

# B.R.A.N.D. NEW PROJECT 2020-2024



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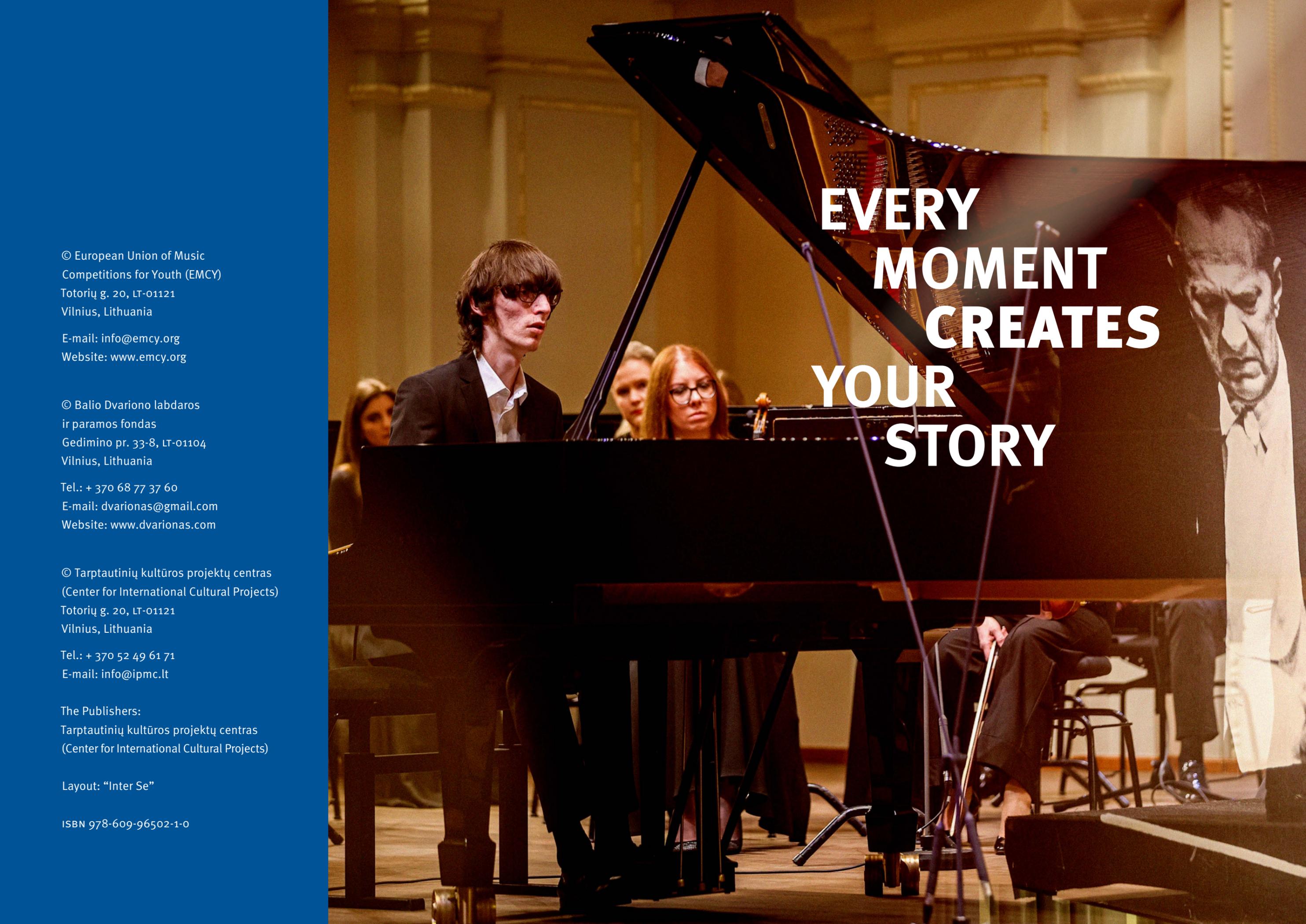
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**EVERY  
MOMENT  
CREATES  
YOUR  
STORY**

# European Union of Music Competitions for Youth (EMCY)



EMCY is the European Union of Music Competitions for Youth: a network of about fifty national and international music competitions for young people across Europe.

Founded in Brussels, in 1970, to develop, coordinate and nurture a system of music competitions, we now cover nearly thirty countries. Every year thousands of musicians under the age of twenty-five take part in our competitions, and our projects reach audiences all across the continent.

As a European network, EMCY represents music competitions the world over and keeps its members connected, enabling them to share educational, practical and musical know-how. Through our quality standards we uphold fairness in our competitions, as well aim to help new competitions build up their scope, ambitions and results.

We believe that music competitions stimulate passionate musicianship. For many, they're a first glimpse of performing in public, playing in ensembles, or breaking out of orthodox repertoire.

They foster a sense of healthy self-assessment, can help conquer nerves, and motivate practice. We believe that young people can be inspired by experiencing fresh interpretations and discovering new works, and make new friends from other cultures in the process.

EMCY supports the prize winners of its member competitions in different ways: on the official EMCY website prize winners receive their personal professional online prize winner profile, presenting them with a biography, their repertoire, recordings and a photography. Furthermore, tours, masterclasses and concerts are organized all over Europe, to nurture and develop their talent and skills.

EMCY stands for musical excellence, the promotion of youth and European cooperation. The work we undertake is for the benefit of all participants and all young musicians everywhere. We don't think of competitions as the end of the learning process – for us, they are the beginning.

