

Music Minus the Rules!

The EUYO returns home to Ferrara in September 2021 premiering a new series of concerts for diverse and young audiences

It's an argument as old as the hills: focus concerts on current audiences or look for new ones? The answer of course, is 'well, both!', but for the EUYO there is more to it than that. Decades of success with conventional concert going audiences has led to a more recent focus on new audiences. And recent events have pointed us in a new direction with that focus. The reasons are pretty obvious and hardly new – as society is changing and becoming more globally connected and multicultural, and less traditional and exclusive, classical music better show it is not just for the few, but for the many.

Having established a whole raft of innovative performance formats in the last half decade – Close Up, Hands On, The Late Night Sessions, The Music Gallery, Spazio Klassik (some of which are just not possible in the current Covid world) – we are now trying something new with our **Music Minus the Rules** series in our home in Ferrara.

Music Minus the Rules has a number of recognisable informal aspects to it: short concerts, tempting low ticket prices, no interval, extracts or movements from pieces rather than whole symphonies, no formal concert dress, and questions encouraged from the audience. Everything, that is, to **tempt in first timers to classical music**. And to help the process, we have brought in a couple of presenters to really talk with audiences and encourage participation – presenter Ambra Bianchi from the Associazione Musicisti di Ferrara and the acclaimed Italian classical musician and presenter, Fabio Sartorelli.

The aim: let's show that classical doesn't mean cold, snobbish or aloof. And if we break a few of the more conventional concert rules, well so much the better. General Douglas MacArthur said, "Rules are mostly made to be broken and are too often for the lazy to hide behind". Well, you can debate the truth of the first part of that comment, but no one can accuse the EUYO of the second!

Marshall Marcus
EUYO Secretary General

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Want to hear more?
Stay in touch!



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FERRARA MUSICA RESIDENCY 2021 PROGRAMME



Musica senza regole



Exploded Orchestra!

12 SEP 16:00

Peter Stark conductor
Ambra Bianchi presenter

A one-hour performance for new and young audiences exploding and recombining orchestral parts on stage.

Dvořák Night

18 SEP 20:30

David Zinman conductor
Laura Marzadori violin

Musica senza regole



Altro che Classica!

19 SEP 16:00

Sascha Goetzel conductor
Fabio Sartorelli presenter

Sascha and Fabio shows how fun classical music can be, with a diverse range of musical extract and answering audience questions.

Tchaikovsky's Pathétique

22 SEP 20:30

Sascha Goetzel conductor

