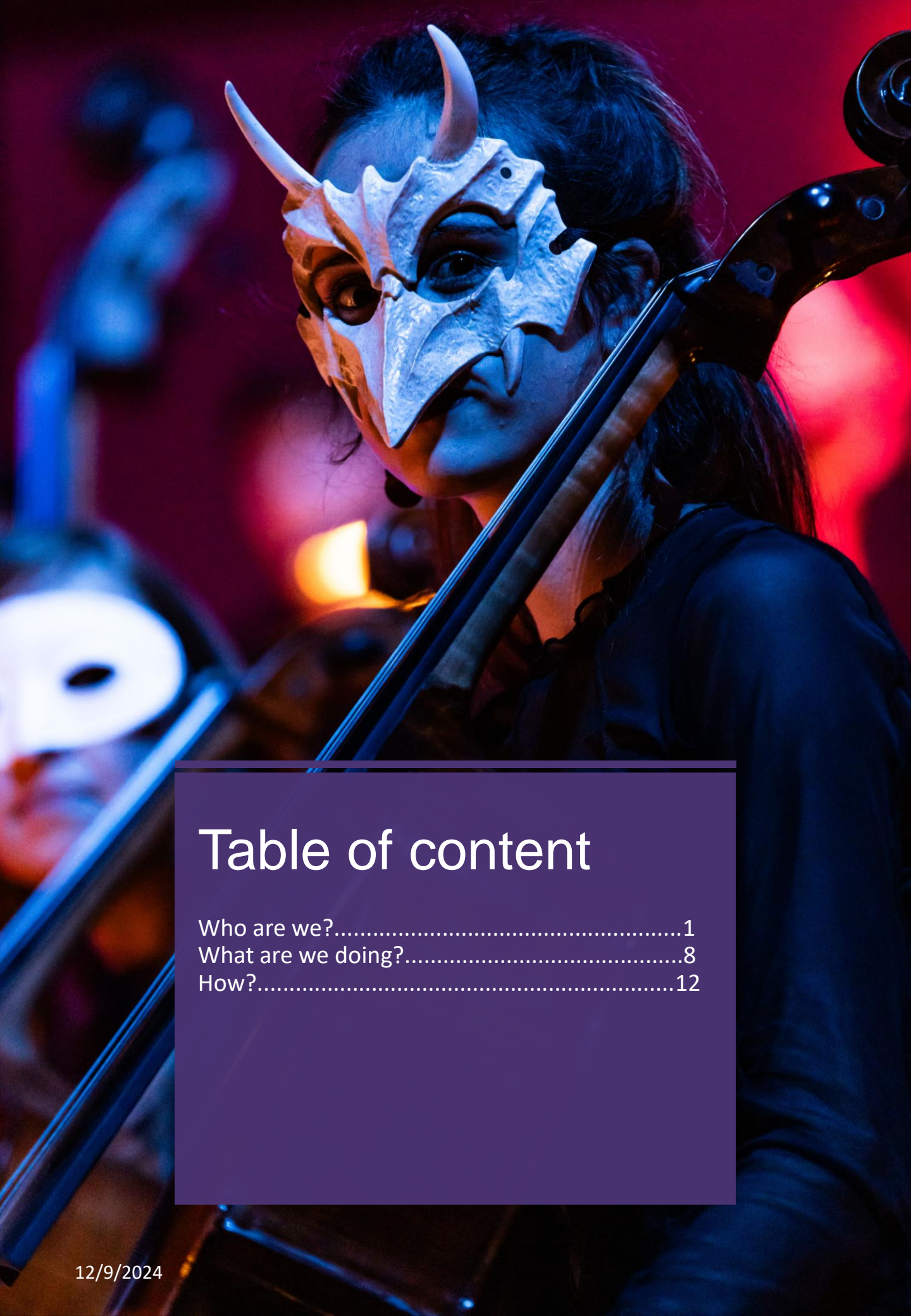


# Multi years plan stichting Brabant Chamber Orchestra

2025-2028







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*In 5 years from now Brabant Chamber Orchestra is the example of how classical music and new music can reach a wider audience through multidisciplinary/interdisciplinary creations on the national level and is expanding its international appearance on major stages in Europe.*

## WHO ARE WE?

Brabant Chamber Orchestra is an innovative and dynamic ensemble that is **redefining the concert experience** in the world of orchestral and classical music. Established at the beginning of 2020, our orchestra has quickly become a beacon of creativity and collaboration in the cultural landscape of Brabant. Including over **16 nationalities** ranging from South Korea, to Syria and all the way to Cuba. **Diversity is at the heart** of our orchestra. With a harmonious blend of talented musicians from various nationalities, we embrace the richness of cultural exchange and use this diversity as a pillar of our creations in the programming and performance of the orchestra and turn it into inclusion.

