

Festival Maribor



FESTIVAL MARIBOR 2013

FINAL ACTIVITY REPORT AND EVALUATION



The opening concert of the FM 2013 with the Chamber Orchestra of the Comic Opera Berlin under the great Gabriel Adorján.

FESTIVAL MARIBOR 2013 – FINAL ACTIVITY REPORT AND EVALUATION

The artistic concept of the festival is based on its high quality in-house production and the support of cultural tourism. The audience of such festivals seeks to enjoy concerts defined by greatness and uniqueness.

Therefore **unique programs and line-ups** are typical for this festival. Very specific and unique programs, numerous compositions tailor made for the festival by Slovenian and foreign composers, Slovenian premieres by foreign composers and reaching outside the box in the classical music is very typical for the artistic concept of the festival. In this year we cooperated with Robert Kamplet and Samo Šalamon in the described manner.

Within nine days, the festival presented concerts, a music and scene performance and a modern dance performance as key ingredients of its rich program.

The venues of this year's concerts and performances were the Union Hall, the Theatre Hall in the Vetrinje mansion, the courtyard in the Vetrinje mansion and the Ptuj castle. Additionally we included **international guest appearances of our musicians in the Congress Hall in the Austrian city of Graz** in this year.

The line-up of this year's festival was as usually a number of renowned and established artists from across the world and Slovenia. This festival offers much more than the typical music-making by great musicians from around the globe and development of creativity; instead while brilliant musicians work together for an extended period of time, opportunities for a continuous cooperation, guest appearances and artistic exchange through our partner organisations arise.

A regular feature of the Festival Maribor's program is also the presentation and promotion of young Slovenian artists who are given the opportunity to perform with the great of the classical music. This year's young artist of the festival was the pianist Nejc Kamplet.

The Festival Maribor doesn't simply follow its own program to the letter, but it at the same time creates discussions about the current sociocultural and artistic movements.

Moreover it brings an inspiring array of songs, stiles and artists into light, which take the spectators on an interesting, unpredictable and sometimes provocative journey.

This is quite a post-modern approach to music or as Adorno calls it – not only a spiritual orientation, but an only possible approach to culture of the 21st century.

The program guidelines above mentioned can be clearly seen in the annual production of music and scene performances, which are traditionally carried out in co-production with our partner organisations.

In 2012 we added a year-round program component to the festival under the name 'Festival for Maribor'. In it we organise events which speak to people of all ages and interests and especially to people who are for whichever the reason excluded from cultural life. We target the elderly and the youth, as well as prisoners and the unemployed. Certain performances are also aimed at people passing by and take place on picturesque squares and streets in downtown Maribor.

In this year we had to make certain compromises concerning the number of concerts and the range of in-house production. In 2013 the orchestra in residence at the Festival Maribor was the orchestra of the Comic Opera Berlin. It is a flexible high quality ensemble, which we contacted and signed a co-production agreement primarily because of their wish to collaborate with **Richard Tognetti**. Although we had made a consensual decision not to invite Tognetti to this year's festival, the cooperation with the Festival Maribor was perceived as an investment by the Orchestra of the Comic Opera Berlin into a future cooperation with Tognetti, a beloved and widely appreciated violinist and conductor.

The activities of the Festival Maribor also include music journalism, an area which is widely lacking recognition in Slovenia. Therefore workshops for music journalists, book presentations and lectures organised as part of the Festival Maribor are of vital importance for the expertise of young students of different music disciplines (musicology, music pedagogy, music academy) who gain important knowledge on music and journalism. We already organised workshop with internationally renowned lecturers in 2011 (Workshop for music critics) and 2012 (Workshop Writing in and about culture). That is why we will continue with a new edition of workshops about music journalism in the year 2014 and in the years to come.



GOALS AND OBJECTIVES OF THE FESTIVAL MARIBOR 2013

- A program markedly differing from stereotypical festivals of classical music and which is complemented by a unique array of concerts of in-house production or co-production with its partners. Moreover a high quality performances both by Slovenian musicians and musicians from abroad.
- A unique musical experience combined with an ideal platform for music-making and interaction between a broad spectre of musicians cooperating in various chamber and orchestral ensembles.
- Premieres ordered by FM, Slovenian premieres, integration of modern music, achieving new goals, new dimensions of music-making including non-classical musical elements.
- The long-term effect of the festival with sustainable development and the effect on the economy and the social groups.
- Influencing musical creativity of Slovenian artists (creating with renowned artists from abroad, exchange of experiences and a higher level of creativity).
- Coproduction agreements with Slovenian and foreign partner organisations, and artist exchange based on the principle of reciprocity.
- Making sure to archive and forward musical events to the media and thus ensuring an optimal approach to cultural programs.
- Revitalising the pillars of cultural heritage with music, organising concerts at different venues which represent important pillars of cultural heritage.
- International recognition and the development of cultural tourism.
- Implementing socially responsible topics **as part of the project Festival for Maribor.**
- Developing a creative research environment and exchanging artistic ideas.
- Educating the future audience and building on the educational component, which is part of both the Festival Maribor and Festival for Maribor.
- Using art as means of fighting social discrimination and exclusion, working for the benefits of the local community (free tickets for the unemployed, concerts in prisons, retirement homes and hospitals as part of the Festival for Maribor)
- Improving the image and the recognition of the city of Maribor and Slovenia as a whole internationally and promoting the values of Slovenian culture.
- Improving the knowledge of the organising staff (acquiring new knowledge, new examples, etc.)

PRESENTATION OF THE CO-PRODUCERS OF THE FESTIVAL MARIBOR 2013

ORCHESTRA OF THE COMIC OPERA BERLIN

In 1947, Walter Felsenstein founded and led the resident opera company, the Komische Oper, until his death in 1975. During the course of his life, the Comic Opera became known

as the birthplace of the modern music theatre.

In 2007 the company won the "Opera house of the year" award by the German magazine Opernwelt. In 2012, Barrie Kosky succeeded Homoki as its next Intendant.

Some of the General Music Directors were: Rolf Reuter, Yakov Kreizberg, Kirill Petrenko and Carl St. Clair. Patrick Lange became GMD in 2010. Henrik Nánási succeeded him as GMD in 2012.

