

Press Release

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Calling the Tune!

Royal Philharmonic Society Debate at the ABO Conference

11.30am, Friday 20 January 2012

Conference Suite, Marriott Hotel, Liverpool City Centre

Creating concerts that pack an artistic punch and pull in audiences isn't easy, especially at a time when artistic choices are driven by the need to balance creative vision with the bottom line. How can ensembles, programmers and promoters break the mould of old favourites and create programming that is both adventurous and appealing, and who should call the tune: artists, audiences or funders? Should we always strive for the 'new' and 'different' and how might the right creative choices help to attract new investment.

The Royal Philharmonic Society returns to the ABO Conference to discuss the challenges of concert programming with this special debate. A distinguished panel includes:

- **Sir John Tusa**, whose long career in the arts and broadcasting has included roles as Managing Director of BBC World Service and Managing Director of the Barbican Centre. His current positions include Chairman of the Wigmore Hall Trust and Clore Leadership programme.
- **David Butcher**, Chief Executive of Britten Sinfonia, which celebrates its twentieth birthday later this year.
- **Marcus Davey**, Chief Executive and Artistic Director of the Roundhouse, who was awarded an OBE for services to the Arts in the 2012 New Year's Honours List.
- **Maria Bota**, Director of Salisbury International Arts Festival.

This is the fourth year that the Royal Philharmonic Society has presented a debate at the annual Association of British Orchestras Conference. The RPS has a commitment to encourage a greater understanding of music and to further discussion about the issues that may influence classical music's future by providing high profile platforms for cultural leaders. This is reflected through the keynote speech at the prestigious RPS Music Awards each May, in RPS Lectures, and in platform discussions and debates throughout the year including at the Battle of Ideas and the ABO Conference.

www.royalphilharmonicsociety.org.uk

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