

## I. ORCHESTRA FINANCING

### 2. Interdependence of stakeholders within the economy of live music

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1. Orchestras in difficult times: the impact of the economical-financial crisis. Less public money and less sponsors, donators for arts. It's the time to reevaluate the role and mission of orchestras focusing on their social embodiment.

2. How can orchestra build up a social network including connections with companies,

3. Cases:

- doctors invited to the rehearsal hall where the artistic director speaks about 'body and soul' the anatomy of music, musicians as humans, than the guests go to concert. Result: volunteer doctors helping orchestra musicians.

- A research centre owning a castle and its English garden where Beethoven composed many pieces. The venue is suitable for concerts. Orchestra and the research centre jointly take part in organising summer outdoor concerts.

- A music centre which is a promoter and a recording company at the same time makes recording at the rehearsal hall of the orchestra, organises concerts for them, promotes the orchestra at prestigious international festivals, events, publishes its recordings, etc.. The final balance in both parties is positive.

- Orchestra builds up connection with organisations of retired music teachers, secondary schools (not music orientated), invites them to rehearsals, introduces the rehearsal halls, the music library, instrument depot, etc. talks with them. Result: happy old people, young people "infected" with the music-virus, both of them share their positive experiences with their family, friends. Good for everyone.

- As a charity activity the orchestra becomes "goodwill ambassador" of a nationally or internationally acknowledged organisation. i.e. Unicef. It's good for the organisation and the orchestra too: they together – using their own tools - call the attention of society to social problems.

4. Conclusion: An orchestra is a living exciting and value-orientated part of the surrounding society. Helping society in solving their problems many problems of the orchestra can be also solved. It is called co-operation which is based on interdependence.