



The Ilija M. Kolarac Endowment
"ORFEUS" Agency for piano playing,
piano teaching and cultural projects



CONFERENCE AUDIENCE DEVELOPMENT WITHIN CLASSICAL MUSIC

BRINGING CLASSICAL CONCERT
BACK INTO THE SPOTLIGHT

May 27th/28th 2019

The Ilija M. Kolarac Endowment

***Lectures, Presentations, Panel discussions
with Audience interaction, Workshop***

The official language of the conference is English



Embassy of Sweden
Belgrade



Република Србија
Министарство културе
и информисања



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CONFERENCE

Audience Development within Classical Music: Bringing Classical Concert back into the spotlight

Domain: Classical music: audience development

When: 27-28 May 2019

Place: The Ilija M. Kolarac Endowment, Little Hall,

Language: English

Partners: Culture Project Agency Orpheus, The Ilija M. Kolarac Endowment

Target group: musicians, music students, music managers, PR agents, musical activists and cultural workers from this domain, journalists

Sponsors: Ministry of Culture and Information of Republic of Serbia, Swedish Embassy in Belgrade, University of Sheffield UK, TetraPak, Diplomacy and Commerce magazine

Conference program

Monday 27-05- 2019

10:30-11:00 **Registration**

11:00-11:30 **Welcoming speech**
Jasna Dimitrijević, The Ilija M. Kolarac Endowment
Milica Lundin, cultural project agency Orfeus, Sweden

11:30-13:00 **Panel 1: Repertoire**

The "issues" with classical repertoire: Do professional lists of obligatory repertoire alienate the listeners? What are the reasons for narrow repertoires on the classical stage: conventions, commercialism within management for classical music, lack of flexibility of the classical audience or other? How big is an impact of commercialism on classical music? Is classical music event the only one in crisis or is classical music suffering too?

Moderator:

Marijana Dujović, freelance researcher, musicologist

Speakers:

Martin Q Larsson,
New Music Incubator, Sweden,

Dr. Draško Adžić, Faculty of Music, Belgrade

Dr. Sonja Lončar/ Dr. Andrija Pavlović, Faculty of Music Belgrade/ Faculty of Technical Science Novi Sad, LP Duo

13:00-13:30 **Discussion**

13:30-14:30 **Lunch**

14:30-16:00 **Panel 2: Exchange and cooperation**

Transdisciplinary theory and practice: What can a classical stage manager learn from other stage art form colleagues? How can research, statistics and experiment help to understand the complexity of stage art management and improve it? What are the most beneficial ways of collaboration and exchange between civil society organizations, research centers, and educational institutions in this field? How do we empower solidarity and partnership between professionals within the different/same genres?

Moderator:

Đurđa Papazoglu, El Sistema Serbia

Speakers:

Prof. Dr. Milena Dragičević-Šešić, UNESCO Chair in Cultural Policy and Management, Belgrade,

Mirjana Lazarević, The Ilija M. Kolarac Endowment/Music Center

Marija Maglov, Institute of Musicology SASA

Snežana Andrić, The Young Ambassadors of Niš

Vladimir Đorđević, The Multicultivator, Belgrade

16:00-16:30 **Discussion**

Tuesday 28-05-2019

09:00-11:00 **Workshop**

Classical performance: Performing while loving your audience. Things you didn't get to learn at your faculty

Which type of performer do I want to be? How do I promote myself? Who is my audience? How do I engage with my audience while I perform? And everything you wanted to know about classical performance and where afraid to ask...

Preliminary registration required

(komunikacije@kolarac.rs)

Martin Q Larsson

11:30-13:00 **Panel 3: Audience**

Research on participation: Does classical concert need new audience at all? If YES, then: what kind? Does classical music really need "every" audience? Is audiences' age the main problem that classical halls are dealing with? Would some new, non traditional audiences alienate the existing, traditionalistic one? Should there be different kinds of classical concerts for different audiences?

Moderator:

Milica Lundin

Speakers:

Catherine Bradley, senior consultant, Audience Agency UK

Dr. Sarah Price, researcher SPARC, UK

Prof. Dr. Predrag Cvetičanin, Faculty of Arts at the University of Niš, CESK Niš, UNESCO Cathedra in Cultural Policy and Management, Belgrade

13:00-13.30 **Discussion**

13:30-14:30 **Lunch**

14:30-16:00 **Panel 4: Animation techniques**

Which are the most successful techniques of revival of classical concert? How do we get performers to break the silence at the classical stage? Which amount of interactivity on classical stage is not considered a disturbance? Is the formal character of classical concert a necessity, an imposed tradition, stereotype or a greatest obstacle in modernization of this art form? How do we make classic hall "rules of conduct" more friendly?

