity, satellite events and cross media communication discoveries.

Today in Europe we are witnessing a **new development in the orchestral music field**: orchestral music is performed not only in traditional concert halls but also in informal places and at peripheral sites in the city to offer **music up close to local communities**. In addition, professional musicians are often engaged in **direct dialogue** with the audience to capture new and young public interest.

This **new artistic and communicative approach** is in rapid expansion as it is capable of attracting **young and heterogeneous audiences** that the traditional offerings of orchestral music have nearly lost. It represents an opportunity for the music sector by **creating a new space** to present **live orchestral music in an innovative format to young audiences**.

Many well-known European Orchestral Institutions are reviewing their mission and their role in what has become an increasingly dynamic music environment and they are actively expanding their efforts to **increase participation** of citizens in their programs and the creation of international networks, in particular, **in specific geographic areas of Europe** such as the **Balkans**.

Resources available to the orchestral music field are being noticeably **reduced**. It is of vital importance that Orchestral Institutions become **more dynamic, responsive and economically sustainable**.

Orchestras Institutions must continue to adapt to the evolving demands of **current and future audiences** and they must innovate without compromising on quality in order to remain relevant.

The main challenges for Orchestral Institutions today are the following:

- reducing fragmentation of the cultural space into many small markets
- overcoming difficulties for **orchestral musicians** and **new artistic works** to break into new countries such as those in the **Balkan region**.
- engaging audiences as active participants, not just passive observers
- changing how orchestral music is disseminated, distributed, accessed and monetised
- developing capability building for the next generation of young talented musicians

In order to unlock this potential it is necessary to promote creativity within the orchestral music field, strengthen organizational skills and competences of professional operators and musicians, foster the audience development activities of orchestral organizations within a European and international context.

PROJECT PRESENTATION

HOW WILL THE PROJECT SEEK TO TACKLE THESE CHALLENGES?

MUSIC UP CLOSE NETWORK - CONNECTING ORCHESTRAL MUSIC TO YOUNG AUDIENCES is a multiannual project of European Orchestras and international Organizations for artistic mobility designed as a start-up for a long term European cooperation network to give concrete answers to the current challenges in the field of orchestral music. The Project features world-class Orchestras, some of which have a strong reputation for delivering projects for young audiences and cultivating a new generation of talented musicians within their internal *Higher Music Education Departments and Education & Community Departments* such as the Netherlands Philharmonic Orchestra, Barcelona Symphony Orchestra, Lille National Orchestra, Santa Cecilia Symphony Orchestra. Other Orchestra partners such as the Sarajevo Philharmonic Orchestra, Montenegrin Symphonic Orchestra and Ljubljana International Orchestra must improve their activities to reach young audiences and promote new orchestral works.

Project Partners consider *MUSIC UP CLOSE NETWORK* a start-up organization because they would like first to experiment and share new strategies to connect orchestral music to young audiences and then to enlarge the Network to new orchestra partner and create the conditions for long term sustainability.

To do this the Project will implement actions to address the following priorities:

- **“Transnational mobility”**: fostering the transnational circulation of artists and professionals in 15 European countries; commissioning and internazionalizing new orchestral works by living composers to promote intercultural dialogue, enhancing social inclusion and cultural diversity, coproducing and touring concerts in innovative formats with young orchestral ensembles and choirs.
- **“Audience development”**: experiment and share audience development strategies particularly within the Balkan countries; producing concerts in innovative formats for young people, using cross media tools to reach young and underrepresented audiences, improve access to orchestral music in specific areas in Europe through tailored project activities.
- **“Capacity building: training and education”**: strengthening professional operators with competences and know-how to operate trans-nationally, in particular promoting the Work Experience Exchange Program within European Orchestras and promoting Musical Residencies for managing and orchestral training for young professional musicians in collaboration with the Slokar Academy in Ljubljana and the International Yehudi Menuhin Foundation.
- **“Long-term sustainability”**: working with National and Regional Authorities to give the possibility to access funding opportunities for reinforcing international networking to improve access to orchestral works to join new and young audiences in specific geographic areas in Europe. Using technologies and cross media tools to promote the international careers of young professional musicians and adopt crowd funding strategies to raise funding for the long-term sustainability of the Network’s activities.

Currently there is an inequality with regards to available resources and conditions to connecting new orchestral works with young audiences in specific European countries and their consequent capacity to access and benefit from international mobility of young musicians and professional operators.

MUSIC UP CLOSE NETWORK will adopt substantiated strategies to achieve the above priorities and implement a detailed work plan of activities to obtain concrete results.

MUSIC UP CLOSE NETWORK main role will be connecting orchestral music to young audiences and offer new tools to young professional musicians in order to allow them to work in this ever-changing competitive European environment.