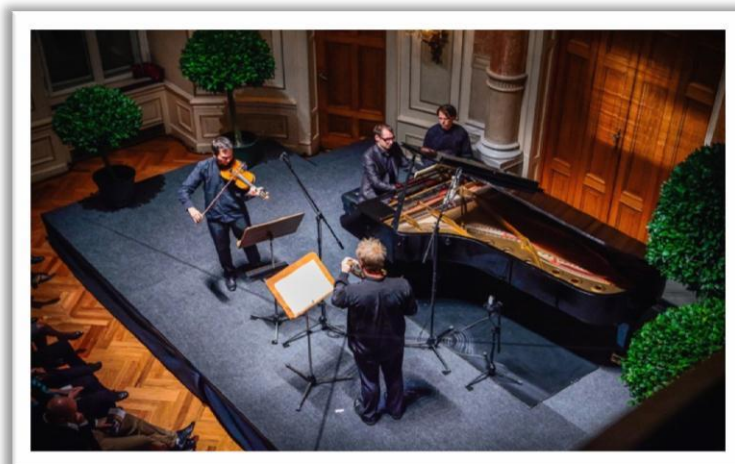
With the Orchestra of the Comic Opera Berlin as the co-producer of the Festival Maribor, we were able to produce great cooperation and have already put together a list of musicians who will take part in the festival orchestra 2014. The Comic Opera Berlin will lend the festival a couple of vocal soloists.



The Symphonic Orchestra of the Comic Opera Berlin with their chief conductor Henrik Nánási.

ASSOCIATION MUSIKABENDE FROM THE AUSTRIAN GRAZ

Musikabende organises an annual chamber music series in the prestigious Congress Hall in Graz. Christian Schmidt is the artistic director of the series. This year we entered into a long-term co-production agreement with Musikabende Graz which includes artist exchange based on the principle of reciprocity, through which Festival Maribor's artists performed in Graz. In the next year as well we plan to present mostly Slovenian musicians, who deal in chamber music, in Graz.



The concert of Slovenian musicians: Boštjan Lipovšek – horn, Janez Podlesek – violin in Rok Palčič – piano in Congress Hall, Graz

SLOVENE PHILHARMONIC STRING CHAMBER ORCHESTRA (KGOSF)

The association KGOSF is a partner and the former legal entity of the Festival Maribor. KGOSF was unable to stay with the Festival Maribor as the producer due to a non-compete clause initiated by the management of the Slovenian Philharmonics. KGOSF, however, remained a co-producer of the concert with original author music by Samo Šalamon. We wish to use certain musicians of the KGOSF in the future editions of the Festival Maribor as part of ensembles.



A concert of the Slovene Philharmonic String Chamber Orchestra with a solo performer and the author or original music Samo Šalamon.

MARIBOR DANCE ROOM

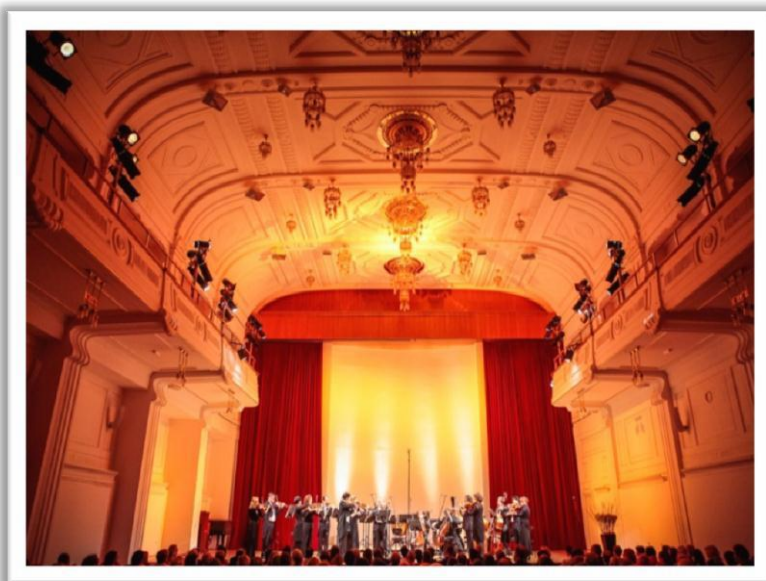
We wish to build on and improve our cooperation with non-governmental cultural organisations which work in the Maribor region. In the previous years we have successfully

cooperated with the Udarnik Institute and in this year we signed a co-production agreement with the Maribor Dance Room and have thus added a dance element to the festival. We wish to continue the co-production cooperation the Maribor Dance Room in 2014 when we will present a music and scene performance.



Music and dance performance entitled False Entries in co-production with Maribor Dance Room.

Some of the more important solo performers, conductors and chamber musicians in this year's festival were: conductors **Frank Strobel** and **Henrik Nánási**, violinists **Gabriel Adorjan**, **Lily Francis**, **Mika Yonzawa** and **Janez Podlesek**, pianists **Christian Schmidt**, **Rok Palčič** and **Nejc Kamplet**, cellist **Reinhard Latzko**, oboist **Dudu Carmel**, hornist **Boštjan Lipovšek**, drummer **Roberto Dani**, dancers **Jasmina Križaj** and **Simon Wehrli** and last but not least composers and performers **Detlev Glanert**, **Robert Kamplet** and **Samo Šalamon**.



Chamber String Orchestra of the Comic Opera Berlin



Music for the film The Last Laugh was written by Detlev Glanert and conducted by one of the best conductors for film music Frank Strobel.



The Sunday matinee at the Ptuj castle with La Capricciosa - an ensemble playing on historical instruments.



Siegfried Idyll by Richard Wagner performed by the Orchestra of the Comic Opera Berlin.

Some of the highlights of this year's festival were definitely the four concerts of the Comic Opera Berlin, especially the Slovenian premieres of the compositions by Franz Schreker; the premiere of the works by Samo Šalamon performed by KGOSF while the author played brilliantly on the guitar. A premiere and a lecture for the youth performed by Robert and Nejc Kamplet and the Junior Orchestra of the Festival Maribor



KGOSF with Samo Šalamon – guitar and Roberto Dani – drums.



The Youth Program of the Festival Maribor with the Junior Orchestra of the Festival Maribor, the composer Robert and pianist Nejc Kamplet.

We signed co-production agreements with our co-producers in October 2012 and also set the program framework, however, the final decisions concerning the programs were postponed to March 2013 due to an uncertain financial situation in Slovenia.

With this program design we were able to book the desired musicians and use their time as best as we could during the Festival Maribor.

The pre-production of all concerts and first rehearsals by the Orchestra of the Comic Opera Berlin and its chamber ensembles took place in their parent company. Only the final rehearsals and dress rehearsals were carried out in Maribor – because of this we saved a lot of money on costs of accommodation and nourishment. After arriving to Maribor, the musicians were accommodated in the hotels Orel, Piramida and City; the meals were organised in the festival restaurants: Štajerc, Ancora, Rožmarin, Isabella and Leon.

