

BACH

A Tour de Force

EUROPE · ASIA · NORTH AMERICA

CELEBRATING EXCELLENCE

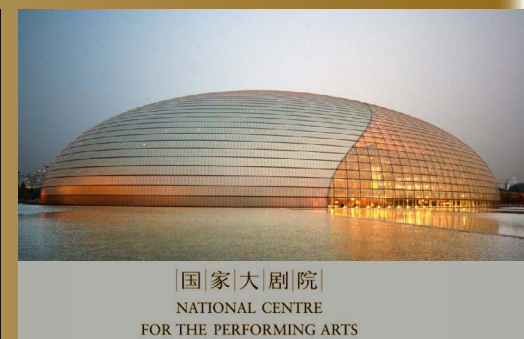
BECOMING MAIN SPONSOR

2025 - 2028

PRIVATE & CONFIDENTIAL

Revised for BRIONI

2 FEBRUARY 2025



VIEW TRAILER



Berliner
Philharmoniker
ENSEMBLES

BERLINER BAROCK SOLISTEN

Pianist

ALEXANDROS KAPELIS

The Complete Bach Concertos for Solo Keyboard and Orchestra

BWV 1052 - 1058



17 concerts

3 continents

75% of the global luxury
markets targeted

3 years of a comprehensive
marketing partnership

1 legendary classical ensemble

1 soloist & brand spokesperson



Recording Release

A landmark recording:
First time the musicians of the
Berlin Philharmonic record these works

SAMPLE TRACKS

Concerto in D minor, BWV 1052: I. Allegro 

Concerto in D major, BWV 1054: II. Adagio e sempre piano 

Concerto in D minor, BWV 1052: III. Allegro 

Concerto in F major, BWV 1057: III. Allegro assai 

Concerto in D major, BWV 1054: I. [Allegro] 



