

PRESS RELEASE

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

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High-resolution promotional photos of artists, speakers, staff etc. at

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Successful Debut Edition of Classical:NEXT

The first edition of Classical:NEXT, the new professionals forum for classical music in Munich, ended on Saturday after four bustling days featuring an expo, a conference, a showcase festival and film screenings. The event was considered a major success throughout the classical music community. It attracted more than **700 delegates from 39 countries** around the world, thereby exceeding all expectations. *“Classical:NEXT answered a long-felt need,”* states **Dr. Rainer Kahleyss** of CLASS Association of Classical Independents in Germany, the initiating partner of the event.

Jennifer Dautermann, Director of Classical:NEXT confirms: *“Having spent four days with hundreds of delegates all networking and discussing in a relaxed yet concentrated atmosphere, I feel Classical:NEXT 2012 is a very promising beginning. We’ve kicked off a successful coming together for the international classical community and our collective move towards the future.”*

The numbers prove her right: with **60% of the more than 700 delegates coming from outside Germany**, Classical:NEXT has been a truly international meeting of labels, distributors, publishers, managers, agents, bookers, media etc – all sectors of the music industry. *“Ten minutes after you arrived you already have met twenty people that you haven’t met in years or that you only know over the phone and through emails. The classical scene presents itself as a very lively one here,”* enthuses **Carsten Dürer** of publishing house Staccato.

The expo stands sold out a few weeks after Classical:NEXT was announced, with requests for the double number of stands on the waiting list. In total, 74 companies and organizations exhibited their services and activities at the cultural center Gasteig, the host location of Classical:NEXT in Munich.

Highly praised conference program

A rich and diverse conference program based around four main topics – NEXT:Generation, NEXT:Sound, NEXT:Income and NEXT:Technology – featured over 20 speakers, among them prominent figures such as **Christopher Gruits** (USA), Director of e-Strategy at Carnegie Hall

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New York; **Christian Kellersmann** (Germany), Managing Director at Universal Music Classics & Jazz; **Oliver Condy** (UK), editor bbc music magazine; **James Jolly** (UK), Editor-in-Chief of Gramophone; and **Rob Harris** (UK), Acoustic and Theater Consultant at Arup.

Kai-Michael Hartig (Germany) of Körber Foundation, who contributed his expertise to a panel on classical club culture, sees a very positive outcome: *“I was very impressed by the session on the architecture of music venues. But what was most exciting was the variety of topics at the Classical:NEXT conference, for example. I think it is very important to get the chance to exchange like that.”*

These Classical:NEXT conference sessions and also the showcases were selected by this year’s Classical:NEXT jury, which consisted of 7 experts **Maren Borchers-Fromageot**, head of Maren Borchers for Artists PR agency; **Matthias Brixel**, founder of klassik.com; **Dr. Rainer Kahleiss**, co-founder of CLASS; **Jobst Liebrecht**, conductor/composer; **David Orlowsky**, performing artist; **Rebecca Schmid**, journalist; and **Frank Stahmer**, arts presenter; all based in Germany.

IAMIC, the International Association of Music Information Centers, held their first networking meeting as part of the Classical:NEXT conference, inviting members and interested professionals to get-together for discussion and debate on common causes.

Delegates requiring individual advice were served by the well-frequented mentoring sessions: private 15-minute consultations with one of three industry experts from various fields and occupations.

Presentations offered companies or individuals a chance to introduce a subject of their own choice to the classical community gathered at Classical:NEXT, for example the impressive new way of three-dimensional sound reproduction of Musikproduktion Darbringhaus und Grimm.

In a special presentation by the **Open Goldberg Variations** project, a **crowd-funded recording** of the famous Bach composition, interpreted by **Kimiko Ishizaka** (Japan), was released online to the public domain free of charge on the occasion of Classical:NEXT. Within three days more than 200.000 users listened to the recording and 50.000 downloaded it. At Classical:NEXT, pianist **Kimiko Ishizaka** performed the Goldberg Variations while the audience followed the score in real time on a large screen and via their mobile devices, enabled by the new technology of the open source software **MuseScore.com** in cooperation with **SampleSumo**.

Showcase Concerts, Film Screenings, and Video Showcases

The busy Classical:NEXT expo and lively conference were complemented by a multifarious **showcase festival**, which included ceremonial opening and closing events as well as live and video showcases presenting new talents and fresh artistic approaches to the delegates.