EVALUATION OF THE MAIN PROGRAM OF THE FESTIVAL MARIBOR

In comparison to previous years, the 2013 Festival Maribor was a lot more of a conventional festival of classical music as in the previous years, which is due to the fact that the festival's in-house production was reduced and co-production agreements along with other austerity measures were put in place.

However, we are proud of the fact that we were able to keep the festival afloat together with our local and international partners, since breaking a 50 year old tradition would certainly have meant the downfall of the festival.

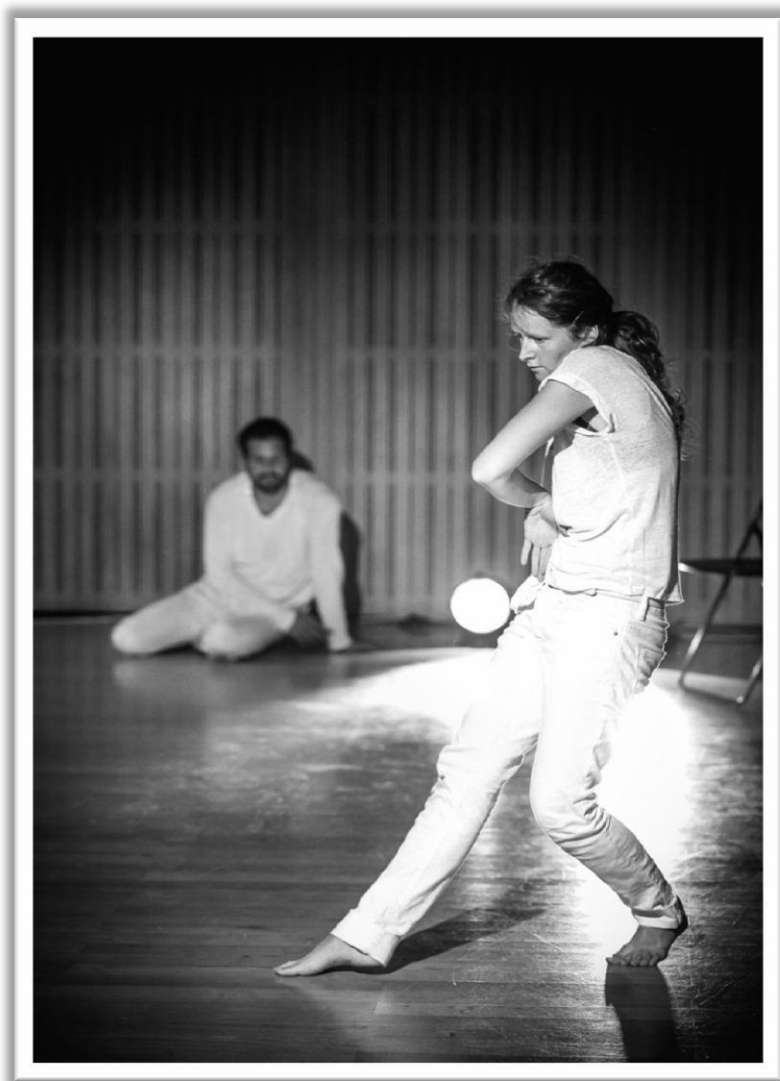
Despite everything we were able to retain the uniqueness of the Festival Maribor, which is shown in the program exceeding the limits of classical music. Film music was the representative of this year's multimedia acquisition – a Slovenian premiere of the legendary German classical film **The Last Laugh** directed by F. Murnau with music written by **Detlev Glanert**.



*The German classical film **The Last Laugh** with a Slovenian premiere of Detlev Glanert's composition.*

Other Slovenian premieres include the performance of pieces by **Franz Schreker** as well as pieces by **Samo Šalamon** and **Robert Kamplet** which were tailor made for the festival. A novelty of this year's festival is the cooperation with Dance Room Maribor and including elements of a modern dance into the festival program.





The choreographer of the dance performance False Entries Jasmina Križaj and her dance partner Simon Wehrli.

Festival Maribor

Festival Program Izvajalci Festival za Maribor Vstopnice Maribor Galerija Partnerji

Osnovni program Festival za Maribor

FALSE ENTRIES
 Petek, 13. september ob 16:00, Vetrinjski dvor
 Avtorja projekta, koreografja in ples: Jasmina Križaj in Simon Wehrli
 Glasbeniki: Janez Podlessek – violina, Oliver Dizdarevič Škrabar – violina, Klemen Hvala – violončelo
 Glasba: Johann Sebastian Bach, izbor
 Izvršna produkcija: Mojca Kasjak
 Produkcija: Plesna Izba Maribor
 Partnerji in koproducenti: Ensemble Baroque de Toulouse, Festival Maribor
 Prva izvedba v Sloveniji, produkcija Plesna Izba v sodelovanju s Festivalom Maribor.
 Vstop je brezplačen

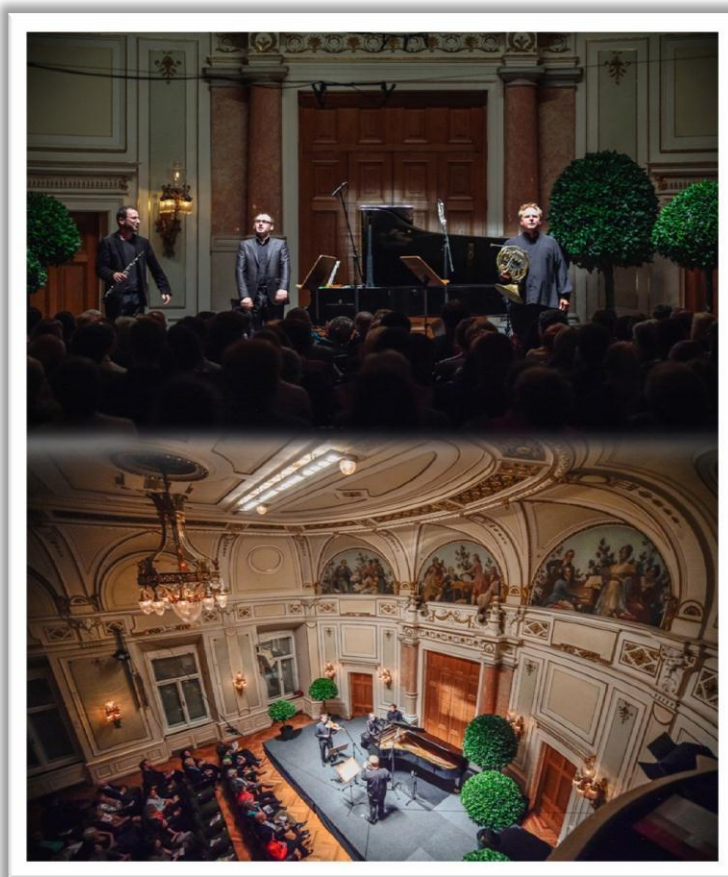
Harvey Norman
 NOVA TRGOVINA V MARIBORU

V SODELovanju s FESTIVALOM MARIBOR, PRODUKCIJA

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The cooperation with our new partner MusikabendeGraz has proven very fruitful and we

are very happy to gain new venues with the Congress Hall in Graz. They organise chamber music series and our partnership with them is based on an exchange of musicians which gives us the opportunity to present Slovenian chamber musicians in Graz.



