

# Classical: NEXT

*“Kicking up a storm in the classical music industry (...), Classical:NEXT is the brand new international professionals' forum that everyone is talking about.”*

International Arts Manager Magazine, UK

Berlin, 17. May 2019

To whom it might concern,

We are collecting proposals from parties who are interested in organizing a gala concert event for a Classical:NEXT Opening for editions 2020 and 2021. Each edition is to have a different host and theme. In 2020, Classical:NEXT will take place on 13 May at de Doelen in Rotterdam. The date for 2021 will likely be 19 May, the location is not yet set .

The Classical:NEXT Opening is one of the most prestigious elements in our programme, offering a maximum of exposure to Classical:NEXT delegates – music professionals from more than 48 countries – as well as national and international music media.

The Opening programme should feature artistic excellence as well as communicate “NEXT”, ideally via innovative performance formats or artistic approaches, but also through new talent or new compositions.

Further details about Classical:NEXT and our delegates are on the following pages for your information. Also included is a summary of the conditions for presenting a Classical:NEXT gala Opening event.

Please submit your proposal as soon as possible for your targeted edition!

Should you have any further questions, please don't hesitate to contact me.

Kind regards,

Jennifer Dautermann  
Director, Classical:NEXT  
[jennifer.dautermann@piranha-arts.com](mailto:jennifer.dautermann@piranha-arts.com)  
Tel: +49 30 318 614 13

# Classical: NEXT

## **The seventh edition of Classical:NEXT in Rotterdam 2018 saw:**

- 1300 professionals and more than 750 companies coming to Rotterdam from more than 48 countries,
- 330 exhibiting companies and organizations on 86 stands at the bustling expo
- 240 presenters and promoters
- 175 publishers
- 480 label representatives and distributors
- 320 artists (not including performing artists)
- Representatives from 100 orchestras
- 190 artist managers
- 100 international journalists
- 24 showcasing acts with a total of 70 performers, from 15 countries
- 14 project pitches
- 45 conferences, mentoring sessions and network meetings
- More than 91 speakers, presenters and mentors from 19 countries
- The Classical:NEXT Innovation Award with winners selected from among 28 pioneering projects from all over the world by all members of C:N NET

## **The online survey of all delegates at Classical:NEXT 2018 revealed:**

96 % said they would visit Classical:NEXT in 2019

94 % would recommend Classical:NEXT to others

91 % rated Classical:NEXT as good, very good or excellent

### **More information:**

[www.classicalnext.com/about/what](http://www.classicalnext.com/about/what)

### **Example of Opening Event press coverage (Classical:NEXT 2016):**

<http://www.internationalartsmanager.com/blog/classicalnext-opening-night-reviewed.html>

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## Pictures:

[www.flickr.com/classicalnext](http://www.flickr.com/classicalnext)

[www.twitter.com/classicalnext](http://www.twitter.com/classicalnext)

[www.facebook.com/classicalnext](http://www.facebook.com/classicalnext)

[www.youtube.com/classicalnext](http://www.youtube.com/classicalnext)

## Gala Concert Application Criteria

Preferred applicants will submit a program proposal which:

- is of high quality
- demonstrates what's "next" for their country
- offers variety
- offers "short and sweet" performances
- makes interesting, unusual use of the space and stage (a "next" approach to concert-making) *Remember – multi-media as well as elements of surprise and of theatricality are a plus!*

Please include in the application:

- a detailed description of your goals as regards the outcomes of hosting the Classical:NEXT Opening (bear in mind that cN is a professionals' event, that the Opening is not accessible to the general public and is likely to be published only in media aimed at arts professionals)
- proposed artists information (names, instruments, short biographies, webpages)
- proposed musical works (title, composer, mp3/video, length of each work)
- name and short CV of proposed stage manager
- description of ceremony design concept, stressing how it will demonstrate "NEXT" and provide an engrossing, fascinating and pleasant experience for the Classical:NEXT delegates
- please indicate in brief your financing/funding sources for this proposal

For an example of the above, see Appendix 1

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## **Outline of Obligations of the Partners of Agreement (PA1 and PA2)**

### **Piranha Arts/Classical:NEXT (PA1) will provide:**

- Free access for the artists performing in the Opening to Classical:NEXT, including Showcases, Trade Fair, Conferences and Screenings plus 3 additional free registrations for PA2
- Catering for the artists on the day of performance
- All P.A.-, monitor-, light-, backline & other technical requirements considered necessary for the artist's performances and agreed beforehand
- Optimally positioned Stand at the Expo, free of charge, providing increased visibility and a location for information dissemination, meeting and networking during the following days of Classical:NEXT
- All local taxes and duties - including Dutch copyright collecting society duties – necessary for the artist's performance
- Professional PR via Classical:NEXT communication channels and marketing tools (bios and contact information on Classical:NEXT website; a special, highlighted feature in the Guide book; inclusion of your logo/sponsor logos online, in the Guide and the mobile App; media and network newsletters, etc.)

### **The Opening presenter (PA2) will provide:**

- All International production costs (e.g. flights, rehearsals, artist and speaker fees)
- All artist transportation and accommodation
- Identification and engagement of professional stage manager/director. This person's duties are the following - develop and realise an exciting concept for the entire evening; choreograph and direct a creative, innovative staging of the artists and speakers within the space for maximum effect; advise on technical aspects such as lighting, stages, etc; engage a professional moderator (if desired); organise rehearsals and a mandatory final run-through; act as liaison between PA1, PA2 and local Classical:NEXT partners
- Production fee to PA1 (to be negotiated)
- If needed, the costs for any extra technical equipment needs (that is, beyond the technical equipment already provided by PA1, as above) such as extra lighting riders, visuals, etc.
- A printed programme leaflet for the audience, to be finalised in accordance with PA1

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- In addition to the 45 minute programme, PA2 is to provide welcome drinks before the ceremony proper and a reception thereafter for approx. 650 pax, including alcoholic and non-alcoholic drinks & finger food/snacks.

## **Opening Guidelines**

### **The Opening Ceremony of 45 minutes in total will consist of the following elements:**

- Introduction speech by PA1 - maximum 2 minutes
- Speakers: a strict maximum of 3 additional speakers to be finalised in cooperation with PA1, to include a representative of the host city/country – each “words of welcome” speech is to be a maximum of 2 minutes in length
- A Keynote Speaker (if desired): PA2 may suggest a keynote speaker, however, PA1 owns the ultimate right to select this person. Experience has shown that the final decision is made jointly between PA1 and PA2. Speech to last a maximum of 10 minutes
- Music Performance: 25 minutes of music in performance– from past examples a maximum of 3 ensembles is recommended, although more are possible if performance time is very short and transitions instant and seamless (additional background music for ambience during the drinks reception after the concert is upon the decision of PA2)
- Moderation: only if considered absolutely necessary, PA2 to organise a professional Moderator for the evening who should present for no longer than 30 seconds between acts

### ***Terms subject to signed Agreement between both Parties***