Our musical trajectory has graced outstanding venues of the region and collaborators such as Concertzaal Tilburg, Muziekgebouw Eindhoven, De Kring Roosendaal, De Link, etc., where we have mesmerized audiences with our bold and imaginative performances.

We ensure our relevance to the public through thematic programing where we use themes that are relatable for the new public. Productions that help our public to identify themselves with us or reflect on things that they may have not otherwise.

## Our artistic director

Amin Ebrahimi (1997) was born in Mashhad (Iran). Amin has followed his musical training in Tilburg at the Academy of Music and Performing Arts where he **co-founded the orchestra during his study**. Amin has been involved as composer, conductor and music director with some of the finest art institutes in the Netherlands such as **Cappella Amsterdam, Holland Festival, Nederlands Kamerorkest, Gaudeamus Muziekweek, November Music, Philharmonie Zuid Nederlands, Brabant Koor, De Link, Kamerata Zuid, etc.** Amin was a nominee of **ECHO Award 2020** and was among the winners of **Netherlands Embassy's Online Cultural Challenge** and is currently a part of **Brabant Music Hub** program.







## ARTISTIC VISION

At Brabant Chamber Orchestra we operate based on the following principals:

- Creating top level productions while changing the classical concert practice
- Exploring the opportunities that other disciplines offer
- Staying relevant to the contemporary audience
- Supporting upcoming artists and talents
- Attracting a more diverse audience

### **In a nutshell, fresh creations by fresh minds for fresh audience.**

At BCO we realize that the biggest challenge for the orchestras around the world is no more the technical limits. It is their **relevance to the community** and contemporary audience. We realize that the format of the traditional classical concert is extremely outdated and has not developed on the same pace as the audience have. *Would anyone go to a doctor that uses methods of 150 years ago? If no, why do we try to keep the concert practice from 150 years ago?*

This realization has made us conscious about how urgent the need for change is. We believe that with all the developments in the society (such as technology becoming a strong part of our lives, change in the hierarchy and social construction, attention for equality in the society etc.) around us, the contemporary audience wishes for an experience rather than just a concert. This is visible all around us.

At BCO we offer such experiences to our audience through:

- Offering **relatable context** around the programmed music for the audience.
- Creating an experience that engages the audience on **multiple sensory** levels through different disciplines
- Including the latest developments in the art-tech field through collaborating with art code artists
- Introducing **approachable new music** to the public
- Offering a programing that addresses **relatable social themes** and **recognizes** our diverse audience

We believe that this combination will offer a **long term, sustainable** development and relationship with the audience which will be growing since these principals are dynamic by nature and even more important, it is our choice and core value to be dynamic and relevant to our community.



At BCO we focus on 3 types of projects:

- Own large-scale productions: These productions include several disciplines and aim for expanding the limits of our possibilities and pushing the concert experience to a new level.
- Own small-scale productions: These productions are a pocket version of what we have achieved with our large scales production in the sense of context or a laboratory to experiment with the elements we wish to combine. These concerts aim for being mobile and therefore reaching a wider audience all around the region specially in smaller venues. They are also on average cheaper thus more affordable for venues.
- Productions commissioned by external parties: These productions are on request of other artistic institutes, choirs, festivals and so on. These productions usually follow the concert format and are meant to compliment the work of our collaborators.

## OUR POSITION IN THE REGION & IN TILBURG

We have a very unique position being **the only large ensembles in Brabant** that is focused on classical (in the broader sense) music. All the other large ensembles or institutes have very different focus points (light music for instance) or are active on an amateur level. Our residence in the city of Tilburg adds and immense value to the musicians and other artists that are based in Tilburg and its surroundings and offers them possibilities that otherwise are not there. BCO is the missing pillar of the city in cultural sector. Some of these values include offering loads of talent development opportunities, a great professional network to the artist to connect, a stepping stone for young artist to connect to the market after their studies. Our already established relationship with local parties such as **Concertzaal Tilburg, De Link, Fontys Academy of the Arts**, underlines the present potential that can be added to all the other institutions and artist in the region.

