



Music For All (M4A) is a new musical collective dedicated to a no-bullshit delivery of a wide range of repertoire from Medieval to Contemporary, using instruments and performance styles appropriate to the piece being played. This music is still too often perceived as 'stuffy, boring and irrelevant'. M4A wants to bring classical music back to life and make it relevant, meaningful and exciting for everyone, especially families with children. Indeed, the only sure future for classical music is to interest adults, and especially to get children excited about it. This can be done by making and presenting classical music as tremendous fun, while at the same time being educational.

## **Introduction M4A**

The ensemble M4A is totally dedicated to bringing emotionally meaningful performance to a lively and 'NOW' public, without the intellectual dishonesty, stuffy conditioning, and interactive boundaries.

Performances will be informative and highly interactive, each programme being introduced from the stage. Audience dialogue and participation during the presentations will be encouraged.

The ensemble will be based in Amsterdam, co-ordinated by Conductor/Keyboardist Richard Egarr, and the players/singers will be drawn from the best available exponents of their craft.

## **History of M4A**

M4A is a new musical collective initiated in 2023 by Amsterdam-based musician Richard Egarr. It aims to re-boot the classical music experience by discarding out-dated and off-putting ideas of what a concert is, and replacing them with educational and interactive performances designed to attract a public of ALL ages.

## **ANBI status M4A**

Music4All applied for a cultural ANBI-status.

## Music 4 All 2023/2024 Policy plan

### ***Mission & vision***

Music 4 All (M4A) is a new musical collective. The instrumentalists and singers involved will be among the most outstanding musicians in Europe.

Everyone involved with in M4A is totally committed to bringing classical music from ALL periods to audiences in a totally new way. Gone will be the old, out-dated concert times and clothes, and the terrible disconnect between public and musicians.

It is crucial that classical music be provided and presented to ALL age-groups in an intelligent, interesting and interactive way.

Concerts will be given at times when both parents AND children can attend: at 11:00 and/or 18:00. Ticket pricing will strongly encourage families to attend as a whole.

The 60-75 minute programmes will be given without interval, and will be both educational and interactive. Each programme will have a fundamental question as an idea and theme, which will be explored during the concert.

Music within each programme will be hugely diverse, and include works from many different centuries and from all parts of the 'classical cultural' world.

The performers will not wear a concert 'uniform'. The audience will not be seated apart from the performers, but both around and 'mixed-in' with the musicians for a fully immersive and interactive experience, with children placed close to the performing action.

At every possible point in the performance the performers will interact with the public, introducing and explaining crucial musical ideas. The audience will also be encouraged to interact by being given permission to make noise from the outset of and also during the performance. They can also ask questions during the concert whenever they feel it appropriate.

Concert performances will be given by Music Party Amsterdam (MPA) & Duo Pleyel (DP). It will be made clear at all performances that individuals from MPA and DP will be happy to give master classes and private coaching to anyone inspired through attendance at the concerts.

This unique approach is designed to make classical music alive again and be relevant and exciting to everyone, particularly families. The only sure future for classical music is to excite not just parents, but most importantly children, by making it both huge fun and totally educational.

### ***USPs Music 4 All***

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| • Renew...         | Completely new classical musical experience and format   |
| • Promote ...      | Exciting and interactive presentation of classical music for 'Kids' of ALL ages  |
| • Educate ...      | Each concert will stimulate and educate  |
| • Include ...      | The 18:00 Friday concert will be repeated on Saturday at 11:00 am in a non-central-Amsterdam location, specifically for Families and Children FREE OF CHARGE |
| • Interact ...     | Audience dialogue during the presentations will be encouraged  |
| • Family biased... | Ticketing and concert times will be strongly family friendly   |

There will be no formal concert attire, and concerts in Amsterdam will take place on Fridays at 18:00, and on Saturdays at 11: 00 in Nieuw-West. Performances will last approx. 60-75 minutes. Concerts in other towns and cities will follow a similar pattern.

Performances will be informative and highly interactive, each programme being introduced from the stage. Audience dialogue during the presentations will be encouraged.