## ARE YOU INTERESTED IN COLLABORATING? Becoming a member? Supporting EMCY's work? Get in contact!

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EMCY is a non-profit organization registered in Munich, Germany, and managed by an international board with its operational office located in Vilnius, Lithuania.



# EMCY Quality Standards For Member Competitions



## COMPETITIONS

- EMCY is an organisation of music competitions for voice or instruments / genres which have a coherent system of education.
- No competitor can be discriminated against on the basis of gender, religion, ethnic origin or nationality. Competitions in their rules may, however, establish limitations for the applicants based on nationality, citizenship, instrument, genre or age requirements.
- Competitions must be clearly structured (by age, instrument etc.).
- A competition can be considered as international only if it has broadly announced rules, is open for international participants and has competitors coming from foreign countries.

## PROGRAMME

- The repertoire must be appropriate and adequate for each age / instrument.
- The programme at EMCY competitions should include compositions (or parts of compositions) from at least two different stylistic periods. Competitions dedicated exclusively to one particular composer or stylistic period are not bound by this limit.

- At international EMCY competitions participants have to prepare at least a 15 minute programme and every competitor has to be able to present himself / herself in the 1st round for at least 8 minutes.
- We stimulate and encourage international EMCY competitions to have an orchestral round.

## JURY. COMPOSITION

The jury must have recognized experts in the discipline, instrument or family of instruments of the competition held.

There must be no less than 3 jury members for national and no less than 5 jury members for international competitions for the whole duration of the competition.

At international EMCY competitions more than 1/2 of the jury must be from foreign countries.

It is recommended that at least 3 jury members are without students participating at the competition.

The jury must be summoned from different institutions. Jury members should be independent of one another.

At least one jury member must be changed at each new edition of the competition.

The responsibility of a jury member is professional work and should be accordingly reimbursed.

## JURY. EVALUATION

- Formal written regulations for jury work must be available and followed.
- Jury rules cannot be changed during the process of the competition.
- The assessment of each jury member (in numbers, points, passed / not passed markings etc.) must be in a written form.
- It is not permitted for jury members to discuss performances of competitors while they are still participating in the competition.
- Every jury member should have equal access to the voting results.
- Jury members shall not rank / vote for competitors who are related to them or who have been studying with them in the 12 months preceding the competition.
- Jury members before the start of the competition must declare which participants are related to them or have been taught by them on a regular basis in the last 12 months.

## PRIZE-WINNERS

- EMCY Members are encouraged to promote their own prize-winners and also winners from other EMCY Member Competitions through arranging concerts, recordings, masterclasses, exchanges.

## NATIONAL

- At national competitions no more than 1/2 of the total number of participants in the whole competition can become national laureates. Special awards are not included into this limit.

## INTERNATIONAL

- At international competitions no more than 1/3 of the total number of participants in the whole competition can become laureates. Special prizes are not included into this limit.
- Prizes of value must be awarded (money, instruments, concert opportunities etc.) and announced before the competition starts.

## ORGANISATION

- Competitions must have widely available, clearly structured general rules, published and accessible to any interested party prior to the competition.
- At the competition there must be a strictly followed, clear, written and announced schedule.
- The jury must be sufficiently prepared with a schedule, programme, repertoire, etc. on the 1st day of a competition at the latest.



- Ensuring equal conditions, a separate practise room with instrument (if needed) should be provided to each competitor.
- Ensuring equal conditions, each competitor should get a scheduled hall rehearsal before each round of the competition.
- Competitions must have a permanent responsible body / committee. A representative of the competition must be available during as well as in between the competition.
- At international competitions, in addition to the language of the country in which the competition is held, all the official information, programme booklet, announcements and the presentation before, during the whole and after the competition must be provided at least in English.
- The competition organisers are encouraged to provide accommodation and logistical assistance for participants.
- Competition organisers must undertake appropriate measures to ensure the protection and safety of the children and minors participating in the competition.

## THE RESPONSIBILITY OF EMCY AND ITS MEMBER COMPETITIONS

- EMCY is to apply, maintain and promote quality standards at member competitions. In order to fulfill this task, EMCY offers expertise, help and assistance in achieving the quality standards to each competition.
- Exceptional circumstances or contradictions to the EMCY Quality Standards must be reported to EMCY.
- EMCY member competitions are required to implement these quality standards in the interest of fairness, the educational process, and the competition best practice.

# Mission, Vision and Values of EMCY



## MISSION

The mission of EMCY is to provide a global platform that empowers young musicians by creating opportunities for them to showcase their talents and develop their musical skills. Through a network of music competitions and events, EMCY aims to support the growth of young artists worldwide, enhance their musical experiences, and contribute to the cultural enrichment of societies globally.

## VISION

EMCY envisions a world where the richness and diversity of musical heritage are celebrated and sustained through the efforts of talented young musicians. By connecting various music competitions and fostering collaboration among youth-focused music organizations across the Europe and beyond, EMCY strives to create an environment where young artists can connect, learn from one another, and build bridges that transcend national boundaries. Ultimately, EMCY's vision is to cultivate a vibrant global musical community that not only nurtures individual talents, but also strengthens the cultural fabric of Europe and the world.



## VALUES

EMCY upholds core values including human dignity, democracy, equality, mutual respect, the rule of law, and basic human rights, as articulated in the EU Treaty of Lisbon, the United Nations Charter, and UNESCO's Constitution. It promotes cultural enrichment through youth cultural cooperation,

intercultural dialogue, and peace-building efforts. EMCY emphasizes transparency and integrity in national and international music competitions, adhering to high-quality standards. These values collectively guide EMCY in fostering global music education, facilitating international cooperation among young musicians, and promoting cultural diversity and understanding worldwide.

