

**NEW MUSIC:
NEW AUDIENCES**

How to get bigger audiences by mixing artforms

Heather Maitland

Many of our audience members are happy to take risks and so buy tickets for concerts of unknown music. But so many more people only take carefully calculated risks. And by mixing artforms we can make an event seem even more risky.

**DON'T INCREASE THE RISK BY
MIXING ARTFORMS**

And often we have the wrong idea about what audiences for other artforms are like. Would you agree that cultural cinema is a really popular artform? Let's take a look at the evidence from Ireland ...

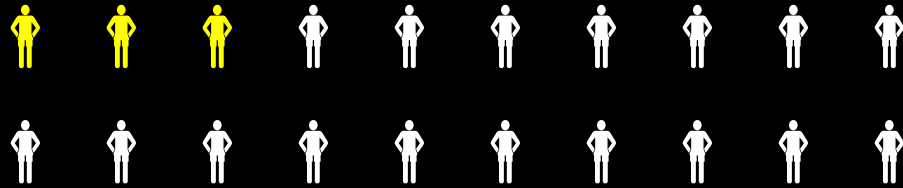
**Guess what % of
cinema attenders in
Ireland see a film at
least once a month**

**Just 20% of
cinema
attenders see
a film at least
once a month**



**Guess what % of these
cinema enthusiasts
say their favourite
types of film are
cultural?**

**Just 15% of
cinema
enthusiasts say
their favourite
types of film are
cultural**



*Audiences for Cinema in
Ireland, Arts Audiences, 2012*
download the report from
www.artsaudiences.ie

So most cinema attenders think cultural film is risky – and that means we would not easily increase audiences by working with a cultural film maker.

Most people who go to the arts see all kinds of artforms – dance, music, theatre, exhibitions etc. They aren't music audiences or dance audiences, they are arts audiences. That means they see a lot, but don't have a deep knowledge of any particular artform.

AUDIENCES DON'T THINK IN TERMS OF ARTFORMS

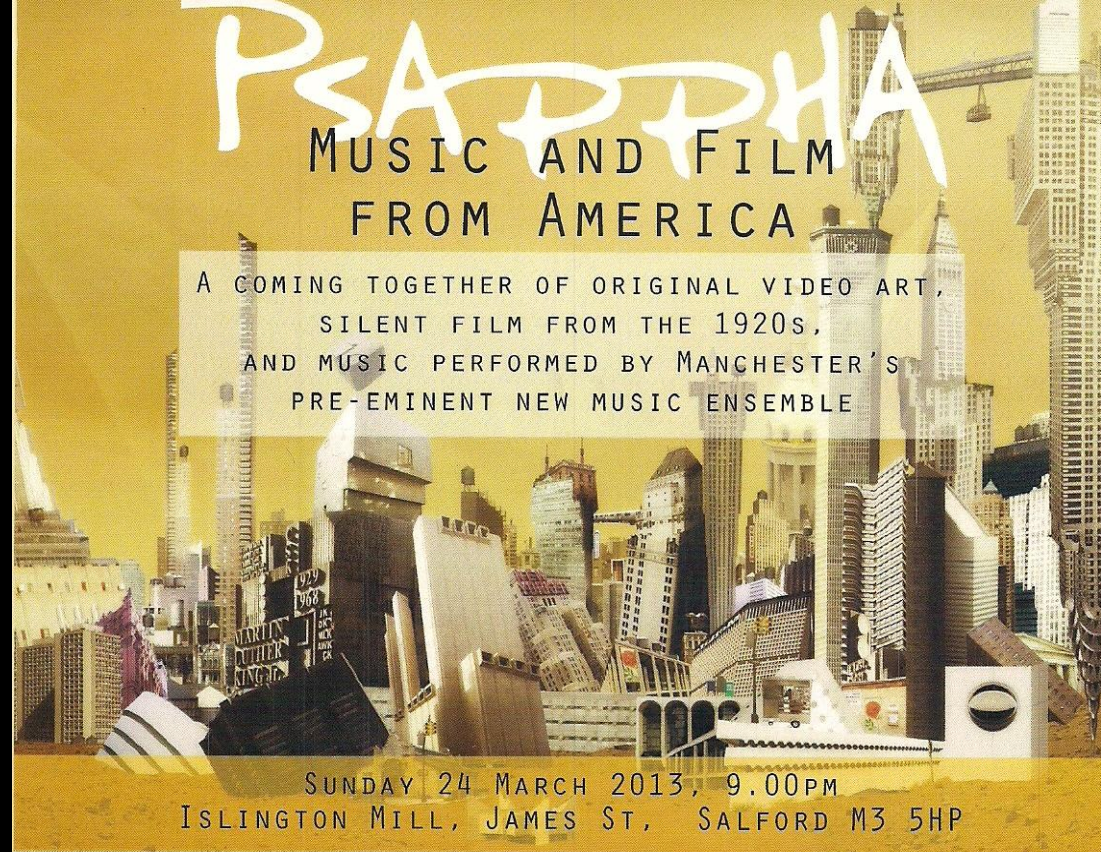
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But when we communicate with audiences, we assume that they know as much as we do. That means most of them don't understand what we are saying. That tells the people who like to take calculated risks that they won't understand our concerts.