## **Organization of M4A**

- **Management M4A**

*The management team of M4A will be responsible for musical co-ordination and direction of M4A.*

*Members:*

- Richard Egarr (artistic director M4A)
- Alexandra Nepomnyashchaya (co-director)

*Duties:*

- programming & management of projects and concerts M4A
- advising the foundation board of Stichting M4A on musical matters
- allow and advise assistants to perform all the most common management support tasks

- **Board of Stichting M4A**

*The foundation board ensures that high-quality activities are developed, implemented and funded. The board sets the focus for the activities, decides on the agenda and collaborations and on spending. The initial board will consists of three members who receive no financial remuneration.*

*First members of the board will be:*

- Jasper Bartlema (chair)
- Peter Smethurst (treasurer & co-secretary)
- Tonny Janssen (co-secretary)

*Duties:*

- responsible for managing the foundation and realization of the objectives of the foundation
- monitoring propriety of M4A expenditure
- financial accountability (including engaging an auditor)

- **Advisory board M4A**

*The Advisory Board's task is to advise the Board, solicited and unsolicited, with regard to:*

- a. the policy of the foundation*
- b. the conditions for financial support, and the applications for and granting of financial support*
- c. the remuneration of the performing artists and all others involved in the activities of M4A*
- d. the marketing and publicity of M4A.*

**Initial proposed members of the advisory board will be:**

-	Geen toestemming (AVG).
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*Duties:*

- None, other than giving solicited and unsolicited advice. \*)*

*\*) Important note:*

- The advisory board will function in its own right and completely independent of the management team and foundation board of M4A.*
- As is set out in the 'Akte van oprichting van de Stichting M4A' advices from (members of) the advisory board will be added to the annual report of the board of the foundation, when this advice concerns financial issues or the remuneration of performing artists and management, staff and all other personnel of M4A.*

## **How to contact M4A?**

Contact us for further information and to show your support with this new venture.

Website: [www.music4all.eu](http://www.music4all.eu)

E-mail: [info@music-for-all.eu](mailto:info@music-for-all.eu)

Postal address: Music 4 All  
Postbus 9696  
1006 GD Amsterdam

## Outline Concert Programmes M4A

Four annual projects:	Theme:
1. Why? [September]	Learn more about composers and the evolution of classical music
2. What? [January]	Learn more about forms and the structure of classical music
3. Who? [March]	Learn more about classical composers and their family and friends
4. Want? [June]	Allow yourself to be surprised or choose your own favourite pieces
All themes will be recur every year as a part of the same season!	

*Season 2023/24* (Proposed Gala Opening & Presentation Event)

MPA presents: **“Birds, Beasts and Blockbusters”**

Program will include Bach’s Air “on a g-string”, Mozart’s Eine kleine Nachtmusik, Dukas’ “The Sorcerer’s Apprentice” and Saint-Saens “Carnival of the animals”.\*)

Narration by Geen toestemming AVG

\*) Mozart - Eine kleine, 1<sup>st</sup> Mvt [5’], Bach – Air/Menue/Badinerie [8’], Messiaen - Abîme des oiseaux [7’] Biber – Sonata representativa [8’], Saint-Saens – La carnaval des animaux [30’].

*Season 2024/25*

1. WHY So Popular?	Pachelbel/Mozart/Vivaldi/Bach/Beethoven/Strauss
2. WHAT Is a Concert?	Bach/Mozart/Gershwin/Prince/Bjork/Carpenters
3. WHO Is Haydn?	Quartet/Symphony 1/Trio/Arianna
4. WANT To Be Surprised	Haydn/Biber/Schmelzer/Locke

*Season 2025/26*

1. WHY Use Vibrato?	Fontana/Froberger/Boccherini/Geminiani/
2. WHAT Is a Sonata?	Castello/Corelli/Liszt/Prokofiev/Tippett/Debussy
3. WHO Is Tchaikovsky?	Songs/The Seasons/Souvenir/Nutcracker
4. WANT To Know More	About Minimal Music: Perotin/Adams/Buxtehude/Muffat

*Season 2026/27*

1. WHY So Romantic?	Monteverdi/Handel/Mozart/Rossini
2. WHAT Is a Symphony?	Monteverdi/Handel/JCBach/Haydn/Webern
3. WHO Is Saint-Saens?	Quartet/Sonatas/Carnival/Piano+Harmonium
4. WANT To Chose Myself	Audience choice *)

\*) Public chooses which pieces are performed from a ‘Jukebox Menu’.