Documentary Release

BelAir
media

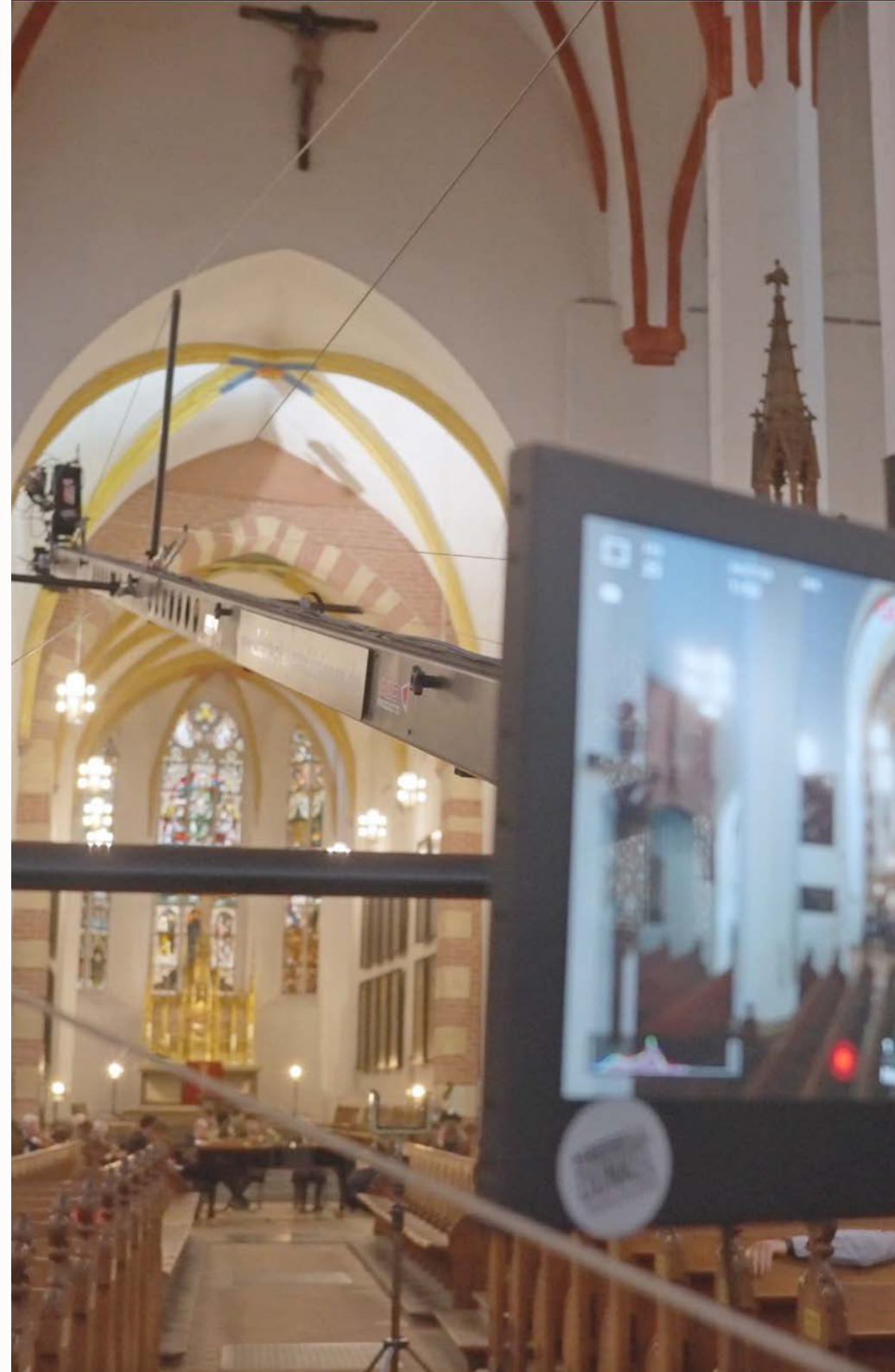
arte

[VIEW TRAILER](#)