With the concert by the Festival Maribor and the performance of Slovenian musicians we were able to fill the prestigious Congress Hall in Graz.

It is definitely in the festival's best interest to continue the cooperation with our artistic director **Richard Tognetti**. In respect to the current fiscal situation and the forecast of it in Slovenia we will continue to carry out a part of the program as a co-production. Facts mentioned above are at the same time in the interest of the EU and of global networking.

REVIEWS OF THE MAIN PROGRAM OF THIS YEAR'S FESTIVAL MARIBOR 2013

*"The opening concert *The Berlin Romance* with the chamber orchestra of the Comic Opera produced some very quality music, especially in homogeneous string instruments [...]" (Marjan Zlobec, 11. 9. 2013, Delo)*

"The first concert featured a variety of composers ranging from Mendelssohn to Schreker and one could but admire the prowess of soloist Gabriel Adorján who played the solo part in Mendelssohn's Violin Concerto to perfection." (Gerald Fenech, 8. 9. 2013, Music & Vision)

"In this year the Festival Maribor is even more eagerly tackling the popular culture and is

opening new areas of understanding between various music and art genres." (**Žiga Brdnik, 14. 9. 2013, Večer**)

"Frank Strobel conducted a fiery and passionate account of the score which fairly leapt from the pages." **Gerald Fenech, 8. 9. 2013, Music & Vision**)

"The final sentence was especially diverse and efficient and it summed up the concert with a brilliant sound and panache." (**Tjaša Krajnc, 13. 9. 2013, Večer**)

"In previous years we worked from dawn to dusk with Richard Tognetti and it was excruciating. At the same time, however, our creativity was at its peak. I, as a professional musician, perform often and have a lot of experiences but always consider the Festival Maribor as a type of a master class. It is simply added value." **Janez Podlesek (Petra Zemljič, 7. 9. 2013, Večer)**

Even the Austrian journal Kronen Zeitung gave the Festival Maribor high praise:

"charming sound perspectives", "a marvellous chamber music concert" and added that musicians "created a spectre of colours, feelings and experiences" (**Matthias Wagner, 9. 9. 2013, Kronen Zeitung**).

"This is a festival which I will always enjoy attending since I am always made at home by the organisers, a lively bunch of talented music lovers who surely deserve the highest accolades." (**Gerald Fenech, 8. 9. 2013, Music & Vision**)

COMPLIMENTARY PROGRAM - Program series Festival for Maribor

In this year we are continuing our year-round program series Festival for Maribor, because we are convinced that culture is of great importance for people excluded from culture in their daily lives in times of economic crisis.



The percussion workshop and a concert by some of the greatest percussionists in Slovenia, Jože Bogolin and Simon Klavžar in the theatre hall of the Maribor Prisons (May 2013).

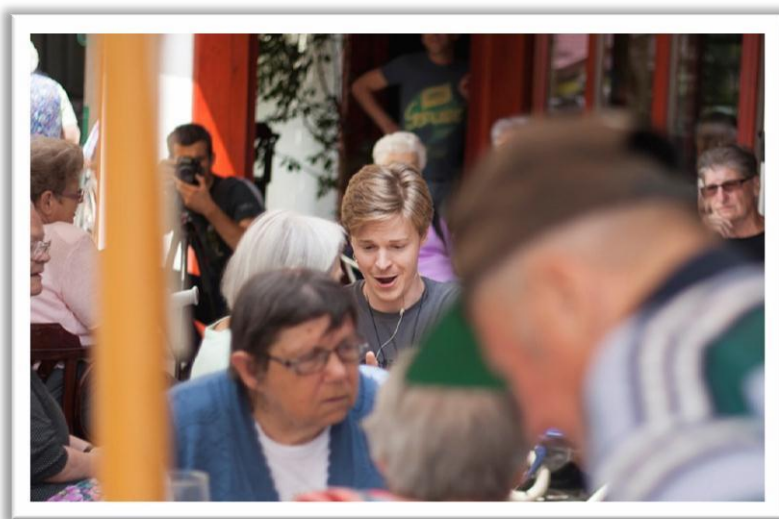
In cooperation with **Maribor Prison**, Festival Maribor organised a percussion workshop and a concert with an active cooperation by the prisoners in the theatre hall of the Maribor Prison (May 2013). The workshop and the concert were designed by experts and performed in an interactive dialogue between musicians and the audience. It received high praise from prisoners and the management of the prison. Moreover, we organised a short concert in the retirement home Danica Vogrinec for residents with the cooperation of the staff of the retirement home (June 2013). In the beginning of September we carried out a short concert in the lobby of the University Medical Centre Maribor. We will definitely continue our cooperation with the UMC Maribor and further it in the months to come.

As part of the program series Festival for Maribor we also organise the so called Smart Flash Mobs. The selection of music, background music, the choreography and costumes were all in the hand of the young soprano Nika Gorič, who was the featured young artist of the Festival Maribor in the previous year. While the first performance was marked by opera arias, the second performance wowed the audience with operetta and cabaret music inspired by Berlin. In this manner we announced the upcoming cooperation between the Festival Maribor and the Orchestra of the Comic Opera Berlin. As a promotion of the Festival Maribor and the city of Berlin we took to the streets of **Piran, Koper, Ljubljana, Graz and of course Maribor**. We also decided to create **short video clips** from the above mentioned performances to promote our festival even further. As part of both performances the following musicians presented themselves: singers **Nika Gorič, Georg Klimbacher, Ena Pongrac, Klemen Gorenšek** and **David Hojsak**, piano accompaniment was played by **Ella Luthasaari**. Additionally there was **Boštjan Selinšek** on camera and the sound engineer **Igor Fekonja**.