This is a well-written leaflet, but it assumes that people who read it know a lot about cinema. That's why this great concert only got a small audience.

(Take a look and see what you think - there is a close-up of the text on the next page)



PSAPPHA

MUSIC AND FILM FROM AMERICA

A COMING TOGETHER OF ORIGINAL VIDEO ART,
SILENT FILM FROM THE 1920s,
AND MUSIC PERFORMED BY MANCHESTER'S
PRE-EMINENT NEW MUSIC ENSEMBLE

SUNDAY 24 MARCH 2013, 9.00PM
ISLINGTON MILL, JAMES ST, SALFORD M3 5HP

Judd Greenstein Plan of the City (Film: Joshua Frankel)

Steve Reich Double Sextet

Tim Wright The Bridge (1929 film directed by Charles Vidor)

Plan of the City is a brilliant work for ensemble and film which Psappha brings to Europe for the first time following wide acclaim for the US premiere. The animated film, which has been viewed over 114,000 times online, conceives the architecture of New York City blasting off into outer space and resettling on Mars. The film's visuals are a rich collage combining live action footage, animated elements, illustrations and treated photographs, including photos taken by the Mars rovers Spirit and Opportunity made available to the public domain by the NASA Jet Propulsion Laboratory.

The Bridge is an evocative silent film from 1929, telling the dark but ultimately uplifting tale of a soldier deserter,

Anna Clyne Rapture (Video Art: Joshua Ott)

Anna Clyne Steelworks (Film: Luke du Bois)

to which composer Tim Wright has written a multi-layered, atmospheric score for solo cello and electronics.

Music and video art combine in Anna Clyne's *Rapture*, and Luke du Bois has created a film of a Brooklyn Steel Foundry to accompany Clyne's powerful *Steelworks*.

Psappha was the first UK ensemble to perform Steve Reich's *Double Sextet* which was composed in 2008 and won the Pulitzer Prize the following year. The piece combines live playing with a recording of the 'second', or double, sextet.

Tickets are limited so early booking is recommended.

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Have a go...

- Think about your favourite film.
- Think about someone you know who may not be as familiar with it.
- Write them a postcard persuading them to come along with you to see it.

In our everyday lives outside work, we are really good at persuading people. That's because we explain what things will be like.

**DON'T JUST SAY WHAT IT IS, SAY
WHAT IT'S LIKE**

**Take a look at the
postcard you wrote.
How have you tried
to persuade the
reader?**

How can we persuade people?

- Think about what they enjoy
- Think about the bad things they believe about what you do
 - Show that you can deliver things they like, even though they think you can't
 - Tell them about good things that are more important than the bad things
- Think about the good things they believe about what you do
 - Reinforce them

Roundhouse: Curtain Call

Tuesday 23 August
Roundhouse, London

Vaughan Williams Fantasia on a Theme by Thomas Tallis

Tallis Sancte Deus

John Adams Shaker Loops

Tallis O Nata Lux

John Woolrich Ulysses Awakes

Tallis Salvator Mundi

Arvo Pärt Cantus in Memoriam Benjamin Britten

London Contemporary Orchestra & Choir

Robert Ames (viola)

Hugh Brunt (conductor)

