



## Brand New Music at A Rock Venue

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Athelas Sinfonietta played a concert at a typical rock music venue, reaching out to a new audience.

### Background

Athelas Sinfonietta Copenhagen has long been established as a leading Danish chamber ensemble and the nation's foremost new music ensemble. Concert series, participation in operas and festivals, international tours, numerous CD recordings and imaginative concert programming has made Athelas a remarkable institution. Their ambition is to direct the repertoire towards a sharper, contemporary profile – and to work more radically with the concert formats.

### Concept

A main focus for Athelas is to create coherently curated concerts where videos, happenings and staging effects bind the music pieces together to one artistic event. Another focus will be to open up the concerts by rethinking them as social events that embraces and includes the audience. As artistic co-director Christian Winther Christensen said: “We all know that when we go out for a concert it's not only because we want to hear particular pieces of music. We also go to socialize, have a good time, enjoy ourselves, and to experience an event!”

This concert was part of Athelas' Brand New Tuesdays program. It was performed at a typical rock-concert venue in central Copenhagen. Athelas' Brand New Tuesdays concerts experiment with new venues, VJ's and music program. It is aimed at the art-interested audience, which have no knowledge of new music. By changing venue and creating partnerships with non-musical art organizations Athelas is trying to communicate with this audience group.

At each Brand New Tuesdays concert the audience is encouraged to invite friends to the next concert by writing a postcard with a free ticket. Athelas will mail the collected postcards.

### Facts

Ensemble: Athelas Sinfonietta Copenhagen, 5 musicians involved

Date: December 3<sup>rd</sup> 2013

Venue: Huset-KBH, Copenhagen, Denmark

Programme:

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1. Simon Steen-Andersen: *History of my Instrument* (2011)
2. Rasmus Zwicki: *Quadrupeds* (2011)
3. Raphaël Cendo: *Décombres* (2006)
4. Alexander Schubert: *Weapon of Choice* (2009)
5. Diana Soh; *Work for Flute and Electronics*

Further information: [www.athelas.dk](http://www.athelas.dk)