# B.R.A.N.D. NEW PROJECT



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B.R.A.N.D. NEW: Business, Relations, Audience, Narration, Digital for the NEW Music World, its activities, workshops, masterclasses, concerts and other events implemented during the process, all of which are aimed at young musicians, co-funded by Creative Europe.

The project partners are: UGDA Music School (LU), Center for International Cultural Projects (Natų knygybas) (LT), Glowing Harp (UA), Musik der Jugend (AT), Kulturstiftung Hohenlohe (DE) and Junge Norddeutsche Philharmonie (DE).

This project includes:

## 1. EMCY Goes Detect Classic Festival – Germany 2021

The project happened at the end of July in Neubrandenburg, Germany. There Mathis Nitschke together with 9 young musicians from Lithuania, Egypt, Austria, Luxembourg, and Germany, worked on a new concert, very close to the audience, which was presented on the 31st of July on the occasion of the Detect Classic Festival.

The project started already online in March, with two different workshops. The first one was with the composer Mathis Nitschke, where the musicians discussed and create a first draft of the musical program for the Festival. The second one, with the expert Francesca Pellegrini, was a training on PR and marketing.

This dual approach-artistic and marketing at the same time, was a central, forward-looking aspect of the project, though still very unusual in the European music sector. The project was created with the idea that this training in economic and marketing skills will help the young musicians in building a successful career in the European music market.

The second part of the project was LIVE in Neubrandenburg, where after their first meeting in person the nine musicians started already rehearsing together.

To describe the feeling of the special concert location on the grounds of the airport Trolenhagen, we want to report the words of the composer himself: “On a weekend in summer, we land in the middle of the sound of a symphony orchestra, enjoy live music and take off at night in the light and fog of electronic music. We explore classical and ambient, electronic and contemporary, avant-garde, beats, rhythm, room acoustics, and blur boundaries between club and concert hall”.

In particular, the musicians used for the concert an open tepee equipped with hammocks and couches, to facilitate an atmosphere of relaxed discovery and listening. There was no central stage, but the musicians in variable lineups appeared in ever-changing places inside and outside the audience.

The title for the concert was the main work played “Pulau Dewata” by Claude Vivier, in English “The Island of the Gods”.

# YOUNG DIGITAL CLASSIC

Meet  
europe's  
best.  
2021



## Piano Trio ALLA MENTE

Viktorija Vorobjovaitė, Rugilė Juknevičiūtė  
Pijus Česaitis

Lithuanian Academy of  
Music & Theatre, Great Hall



## 2. Young Digital Classic – Austria 2021

Three ensembles from three different partner countries developed a digital concert format with the aim of addressing it to new and most importantly younger audiences. In the first project phase (2021) the exchange between the ensembles was based on an online workshop due to the corona pandemic organised by “Musik der Jugend” (competition organization of the Austrian Youth Music Competitions).

Influenced by the COVID pandemic, MUSIK DER JUGEND focused with the project YOUNG DIGITAL CLASSIC primarily on a digital workshop and concert format in order to be able to operate

independently of any restrictions. YOUNG DIGITAL CLASSIC was carried out with the support of the partner organisations EMCY, UGDA Music School (LUX) and the Center for International Cultural Projects (LTU). Three ensembles with a total of 11 musicians aged between 16 and 25 were involved. From May to July 2021, the ensembles *Quintetto colorante* from Austria, Piano Trio *Alla Mente* from Lithuania and Trio *Sonos venti* from Luxembourg were trained in cooperation with the Institut für Kulturkonzepte Vienna in online workshops on the following topics: Concert organisation and performance, marketing and social media, programme and music education, moderation and presentation, and digital performance technology. The aim behind this



was to provide the participating musicians with a broad knowledge for their future as musicians. In addition, the participation of the young people in the planning and realisation of the digital and hybrid concert was required. On 2 October 2021, a classical concert took place in all three countries, live at the same time, but also broadcast online. The audience (90 listeners) was offered an on and offline stage experience. In addition, 160 listeners tuned in to the live stream.

A positive result can be summarised from the broad social media campaign on Facebook and Instagram during the entire project phase. Each post achieved more than 50 likes and more than 720 accounts. The live stream was watched by 160 viewers. This means that each of the 11 musicians

were able to motivate an average of 14 people to watch the online format. Each musician was able to inspire an average of 8 listeners to attend the concert live. Media reports before and after the concert in the partner countries and in Austria are proof of a successful concept.

After the concert, all participants of the project received a certificate from the Institut für Kulturkonzepte. The subsequent critical feedback round among the young musicians testifies to a successful project, but with potential for technical optimisation. One of the most significant conclusions is that, despite the nearly limitless possibilities offered by digitalization, today's musicians still favor the live format, with face-to-face interaction remaining their clear preference.

### 3. Young Digital Classic 2022: Flashmob aims to inspire enthusiasm for classical music

Following on from the project year 2021, YOUNG DIGITAL CLASSIC 2022 pursued the following goals in particular: After the years of the pandemic the young musicians should be able to interact live again.

The reach through digitalisation is to be increased even more; in this way, access to classical music is to be made available to an even broader audience. Furthermore, the project has to involve a larger number of musicians (15 to 20). The plan was to hold a workshop followed by an outdoor concert at a well-frequented location.