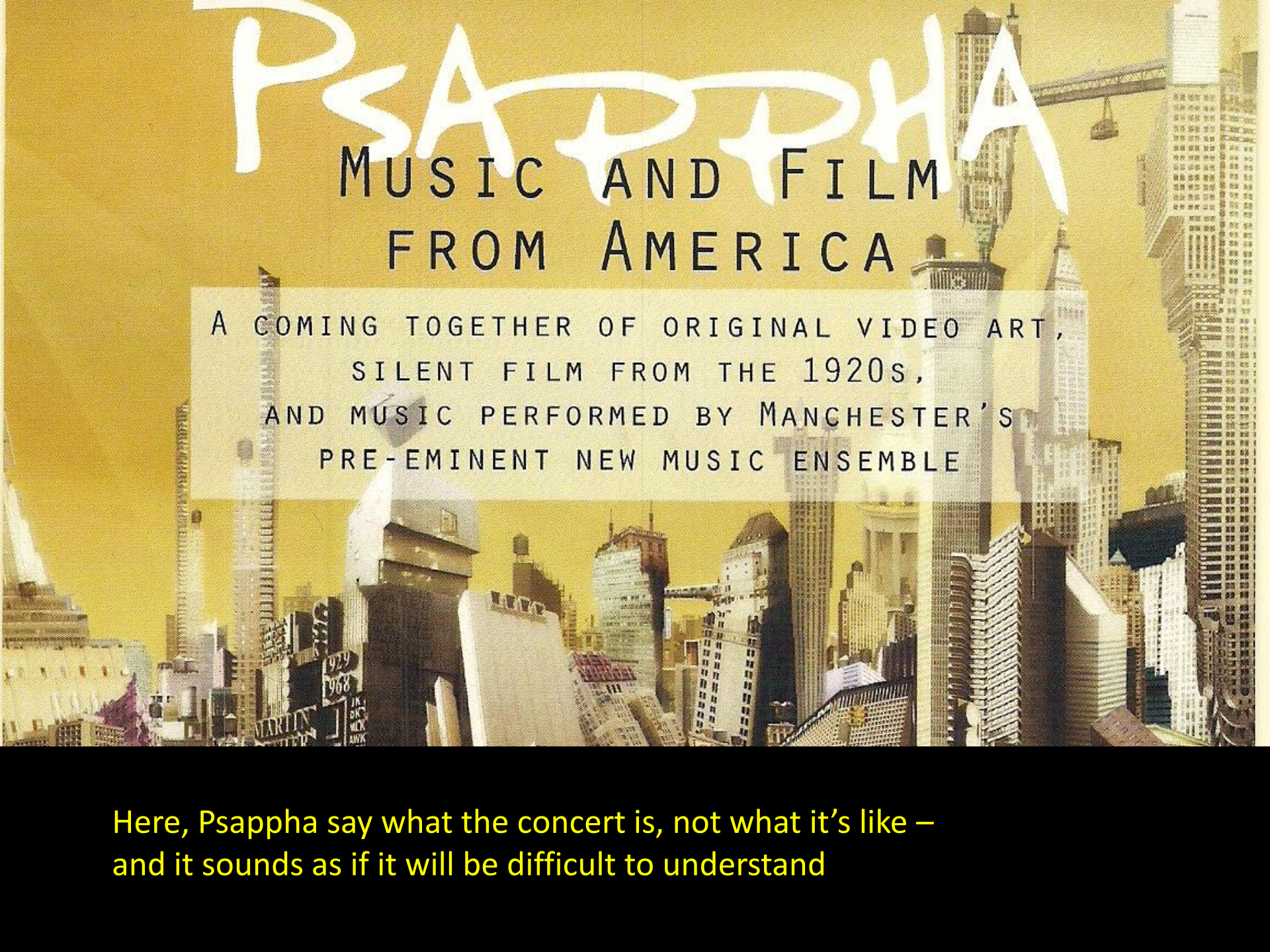
Here, the London Contemporary Orchestra just say what the concert is and where it will be. That won't persuade anyone.



Book Now

Modern music on ancient themes, exploring the Roundhouse Main Space sonically and spatially, with live 360° visuals from **SDNA**.

But here, the London Contemporary Orchestra explain what their concert is about and what it will be like. The picture really helps, too.



PSAPPHA

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FROM AMERICA

A COMING TOGETHER OF ORIGINAL VIDEO ART,
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Here, Psappa say what the concert is, not what it's like –
and it sounds as if it will be difficult to understand

11 Dec 2011 to
11 Dec 2011



+ [Gallery](#)

+ [Video](#)

This is really persuasive,
especially that last
sentence!

Monks and Mulled Wine

[Buy Tickets](#)

The Old Vic Tunnels and London Contemporary Orchestra present a divine journey by candle light.