Moderator:

Ana Fotev, UNESCO Chair in Cultural Policy and Management, Belgrade

Speakers:

Jasna Dimitrijević, The Ilija M. Kolarac Endowment /Youth Council

Jelena Milašinović, Belgrade Philharmonics

Miloš Jovanović, Muzikon, City Guerilla

Boško Radojković, Guitar Art

Prof. Ljubiša Jovanović, BUNT

16.00-16.30 **Discussion**

16:30-17:00 **Conference conclusions and recommendations**



List of participants with affiliations and biographies:

Marijana Dujović, freelance researcher, musicologist

<https://www.linkedin.com/in/marijana-dujovi%C4%87-978341187/>

Martin Q Larsson, Swedish musician, composer, activist, founder of the New Music Incubator and Swedish Composers' Radio,

<http://www.martinq.com/>

Dr. Draško Adžić, composer, docent at Faculty of Music with University of Arts in Belgrade

http://www.fmu.bg.ac.rs/katedra_za_kompoziciju_i_orkestraciju.php

Dr. Sonja Lončar, pianist, professor at Faculty of Music in Belgrade, department for chamber music, performer in LP Duo

http://www.fmu.bg.ac.rs/katedra_za_kamernu_muziku.php

Dr. Andrija Pavlović, pianist, docent at Faculty of Technical Science in Novi Sad, department for arts and dizajn, performer in LP Duo

http://www.scen.uns.ac.rs/?page_id=10381

Đurđa Papazoglu, pianist, culture manager, founder of the section of El Sistema in Serbia

https://www.sistemaeurope.org/Djurdja_Papazoglu/

Prof. Dr. Milena Dragičević-Šešić, head of the UNESCO Chair in Cultural Policy and Management/ professor at Faculty of Drama, with University of Arts in Belgrade

<http://www.culturalmanagement.ac.rs/en/see/cv/milena-dragicevic-sesic>

Mirjana Lazarević, manager of the Music Center at The Ilija M. Kolarac Endowment in Belgrade

Marija Maglov, musicologist, researcher at the Institute of Musicology SASA my academia.edu profile

Snežana Andrić, president of the association The Young Ambassadors from Niš

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Vladimir Đorđević, founder and program director at network and art platform Multikultivator, Belgrade

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Milica Lundin, pianist, culture manager, owner of the agency for culture management Orfeus in Stockholm

<http://www.orfeuspiano.se/biography/>

Catherine Bradley, senior consultant at Audience Agency in Manchester, UK

<https://www.theaudienceagency.org/our-team/catherine-bradley>

Dr. Sarah Price, researcher at SPARC with University of Sheffield, UK

<http://www.sparc.dept.shef.ac.uk/people/uaca-research-associate-sarah-price/>

Prof. Dr. Predrag Cvetičanin, Phd in Sociology of Arts professor at Faculty of Arts with University of Niš, CESK in Niš and UNESCO Chair in Cultural Policy and Management with University of Arts in Belgrade

<http://www.artf.ni.ac.rs/eng/predrag-cveticanin-ph-d/>

Ana Fotev, researcher, coordinator at UNESCO Chair in Cultural Policy and Management with University of Arts in Belgrade

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Jasna Dimitrijević, general manager at The Ilija M. Kolarac Endowment in Belgrade

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Jelena Milašinović, PR manager at Belgrade Philharmonics

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Miloš Jovanović, composer, conductor, project manager, director of the multimedia orchestra Muzikon and activist at City Guerilla

<https://www.linkedin.com/in/milosjovanovic1/>

Boško Radojković, guitarist, guitar professor, founder and director of festival/guitar school Guitar Art

<http://www.gaf.rs/en/info/staff/>

Prof. Ljubiša Jovanović, flutist, professor at Faculty of Music with University of Arts in Belgrade, founder of festival BUNT, president for the orchestra Camerata Serbica, artistic manager and conductor of Children Philharmonics of Belgrade

<https://ljubisaorfej.com>