MUSIK DER JUGEND therefore invited young musicians (award winners) from all over Europe to perform an arrangement of the European anthem on 2 July 2022 in Vienna / Museums Quartier and to stage it attractively for present and digital audiences. The borderless language of music was used to call for peace, community and solidarity. The arrangement could finally be prepared for the following instruments: Accordion, Trumpet, Flute, Oboe, Percussion, Saxophone and Violin. A modern arrangement of “Ode to Joy” from the last movement of Ludwig van Beethoven’s Ninth Symphony was written in the summer semester of 2022 by students of the Musik und Kunst Privatuniversität der Stadt Wien. Two students at the Anton Bruckner Private University Linz supported the artistic production.

On Saturday 2 July 2022, the MuseumsQuartier in Vienna was finally the venue for the YOUNG DIGITAL CLASSIC flash mob: 16 young artists performed the European anthem three times (1pm, 3pm and 5pm). The production was rehearsed in a workshop from 28 June to 2 July 2022 together with students of the MUK in the rehearsal rooms of the Dschungel Wien and professionally recor-

ded in the tonzauber recording studio on 1 July 2022. The flash mob and the workshop were documented live and on video and distributed on the social media channels Facebook and Instagram. With the modern staging of work steeped in history, a modern, youthful target group was inspired for classical music with the help of social media.

In addition to social media, the video of the flash mob was subsequently promoted by email via all partner organisations, EMCY, the participants and contacts of MUSIK DER JUGEND. As of 15 December 2022, the video has over 1181 views.

Afterwards, an anonymous online survey was conducted among the actors, in which nine people participated. Basically, the musicians were enthusiastic about the idea and the organisation of the project. Criticism was mainly levelled at the way the rehearsals were conducted (musically and dramaturgically); a tighter organisation would have been desirable here. In addition, the focus should have been more on the staging. Nevertheless, the project was enriching for the musicians in both a communal and musical sense. The goal of making classical music accessible and more attractive to a broad audience was largely achieved.

#### SUMMARY 2021–2022

The main goal of the B.R.A.N.D. NEW project to make classical music attractive to a broad public, and especially to a young target group, was largely achieved by the YOUNG DIGITAL CLASSIC 2021 and 2022 project. With regard to the promotion on social media (also concerning the final videos of the concerts), an even stronger participation of the young musicians would have been desirable. This could have been a way for the project to gain attention beyond its own social environment of the classical scene. By using a youthful and modern advertising subject, one can also speak



of a positive branding of classical music. A total of 25 young musicians from all over Europe were involved in the two project years, who gained experience and (international) contacts from the workshops and the final concerts.

In addition, two students from the Anton Bruckner Private University Linz (staging) and four students from the University of Music and Performing Arts Vienna (arrangement) were involved and supported in the project year 2022.

YOUNG DIGITAL CLASSIC can be positively evaluated with regard to ...

- ... the international, very cooperative exchange within the partner organisations.
- ... the experience gained in rehearsals, stage presence, concert organisation and staging.
- ... the image of classical music as modern and urban.
- ... the know-how developed around streaming and digital possibilities.
- ... the friendships that have developed among the young people.



#### 4. Musical Train – Lithuania & Luxembourg 2022

The Center for International Cultural Projects, the UGDA Music School, and the EMCY brought together young European musicians travelling by train from Kaunas to Esch-sur-Alzette (both cities at the time, in 2022, have been holding status of the European Capital of Culture), and then to Brussels.

This unusual train left Kaunas railway station on Sunday, 5th of June. With the train, which connected two Capitals of Culture – Kaunas and Esch

sur-Alzette, – “Railways Brass Quintet” started their trip. Musicians from Lithuania, who travelled by trains, performed for accidental audience in various places like train wagons, railway stations, city parks and squares. Their itinerary was: Kaunas → Marijampolė → Białystok → Warsaw → Berlin → Cologne → Esch → Brussels.

On Friday, 17th of June, the “Railways String Quartet”, with members from Denmark, Serbia, Slovakia, and USA, have met the “Railways Brass Quintet” in Esch, and all together gave performances in Schengen, a city in Luxembourg, in Brussels.



#### The artists:

##### RAILWAYS BRASS

VILIUS LAURECKIS – Trumpet (Lithuania)  
 GVIDAS ALEKSANDRAVIČIUS – Trumpet (Lithuania)  
 DANIELIUS ŠTRAPENSKAS – French Horn (Lithuania)  
 JOVARAS ŠIEKŠTELĖ – Trombone (Lithuania)  
 LAIMONAS MASEVIČIUS – Tuba (Lithuania)

##### RAILWAYS STRINGS

MIONA TOPALOVIĆ – Violin (Serbia)  
 STEFAN BURCHARDT – Violin (Denmark/Serbia)  
 M. GONZALO TLACHÁČ CÁCERES – Viola (Slovakia)  
 PEYTON HALL MAGALHAES – Cello (USA/Lithuania)



## 5. EMCY General Assembly and Conference 2022 in Bonn

On Sunday, 30th of October, the 32nd EMCY General Assembly took place. Delegates of 8 national and 10 international competitions attended the Assembly, 18 competitions in total were represented with proxies. The activities and financial reports from 2018 to 2021 as well as the activity plans and budget 2022–2024 were approved, and

the raise of the membership fee from 2023 was confirmed.

In addition, the statement “European Union of Music Competitions for Youth Supports Ukraine” was adopted and can be found on the official website: [www.emcy.org/emcy-statement/](http://www.emcy.org/emcy-statement/) The EMCY Conference covered online competitions, the advantages of a globally connected network, the EMCY website, and improvements to the organization.