Video clips of these performances can be found at:

<http://www.youtube.com/watch?v=wLsVE5c6MPI&feature=c4overview&list=UUzrPRQGxJz1wug5tVfV72vw>

<http://www.youtube.com/watch?v=BnHeBB6hpEc>



The baritone Georg Klimbacher performing as Papageno among residents of the retirement home Danica Vogrinec.



David Hojsak performing in the lobby of the UMC Maribor.



Very typical for the program series Festival for Maribor are also Flash Mobs which we perform unannounced in areas not very common for classical music – such as shopping malls, in the streets of Maribor and other cities. Nika Gorič and Ena Pongrac performing at the square Grajski trg in Maribor (September 2013).

A part of the year round program series Festival for Maribor is also the production of the annual concert for the youth. This year's performance was aimed at the third triad of primary schools and secondary school pupils. This year's theme was on the one hand focused on the composer's and on the other hand on the performer's perspective in creating and recreating music. This is why we were also cooperating with the composer

Robert Kamplet who created a new composition solely for the **Festival Maribor** and dedicated it to his son – **this year's featured young artist of the Festival Maribor, the pianist Nejc Kamplet**. The first movement was performed as part of a lecture and a concert. We asked students from the Academy of Music Ljubljana to perform and joined them to form a Junior Orchestra of the Festival Maribor, led by the first violin of the Slovenian Philharmonics **Janez Podlesek**.



Nejc Kamplet on the piano and the Junior Orchestra of the Festival Maribor with the premiere performance of the Concert for piano and orchestra Nr. 1 (first movement Largo) by Robert Kamplet.

As part of the program series Festival for Maribor we plan to perform a final concert in December aimed at all target groups of the Festival for Maribor. In cooperation with Academy of Music Ljubljana an extended Junior Orchestra of the Festival Maribor will perform at the concert in December and among other pieces musicians will carry out the Concert for piano and orchestra in its entire length.

EVALUATION OF THE COMPLIMENTARY PROGRAM – THE YEAR ROUND SERIES FESTIVAL FOR MARIBOR

In previous years we cooperated with the Student section of the Slovenian Musicological Society, lead by Gregor Pompe PhD, and organised lectures and workshops on music journalism. We organised workshops and lectures primarily due to the fact that there is a deficit in the area for music journalism which encompasses different genres and basic journalistic articles as well as expert reviews. With workshops and lecture we wanted to broaden the knowledge in this field and give students of different music disciplines (musicology, music pedagogy, music academy) an opportunity to gain vital knowledge of music journalism. We focused on both the aspect of writing reviews and general journalistic writing.

Lecturers at these practical workshops were Gregor Pompe, the Croatian journalist Bosiljka Perič Kempf, Ičo Vidmar, Luka Zagoričnik, Peter Rak, Melita Forstnerič Hajnšek and Allan J. Benson from the USA. The interest of students was palpable, because music review is a very delicate area which calls for a scientific and expert approach to journalistic writing, there is, however, no formal education for a music critic.

We most definitely plan to continue pursuing our goal of educating people in music journalism, an area of deficit in the music education in Slovenia.

In this year we were unable to continue with our **educational web portal for the youth** which was launched over the course of previous years following the festival's main programme. In collaboration with the student section of the Slovenian association of musicologists we prepared interactive teacher packs – from didactic games to the all-round materials for teachers who bring their pupils and students to our concerts.



Some of our partners have supported the program series Festival for Maribor with financial and in-kind donations.

SOME STATISTICAL FACTS

In this year 110 musicians from 9 different countries (Slovenia, Austria, Hungary, Germany, France, Switzerland, Norway, Japan and Korea) participated in the Festival Maribor.

We carried out nine concerts of the main programme (the last concert – Guitarissimo – had to be cancelled due to illness).

Throughout the entire year we carried out ten concerts of the program series Festival for Maribor.

Between 5th and 13th September there were 28 rehearsals at various halls in Maribor (Union Hall, Theatre Hall in Vetrinje Mansion, Narodni dom), at Ptuj Castle, in the Chamber Hall Congress in Graz, at the Academy of Music Ljubljana and in the Hall of the Slovenian Philharmonics Ljubljana. Prior to the festival there were reading rehearsals in the Comic Opera Berlin and at the Academy of Music Ljubljana.

The main program was carried out at the following venues: Union Hall (hall capacity: 600); Ptuj Castle (200), Chamber Music Hall Congress Graz (400), Vetrinje Mansion (100). On average 80 per cent of seats were occupied, there were no sold out concerts (in comparison there were 9 sold out concerts in 2012). In this year the festival recorded 7,000 visitors.

All in all 55 compositions from 5 countries (Austria, Finland, Germany, Italy and Slovenia) were performed what is a 50 per cent reduction in comparison to previous years (110 compositions from 21 countries). This year's program included 10 Slovenian and 14 worldwide premieres.



Lily Francis – violin, Christian Latzko – cello and Christian Schmidt – piano

ACTIVITY AND ORGANISATIONAL SCHEME OF FESTIVAL MARIBOR

In 2013 regular contract employees worked in the field of: selecting the programme, content and performing artists, directing, coordinating the programmes with the participating musicians, management (cost evaluation, notification of programmes according to current tenders (EU, ECOC, municipality of Maribor, ŠOUM – Student organisation of Maribor), organizing and coordinating music material, booking flights, car services, accommodation, preparing contracts for the performers, arranging copyrights, etc.), logistics, marketing, public relations (writing and translating texts for printed and internet media in Slovenian, English and German), administration and editing the internet contents.

If necessary another person was hired right before the festival for administrative work and in accordance with EU rules (EU tender) an independent auditing house was commissioned.

Occasionally we also cooperated with a communication agency in charge of the corporate identity and its implementation (CGP, design, graphic design, website and web marketing, etc.). Occasionally we hired additional workers for translating and writing expert texts and proof reading all three language versions (SLO/GER/ENG) of the Festival Maribor publications.

During the time of the festival (rehearsals and concerts) 25 temporary workers were working for the festival. The technical crew consisted of 5 workers. In total the technical crew worked 492.25 hours.

During the festival as well as before, during and after the concerts 11 hostesses recorded 194 hours. On average 4–6 hostesses were present at each concert.

The festival photographer worked for approximately 20 hours. He photographed all of the concerts and the reception.

Two drivers with two sponsored vehicles transported artists to and from the airports in Vienna and Graz. Occasionally they also transported promo and sponsored material to the venues and the festival club in the Judgement Tower.

Moreover they transported artists and other festival guests around Maribor. For most of the transports we used two drivers, but during days of arrivals and departures the festival had to hire a van for the transportation of instruments. All in all they gathered 126,75 hours and 6018 kilometres.



