



# YOUNG DIGITAL CLASSIC

Dear musicians,

MUSIK DER JUGEND (AT), UGDA Music School (LUX), Center for International Cultural Projects (LTU) and European Union of Music Competitions for Youth (emcy) want to support you and your ensemble with Young Digital Classic, a project that is co-funded by the Creative Europe Programme from the European Union. Young Digital Classic includes workshops and, as a final outcome, a digital concert in September 2021.

With Young Digital Classic we want to develop a new digital concert format for classical music in order to attract newer and especially younger audience. The final concert will take place in the three partner countries Austria, Luxembourg and Lithuania. Each partner country will organise a concert together with their ensemble on the same day, at the same time and in their selected concert hall. The ensembles of the partner countries will be connected live. The audience hears one ensemble live on stage, the other two ensembles via live transmission on a screen with a projector.

The aim of this project is not only a great digital concert. With our workshops we want to help the ensembles to prepare for their career as professional musicians. Furthermore, the ensembles will be involved in developing the concert through and after the workshops. This allows you at a young age to gain experience in programme development, marketing, stage technology and much more.

Online workshops via Zoom, three to six hours each, will teach the following topics:

		<i>Outcome</i>
14.5. 15-18 15.5. 15-18	Workshop 1 Georg Steker How to plan and organize a concert	The young musicians know the necessary steps from the first idea to the evaluation of their project (concert).
19.5. 15-18 20.5. 15-18	Workshop 2 Karin Wöhler How to make a marketing plan Guest: Expert on Copyright Law	The young musicians understand the logic of marketing and the necessity of having clear goals. They create ideas how to reach their target groups via social media.
8.6. 15-18 9.6. 15-18	Workshop 3 Host: Karin Wolf Best Practice: How to engage and educate different audiences	Experts from Lithuania, Luxemburg and Austria present and discuss best practice examples of educational programs, audience development and outreach in classical music.
15.6. 15-18	Workshop 4 Part 1 Karin Wolf How to present and hold an opening speech	The young musicians gain self-awareness and know-how to talk in a professional way to their audience.
16.6. 15-18	Workshop 4 Part 2 Roman Schmidt How to stream a live concert online	The young musicians know the basics of streaming concerts.
1.7. 15-18	Workshop 5 Karin Wolf Kick Off: Working Groups	Working groups with members from each partner country define their tasks (Marketing, Management, Communication) and start to work.

Experts and the overall management team will develop together with the three ensembles the digital concert format, which is presented to an audience two months later.

Subsequently, group meetings will be held (July/August/September) to monitor the progress of the work assignments, provide support and ensure the necessary networking.

On 17 September the hybrid concert will be performed in a rehearsal.

The final event will be a joint digital concert evening on 24 September, which will take place in parallel in the three partner countries.

Each partner country selects one classical music ensemble.

Which ensembles we are looking for?

- No particular instruments, but it has to be classical music
- Age group 16 to 20 years
- Ensembles with three to six musicians
- Fluent in English
- Open to digital, new media, new projects
- Engaged and reliable

Please let us know by no later than 17th April, if you are interested in participating in our project.

Please send us also your photo and a short letter of motivation.