Our ambitions on a national and international level promises an **enforcement of the city's cultural place in the Netherlands as well as on an international level.**

*"I can't think of the Brabant Chamber Orchestra without growing a kind smile on my lips. Brabant Chamber Orchestra has been one of the most important teachers that I have had along my career."*

**- Marina Ortiz García violinist at BCO**

*"As a recently graduate musician the collaboration with the orchestra under the leadership of Amin opened doors of impressive concert halls around Brabant for me. Being part of this was like a magical journey, gaining experience to connect with real audience while doing what I love, and it has expanded my horizons beyond solo accordionist aspirations. This was a proof of when people with share passion come together and receive the support that they need, incredible things happen."*

**- Lieve Op't Roodt accordion soloist with BCO**

It is not happening everyday that a young group of artists take on the huge challenge of starting an orchestra. Specially in a region where there is an enormous need for it. This is an opportunity for the city of Tilburg to demonstrate its attention for culture and the livelihood of the art sector that is based here through supporting such startups.

Considering that there are (already for few year) no large professional classical music ensembles or orchestras in the whole region of Brabant, supporting the orchestra by the city of Tilburg will underline the role that the city plays in the whole region of Brabant . Offering the support from the city will be a pivot point in the development of the orchestra in the coming decade. Helping us to reach our objectives on a regional and national level. This will help the profile of the city as well as the cultural center of Brabant.

### **The Orchestra and the audience of Tilburg:**

Considering that the orchestra is very aware of its social responsibilities and its placement within its community in Tilburg, our productions are intended to transmit the values of culture to the diverse audience of Tilburg. The placement of the orchestra in the city offers a big enrichment of the experience of the audience from art sector. Through our crossover productions we will bring audience to our performances that they would usually not be in touch with classical music. To take this even further, we bring groups of audiences together that they would normally not attend the same events or come together by other means. This will cultivate an environment of harmony, development, and enrichment among our audience. All celebrating the power of art in their hometown.

This development will simply not be possible without the generous support from the city.

## **OUR MUSICIANS**

The setting of the orchestra is made of extremely talented young professionals. A group of musicians that are willing to explore the boundaries and are willing to take the extra mile that is necessary for renovation and innovation. To ensure the progress of the level of our musicians to a national and international level we organize workshop with outstanding musicians (Sander Teepen, Antony Hermus, Laura Omens & more) to help us as a collective grow in a manner that is suitable for our institution.

### **WHAT ARE WE GOING TO DO?**

*We recognize that this application might come across as an ambitious one, but we firmly believe in the value that the orchestra has to offer and the strength of our objectives.*

At Brabant Chamber Orchestra, we are not bound by tradition; instead, we strive to fuse classical music with cutting-edge technology. Through captivating **art code, visual arts and electronics, contemporary music, story-based 3D videos, mesmerizing light works**, etc., we craft extraordinary productions that transfers our audiences into new dimensions of musical exploration and expression. We don't just give concerts; we take our audience to journeys that will transform their concert experience.

One of our core passions lies in supporting and collaborating with local artists and talents across diverse disciplines. By engaging in interdisciplinary/multidisciplinary projects, we create groundbreaking works that blur the boundaries between music, art, and technology, fostering a vibrant and interconnected creative community. we aim to tap into the **enormous potential** that is present in the city (*Tilburg has a remarkably mixed inhabitation covering a very wide range of interest and cultural backgrounds*). We will do so by creating cross over collaborations. Here we don't mean just **cross genre**. We also mean **cross culture**, and **cross discipline**. This will ensure a dynamic and intriguing programing that is appealing to people interested in different genres, disciplines or coming from different cultural backgrounds.



This multidisciplinary environment will create a sensory experience for our audience as well as our collaborators during the production.

Here you can see one example:

<https://www.youtube.com/watch?v=s7JtA0S0-Wc>

*It is particularly valuable for a Tilburg composer to be able to make music for an orchestra. The wide variety of instruments allows for a play with diverse timbres, textures and dynamic differences, and thus an emotional layering that cannot be evoked in smaller musical settings. The openness with which the BCO welcomes collaboration is a relief compared to the regular orchestras in the Netherlands that are unapproachable for most composers.*

- Merijn Bisschops

### **Offering context and staying relatable:**

While music is considered an international language it is also very abstract. At times the audience needs more than just the music to be able to connect to the music. We will do this through using other disciplines and thematic programming. For this, the themes are specially chosen in a way that they can be connected to our audience. These are often themes that our audience is busy with or needs to get busy with or needs to simply reflect on such as social issues and themes.

### **Programming committee:**

The music programming happens usually with the help of our programming team made of an international group of our best musicians coming from Ukraine, Korea, and Syria. The committee is led by the artistic director. This approach to programming instead of just one person deciding the program will ensure that the programs are very well thought through from very different perspectives. When we have a co-creation in place the external parties will also join the committee and enrich our process and ensure the cohesion.

### **Development of the young organization:**

We realize that as a young organization while we have come a long way a lot must still fall into place and there is a strong learning curve. The development of the organization and its structure will be one of the main focus points of the coming years (till 2029).

