

The National Cello Competition and Splendor Amsterdam introduced a new prize:*

Start in Splendor Prize

After winning the **Start in Splendor Prize** you will be given the chance to put cultural entrepreneurship into practice on the professional stage.

The challenge

Invent and work out an interesting programme and organize your own audience. It is you and only you who puts the programme together, acts as the managing director and organizes all publicity.

The number of people that you manage to entice to come and listen to your concert determines the height of your honorarium. The more audience you generate, the more you will earn.

You will be guided by people that have been around the block. They will help you with important questions such as: What does a programme need to make it successful? What is the story I want to tell with my programme? Who are the people I want to reach, who is my audience, how do I get number of followers that is prepared to come to my concerts? And also, how do I organize and finance my ambitions and plans?

To this end, you will be coached by singer Mattijs van de Woerd (project coördinator), 24classics founder Corine Haitjema (marketing), a musician for artistic input (t.b.a. later) and production manager of the Cello Biennale Michaël Neuburger (production and budget).

The *Start in Splendor Prize* comes with a budget of €1500,-

Your honorarium and the fee for your colleagues on stage will be paid out of the income of your concert.

When you manage to fill each and every seat in the concert hall you will receive an additional bonus of €1000,-

The concert you will be organizing will take place in the spring of 2019 in Splendor.

What do you have to do to win the **Start in Splendor Prize**?

- Give a description in 500 words max of what you would like to do if you were to win the *Start in Splendor Prize*. What is your idea for a programme that triggers the curiosity of an audience and makes them sufficiently enthusiastic to buy a ticket to come and listen to your concert or performance?
Hint: Ask yourself the following two questions when you sit down to write your plan: (i) What is it, that I want to tell with my programme? and (ii), who is my audience and what do I need to lure them into coming to my concert?
- Send your plan to michael.neuburger@cellobiennale.nl by October 1 at the latest.
- Make sure you reach the Second Round of the National Cello Competition. The announcement which six cellist have been selected to play in the Second Round will be on Saturday, October 20 at 13.30 hours on the Foyerdeck of the Muziekgebouw.

- Come to the Final of the National Cello Competition, Friday October 26. Also at the Muziekgebouw. During this event the winner of the *Start in Splendor Prize* will be announced.

The most interesting plan wins the Start in Splendor Prize

The members of the jury of the Start in Splendor Prize are Splendor musicians and the staff of the Cello Biënnale Amsterdam.

***Splendor Amsterdam** is one of the most beautiful working examples of cultural entrepreneurship. Splendor is a collective of 50 musicians, composers and stage artists, all of them with experience in presenting exceptional programmes and in attracting an audience. In 2013, they worked together to convert an old bathhouse in the centre of Amsterdam into a cultural sanctuary. The Splendor musicians manage their own performance hall, do their own programming and take care of the publicity for their own concerts. Splendor is a breeding ground for unrestricted experimentation and try-outs. It's a place where stage artists inspire each.

Splendor Amsterdam/ Nieuwe Uilenburgerstraat 116 / 1011 LX Amsterdam