Among the 10 jury-selected live showcases were **Daria van den Bercken** (The Netherlands) who introduced her audience development project “Handel at the Piano” and the Echo Classical

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Award-winning trio **Sax Allemande** (Germany) as well as Corsican vocal septet **A Filetta** (France).

Reflecting the new forum's name, the opening night of Classical:NEXT on Wednesday, 30 May focused on 'classical', honoring the long and hallowed tradition of Western art music from baroque to romantic – the *conditio sine qua non* of classical represented by an international selection of acclaimed artists from **Eldar Nebolsin** (Uzbekistan/Spain) to **Tianwa Yang** (China/Germany).

The Classical:NEXT closing concert with **Orchester Jakobsplatz München, Quartet New Generation** and composer and pianist **Moritz Eggert** on Saturday, 2 June placed a strong emphasis on modern and contemporary repertoire in short, sparkling performances, a nod to what's 'NEXT' in the world of classical.

Besides the nearly 60 musicians performing live, Classical:NEXT also featured 7 **video showcases, a new presentation format** ideal for presenting large ensembles, composers, staged productions and as yet unfinished projects to the 700 professionals at Classical:NEXT. **John Harris**, Chief Executive and Artistic Co-Director of Scottish **Red Note Ensemble** (UK) was thrilled about the effect of his video showcase: *"Immediately after my presentation, several representatives approached me and throughout the day some even suggested concrete deals for international appearances of our contemporary music ensemble. It is amazing how much business one man alone can do thanks to this video showcase format."*

The IMZ International Music + Media Centre from Vienna, a long-term partner of producer piranha womex, contributed a 'Best of IMZ' film screening program to the first Classical:NEXT – from footage of famous live concerts, to operas as animated films, to documentaries and theatrical productions – and formed a central meeting point for all those involved in audio-visual media.

'Classical Next Level', a complimentary festival held at the two Munich clubs **Bob Beaman** and **Harry Klein**, brought contemporary classical music into the club context. It was initiated by the organizers of Classical:NEXT and independently curated by **Maria Nguyen-Nhu**. Both evenings spotlighted artists from Munich, including **Double Drums** or Musicians from **MKO (Munich Chamber Orchestra)**, the club-going public filled each venue, listening raptly and enthusiastically.

Following the motto 'Classical:NEXT goes public', the Friday night live showcases, IMZ film screenings and the club festival were all open to a general audience thereby strengthening the link between Classical:NEXT and its host city Munich.

Resumee and Outlook

Classical:NEXT was initiated by CLASS the Association of Classical Independents in Germany, produced by piranha womex and supported by the Department of Arts and Culture of the City of Munich. Further partners are the IMZ International Music + Media Centre, the world's largest

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classical label Naxos, the cultural center Gasteig, the clubs Bob Beaman and Harry Klein, plus numerous international media.

Piranha womex gives heartfelt thanks to all partners and production staff, professionals, media, enthusiasts and fans.

The next edition of Classical:NEXT will take place in spring 2013. The dates will be announced shortly.

"I believe that a relaxed forum such as we have experienced here in Munich is vital to sharing our experiences, developing new relationships and guaranteeing that we will all be in a position to return again next year – in good health and ready for the challenges that will undoubtedly present themselves," resumed **James Jolly** (UK), Editor-in-Chief of Gramophone magazine, during his keynote speech at Classical:NEXT.

Classical:NEXT 2012 – Facts & Figures

_Over 700 delegates and 400 companies from 39 countries.

_350 label representatives, publishers and distributors.

_130 producers

_50 managers

_40 concert and festival bookers.

_50 national and international journalists.

_A bustling expo with 74 exhibiting companies, organizations and networks.

_24 international experts at the conference, which also included mentoring sessions, networking meetings and special presentations.

_Almost 60 performing artists plus 7 video showcases at the festival, opening and closing concerts.

_IMZ film screenings in collaboration with the International Music + Media Centre (Austria).

_The 25th anniversary celebrations and distributors' meeting of the world's largest classical music label Naxos

_Classical Next Level, an independently curated club festival in cooperation with Bob Beaman and Harry Klein in Munich.

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_'Classical:NEXT goes public', inviting the Munich audience to discover a part of the Classical:NEXT program including live showcases, IMZ film screenings and the club festival Classical Next Level.

The updated 'who is coming' list:

www.classicalnext.com/delegates/who_is_coming

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