



Dance, Performance and New Music

Orkiestra Muzyki Nowej addressed varied groups of audiences for their concert as part of an international festival for dance and performance.

Background

The name of the ensemble, Orkiestra Muzyki Nowej, means off course „New Music Orchestra” - and explains itself. Founded in 1996, this chamber ensemble was formed by students at the Music Academy of Katowice. Today, the orchestra consists of both graduates and students giving a powerful balance between youth and experience.

Being an ensemble of young people Orkiestra Muzyki Nowej is concerned with the challenge of engaging a larger audience to contemporary music – and not least maintaining a young audience. The tools for this include workshops for children, concerts for students, and in the NewAud project Orkiestra Muzyki Nowej wanted to explore other tactics for unlocking new music to more people.

Concept

This concert was connected with the Prolog to International Contemporary Dance Conference & Performance Festival – “Rozbark in motion”. It was held in a completely new venue, Rozbark Theatre in Bytom. This new venue, located at a closed mine, was opened in March 2014. After a long process of restoration it was specially redesigned for dance theatre. Now it serves as a new space for cultural events being attractive for people from the whole Silesian region.

The target group of the concert is young people, aged 18-30, interested in contemporary dance. The International Contemporary Dance Conference & Performance Festival attracts a lot of young people not only from Silesia, but also from other parts of Poland and even from abroad. They take part in various dance workshops during the conference.

Promotion

The ensemble still wanted their usual audience to attend the concert in the new venue. Therefore they promoted the event through Orkiestra Muzyki Nowej and Rozbark Theatre's fan pages and websites. The concert was also promoted through new channels of cultural information such as LED screens, info stands, etc. around Bytom.

The last group the ensemble aimed at addressing were local authorities. All local cultural authorities were invited with special attention to the fact that the concert would present works by the former

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Croatian President Ivo Josipovic and Croatian Minister of Culture Berislav Sipus, who besides from being politicians are both composers.

Organizing the concert in cooperation with the Dance Theatre allowed the ensemble to be close to the new audience group they wanted to attract. An important thing in this case was also their support in promotion (invitations, 6000 newsletters from the theatre database, local radio and TV interviews)

The concert

A pre-concert talk by Aleksandra Batog, was held an hour before the concert, with a multimedia presentation. The theme of the talk was listening to contemporary music during history and now, as an introduction to the concert programme and a short presentation of the New Aud project. The concert was also combined with a multimedia presentation, about Orkiestra Muzyki Nowej, narrated by members of the ensemble with the intention of creating a familiar and informal atmosphere.

Facts

Ensemble: Orkiestra Muzyki Nowej (19 musicians involved)

Conductor: Szymon Bywalec

Date: 26 June 2014

Venue: Rozbark Theatre, Bytom, Poland

Programme:

Berislav Šipuš: *Un jardin sous la pluie avec un compositeur sans parapluie*

Olja Jelaska: *Leptiri (Butterflies)*

Ivo Josipovic: *Musicam psalite*

Lukas Borzik: *Aphorisms*

and more

Further information: <http://omn.art.pl/>