

**NEW MUSIC:  
NEW AUDIENCES**

**Does it matter where you  
perform?**

**Heather Maitland**

**ARE VENUES IMPORTANT?**

# The venue can be more important than the music...

“If it’s at a venue you think you don’t fit into  
or you don’t want to go to or it’s too far then  
it doesn’t matter who’s playing.”

Music attender

Maitland, H., The Jazz Services Guide to Getting Bigger Audiences for Jazz,  
Jazz Services, 2011



Let's look at some other artforms. Baltic, a contemporary art museum in the north of England, researched their visitors. Why do they go?...

# Why do visitors go to Baltic?

- They are going to the building, not to an exhibition:
  - 71% of Baltic visits are general
  - 10% of visitors were motivated by a particular exhibition
  - 76% did not find out what was on before their visit
- Almost half (48%) of regular visitors did not use any marketing materials before visiting

It's not just about the building, it's about the kind of audiences who go there. People want to feel they belong...



# Music venues

“I’m interested in the music and I don’t want somewhere that’s filled with people who ... just want to drink. I want people there who are interested in the music. But what I don’t want is to go somewhere it feels like ‘Oh, we’re going to church now’.”

Frequent music attender

Maitland, H., The Jazz Services Guide to Getting Bigger Audiences for Jazz,  
Jazz Services, 2011



How can you  
show people they  
will belong?

Architects and sociologists have researched what makes a building become a focal point for a community. These are “third spaces”. We are all looking for third spaces where we meet our social needs through creative interaction with others. Our first space is at home – but we can’t be ourselves because our families expect us to be Mum, Dad, Son or Sister. Our second space is at work – but we can’t be ourselves because our employers expect us to be Manager or Marketer or Player.

## **WHAT MAKES A GOOD VENUE?**

# A third place is ...

- free or inexpensive
- easy to get to
- nearby
- welcoming
- comfortable
- food and drink
- people who use it regularly so people feel companionship
- new people to make friends with

Oldenburg, R. (1999), *The Great Good Place: Cafes, Coffee Shops, Bookstores, Bars, Hair Salons and Other Hangouts at the Heart of a Community*, 2nd ed., Marlowe, New York, NY

Researchers looked at the behaviour of audiences at two London arts venues. Were they third places?

Slater, A. and Hee Jung Koo, 'A new type of "Third Place"?', *Journal of Place Management and Development*, 2010, 3, 2, pp. 99-112

# Tate Modern





**South Bank Centre**

# The South Bank Centre was a third place but Tate Modern was not. Why?

- People feel they can have a private corner within the bigger South Bank Centre building
- It is intimate and friendly
- It has a fun, playful atmosphere
- People feel that they can use the building as they wish without criticism – “where you can stretch your arms, run , walk if you choose to”
- They see it as a creative and inspiring place
- It feels like a sanctuary



**Tate Modern**





**Tate Modern**

# Tate Modern





**South Bank Centre**



South Bank Centre

# South Bank Centre



Two groups of the ensembles in New Music : New Audiences wanted to explore how they could develop audiences by performing in venues that are not traditional concert halls.

**HOW CAN WE GET BIGGER AUDIENCES  
BY DITCHING THE CONCERT HALL?**

This ensemble doesn't tell readers anything about the amazing art gallery where it will be performing

**DON'T KEEP IT A SECRET!**

# Performances

Upcoming Performances • Past Performances

[Go back](#)

## Meet the Cullberg Ballett & KammarensembleN at the Fotografiska Sunday May 6, 2012 at 13.00-14.00 and 15.00-16.00



Included in the entrance fee (110/80 sek)

Fotografiska | Stora Tullhuset Stadsgårdshamnen 22 |  
116 45 Stockholm |  
T-bana Slussen | 08-50 900 500  
[www.fotografiska.eu](http://www.fotografiska.eu)

Cullberg Ballet, KammarensembleN and Fotografiska collaborate in a new work, specially composed for Fotografiska. Musicians and dancers meet in this improvised work, based on the collaboration between the varying textures in dance, music and image.

Five instrumental solo pieces from the 20th century form the basis and images from the photographer Fanny Oldenburg projected on the walls, create landscapes together with dance and music. The work is presented within the frame of Cullberg Out in context, the company's site specific project that takes parts of the company's activity out of its usual context to other settings than the traditional.

Sunday 6 May, Fotografiska at 13:00-14:00 and 15:00-16:00

Dancers, Cullberg Ballet:



This ensemble make the unusual venues a reason to go to the concerts.

# ART MUSIC THEATRE IN UNUSUAL SPACES



## DOCUMENTARY CONCERT #2

SCENATET creates an original reinterpretation of the classic portrait concert with the innovative conce...



## ME QUITTE

In Me Quitte, the love song of all time Ne Me Quitte Pas (don't leave me) is reflected in a cabinet of magic mirrors.