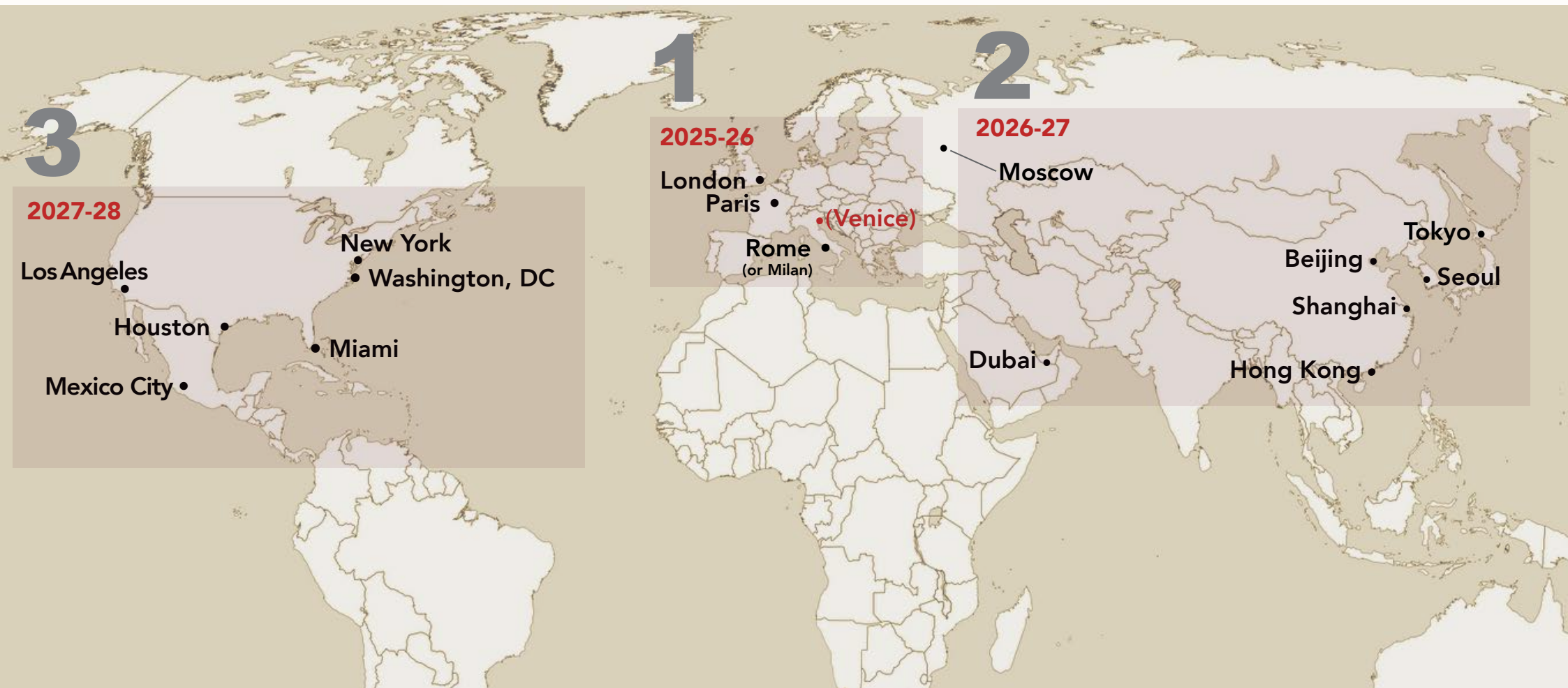


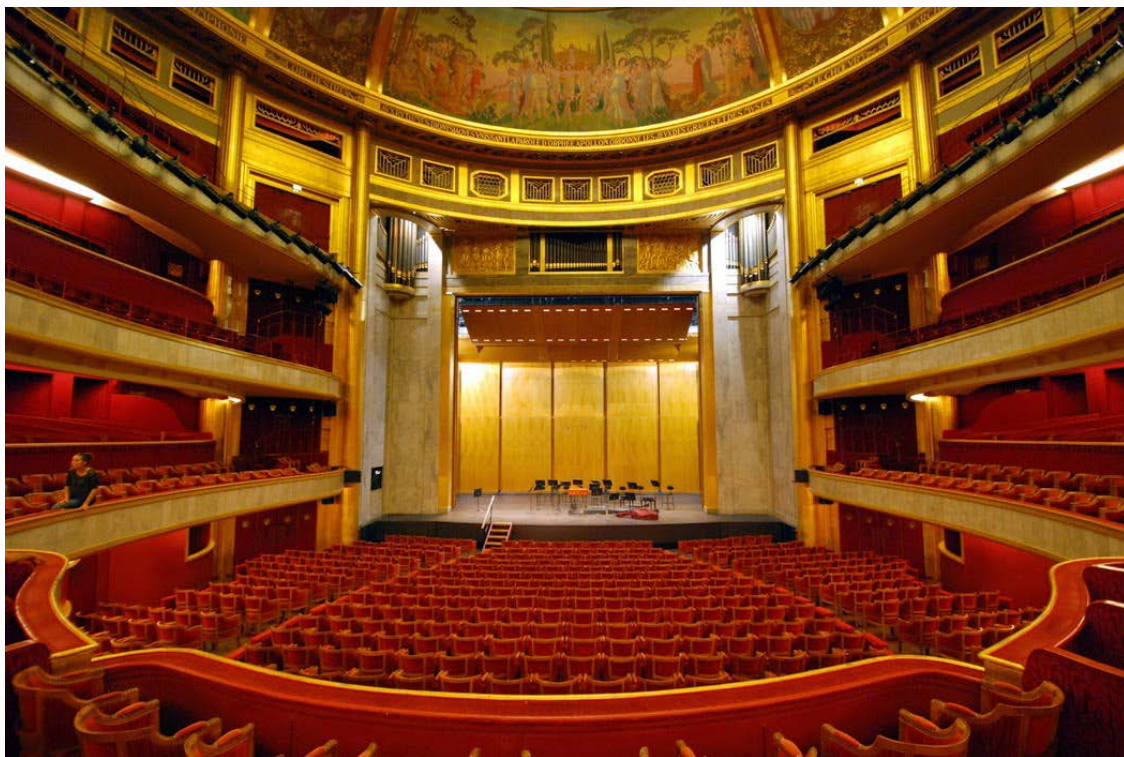
A state-of-the-art documentary with
a performance at Bach's final resting
place in Leipzig's Thomaskirche

To be released February 2025



The Tour at a Glance





Théâtre des Champs Élysées, Paris

2025-26: Europe

UNITED KINGDOM • FRANCE • ITALY

London BARBICAN HALL

Paris THEATRE DES CHAMPS ÉLYSÉES

Rome PALAZZO DEL QUIRINALE (or Milan SALA VERDI)