On **Sunday 11 December** from **4pm** escape the Christmas melee and join us in The Old Vic Tunnels for a relaxing afternoon of mulled wine and heavenly music by candlelight. With music from members of the London Contemporary Orchestra [*"Young, free and singularly special"* Daily Telegraph] and directed by Urban Music Award-winner Hamish Jenkinson.

So grab yourself a monk, a glass of mulled wine and a chesterfield, then sit back and let us take you on this divine journey by candlelight.

Sunday 11 December, 4pm

Tickets: **£7.50** (includes a glass of mulled wine)

Box Office: **0844 871 7628**

Book Online: **Click the 'BUY TICKETS' button above**

Book In Person: **The Old Vic, The Cut, SE1 8NR**

If it's difficult to describe the whole event, focus on tiny moments and describe them vividly – just like Crash Ensemble do on the next page

Crash Ensemble

A muffled voice emerges from a closed piano...
A trombone player in a distant room struggles to be heard...

A concert reduction of a ballet turns into an anxious jazz club lament...

A soprano records herself, she rewinds, fast-forwards and plays back...

Europa brings new music from Denmark, The Netherlands, Austria and Germany, to the old engineering library of the National Concert Hall.

What will the audience experience when they come and see your mix of artforms? London Contemporary Orchestra do this really well – if you go to their concert, you’ll experience a relaxing escape from the stress of Christmas shopping and “a divine journey by candlelight” ...

**BE REALLY CLEAR WHAT YOU ARE
OFFERING**

11 Dec 2011 to
11 Dec 2011



[+ Gallery](#)

[+ Video](#)

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And Germany's KNM are offering a break from your busy life at work with concerts at lunchtime and after work. And that message is so clear...



**lunch
& after
work
Konzerte**
2011

Kammerensemble
KNM
Neue Musik Berlin



Kammerensemble
KNM
Neue Musik Berlin

ohrenstrand.guide

Mein Berlin
**Kaffee
mit Zucker**

Andrew
Noble *USA*



Kammerensemble
KNM
Neue Musik Berlin

ohrenstrand.guide

Our research during this project showed that concerts mean far more to people than the list of music being played. They are experiences. They are events. The UK's Supersonic Festival doesn't just offer music, it offers "music, art, film and cake" to "adventurous audiences"...

IT'S AN EVENT NOT A CONCERT

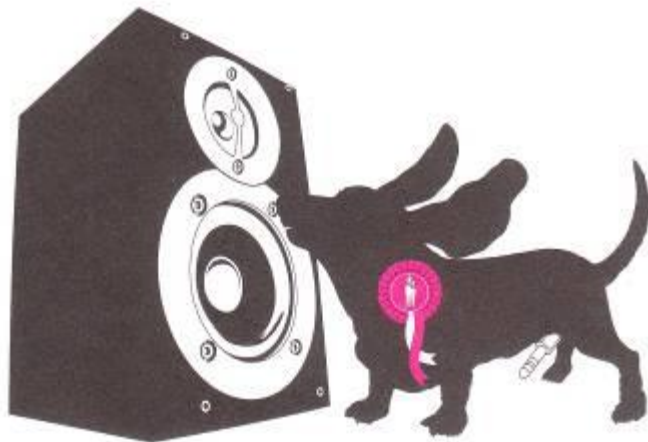
CAPSULE PRESENTS

SUPER SONIC FESTIVAL

FOR ADVENTUROUS AUDIENCES COMBINING MUSIC, ART, FILM & CAKE

24TH - 26TH JULY 2009
BIRMINGHAM UK

WWW.SUPERSONICFESTIVAL.COM



So many of the images we use are really boring. They don't show the exciting experiences we have to offer. Here are some wonderful exceptions:

SHOW THE EXPERIENCE



HAM Ensemble, Hungary



London Contemporary Orchestra, UK



Scenatet, Denmark

Our research showed that people find it difficult to feel a link with composers. They don't think of them as real people who have something interesting to share. KNM commissioned these images of composers engaging with real-life Berlin as a way of creating that link...

**SHOW THAT YOU ARE INTERESTING
PEOPLE**

PELLENERI

Mein Berlin
Brot
William
Engelen
Niederlande



Kammerensemble
KNM
Neue Musik Berlin

ohrenstrand.guide



Mein Berlin
Couscous
Merguez

Ekkehard
Windrich *Berlin*
spielt **Eliav Brand**
Israel

Kammerensemble
KNM
Neue Musik Berlin

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