## 6. Artistic Fusion “Drumming In The Living Room” – Luxembourg 2023

As part of “Artistic Fusion 2023: Drumming in the Living Room”, four young percussionists came together in Luxembourg for an immersive week of collaboration and creativity, culminating in a lively concert that showcased their talents and passion.

Organized by the UGDA Music School with the support of EMCY (European Union of Music Competitions for Youth), the event was led by experienced instructors Kasper Gubala and Charles Wanderscheid. “Artistic Fusion 2023: Drumming in the Living Room” is an activity of the cooperation project “B.R.A.N.D. NEW”, co-funded by the Creative Europe program of the European Union.

The four talented musicians – Jakob Mertens (14), Manuel Dias (17), Jonathan Zenker (18), and Kilian Mussler (20) were selected to participate after winning prestigious partner competitions

such as Jugend Musiziert. During the concert, they performed three contemporary percussion pieces with remarkable enthusiasm and precision.

They began with “Drumming Part 1” by Steve Reich, a minimalist masterpiece that lasts 20 minutes and requires absolute concentration and rhythmic precision. The concept of “phasing” involves two performers creating a new rhythm as they play their individual parts on the same line. The musicians then transitioned into “Child of Tree” by John Cage, an experimental work that guides the artists to use natural instruments – like leaves, wood, and even a cactus – to conjure mesmerizing soundscapes. This innovative approach reflects Cage’s philosophy of blending music with nature, allowing the performers to explore a unique auditory experience.

The finale featured “Living Room Music”, another composition by Cage that evokes a cozy, intimate atmosphere akin to a warm living room gathering. In this piece, the musicians not only





play various percussion instruments but also hum and vocalize, drawing upon the rhythmic patterns of everyday life. This fusion of sound and environment created an engaging auditory experience that resonated with the audience.

The project took place at Unison Studios, a venue that played a pivotal role in enhancing the quality of the recording, which combined sound and video. The staff at Unison were eager to introduce the young talents to the world of sound engineering, providing them with invaluable insights into the production process. This experience allowed the participants to learn about the intricacies of recording, which

will undoubtedly aid them in their future professional endeavors.

Additionally, the musicians had the opportunity to engage with drum builder Massimo Savo at Essebi Drums, where they explored instrument construction. This hands-on experience allowed them not only to admire the craftsmanship but also to test and play the drums, deepening their understanding of the instruments they wield.

The gathering was a resounding success, and all the participants thoroughly enjoyed themselves. They left with a renewed sense of inspiration and hope for future projects that blend music, sound, nature, and atmosphere in such innovative ways.

## 7. The Glowing Harp Festival 2023: Synthesis of Arts

Took place on November 22-26, 2023, in Zagreb, Croatia, supported by the Zagreb Harp Festival as part of the B.R.A.N.D. New project, co-founded by Creative Europe. Five EMCY prize winners were invited, including two from Ukraine – Yelysaveta Rakovska and Viktoriia Smetana (harp), Noelia Cotuna from Spain (harp), Urška Gutnik from Slovenia (violin), and Jernej Misic from the Netherlands (harp, though unable to attend due to a schedule conflict).

International professors, such as Isabelle Moretti (France), Manja Smits (Netherlands),

Larysa Kliedtsova (Ukraine) and Tajana Vukelić Peić (Croatia), led masterclasses. New concert formats like Music & Visual Effects and Music & Poetry were introduced, with new works by composers from Poland, Turkey, Ukraine, England, and more, presented for harp solos and chamber ensembles.

In preparation for the festival, five musicians surveyed people from their personal networks about digital concert formats. The musicians developed and implemented innovative concert formats, which were later performed at the Glowing Harp concerts.

EMCY and Glowing Harp shared the event on Facebook and Instagram.





## 8. Digital Concert Neuwied – Germany 2024

The activity featured a seven-day workshop that brought together nine musicians from across Europe.

Germany: EMCY Prize winner Max Grimm (piano); Ukraine: Lev Serbulov (trumpet), Ole-na Serik (flute), Daryna Yakovenko (violin); and Lithuania: Simonas Šablevičius (clarinet), Justina Jurgelevič (flute), Bernardas Kricena (cello), Martis Petkus (trombone), and Džiugas Joneikis

(vocals). In collaboration with jazz composer Remis Rančys, they developed an innovative concert format, which was later performed twice at the Landesmusikakademie in Neuwied. The concert featured compositions by Remis Rančys, Ukrainian composers Myroslav Skoryk, Semen Gulak-Artemovskii, Francis Poulenc, and others. The workshop also included PR and marketing training led by lecturer Milita Lozoraitytė, where musicians gained essential skills in self-promotion on social media, as well as an understanding of the fundamentals and techniques of the jazz genre.