All four season-projects will first be presented in the Waalse Kerk (admission fee) and then repeated at 11.00 on the following day in Nieuw-West [Sloterkerk in Sloten] for kids/families FREE OF CHARGE.

## Financial Application M4A

The figures below represent an initial estimate of operating costs for the opening seasons.

### *Structural costs*

Management (Co-ordinator/Manager) to set up & organise artists/programmes/concerts

- € 1,200 per performance
- € 200/hr for planning programmes/artist & venue liaison
- € 200/hr writing programme notes/PR text

### *Costs per project*

- Performers cost: 6 to 20 performers @ € 1,200/project = € 7,200 - € 24,000 (range)
- Venue costs: € 1,200
- Instrument hire/transport: € 500 - € 1000 (range)
- Publicity: € 5,000/project

Total 4 projects/year: € 13,900 - € 31,200/project (range)

Annual total: € 55,600 - € 124,800 (range))

### *Proceeds M4A*

- M4A is recognized by Dutch law as a Cultural ANBI. Gifts to M4A will be deductible at a rate of 125%.
- Stichting M4A supports M4A's activities by attracting extra funding through subsidies and sponsorship. Furthermore it will encourage M4A club members and friends to support M4A by financial contributions and facilitating the organization of concerts in every possible way (such as making instruments available and providing transport to concert venues).
- Entrance fee Waalse Kerk (capacity 300 people) will be approx. € 30 for adults<sup>\*)</sup> and € 50 for VIP's and friends of M4A (free drinks). Golden circle for sponsors of M4A (free drinks and backstage encounter with artists): € 100/person. Estimated total revenue: € 32,000.

\*) Paying adults/parents may bring 2 children for free (see ticketing-conditions on our website).

- M4A T-shirts, ties & shawls for € 30. All proceeds (excluding taxes) will go to the foundation.

## Sponsors M4A

M4A will be grateful for support by its sponsors.

## Who are M4A's founders

**Richard Egarr** began as Music Director of the Philharmonia Baroque Orchestra and Chorale in August 2020. And ended 15 years at the helm of the Academy of Ancient Music in summer 2021. He remains the resident guest conductor of the Residentie Orkest in The Hague and artistic partner of the St Paul Chamber, and was Associate Artist with the Scottish Chamber 2011-2017. He has conducted many leading symphony orchestras, notably the London Symphony, the Royal Concertgebouw Orkest and Philadelphia. In addition to being an accomplished conductor, he is a brilliant harpsichordist, and equally adept on the organ and fortepiano. He regularly gives recitals on major stages such as Wigmore and Carnegie Hall and has recorded many solo CDs for Harmonia Mundi, notably of J.S. Bach, Couperin, Purcell and Mozart, followed by Byrd and Sweelinck on Linn. He trained as a chorister at York Minster, was an organ scholar at Clare College Cambridge and later studied with Gustav and Marie Leonhardt. He teaches at the Amsterdam Conservatory and is Visiting Artist at the Juilliard School in New York.

Russian-born pianist and harpsichordist **Alexandra Nepomnyashchaya** is in great demand both as a soloist and as a chamber musician. Alexandra graduated from the Department of Historical and Modern Art Performance at the Moscow State Tchaikovsky Conservatory from the class of Professor Olga Martynova in 2009, where she studied piano, harpsichord and fortepiano. Alexandra continued her studies at the Conservatorium van Amsterdam, gaining a Master's Degree under the tutelage of Richard Egarr and Menno van Delft. In July 2015 Alexandra graduated with the Zertifikatstudium Meisterklasse Degree at the Hochschule für Musik und Theater in Munich under Prof. Christine Schornsheim. Alexandra has won top prizes at competitions including the Prague Spring International Competition in 2012, and the International Johann Sebastian Bach Competition Leipzig in 2014.

