

## London Ear's objectives

LONDON EAR is committed to the nurturing of contemporary music, its composition, performance and audience engagement. It works to achieve these aims by:

- Creating new opportunities for emerging and undiscovered composers through high quality performances of their work (alongside works by important established composers), and by broking introductions to performers from different countries, thereby generating future commissions and performances. The Composers' Competition also offers a significant opportunity for less established composers.
- Presenting recent musical developments of which the public is either unaware, or through lack of exposure, finds problematical. The festival allows audiences insight into current musical ideas.
- Giving exposure to musical ideas and developments from different countries, thereby enriching the musical experience for UK audiences and musicians. Similarly, ideas specific to UK composers can be experienced by festival-goers from other countries. 'Internationalism' is a central theme of the festival.
- Helping to develop future international partnerships. In all programmes the performers present music from other featured countries, alongside their own. In many cases the music is by emerging composers, previously unfamiliar to the performers.
- Encouraging young performers to embrace contemporary music with enthusiasm and understanding, and fostering an interest amongst students and young adults. To address this issue the festival includes *The Featured Young Performer* project, and workshops and masterclasses for advanced students.
- Making young children aware of contemporary music, and of the fascination and joy to be found participating in it and listening to it. The Education Project aims to promote the idea to children that musical creativity is a fundamental part of human experience.
- Fulfilling the urgent need for a festival in central London, dedicated exclusively to contemporary music. Surprisingly, no such event existed in Europe's largest and probably most culturally diverse city until London Ear 2013. The long-term perspective is to make London Ear an annual event of major national and international importance.
- Building an audience for new music. London's concerts of contemporary music have decreased significantly in recent years, and in comparison with many European cities audiences are notoriously small. Through its artistic policies, its extensive outreach and audience development programme, London Ear has made significant steps towards building the audience for new music, with many events a sell-out. The festival will continue working to attract people across a wide range of demographics, not just the cognoscenti.

Target audiences include people who:

- are enthusiasts of contemporary music
- attend classical concerts, but seldom of contemporary music
- are interested in contemporary culture, but find contemporary music problematical
- have a preference for other styles of new music
- are children (of all ages)
- are members the large team of young volunteers for whom the festival is also a professional training
- do not fit into any of the above categories, for whom this would be entirely new
- constitute the huge but invisible crowd of internet and broadcast audiences.