## 9. MOON: Museum Occasional Open Night – Lithuania 2024

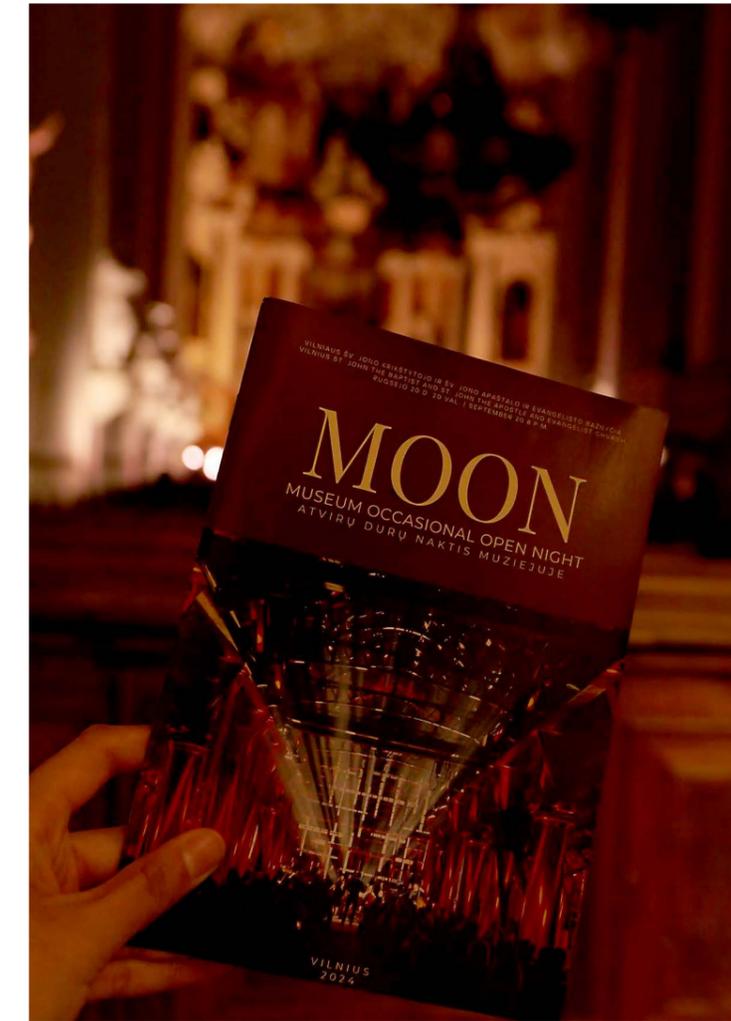
MOON: Museum Occasional Open Night embraces the timeless elegance of classical music while infusing it with a modern twist. By combining the melodic beauty of symphonic compositions with a mesmerising light show, this concept creates a truly immersive and multisensory experience for the audience.

Starting on 26 August, a week-long intensive course for young musicians, led by composers and conductors Gediminas Gelgotas (Lithuania) and Dmitry Varelas (Canada), included solo and ensemble courses, individual lessons for string players, and composition training. Throughout the week, participants created an hour-long concert programme, which was performed at the Kintai Music Festival on 30 August, and on 20 September in Vilnius. The lighting design for

these performances was carefully crafted to accentuate the music's dynamics and mood, enhancing the audience's visual experience and creating an unforgettable ambiance.

Musicians from Italy (Clara Gerelli), Croatia (EMCY Prize winner Ivan Petrovic-Poljak) and Lithuania rehearsed and performed alongside members of the renowned Vilnius NICO ensemble, under the guidance of G. Gelgotas.

Additionally, during the week, other composers from Georgia – Revaz Marshania, Switzerland – Eldar Vozniuk, and Germany – August Christian and Leon Jonas Thieme, led by Canadian composer Dmitry Varelas, created the Railway Suite titled “Every Moment Creates Your Story”, (with its first letters forming the acronym EMCY), for piano solo inspired by the B.R.A.N.D NEW project's themes, resulting in a unique work and in that way summarizing all of the projects from 2020 to 2024.





## 10. The Glowing Harp Festival 2024: Playing with the Tape

Took place from September 13–17, 2024, in three major Ukrainian cities: Kharkiv, Kyiv, and Lviv, as part of the B.R.A.N.D. New project co-funded by Creative Europe. This innovative initiative aimed to revolutionize classical music by merging traditional instruments with digital technology.

During the festival, commissioned compositions were premiered, developing a new concert format that integrated technology and engaged young audiences. The 5-day event featured concerts, lectures, and workshops combined with training on PR and marketing strategies.

Due to the ongoing Russian aggression and the dangerous circumstances of the war, several measures were implemented:

- Only Ukrainian musicians participated in live concerts to ensure the safety of all involved.
- International guests attended online.
- Concerts in Kharkiv and Kyiv were held in bomb shelters.
- During air alarms in Lviv, all musicians moved to safe locations.

Online lectures and workshops were conducted by:

- Amy Turk (harpist, UK) on percussive harp techniques and technical equipment.
- Evgen Andreev (composer, Ukraine) discussing the commissioned composition “Harp’n’Voice” for acoustic harp and audio track.
- Alisa Kupriyova (musical manager, Ukraine-Canada) on PR strategies and musical management.
- Jiří Trtik (composer, Czech Republic) sharing his motivation to support the festival.

The live concerts featured 11 musicians, including:

- Harps: Kateryna Holub, Ivanna Hetto, Oksana Kulyk, Elina Moskovko, Bozhena Ivanyshyn, Larysa Klietsova, Veronika Lemishenko
- Cello: Maksym Rymar
- Clarinet: Pavlo Boiko
- Piano: Stanislav Kalinin
- Organ: Svitlana Pozdnysheva

A highlight of the concerts was the arrangement of the Ukrainian song “Moon Night” by Jiří Trtik, with electro production by Evgen Andreev, incorporating both acoustic instruments and an audio track.



## 11. Digital Toolbox “K-Wiki” – Germany 2024

K-Wiki is a project designed by passionate individuals for motivated youth. The Junge Norddeutsche Philharmonie e.V. has thoroughly examined the structures of its own organization to create a model for young orchestras. Effective organizations require clear structures, which are essential for fostering transparency, teamwork, and defined roles for each member. Given that many participants are young volunteers with limited experience, it is crucial to introduce them to their responsibilities thoughtfully and provide practical support.