Avto Koletnik was a sponsor and the official car carries of the Festival Maribor.

In this year the Maribor Festival hired 10 buses for the transfer of artists and visitors to and from the airports, to the venues and guided tours to Ptuj and Rangonske gorice. The total sum of all bus transfers amounts to 3160 km.

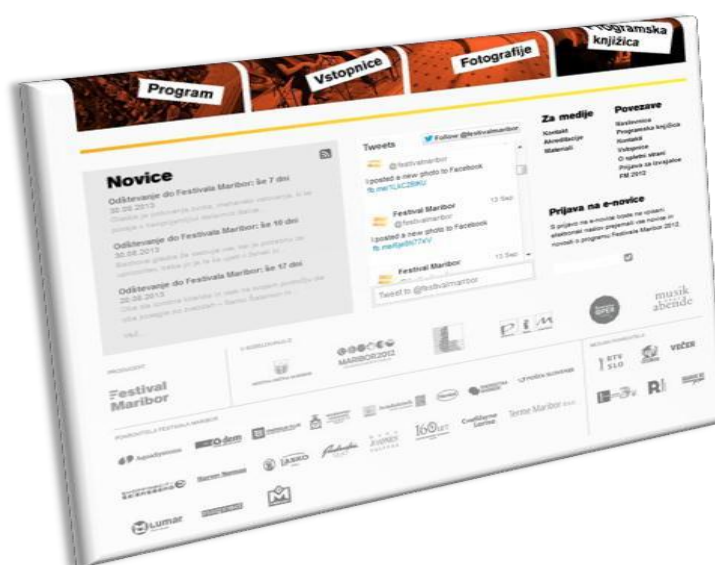
The festival had on average 6 volunteers for promotion around Maribor. They distributed the material for approximately 40 hours.



Part of the organizing crew of the Festival Maribor 2013.

REALISATION OF THE FESTIVAL MARIBOR – pre-production

- In February and March we focused on finding co-producers and agreeing on new programs. Due to financial uncertainty we created several concepts of the festival, because we would have been unable to organise a festival in our own production without the funds we possessed in the previous years.
- In the first months of 2013 we devised a concept for the program series Festival for Maribor, which is a year-round activity for the organisers. Festival for Maribor is based on socially responsible activities.
- As for promotional activities the graphic and the content of the Maribor Festival 2013 website was set up and we started collecting and sorting through the photo material as well as writing and translating the promo material. In May we started informing the public of the festival and writing promotional texts according to our media plan, sales promotion and direct marketing with the help of acquiring and informing the Slovenian and foreign target groups of the festival. We re-established the collaboration and information flow with similar institutions “festival friends” and others. We continued preparing the content for the website which we regularly updated in Slovene, English and German languages.



In April we started writing texts for printing (leaflets, invitations, booklets, calendars) in Slovene, English and German, continued preparing PR texts for informing the press and the public, preparing and last but not least updating the email list of the media and target groups for direct marketing.



In June we organised distribution of our promo material with our volunteers and coordinated the sponsored advertising with City Lights in Maribor and Ljubljana, on monitors in post offices of Pošta Slovenije and in advertising actions with classic posters in the summer months in the pedestrian area in Maribor. Our partner institutions helped advertise the festival in Ljubljana and Graz and in Graz University.



City Lights in Ljubljana and Maribor in cooperation with the partner of the festival, Eurolakat.



Short video clips of the Festival Maribor in post offices of Pošta Slovenije which is also the official post office of the Festival Maribor.



Classic posters in the centre of Maribor by our partner – Nigrad.

During the summer months we advertised in agreement with our media sponsors and compensations on the Slovenian national television, Radio Maribor, Radio SI, Val 202 and Radio City.

The organisation of the advertising in the media was carried out via media sponsorship. **All concerts were recorded by Radio Slovenia, while ORF recorded the concert in Graz. The recordings were broadcasted on Radio ARS, Radio Maribor and as part of European Broadcasting Union.**



In the months before the festival we invited Gregor Pompe, PhD to collaborate with us once again as an author of specialised texts, and the composer from New Zealand Neville Hall, who translated the texts into English.



The **executive production** was carried out throughout the entire year and included the preparation of contracts for musicians and other participants, acquiring the necessary confirmations from participating agencies, the organisation and coordination of rehearsals, creation of a rehearsal schedule, acquiring photographic, PR and video material for

promotion, preparing technical readers, stage plans and coordinating the technical crew, plane ticket reservations in agreement with performers, acquiring permission statements from musicians for radio and/or TV recordings, giving and coordinating important information to the performers and the organisational team (transfers, rehearsals, changes, hotels, addresses, telephone numbers, dress code, welcome letters and other general information); organising transfers for performers (car, van, bus, train...), booking and regularly updating their accommodation, negotiating and coordinating the performers and the technical crew at the festival venues, organising the festival club and organising food for the performers – coordinating festival restaurants, coordinating the Festival Maribor accounting department as well as ticket reservations and Eventim. From June the executive production also included the organisation of the technical and transport team as well as the team of hostesses, renting the instruments (pianos, percussion, tuning), coordinating, booking and renting venues etc.



The festival club of this year's Festival Maribor was the Judgement Tower.

In this year we focused on individual sponsors because we found that sending multiple applications to numerous companies does not yield desired results. Instead we adapted our application to each individual sponsor. From March until May we were working hard looking for potential sponsors of the festival, studying their corporate value and looking for ways of implementing their company into the festival. We send out applications for sponsorship after which we got personally in touch with the company and coordinated meetings.



We have acquired a large number of new sponsors which shows that the festival is definitely gaining recognition. This gives us hope to even further increase the funds from sponsorships.



Aquasystems – the sponsor of the evening concerts – adapted its entire image to match the festivals.



A lot of creativity was shown by one of the festival's restaurants.

We only prepared one press conference this year which took place in the beginning of September. There was a representative of the municipality of Maribor Daniel Sajko, representatives of the co-producers Mojca Kasjak (Plesna izba) and Klemen Hvala (DKGOSF), composers and performers Samo Šalamon, Robert and Nejc Kamplet and the director of the festival Brigita Pavlič. Journalist from several media houses attended the press conference: printed media (Delo, Večer, Dnevnik), radio (Radio Maribor, Radio City, Radio Ars) and television (TV Maribor, RTS). Including journalists, photographers and camera teams over 50 people attended the press conference.