The orchestra started as a student initiative and that has evolved so far into a group of young professionals that are dedicated to creation and their work. We want to make sure this progress continues and happens on the organization aspect of the orchestra as well.

We have started our team's professionalization 2024 with the help of Kunstloc Brabant.

### **Managing team:**

At the moment the orchestra is led by its artistic leader with a great support from the board of the orchestra. As a part of our professionalization trajectory in 2024 we will add a business manager and a marketing manager to the team. The addition of these two will create a great impact in the longevity of the orchestra and its growth.

Here you can find the main objectives of the management team. A part of them will be covered by the end of 2025 as a part of our Impulsgelden trajectory.



You may have noticed that there is a considerable attention for projects and productions throughout our plans in the coming two years. While having a well structured plan in place we believe in a hands on approach when it comes to realizing and practicing our objectives. We will be using these projects as opportunities to realize and workshop our objectives while learning about what really works and what needs to change.

### **Promoting approachable new music:**

Thanks to the background of our artistic director as a composer we have a strong network of composers as well as a good connection with composition department of the Fontys Academy of the Arts. We will use this network and connection to include new music in our programming on regular basis. For this, we will apply for a series of composition commissions at Fonds Podiumkunsten. At the same time, we will explore the possibilities with November Music and De Link.

*"Ever since I started my composition studies, I have dreamed of the opportunity to work with an orchestra like this. When I think about the textural and sonic possibilities of BCO in combination with our music, I feel inspired and excited already. If this co-production would come to fruition, it would really be a dream come true for me."*

**- Michel Nienhuis, Autarkh collective and Foundation for Circular Arts**

### **Talent development:**

As a young orchestra we recognize how important it is to pay attention to young upcoming artists and musicians. We implement this in our daily practice by offering young creators a platform to create and present their work in a safe environment. When necessary, we will offer them advice and guidance as much as we can ourselves and if needed, we will use our network to connect them with external coaches and experts to help them realize their work while learning further. What is a very important element for us in talent development is to offer trust and confidence in young creators before anything and then help them through building a connection. To find these talents we keep our connection and network with art institutes alive. We attend final presentations or exhibitions as well.

We also make sure to be open and very approachable for artists who seek a possibility to work on their craft. Anyone can connect with us through our available channels (website, email, Instagram, WhatsApp etc.) and we will make sure to make a moment to hear their ideas and we will start thinking together with them when and how could we create a possibility to realize their ideas fully or partly. Our Halloween production and Scream with Me production are two examples of this.

Apart from the fact that there is no other professional classical chamber orchestra in Brabant, for many young artists it is very difficult to connect with larger orchestras and art institutes due to the huge gap between education and these high-profile organizations. We place ourselves in the middle of this gap, helping these young creators and introducing them to the marketplace.



## MARKETING STRATEGY:

New projects for new public requires new marketing strategies. As the main pillar of our marketing we aim to ***captivate Tilburg, embrace Brabant, and inspire the Netherlands.***

For each of our projects a suitable unique strategy will be developed by our team aiming for the appropriate target audience per project. with focus on non-classical concert goers. Who is the audience we aim to reach?

Our target audience is ages between 15 and 60 covering a large portion of youth. This audience is interested in both or one of the disciplines/genres that we offer in our concerts. For example, in a production that we combine classical music and Turkish traditional music we aim to bring together the audience that is interested in either or both. Another example is when we combine visual arts and classical music, storytelling, dance, and more.

It is worthwhile to notice, since we have a very active approach when it comes to reaching and finding new audience a one fit all strategy will be the last thing we could aim for, hence offering one here to you would be a contradiction of our approach. The strategies will be developed per project using the elements that are included in that production since the profile of our audience and productions slightly vary from the last time and the stable factor there is orchestra classical music.

These strategies will use local cultural, alternative and entertainment centres. (examples in Tilburg are International Centre Tilburg, Conservatory, nachtzusters, University etc.) We believe in going to the audience as a sustainable alternative of sitting behind desks and just sending emails.

We also embrace the new means of marketing such as social media. Our campaigns will be always paired with targeted promotion on different social media such as Facebook, Instagram etc. We are also proud to be **among the very few cultural institutes in the Netherlands to embrace and be active on TikTok.** Recognising the new medias that attract young audience. **We go out of our way to reach our audience.**

*It is noteworthy to mention that we realize that there is still audience for the more traditional concert formats, we intend to take this part of the community with us through progressive programming combining and including the elements that they appreciate with new context or material. A healthy combination of projects that can educate the traditional audience while is still interesting for the new audience.*