Her love for chamber music and solo performing has brought her to perform in premier venues and festivals all over Europe, Russia and Asia. She works regularly with the Residentie Orkest in Den Haag, the Antwerp Symphony Orchestra, and the Academy of Ancient music. She also works at the Royal Conservatory in Den Haag as a keyboard repetiteur. Future engagements will take her throughout Europe, and to the USA with the Philharmonia Baroque Orchestra performing the J.S. Bach double concertos, and Mendelssohn double concertos.

Alexandra's debut recording on fortepiano was released in 2009, featuring Mozart sonatas for piano and violin with violinist Sergei Filchenko. She and her husband Richard Egarr formed Duo Pleyel in 2017 to explore the 4-hand and 2-piano repertoire that is often unjustly ignored. Their repertoire includes J.C. Bach, Dussek, Czerny, Hummel and Liszt, alongside Mozart, Schubert and later composers. Forthcoming concerts take them to Innsbruck, Madrid, Ghent and York. Their first CD for LINN Records of works by Schubert was released in April 2020 and received excellent reviews. This was followed in 2021 by the complete 4-hand music by Jan Ladislav Dussek which also met with critical acclaim. November 2022 saw the release of a recording coupling the early 4-hand sonatas of Mozart with sonatas by his 'musical father' Johann Christian Bach.

Alexandra has also recorded CDs of music by F. Geminiani (released in 2022) and L. Boccherini with Russian violinist Igor Ruhadze for Brilliant Classics label. Future solo recording plans include the complete works of Gottlieb Muffat and John Christopher Smith.

## Statement of M4A's conformity with Dutch regulations and subsidy requirements

M4A will respect the guiding principles of the '*Basisinfrastructuur cultuur*' of the Netherlands and all conditions set by municipal and other subsidy providers, including the Governance Code Cultuur, the Fair Practice Code en the Code Diversiteit & Inclusie.

Culture is of and for everyone. We are committed to broadening and renewing the cultural offer, a strong cultural sector with a focus on fair remuneration and cooperation with the urban & rural region.

M4A will honor and fully comply with the subsidy criteria set by the Dutch government, such as:

- **Artistic quality**

*High quality is the very first condition for subsidy through the basic infrastructure. This involves craftsmanship, eloquence and originality. These are clearly defined in the assessment framework.*

M4A is made up from musicians from the highest level of the industry, ALL of whom are committed to presenting only the ultimate quality in performance standards. They are totally dedicated to making sure that whatever Music they perform is communicated in a direct, interactive and meaningful way to ensure a powerful engagement with every kind of audience.

- **Renewal**

*The offer supported by the national government should properly reflect different preferences in society and in the cultural field. New forms, different genres and new audiences should also be included.*

M4A's main goal is to develop new, inclusive audiences from all sections of the community, cultural backgrounds, and age groups (particularly the more youthful end). This will be aided by interactive, un-stuffy and meaningful presentations that seek to engage, challenge, and inspire contact with the whole breadth of 'Classical' repertoire.

- **Fair remuneration and sound business practice**

*Fair pay is an indisputable principle; it is more important than the quantity of production and employment. Plans in the applications must be subject to realistic testing.*

M4A will absolutely abide by the guidelines on fair pay set out by the relevant Dutch legislation.

- **Education and participation**

*All applicants for basic infrastructure are expected to pay attention to new audience groups. When assessing plans in the field of cultural education, it is important that the application responds to the needs of schools.*

The concerts planned during M4A's concert season in the Waalse Kerk Amsterdam will **all** be repeated at a venue outside central Amsterdam FREE OF CHARGE, **specifically** for children and family groups. The development of the youngest audiences is vital for the continuation and survival of 'Classical' Music.



- **Geographical spread**

*The scheme ensures spread throughout the country. Together with the supply that the funds make possible, this enables everyone in the Netherlands to visit high-quality cultural expressions.*

M4A's concerts are easily accessible to anyone within The Netherlands, being only 90 minutes by public transport from the furthest reaches of the Country. After all, We are Music For All.