2026-27: Asia/Russia

CHINA • KOREA • JAPAN • RUSSIA • UNITED ARAB EMIRATES

NATIONAL CENTER FOR **Beijing**
THE PERFORMING ARTS

SHANGHAI CONCERT HALL **Shanghai**

HONG KONG CITY HALL **Hong Kong**

LOTTE CONCERT HALL **Seoul**

SUNTORY HALL **Tokyo**

MOSCOW INTERNATIONAL **Moscow**
PERFORMING ARTS CENTER

DUBAI OPERA **Dubai**



National Center for the Performing Arts, Beijing



Bellas Artes, Mexico D.F.

New York CARNEGIE HALL

Washington KENNEDY CENTER

Los Angeles SOKA ARTS CENTER

Houston CULLEN THEATER

Miami ADRIENNE ARSHT CENTER

Mexico City BELLAS ARTES



Carnegie Hall, New York

2027-28: North America

UNITED STATES • MEXICO

Sponsor Deliverables Overview

Brand placement across the board

Sponsor logo & acknowledgement in every context (programmes, banners, ads, press releases, social media, etc.)

Social media postings over 4 years

Print media, interviews & editorials acknowledgement

Product placement synergies

on social media & music videos (e.g. rehearsals, behind-the-scenes, transportation, etc.)

Soundtrack licensing for advertising spots

Corporate entertainment for concerts and receptions

between 25 and 200 guests per concert, depending on location

Recording & Documentary broadcast credit/acknowledgement

on 3 continents: ARTE/STAGE+ (Europe), CCTV (China), PBS (USA)

Billboards & banners when available

including underground/metro and theatre marquee



SAMPLE EVENT

Focus on London

25 March 2025

The Hall **barbican**

The Barbican Hall is one of Europe's leading venues for orchestral concerts

- **1.7M** visitors yearly
- **400+** events annually
- **1,400+** leading artists yearly



Event Link



Link to the Barbican website

<https://www.barbican.org.uk/whats-on/2025/event/berliner-barock-solisten-bachs-complete-keyboard-concertos>

25 March 2025

19:30 - 21:30

Berliner Barock Solisten/Kapelis – Bach: Complete Keyboard Concertos

→ Book tickets

☆ Save for later

Tue 25 Mar 2025, 19:30, [Hall](#)



The Programme

A tour-de-force not seen on the concert stage in recent memory anywhere

The complete solo keyboard concertos by J.S. Bach performed in one evening,

I
Concerto in D major, BWV 1054 (16 min)

Concerto in A major, BWV 1055 (15 min)

Concerto in D minor, BWV 1052 (22 min)

II

Concerto in E major, BWV 1053 (19 min)

Concerto in F minor, BWV 1056 (10 min)

Concerto in G minor, BWV 1058 (14 min)

CONCERT DURATION

First Part: 53 min / Intermission: 20 min

Second Part: 43 min / Total: 1 h 56 min



Tailor-Made PR Campaign

DESIGNED BY **PREMIER** ENTERTAINMENT
ARTS
CULTURE

A comprehensive press and social media PR strategy geared towards maximizing the event impact, both on the London scene, as well as internationally. The aim is to generate a wealth of previews, listings, interviews, articles, and reviews in local, national, and global specialist outlets, including online, print, and radio.



Social Media Campaign

20 posts

from 25 February to 30 March, 2025

embedded sponsor logo and link opportunity

The Excellence of the Musicians of
the Berlin Philharmonic

1



Leipzig: In Search of J.S. Bach

2



The First Time I Heard this Music

3



Christian Tielemann Speaks

4



Barbican Tube Station Campaign

5 billboards

from 25 February to 25 March, 2025

opportunity to add sponsor logo and product image

- **9.2M** passengers annually
on the Barbican platform
- **3 MINUTES** average time
engaging with ads
on the Barbican platform
- **79%** Response of commuters
*by visiting an event or buying
a product as a direct result
of seeing the brand on the
Barbican Station*



