



LEADING NAMES DESCEND ON GLASGOW FOR ABO CONFERENCE

IDENTITY: THE ORCHESTRA'S PLACE IN CONTEMPORARY CULTURE

Director of Demos Richard Reeves, Scottish Culture Minister Fiona Hyslop MSP, Minister of State of Culture & Tourism Margaret Hodge, MU General Secretary John Smith and Chief Executive of the Scottish Football Association Gordon Smith are amongst this year's speakers at the ABO Conference taking place between **24-26 February at the Royal Concert Hall, Glasgow and hosted by the Royal Scottish National Orchestra.**

Key sessions at the conference include:

- **Out of Vision**, presented in partnership with the Royal Philharmonic Society. A debate on the status of classical music within contemporary culture and its place in broadcasting. Leading figures from the arts and broadcasting, including Jan Younghusband, BBC Commissioning Editor of Music and Events and Andrea Miller, Head of Factual at BBC Scotland, present their views and offer suggestions about how those working in the classical music industry can attract arts editors and commissioners in an ever-increasingly diverse artistic world. Chaired by Dr Tiffany Jenkins of the Institute of Ideas.
- **Creative Cities** - Louise Mitchell, Director of Glasgow UNESCO City of Music chairs a discussion on how orchestras can play a leading role in shaping a city's identity. The session will also include a City of Culture update by DCMS Director of Culture, Mick Elliott.

Britain's Got Talent - A two part debate looking at the identity of the orchestral musician of the future. From sustaining investment in music education to the need to recruit and retain the very best musicians, how do we nurture home-grown talent and provide a focus for aspiration while ensuring our world class status in a competitive global marketplace is maintained?

- **From Strings to Rings** - With London 2012 getting ever closer, and Glasgow preparing for the 2014 Commonwealth Games, what role can orchestras play in placing culture at the heart of great sporting events? Susannah Simons of the BBC and Craig Hassall, Chief Executive of English National Ballet and former General Manager of the Sydney 2000 Olympic Arts Festival will raise the flag for an active identity in the forthcoming celebrations. We also look at lessons from Vancouver 2010 with Katherine Carleton of Orchestras Canada.
- **He who pays the piper...** - As we debate an orchestra's identity, are festivals thinking what we're thinking? From large to small, general to niche, classical to rock, what role will orchestras play in the developing the festival of the future? With Roger Wright, Director of the BBC Proms and Tania Harrison of Festival Republic.

On Friday 26 February at the final session of the conference, the ABO will launch ***A Platform for Success: A 5-year Vision for Orchestras***. This sets out how the sector see its relationship with government in the areas of education, performance, touring and new technology over the next parliamentary term.

Ends.

- For an up-to-date schedule, speaker and delegate information, see www.abo.org.uk
- For more information on the conference, an advanced embargoed copy of ***A Platform for Success*** or to speak to ABO Director Mark Pemberton, contact Melissa Milner 020 7793 4035 / 07976 636 228 melissa@dhacommunications.co.uk