## CONCERT WALKS

The Concert Walk mix music with its surroundings, creating a completely new and interesting situation in the...



## PIERROT LUNAIRE

What happens when you fearlessly and with a manifesto in your hand interfere in one of music history's most...

Which of the following examples work best?

**SHOW WHAT IT WILL BE LIKE TO  
LISTEN TO MUSIC IN THE VENUE**

# Concert Walks



**Created by:** Anna Berit Asp Christensen

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Worldpremiere at **GEIST Glorup**, May 2013.

Performed at outer Nørrebro and **Astrid Noacks Atelier**, 2013.

The *Concert Walks* are a new type of concerts combining music, movement and sitespecific stories and atmospheres. The *Concert Walk*-concept is developed by curator Anna Berit Asp Christensen, and arranged as walks in which small musical surprises pop up on carefully selected spots in an area.

The unique combination of a musical program and a walk creates a new kind of encounter between music and audience. The *Concert Walk* mix music with its

# LCO: THE OLD VIC TUNNELS, LONDON

MAY 2011





## Book Now

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



Jesteś tutaj: [Home](#) ▶ Festiwal Muzyki Nowej

## projekty

- Festiwal Arcydzieł Kameralistyki
- **Festiwal Muzyki Nowej**
- Wieczory z muzyką Szymanowskiego
- Festiwal Sztuki Wysokiej
- Festiwal im. G.G.Gorczyckiego
- Partnerstwo

## Festiwal Muzyki Nowej



Festiwal Muzyki Nowej to przedsięwzięcie cykliczne realizowane na Śląsku corocznie od 2001 roku, w ramach którego na przełomie listopada i grudnia prezentowane są koncerty muzyki współczesnej w tym premiery nowych dzieł, wykłady, spotkania z twórcami oraz warsztaty kompozytorskie lub edukacyjne. Projekt skierowany jest głównie do młodych twórców i wykonawców, którzy mają już na swym koncie szereg krajowych i zagranicznych sukcesów artystycznych, ale ich pozycja w środowisku muzycznym nie jest na tyle silna, aby mogli w pełni realizować swoje indywidualne projekty.



**SAY WHY THE VENUE IS A GOOD  
PLACE TO EXPERIENCE YOUR MUSIC**



# The Night Shift



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## About

The Night Shift is a unique classical night, brought to you by the Orchestra of the Age of Enlightenment. Running since 2006, it puts great classical music in a different context; Late-night, laid-back and contemporary. An hour-long classical concert, presented from the stage is the centrepiece, but is bookended by other live performances and DJs.

The Night Shift takes place 4-5 times a year, with most performances at Southbank Centre, but we've also performed at the Roundhouse, Wilton's Music Hall and Village Underground. In 2013 we performed our first ever Night Shift with dance, and we'll be announcing some other

Wed 18 Jun 2014  
Village  
Underground

## *The Night Shift: E1*

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Time: 9:00pm

Admission: £15 unreserved

Info:

Venue website: [view](#)

Venue telephone:

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BOOK NOW

CLOSE ←

GET LINK ←



Our Night Shift series gets an East End mash up in the special event as part of the Spitalfields Music Summer Festival.

Tonight The Night Shift is just a little bit different...

We'll be playing baroque originals alongside contemporary reworkings from our REMIX ensemble and contemporary composer/performer Arun Ghosh, with sounds from Vivaldi to Kagel unexpectedly springing up around the building. Unlike other Night Shift's there's no MC, so the music itself will be your guide. However some Night Shift hallmarks remain – drinks are welcome, there's a DJ set to round off the night and you can clap, talk and come and go as you want, all in the fantastic

FOLK  
ON THE  
ROCKS  

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YELLOWKNIFE, NWT



Baltic knows that most people feel that they are visiting the building not just seeing an exhibition. This is why they use images of people entering the building.

**SHOW THE VENUE**

# BALTIC

Centre for Contemporary Art



Audiences respond to a sense of place...

**BE PART OF YOUR TOWN OR CITY'S  
LANDSCAPE**



“

...youthful and very impressive St. Christopher Chamber Orchestra from the Lithuanian capital Vilnius.

- Ivan Hewett, "The Daily Telegraph", July 11, 2011

”



**The Con Tempo Quartet is the ensemble in residence in Galway, Ireland. They commissioned a series of images of the Quartet at local landmarks**





Can people passing by see that the building is a venue? How quickly can you spot the venue in these photos ...

**DON'T BE INVISIBLE**





W&A 100  
Gullhill Camp  
Banks Museum

S373 DFW



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**Theatre  
Gallery  
Bar & Bistro  
Ball Room**

(L. OTHER ROOMS FOR HIRE)



You can tell immediately that this is a music venue. There is even a graphic equaliser above the door.



Show that there is something exciting happening inside – you could use a chalk board, lights or even flames...

**SHOW THERE'S SOMETHING  
EXCITING HAPPENING INSIDE**