Throughout the K-Wiki project, the focus has been on inspiring the younger generation to engage with classical music – not only by attending concerts but also by cultivating a deeper inte-

rest in the musical and cultural landscape both domestically and internationally. K-Wiki offers young clubs and teams practical structures for club work and project organization, guiding them from the initial idea to the concert hall.

Drawing from the experiences and best practices of previous generations within the Junge Norddeutsche Philharmonie, valuable tips and insights have been shared to aid in this process.

In the “Digital Formats” section, K-Wiki explores how young organizations can effectively present themselves in an increasingly digital world, offering insights into various formats such as podcasts, video productions, and educational initiatives like jnpowerhouse.

Ultimately, K-Wiki aims to support young organizations in their establishment and sustainability, empowering them to realize innovative and bold projects.



## 12. Digital Concert Platform: “brandnewproject.eu” – Lithuania 2024

“brandnewproject.eu” is a platform for concerts that will showcase European and innovative concert formats, including the most creative and successful showcase activities from the B.R.A.N.D. New project. The platform was created by the Center for International Cultural Projects (Tarptautinių kultūros projektų centras) in Lithuania and it is available in English, German, and Lithuanian.



### 13. The Kloster Schöntal Competition Goes Digital – Germany 2024

The Kloster Schöntal Violin Competition is proud to announce its new exclusive digital platform, designed to enrich the experience for participants, audience members, and jury members. This platform provides easy access to key information, including participant and jury introductions, schedules, masterclasses, and exclusive behind-the-scenes content.

As part of our ongoing commitment to innovation, we will continue to expand the platform, introducing additional features and content to enhance engagement and interaction. These improvements will ensure a seamless and enjoyable experience for all, fostering connections among participants, the jury, and the public.

This digital initiative marks a significant step in broadening the competition’s reach and creating a vibrant community beyond the event itself.

### 14. EMCY Fosters Collaboration and Growth at the 2024 Conference and General Assembly in Vilnius, Lithuania

The European Union of Music Competitions for Youth (EMCY) successfully hosted its 2024 Conference and General Assembly in Vilnius, Lithuania, in collaboration with Lithuanian partners – the Center for International Cultural Projects (Tarptautinių kultūros projektų centras), from September 20th to 22nd. The event gathered over 30 representatives from national and international music competitions across Europe, promoting collaboration and setting the organization’s strategic direction for the future.

#### EMCY: A Legacy of Excellence

Since its founding in Brussels in 1970, EMCY has brought together over 50 prestigious music competitions from across Europe. Each year, thousands of young musicians participate in these competitions, refining their skills in a supportive environment. EMCY is dedicated to maintaining the highest standards of quality, ensuring fairness, transparency, and cultural diversity within the competition landscape.

#### EMCY’s Vision: A Global Community of Young Musicians

By connecting music competitions and promoting networking among youth music organizations across Europe and beyond, EMCY fosters an environment where young artists can engage, learn from each other, and build bridges across borders. The organization’s vision is to cultivate a vibrant global community that nurtures individual talent while strengthening the cultural fabric of Europe and the world. EMCY emphasizes fairness and transparency in competitions, promoting democracy, human rights, cultural diversity, and tolerance through global music education and international partnerships.

#### Key Discussions Shaping EMCY’s Future

The General Assembly and Conference tackled several critical topics:

- **Financial Sustainability and Planning:** Members reviewed the organization’s financial performance and approved the budget and activity plan for 2024–2026.
- **Expanded Geographical Reach:** Statutory amendments were passed, allowing the inclusion of new members and partners from outside Europe’s traditional borders.



- Ongoing Project Successes: Updates were shared on numerous projects, including Musical Storytelling: Cultural Fusion 2022, Young Hearts for Music Tour 2023, Discover Music Tour 2023/2024, the Kharkiv Meets Zurich International V. Krainev Competition for Young Pianists 2024, and the Alink-Argerich Foundation Conference in Cleveland 2024.

### Spotlight on the B.R.A.N.D. NEW Project

A key focus was the B.R.A.N.D. NEW project (Business, Relations, Audience, Narration, Digital for the NEW Music World), co-funded by Creative Europe. The initiative includes workshops, masterclasses, concerts, and events aimed at young musicians.

The B.R.A.N.D. NEW project's notable activities include:

- EMCY Goes Detect Classic Festival – Germany 2021
- Young Digital Classic – Austria 2021/2022
- Musical Train – Lithuania & Luxembourg 2022
- EMCY Conference and General Assembly – Bonn/Vilnius 2022 and 2024
- Artistic Fusion: “Drumming in the Living Room” – Luxembourg 2023
- Workshops and Digital Concert – Neuwied 2024
- MOON “Museum Occasional Open Night” – Lithuania 2024
- Glowing Harp Fest: “Synthesis of Arts” – Croatia 2023
- Glowing Harp Fest: “Playing with the Tape” – Ukraine 2024
- “Peace–Music–Freedom” – International Masterclasses, Workshops, and Concerts in Palanga 2024
- Digital Platforms: “K-Wiki” and “brandnewproject.eu” – Germany & Lithuania 2024
- The Kloster Schöntal Goes Digital (Competition App) – Germany 2024

### New Leadership Steers EMCY Forward

The General Assembly confirmed EMCY's Board composition and elected two new Board Members. Mr. Justas Dvarionas (Lithuania) continues as President, joined by Vice-Presidents Mr. Boris Svetiev (North Macedonia), responsible for National Competitions, and Ms. Veronika Lemishenko (Ukraine), responsible for International Competitions. New Board members Siv Kristin Klippen (Norway) and Patrick Ehrismann (Switzerland) were warmly welcomed. EMCY New General Secretary – Jolanta Kundrotaitė. A special tribute was paid to Mr. Paul Scholer (Luxembourg) for his years of invaluable service as President, as he was unanimously honoured with the title of Honorary Member.