In this year the Festival Maribor received a lot more media attention than in previous years. In the printed media articles about the festival were printed in Delo (Peter Rak, Marijan Zlobec), Večer (Tjaša Krajnc, Žiga Brdnik, Petra Zemljič), magazine Glasna, in the

online magazine Odzven, in the Austrian newspaper Kronen Zeitung (Matthias Wagner), Music&Vision (Gerald Fenech), www.sta.si, www.tportal.hr (Joško Tomasović), on television on RTV Slovenija, RTS and in radio – Radio Maribor, Radio SI, Val 202 and Radio City.

ONLINE PROMOTION OF FESTIVAL MARIBOR – DESCRIPTION AND EVALUATION

The festival's website was constantly updated with new content in three languages (Slovene, German and English), with photos, audio, news, etc. The following data shows the visit to our website, which increased drastically during festival.

The visit of the website of the Festival Maribor (www.festivalmaribor.si)

July:

Visits: 1,579

Page views: 9,631

Page views in English: 2,392 Page views in
German: 779

August

Visits: 2,308

Page views: 13,138

Page views in English: 2,600 Page views in
German: 1,218 1-13.

September

Visits: 2,897

Page views: 12,777

Page views in English: 2,437 Page views in
German: 1,069

Facebook

We worked even harder than in the past on our social networks because we are well aware that a wide range of people can be reached with their help. We especially focused on Facebook.

We currently have over 5,100 followers of our Festival Maribor Facebook page.



On average we have had between two and three new likes per day in the summer months while this number jumped to 5 likes per day in the first two weeks of September (1-16 September). The sex ratio is quite equal (44.9% female and 49.8% male), the biggest age group are people from 25 to 34 years of age (35 %), followed by 35-44 years (25 %) and 18-24 years (13 %).

The table below shows the average number of people that actively engage on our FB page every day with comments, likes, views and tags.		Weekly: The number of people active on our page. These stories include liking our Page, posting to our Page's Wall, liking, etc. (unique users)	Monthly: The number of people active on our page. These stories include liking our Page, posting to our Page's Wall, liking, etc. (unique users)
	Average per day	Average per week	Average per month
July	118.94	921.75	3,687
August	75.22	583	2,332
September	199.8	1,499	5,995

We also used other social media such as Twitter and YouTube.

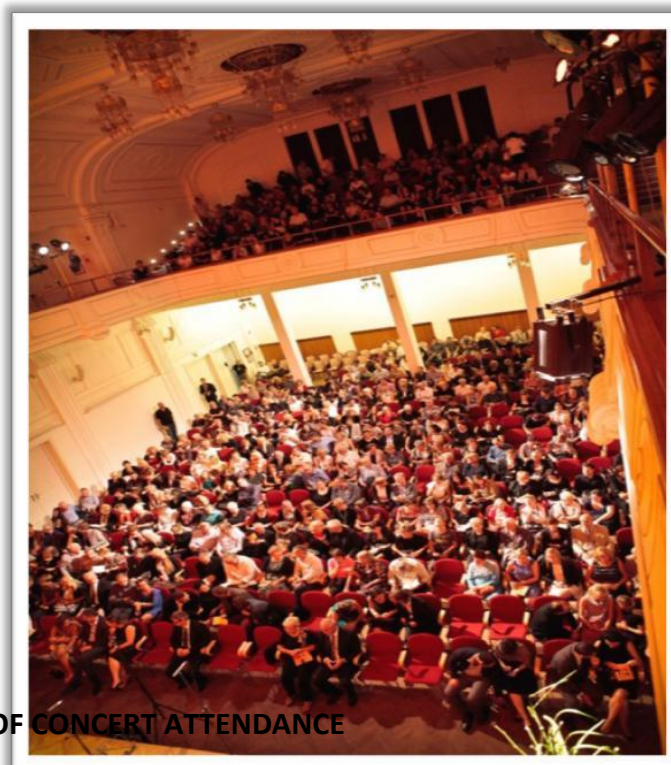
Through banners and links on the websites of our partner organisations and sponsors we

directed the visitors to our website.



Festival attendance

There were approximately 7.000 visitors from Slovenia and abroad (Austria, Germany, Australia). The audience ratio was 75 % of Slovenian and 25 % of foreign audiences. In comparison to previous years there were fewer people at our festival. The most probable reason for it is the economic crisis and the reduced purchasing capacity of Slovenians and the absence of our artistic director which caused the reduction of Australian visitors by 90 %. On the other hand there was an increase in visitors from Germany and Austria. While our German visitors were mostly stationary audience, which stayed in Maribor on average for three days, our Austrian visitors mostly came daily for individual concerts.



EVALUATION OF CONCERT ATTENDANCE

Ticket sales on the internet and the ticket offices were handled by Eventim. Ticket were sold online and in their ticket offices (Hala Tivoli, Citypark, Europark, Citycenter CE, Kino Šiška LJ, Križanke LJ and in Petrol, Pošta Slovenije, Big Bang, K kiosks, Kompas, 3DVA kiosks, Mercator Hipermarketi, M holidays and Alpetour). We also sold ticket for our festival at our own ticket office in Vetrinjski dvorec (Vetrinjska ulica 30, Maribor) between 25 August and 13 September. Tickets were sold daily between 10 a.m. and 5 p.m. and on weekend between 10 a.m. and 2 p.m.

We also sold ticket at the venues one hour prior to the concert.



Our loyal audience prefers to buy tickets at our ticket office in Vetrinjski dvorec.

There was a number of ticket we gave away free of charge to the unemployed. After commission and other costs our profit from ticket sale amounts to 7,000.00 – a lot less than in the previous years.

Despite the fact that there were many people at all of our concerts, the profit from ticket sale is quite low, which is probably due to the current financial situation in Slovenia and the late announcement of the festival which lead to fewer numbers of foreign guests at the festival.

CULTURAL TOURISM

In our five year strategic plan (2008-2012) we stated that cultural tourism is one of the most important factors for two reasons. The first reason is the relatively small target group due to a small number of people living in this area. The second reason is the ever so negligible factor of the material effect of the festival.

Because we wish to offer very specific programs and a boutique cultural tourism without compromises we decided to promote cultural tourism ourselves. Throughout previous years we brought many cultural tourists to Slovenia who travelled solely for the purpose of the festival. Every year during the Festival Maribor we managed to bring around 200 foreign guests (from Australia, Holland, Switzerland, Germany, Austria, Finland, etc.) to Slovenia solely for the festival. About half of them stayed here for the entire length of the festival.



Visitors of the Festival Maribor from Berlin enjoying a tour around Maribor.

Consequently we also gained a couple of daily tourists from Slovenia or abroad. However, since Maribor is not part of the local tourist strategy and does not offer an entire tourist package, these numbers were very small.

