

PRESS INFORMATION

for immediate release

2 May 2012

Classical:NEXT | 30 May – 2 June 2012 | Gasteig / Munich

Conference Programme for Classical:NEXT 2012 Announced

Munich: Classical:NEXT has now announced all conference sessions and speakers as well as mentoring sessions and networking meetings of its 2012 edition. The **conference sessions**, selected by a jury of independent experts from a multitude of proposals, will constitute the core of the conference - **in-depth discussions and presentations** with a maximum of three people on each session. Throughout eight conference sessions **nineteen speakers** representing international perspectives will focus on the most **pressing needs for practical solutions** in the classical music sector. In addition, experts offer 15 min. one-to-one **mentoring sessions** on special topics and professional networks introduce themselves in so-called **networking meetings**. (see below for the complete programme of the conference)

One of the key topics of this year's Classical:NEXT Conference will be the **engagement of future audiences**, circling the matter from different angles: **Steven Walter** from the innovative Podium Festival and **Robert Douglass** of the Open Goldberg Variations project (Japan/USA/Germany/Belgium), will discuss practical examples and thought-provoking theories on **crowdfunding** as a means of both financing and marketing.

Rob Harris of UKMEA/Arup, creators of the structural design of the Sydney Opera House, will relate to the participatory design of the **music buildings of the future**, while the nowadays indispensable **social media** will be the focus of a session on digital promotion chaired by **Dr. Martin Delhi**, actori. He will be joined by **Anna Kleeblatt**, Bavarian State Opera Munich, and **Christopher Gruits**, Carnegie Hall, who aims at **collaborations as an outcome of the conference**:

"I am looking forward to participating in the first Classical:NEXT conference and collaborating with industry colleagues on the important topic of audience engagement online."

Sonic inspiration will be the subject in a discussion on film music as an ear-opener with **Matthias Keller**, BR Bavarian Broadcasting, **Laura Berman**, artistic director of Art of Our Times at Bregenzer Festspiele, and **Christian Heyne**, film music composer, as well as in a lecture of **Dr. Alan Bern**, The Other Europeans (Moldova/Hungary/Bulgaria/France/UK/USA/Germany), on renewal through folk and popular music as well as on the mutual influence of club and classical which **Kai-Michael Hartig**, Körber Foundation, and **Christian Kellersmann**, Universal Music Classics & Jazz, will discuss with curator and manager **Matthias Schneider**, schneider+.

Centring on the income aspect, **Dr. Stefan Pennartz**, Schoepe Fette Pennartz Reinke, **Barbara Wunderlich**, Wunderlich Medien, and **Paul Janse**, Codaex, will deal with European **copyright extensions**.

"I am excited about the establishment of Classical:NEXT in Munich, because in one of the main countries for classical music, Germany, there has been a real need for such an important meeting for the whole branch of classical music. Now not only this gap will be filled, but an

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international gathering with people, who are in different business, but all working for bringing out the classical music to the world!" enthuses **Carsten Dürer**, editor of PIANONews and ENSEMBLE, who will chair a conference session on the **future of classical music journalism** and media together with his British colleagues **Jessica Duchon**, The Independent, and **Oliver Condy**, editor of BBC music magazine.

The jury selected the eight conference sessions in accordance with the following focus areas:

NEXT:Generation – future listeners and audience engagement

NEXT:Income – new markets and the future of funding and financing

NEXT:Technology – new methods for new challenges

NEXT:Sound – new music, new formats, sonic influences and inspirations

Classical:NEXT 2012 conference speakers and sessions

Session 1 - The Other Europeans - Renewal through folk and popular music

presented by Dr. Alan Bern (USA/Germany), Artistic Director, The Other Europeans

Session 2 – Perspectives on Music Journalism Today - The present and future of classical music journalism and media

Chaired by Carsten Dürer (Germany), Editor in Chief, PIANONews and ENSEMBLE

with Oliver Condy (UK), editor of BBC Music Magazine; Jessica Duchon (UK), music journalist for The Independent

Session 3 - Film Music as an Ear-Opener to Contemporary Music – Exploring the variety of modern music genres in the context of film

Chaired by Matthias Keller (Germany), radio producer/editor, BR Bavarian Broadcasting

with Laura Berman (Germany), Artistic Director, Art of Our Times, Bregenzer Festspiele; Christian Heyne (Germany), film music composer

Session 4 - What is better, a community or a crowd? - Funding your next music project in the 21st century

Chaired by Steven Walter (USA/Germany), Artistic Director, PODIUM Festival Esslingen

with Robert Douglass (USA/Germany), Director, Open Goldberg Project

Session 5 - Designing for Changing Audiences - What is the future for music venues?

Presented by Rob Harris (UK), Director, Arup, Arts & Culture Business Leader, UKMEA

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Session 6 - Copyright Extension for Phonograms - The consequences for performers and record companies

Chaired by Prof. Dr. Stefan Pennartz (Germany), lawyer, Schoepe Fette Pennartz Reinke, Lawyers for Culture and Entertainment

with Barbara Wunderlich (Germany), owner, Wunderlich Medien; Paul Janse (The Netherlands), Chief of Sales and Marketing, Codaex International

Session 7 - Promoting Arts in the Age of Digital Reproduction – Leveraging Internet and social media to engage new audiences for cultural institutions

Chaired by Dr. Martin Dehli (Germany), Head of Department Corporate Clients , actori GmbH

with Christopher Gruits (USA), Director of e-Strategy, Carnegie Hall; Anna Kleeblatt (Germany), Head of Sales & Marketing, Bavarian State Opera Munich

Session 8 - Classical Club Culture - Two musical worlds exchange influence and inspiration

Chaired by Matthias Schneider (Germany, Berlin), music manager, schneider+ music management and consulting

with Kai-Michael Hartig (Germany), Head of the Culture Department, Körber-Foundation Hamburg; Christian Kellersmann (Germany), Managing Director Classics & Jazz, Universal Music Classics & Jazz

2012 Mentoring Sessions

Topic: **PR and Social Media Tools**

Mentor: **Kathleen Alder** (Germany), Founder and Managing Director, WildKat PR

Topic: **Public Funding & Touring Structures in the UK**

Mentor: **Penny King** (UK), Senior Officer, Dance and Music, Arts Council England

Topic: **How to Get Classical Music into the Media**

Mentor: **Philip Krippendorff** (USA/Germany), Senior PR Consultant, artefakt Classica

Topic: **Classical Music Download**

Mentor: **Michaela Ludyk** (Germany), General Manager, Monogenuss / Andy K. Productions

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2012 Networking Meetings

International Association of Music Information Centers (IAMIC)

Network Presentation and Concrete Project Examples - Documentation and promotion of music.

Austrian Networking Session

"Tradition is not the worship of ashes, but the preservation of fire!" (Gustav Mahler)

For further information and photographs please visit:

http://www.classicalnext.com/press/downloads/conference_speakers

<http://www.classicalnext.com/program/conference>

Basic Information on Classical:NEXT:

Classical:NEXT is a new international professionals forum for classical music. From 30 May until 2 June international professionals from all sectors of the classical music scene will gather in Munich for the first edition of this new annual event – festivals, venues, publishers, labels, music educators, institutions, media, producers and, of course, classical music artists. The aim is to create cross-sector networks and to find new solutions for the future of classical music.

Press contact Classical:NEXT

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