### Additional Highlights

- Copyright in Competitions: Attorney Justas Vilys provided crucial insights into copyright issues related to sheet music distribution and performance rights in music competitions.
- Growing Membership: EMCY's network continues to thrive, now comprising 15 national and 28 international competitions. Two new competitions – the International Klaipėda David Geringas Violoncello Competition (Lithuania) and the National PanCyprian Avantgarde Competition for Young Pianists (Cyprus) – are in the process of joining the EMCY family.
- EMCY has ceased the membership of Russian competitions following the Russian Federation's exclusion from the Council of Europe.

The 2024 EMCY Conference and General Assembly reaffirmed the organization's commitment to fostering collaboration, growth, and excellence in music competitions across Europe and beyond. With a dynamic new Board and a range of innovative projects, EMCY is poised to continue empowering young musicians and promoting cultural exchange for years to come.



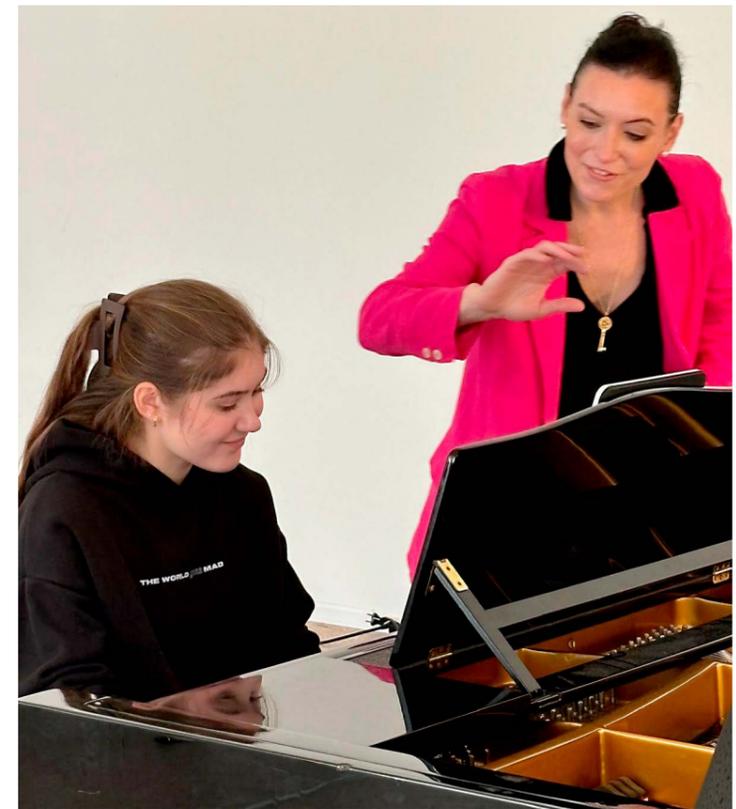
### 15. “Peace-Music-Freedom. International Masterclasses, Workshops and Concerts” – Lithuania 2024

24 September the project “Peace-Music-Freedom. International Masterclasses, Workshops and Concerts” brought together young Ukrainian performers and their European colleagues for enriching and productive time at the Lithuanian seaside, the Arts Education Centre in Kunigiškės, administrated by the National M. K. Čiurlionis School of Arts. The workshop brought together pianists and violinists from different European

countries – Von Le Doux and Ireh Kim (United Kingdom), Dea Gverdtiteli-Abakelia (Sakartvelo), Franz Schluckner, Dasha Klimas (Germany) and Izabelė Orlaitė (Lithuania) among the others. But most importantly, 43 music-learning children from the Ukraine, who have not been able to leave their country until now due to the ongoing war in the country, came to take part in it too. The pupils were accompanied by 10 of their teachers from the Kharkiv State Music Lyceum, whose director, Oleg Orishchenko, was one of the main organisers of this event.

Participants engaged in the intensive sessions with renowned Lithuanian, British and Swiss professors Jurgis Dvarionas, Inga Gylytė, Albina Šikšniūtė, Vilija Geležiūtė, Aistė Beržanskienė, Irina Georgieva, Irena Gulzarova and others, who shared invaluable knowledge and helped in developing their performance skills. Young musicians also learned how to organise and create memorable, surprising event formats, and showcased their performances as a result of joint efforts. This initiative consistently promotes cultural exchange, the professional growth of the performers and creates memorable experiences for participants and audiences alike, with a workshop venue purposefully chosen in one of Lithuania's most beautiful seaside locations. The final concerts took place at the Palanga Kurhaus Concert Hall, Stasys Vainiūnas Art School, Eduardas Balsys Art Gymnasium in Klaipėda and the previously mentioned Art Education Centre itself.

This initiative was part of the B.R.A.N.D. New project which was supported by the Creative Europe Programme, National M. K. Čiurlionis School of Arts, Arts Education Centre, Ministry of Education, Science and Sport of the Republic of Lithuania Palanga City Municipality and the European Union of Music Competitions for Youth (EMCY).



**B.R.A.N.D. NEW project co-funded by the culture program Creative Europe of the European Union**



**Partners:**

UGDA Music School (LU)



Tarptautinių kultūros projektų centras (LT)



Glowing Harp (UA)



Musik der Jugend (AT)



Kulturstiftung Hohenlohe (DE)



Junge Norddeutsche Philharmonie (DE)





2024

Vilnius, Lithuania

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