



FOR RELEASE August 20, 2020

Music and Beyond 2020 Virtual Festival wraps up on Friday!

100 videos released since July 8th

Ottawa, Thursday, August 20, 2020 – Music and Beyond is excited to announce the Grand Finale of its 2020 Virtual Festival. The last eight videos of the festival will be released Friday, August 21st at 7:00 pm, bringing the total number of videos to 100. The Music and Beyond 2020 Virtual Festival is ambitious series of videos, with 50 released in English and 50 in French.

“I’m extremely pleased with the quality of these productions,” comments Julian Armour. “We, of course, had a superb roster of performers, but we also had a remarkable production team, and the quality of sound, video and editing is incredibly high. While nothing can replace a live concert, viewers are really in for a treat with all of the extra elements we have been able to include. For some of the performances, as many as ten different cameras were used!”

A wide range of performers participated 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 have four 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 relates stories of the legal problems of some of history’s great composers; and **Music and Circus**

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featuring Montreal's **Cirque Fantastic**; and **Beyond Ottawa**, a series of videos filmed outside Ottawa from performers who were not able to come to the live festival as originally planned.

"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 have had to cancel the live Music and Beyond festival this year. So instead, this is our way of reaching out to everyone and sharing some beautiful performances as well as some great 'beyond' content."

Music and Beyond would like to thank Rogers TV for providing video crews and first-rate equipment to make all of this possible.

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

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Reaction from the public to the Music and Beyond 2020 Virtual Festival

"Thanks to Music and Beyond for providing the virtual concerts to keep us in touch and to be reminded of the great musical contribution to our city by Julian Armour and Music and Beyond. I am impressed with the creativity of the performances and the various settings."

"I've been watching your video clips and I have managed to play them through my big computer, on to my big TV, and from the TV I have put on the proper studio sound and they are absolutely magnificent. You are so good I cannot tell you. Despite the present COVID destruction of everything you have managed to produce these video clips and the technology behind that, I mean absolutely incredible. Thank you very much, I have been watching most of them as we go along. Your response to COVID is absolutely magnificent, more than magnificent."

"Hello Music and Beyond,

Love your virtual festival this year.

I have many favourite players and compositions and I think you have hit the mark on so many wonderful performances.

As you realize, live music is very essential in life. This year your almost-live concerts are most welcoming to aficionados like myself.

Thank you. Thank you."

"I have just started watching your incredible videos and I am utterly blown away!! The idea itself is wonderful, and even more astounding is the manner in which you have made it reality! I have attended every one of your music festivals. Please continue what you are doing! I could not but make an immediate donation. I will pass on the links to many friends of mine and in this way introduce them to your inimitable way of introducing everyone to marvellous music!"

"Powerful and lovely."

"Love all your videos and how the photos have been incorporated!"

"Thank you for the virtual concerts from the Museum of Nature. Very creative and enjoyable – and calming, especially during these days. Great work!"

"thanks fine folk for all your fine efforts, enjoy the season"

" to Julian, the office staff, the artists, and all the tech team for putting together all the wonderful videos. The visual effects supporting most of the music have been very creative and add a lot to the overall enjoyment. Who knew that there are mastodons around that are smaller than Joel Quarrington. If we can't sit in front of musicians playing live, this is the next best thing.

"let me say thank you for providing this wonderful entertainment while we are not getting out very much. I'm sure I'll get a lot of enjoyment from them."

"Wonderful - thank you. I shall make a donation soon."

"Lovely and such impressive production values."

"This makes me so happy. Thanks to anyone who reads this...."

"Excellent. Really loved the music accompanied by the Museum of nature segments and the video. Well done. Thanks a lot"

"I am most impressed by what you have achieved. All top class artists, great variety and superb photography. I wish many could have been longer. Still, an incredible collection of works. You are never lacking in ingenuity."

"Génial! Bravississimo!!!"

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.