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2nd Annual New Music Concert

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Project Overview

Melos Music Mission Statement:

MELOS MUSIC is a collective of composers who collaborate to create, publish, concertize and advance new music to a global community. Our members have a sincere passion for promoting contemporary music and for collaborating with other musicians in an array of diverse aesthetic styles. The organization's mission is to provide performers and international audiences with access to new works by both young and established composers, as well as to actively promote the appreciation, patronage, and understanding of contemporary concert music and living composers. Melos Music has worked to reach audiences in the United States and abroad, by providing the general public with opportunities to experience new music and access information that would otherwise be unavailable to them. This includes presenting live concerts, producing recordings, publishing scores, writing articles and distributing digital media. These materials are made available through our website - an online resource and virtual marketplace - as well as in live, high-profile public concerts and events where audiences can interact with composers and performers in-person.

General Goals of the Melos Music Annual Concerts:

An integral aspect of the organization is presenting annual public concerts in different regions of the United States. Through these concerts, music of composers from across the nation and around the world are brought together on a single program, giving performers and audience members exposure to new works created outside of their local artistic community. In this regard, these concerts not only give the public exposure to various regional aesthetic trends, but also showcase a wide variety of internationally influenced compositional styles, unified by the larger artistic values and goals that lie at the core of Melos Music. Meeting annually to produce these events additionally gives composers an opportunity to exchange creative ideas and work together in-person with one another, as well as with members of different musical communities. Furthermore, our events and concerts are professionally documented through audio and video recordings, as well as a series of professional recording sessions, which are distributed digitally to an international audience following post-production.

The 2010 Melos New Music concert took place in Chicago, where strong connections were made to performers interested in collaborating with the organization. When considering a location for the 2011 concert, the San Francisco area was a natural choice. Melos Music was originally founded there in 2007 by a small group of composers who have maintained strong ties to the community and resources available there. The 2012 concert is tentatively scheduled to take place in Philadelphia, where other members of the organization have a strong support base and access to resources to produce a successful concert.

Specific Goals of the 2011 San Francisco Concert:

In addition to our public mission of exposing audiences to new music through our online activities and our public concerts, the events taking place in San Francisco are also intended to further the professional development of the eleven composers involved. The project will involve a number of events taking place over a period of 7-10 days, as well as extensive preparatory promotional activities. These will include:

1. In preparation and promotion for the concert, we will produce a variety of posters, digital mailers, press-kits, and newsletters, as well as contacting local radio stations, newspapers, music critics and arts organizations.

2. Three days of private rehearsals and workshops with two professional ensembles: A) clarinet, violin, cello and piano quartet; B) flute, clarinet, violin, cello, piano, percussion, soprano and baritone.
3. The fourth day of rehearsals will include a public outreach session, with workshops where audience members and music students will be invited to participate in a Q & A session with the composers.
4. Two days of professionally produced recording sessions in which each participating composer will have one work recorded (11 total).
5. The final public concert will take place in downtown San Francisco. Each of the eleven new works will be premiered in a two-part concert program, with events in both the late afternoon and evening, and a brief Q & A session with the composers.
6. The project week will be thoroughly documented through audio and video recordings of the concert, rehearsals, and recording sessions, as well as interviews with the composers. The media collected in these sessions will be compiled into a formal documentary (approximately 20 minutes in length) which will be posted on the Melos Music and New England Conservatory Entrepreneurial websites, and elsewhere.
7. Additional post-concert promotional aspects include the formal production of the recording sessions, which will be mixed, mastered, and distributed via CD and digital media. The final concert CD and the documentary footage will be made available to the public and other musicians throughout the U.S.A. and internationally through the Melos Music website, Youtube!, iTunes, and other digital media outlets.

Track Record of Success:

As an organization, Melos Music already has a significant record of success in its mission and goals. The company has sold music by its composer members to clients around the world, resulting in numerous independent performances. Media from Melos composers has been viewed or heard by tens-of-thousands of people on the Melos website, as well as on YouTube!, MySpace, Facebook, and other digital media outlets. In addition, the individual composers of Melos have continued developing their professional connections throughout the United States and abroad, facilitating the larger goals of our organization through connectivity and exposure. With half of our members professionally active in Europe and Asia, close ties to institutions in Germany, Japan, China, and Great Britain, as well as performances throughout Europe, Melos Music is truly an international organization that promotes advocacy for new music throughout a global community.

Our 1st Annual Concert, which took place in Chicago, June 2010, was highly successful. It involved performances of eight new works for an enthusiastic audience reaching the full capacity of the venue. The artistic quality of the concert was very high in spite of the extremely low production budget that was available, and surpassed our original expectations. A live audio recording of the concert has since been used with great success for individual and collective promotion. While the 1st concert was a success, we believe that our 2nd Annual Concert in San Francisco can be much more ambitious and successful.

The experience of producing the concert in Chicago has increased our desire to produce an event of even larger breadth and depth. By beginning planning eleven months prior the concert, and preparing a carefully a strategized fundraising and marketing plan (please see subsequent documents), we are confident in our ability to achieve all of the goals outlined for this project. With our resources and connections in San Francisco, we believe that we will have a capacity audience of 130+ people at the final concert. The larger impact of the project will increase in subsequent months, as we continue to promote Melos Music with the professional recordings and documentary footage compiled during the events.