

IOC SPEECHES



I. ORCHESTRA FINANCING

3. Visionary orchestra management

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Audiences:

It is vital to put audiences at the heart of our thinking about our orchestral world in the future. We need to understand how audiences wish to consume what orchestras offer.

Flexibility:

Flexibility is essential if we are to deliver to audiences what they want and when they want it. This includes the need for conductors and soloists to be flexible too!

Invention:

We must be ahead of audiences as well as responsive to them. This means proactive programme planning and not falling into easy old fashioned formulas for concert presentation.

Forward looking:

We must take risks and always have the future in our mind. What will our world be like in 10 years time? The same number of orchestras? With the same contracts? In the same places?

Rights:

Being flexible includes working arrangements and rights.

Content will remain central to future technologies and the live experience will become even more important in the future.

New technology:

The speed of technological change is increasing every day and orchestras must respond to it.

Who knows what means may be at our disposal to deliver orchestral music to audiences in the future - but there will be ways we have never dreamed of and we must be ready with flexibility and invention to adapt to any new world.