



FOR RELEASE July 7, 2020

Music and Beyond to launch virtual festival

100 videos to be released starting July 8th

Ottawa, Thursday, July 7, 2020 – Music and Beyond is excited to announce an ambitious series of 100 videos to be released over 12 days, starting on July 8th. The festival will be releasing 50 videos in English and 50 in French.

“I hear from people every day, who all tell me how much they miss the music this year”. states the festival’s director Julian Armour. “We are truly saddened to be cancelling the Music and Beyond festival this year”. So instead, this will be our way of reaching out to everyone and sharing some beautiful performances as well as some great “beyond” content.”

A wide range of performers are participating in the videos including violinists **Jonathan Crow** and **Yolanda Bruno**; National Ballet of Canada principal dancer **Sonia Rodriguez**; mezzo-soprano **Wallis Giunta**; Montreal’s superb **Cirque Fantastic**; clarinetist **Kimball Sykes**; trumpeter **Karen Donnelly**; pianist **Frédéric Lacroix**; double bass virtuoso **Joel Quarrington**; organist **Matthew Larkin**; singer **Kellylee Evans**; and literally dozens of others. Almost all performances were filmed with the musicians actually performing live together. Each performance was filmed following ministry of health guidelines for social distancing.

The videos will have three different main series: **Music and Nature**, filmed throughout the **Canadian Museum of Nature** and offering performances that reflect the exhibits and galleries of the museum; **Music and Law** hosted by **The Right Honourable Beverley McLachlin**, who will relate stories of the legal problems of some of history’s great composers; and **Music and Circus** featuring Montreal’s **Cirque Fantastic**.

Music and Beyond will release on average eight short video presentations each day for 12 days. All videos will be available for viewing without charge and will remain available once they are

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released.

“While nothing can replace the great experience of a live performance, we hope these will offer something totally different, yet equally wonderful” comments Julian Armour. “Viewers will be able to see many different camera angles, hear fascinating introductions, and will be seeing videos and pictures carefully edited into the music, which will enhance the whole experience. As well, we can reach a much wider audience, thanks to the internet. A video from one of our concerts featuring Wallis Giunta already has an astonishing 3.4 million views!”

Full information on the videos can be found on the Music and Beyond website at www.musicandbeyond.ca

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About Music and Beyond

Acknowledged as one of Ottawa’s top five music festivals, Music and Beyond is a classical music and multi-disciplinary arts festival that takes place in Ottawa each July. Our mandate is to link music with a wide range of art forms and cultural disciplines. Music and Beyond also places a strong importance in developing new audiences for classical music, particularly young people. In its first ten seasons, Music and Beyond has presented a total of over 900 concerts and events, as well as over 3,800 “mini-concerts”. The festival has presented some of Ottawa, Canada and the world’s greatest musicians, artists, performers and writers including legendary sopranos Kathleen Battle, Measha Brueggergosman and Emma Kirkby; world-renowned actor Christopher Plummer; saxophone superstar Branford Marsalis; conductor and harpsichordist Trevor Pinnock; pianists Garrick Ohlsson, Chilly Gonzales, Peter Serkin, Janina Fialkowska, Gregory Charles, Jan Lisiecki and Menahem Pressler; one of the world’s great tenors, Ben Heppner; violinists Sarah Chang, William Preucil, Rachel Barton Pine, Marc Djokic, Alexandre Da Costa, Martin Chalifour, Jonathan Crow and Mayumi Seiler; the Emerson, Borodin, Kronos, Auryn, Jupiter, Bennewitz, Fine Arts and New Orford string quartets; the world’s top piano trio, the Vienna Piano Trio; Milos, considered by most critics to be the world’s hottest guitarist; the Theatre of

Early Music; John Rutter; the Canadian Brass; jazz pianist Oliver Jones; rock musician and classical violinist Sam Roberts; internationally renowned writers (and music fans) Vikram Seth, Sean Michaels and Peter Robinson; musical comedians P.D.Q. Bach and Igudesman & Joo; Chanticleer; the Hilliard Ensemble; the National Arts Centre Orchestra, I Musici de Montréal, Thirteen Strings and Les Violons du Roy. The festival has always had a strong commitment to Ottawa musicians, composers and other artists.

The festival has garnered consistently excellent reviews and the highest levels of audience satisfaction. According to 2019 surveys, 98.3% were satisfied with the 2019 festival, 93.2% expressing a high level of satisfaction. 98.7% said they would recommend it to others. 99.1% said they would be coming back. Almost everyone said that Music and Beyond enhanced their image of the National Capital Region.

In 2018, Music and Beyond was named “Event of the Year” at the Ottawa Tourism Awards.

Christophe Huss from Le Devoir (Montréal) called Music and Beyond “...*the most creative and interesting classical festival in the country.*”

Music and Beyond has always taken its digital presence very seriously. Our web site had visits from 146 different countries in 2019. One of our videos from 2018 has so far received 3.4 million views - this is roughly the total live audience we would get in 70 years.

Over the past 10 years, Music and Beyond has produced a number of very successful radio broadcasts with CBC and three television broadcasts for EWTN which were seen around the world in 140 countries. Our digital marketing has been extremely effective.

We partnered with the Canadian Tulip Festival in 2020 to produce 11 digital presentations which have been remarkably successful. Each presentation has so far received many more views than it would have received live. This has given us tremendous experience, and provided many more ideas on how to take our future digital presentations to the next level.

The Music and Beyond staff has a strong record in presenting 10 highly-successful and critically acclaimed summer festivals.