Radio Campaign

BBC Radio 3

Breakfast show / "In Tune" show / Studio Visit

Classic FM

Exclusive content on their social media channels

Times Radio • Soho Radio • Scala Radio

sponsor mention opportunity

BBC RADIO 3 STATISTICS

- **2.1M** *regular listeners*
- **8.2 HOURS** *average listening time per week*
- **35-54 YEARS OLD** *main demographic of listeners*



Broadcasting & Streaming

Documentary & performance
filmed at Bach's Thomaskirche,
Leipzig, broadcast and
streamed in the UK

throughout February and March, 2025

sponsor acknowledgment & logo opportunity



Corporate Entertainment / Social Outreach

200 guests

for sponsor use

- **200 concert tickets**

100 premium seating at the Barbican Hall.

100 tickets for students, seniors, and underprivileged communities on behalf of the sponsor as part of a social outreach campaign, fostering inclusion and access to culture for all.

- **100 post-concert reception guests**

at the Barbican Conservatory, a tropical paradise and welcoming space of green and calm located on top of the theatre's fly tower, housing more than 2,000 species of plants and trees. Opportunity to mingle with the invited press and other guests.



Soundtrack Licensing for Ads

Licensing opportunity for use
of the recording in sponsor's
advertising campaign

SAMPLE TRACKS FOR ADS

Concerto in F major, BWV 1057: I. Allegro 

Concerto in A major, BWV 1055: I. Allegro 

Concerto in F minor, BWV 1056: II. Largo 



Product Placement Opportunities

During rehearsals, performances, broadcasts, behind-the-scenes, social media, interviews & editorials, travel/transportation

SAMPLE PRODUCT PLACEMENT

DOLCE & GABBANA
2023

1



STEINWAY & SONS
2023

2



 BRIONI
2020

3



CROSS-MARKETING SYNERGIES

Focus on Venice

5-7 September 2025

THE STAKEHOLDERS



VIDEO

<p>CITTA' DI VENEZIA</p>	<p>REGIONE DEL VENETO</p>	<p>unesco Commissione Nazionale Italiana per l'Unesco</p>
<p>PATRIARCATO di VENEZIA</p>	<p>ISTITUTO ELLENICO</p>	<p>Comunità Ebraica VENEZIA</p>
<p>PEGGY GUGGENHEIM COLLECTION</p>	<p>fondazione GIORGIO CINI</p>	<p>GRAN TEATRO LA FENICE</p>
<p>palazzo CONTARINI POLIGNAC</p>	<p>Istituto Provinciale per l'Infanzia SANTA MARIA DELLA PIETA' Venezia Fondato nel 1546</p>	<p>ASSOCIAZIONE RICHARD WAGNER DI VENEZIA FONDATA NEL 1992</p>



THE LEADERSHIP

FONDAZIONE MUSICALE EPICENTRO VENEZIA ETS

The Epicenter Venice International Music Festival operates under Italian Law, articles 14-35 of the Civic Code, as a **non-profit foundation** ("Fondazione senza scopo di lucro di finalità civiche, solidaristiche e di utilità sociale"), with legal seat in Venice's Cannaregio district.

President & Artistic Director

Alexandros Kapelis

Advisory Board

Veronica Bulgari

Alexandra Burt

The Rt Hon. Lord Deben

Maria Teresa Venturini Fendi

Lady Hamlyn

Princess Caroline Murat

Vicomte Olivier de Rohan

Honorary Chairman

Cody Franchetti

Executive Board

Ian Smallbone, Executive Director

Bruno Bernardi, City of Venice Advisor (Musei Civici)