As part of the development strategy of the Festival Maribor (2008–2012) we have decided to place the Festival Maribor on the map of great festivals of classical music and in-house production (Verbier, Kuhmo, Lockenhaus, etc.) and at the same time to justify our existence from the aspect of a material effect on the local community.

We found 5 years an acceptable time frame especially because of ECC 2012 and the increased interest in culture. In the first five years (up to and including 2012) we have more than justified our existence with our contributions to the local community despite the fact that the festival was marketed in our own initiative alone.



Visitors of the Festival Maribor from abroad use a lot of other tourism offers in Maribor and around Slovenia.

THE BASIS FOR THE DEVELOPMENT OF CULTURAL TOURISM IN CONNECTION TO THE FESTIVAL MARIBOR

As other established festivals in Europe, the Festival Maribor is also trying to find a connection with activities which would be mutually beneficial. For the festival this is primarily tourism. Aside from mutual benefit one of the foremost strategy of management should be a symbiosis of tourist interest and festival's ambitions.

At the same time we wish to establish a continuous and mutual cooperation with tourist organisation on a local and state level. This is why we believe that a large effect in the sense of large accomplishments for the city and state is only possible with a decisive support of cultural tourism while at the same time the Festival Maribor requires a partner from the field of economy.



The opening reception of the Festival Maribor gives several opportunities for social and business meetings and connections between culture, economy and tourism.

Many examples of festivals around Europe have shown that mutual cooperation and synergy between tourist and culture workers are very important.

Some of the positive effects of these partnerships are activities concerning promotion and marketing (entering new markets together, advertisement, a joint online promotion) and lower costs for both partners.

We are aware that in practice there is a risk that the festival program might be influenced by our partner from the field of tourism, who will rather focus on profit than on artistic criteria, which are an integral part of the festival as an artistic project. With our activities concerning cultural tourism so far, we have established our course of originality and taking no compromises concerning art as well as taking the harder way to acquire new visitors for the festival.

We plan to balance out this risk by including a third partner to represent the interests of the city in cultural and economic aspect.

We plan to create a Council for Sustainable Development of the Festival Maribor which will include all important partners.



The sponsor area in the foyer of the Union Hall.

FINANCING OF THE FESTIVAL MARIBOR

Up to 2009 the Festival Maribor was part of the Public institute Narodni dom Maribor, between 2010 and 2012 the Slovene Philharmonic String Chamber Orchestra Association with co-producers Public institute Maribor 2012 and the Music Association Festival Maribor was the legal entity of the Festival Maribor. **In 2013 the entire production of the main festival and the year round program series Festival for Maribor was taken over by the Music Association Festival Maribor.** Between 2008 and 2012 the costs of the festival amounted to 650.000 EUR which is the lowest possible cost for this kind of a festival (in house production with unique programs and ensembles) and for the program we presented.



Together at last! – the Festival Maribor was supported by a number of sponsors despite the financial crisis.

We have been known as a low-budget festival already in 2012. Due to the basic orientation of the festival (i.e. is its high quality production, which subsequently attracts foreign visitors who represent positive economic impact for the city) we are convinced that the festival more than justifies its cost. **In 2013 we were able to sustain the continuity of the festival despite the hurdles and have largely remained loyal to our mission while the employees of the festival acquired new experiences and knowledge.** We plan to take advantage of all the experience we have acquired in this year and use it in the years to come.

FINANCIAL TURNOVER OF THE FESTIVAL MARIBOR 2013

The main source of financing of the Festival Maribor 2013 came from funds of the Municipality Maribor intended for sustainable projects, partly from the Public institute Maribor 2012 and partly from a budget amendment. The program series Festival for Maribor was financed partly from funds of Ministry of Culture's call for project proposals and partly from Municipality Maribor's call for project proposal. In 2013 we managed to provide our own resources – namely 45 per cent of the budget of the Festival Maribor came from the festival's own resources. This includes funds from sponsors, donors, contractual sums and in-kind donation, ticket sale and especially a financial, compensation or an in-kind investment by our co-producers.



The Laško Group with their beer and other non-alcoholic beverages was an important partner of the festival's social events.

Expenses of employees of the festival, accounting, auditing house, office supplies were paid for from remaining funds from last year's EU fund and sponsor fees. Part of expenses for the program series Festival for Maribor was covered with funds from the Ministry of Culture.

Design, graphic and printing services, plane tickets as well as part of fees for the technical crew and for regular employees since August was paid from already received fund for sustainable programs.



CONCLUSION

In the future the Festival Maribor wishes to act even more as a model of autonomous regional artistic projects, which cooperate with Public institutes and state institutions but receive funding separately. Therefore it is the most fitting form of legal organisation for the Music Association Festival Maribor to remain a non-governmental organisation. On the other hand, we are aware that a non-governmental organisation is a very vulnerable form of organisation, especially considering the very demanding production of classical music.

This is why we plan to focus all of our powers into establishing the festival as an artistic manifestation, which would be a massive contribution to the cultural, social and the economic development of the city and the region. At the same time the festival leads the way in creating innovative and educational content.

It does it with the main program and the year-round program series Festival for Maribor and at the same time supports socially responsible topics and employs the local population.

Even in the future the Festival Maribor will carry on respecting the standards of European music, created throughout several centuries. Their educational role shines through innovative and attractive forms which serve as a support for the contents influencing the cultural environment. It means that the festival will take care of cultural heritage by informing people of their cultural needs.

These facts comply with the guidelines of the EU and indicate that the Festival Maribor will have to prove itself as a typically European festival project deep-rooted in the life of its country of origin and its community, which gives the festival the means for sustainability. On the other hand, in today's ever so globalised world we have to try to live in an open space

independently from the local culture and with the support of national and EU grants. To accomplish goals mentioned above, we have to educate professional staff, who will be aware of their mission and will beside multilingualism – a necessary trait in the EU – master cultural tourism, preparation of EU tenders, logistics, marketing and organisation. The potential of the staff goes hand in hand with stable co-financing of the festival. Festival Maribor plans to keep a small crew of employees but wishes to broaden the network of the so called ambassadors of the festival, which are of utmost importance in their volunteer work, online marketing, and getting in touch with potential sponsors. With the artistic director Richard Tognetti we were able to gain support of private donors from Australia, which support Australian visits to Slovenian and visits from Slovenian artists in Australia.

On behalf of the Festival Maribor

Team Brigita Pavlič

Director of the Festival Maribor

A handwritten signature in black ink, appearing to read 'Brigita Pavlič', with a stylized flourish at the end.