Guillaume Desmettre, Operations Director

Luca Berta & Francesca Giubilei, Production Directors

Founding Board

Alexandros Kapelis, President

Gregory Shultz, Vice-President

Guillaume Desmettre

Kerstin Engler

Luis Salamanques

Roberto Zanta



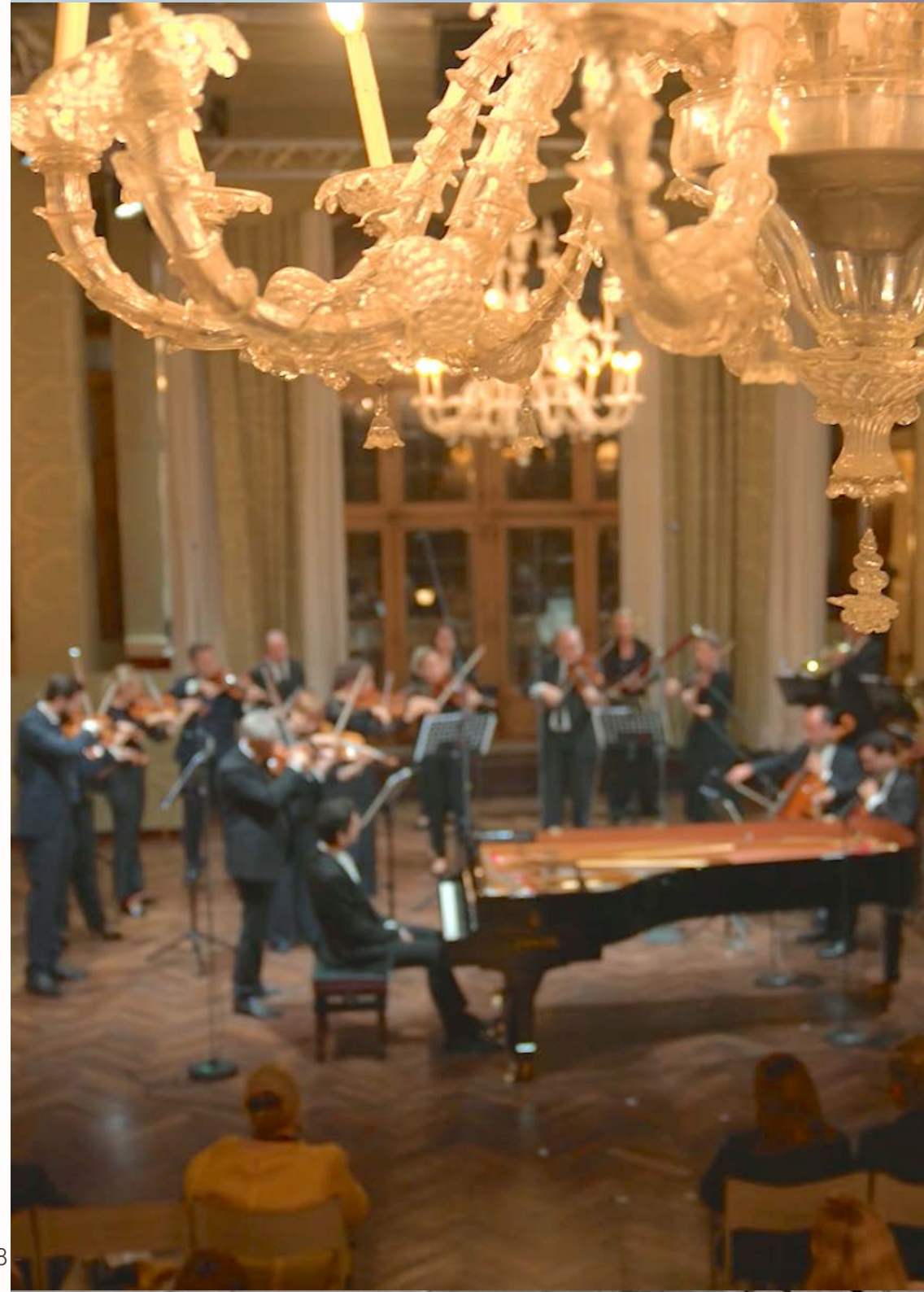
INAUGURAL LAUNCH EDITION

5 - 7 SEPTEMBER 2025

Venice commands the cultural spotlight of the world several times a year, with the **Biennale for Contemporary Art**, the **Venice Film Festival**, and so on. However, there has been no music festival comparable to the great festivals of the world, where one can hear the best that classical music can offer during a concentrated period of time.

Epicenter Venice, an initiative long overdue on the cultural landscape of the City, is an international music festival that aims to fill this void with the world's leading soloists and orchestras converging in Venice under the leadership of Artistic Director Alexandros Kapelis:

- 2023 Pilot Edition *(10 - 12 September)*
- **2025 Inaugural Launch Edition** *(5 - 7 September)*
- 2026 First Large-Scale Edition *(6 - 13 September)*



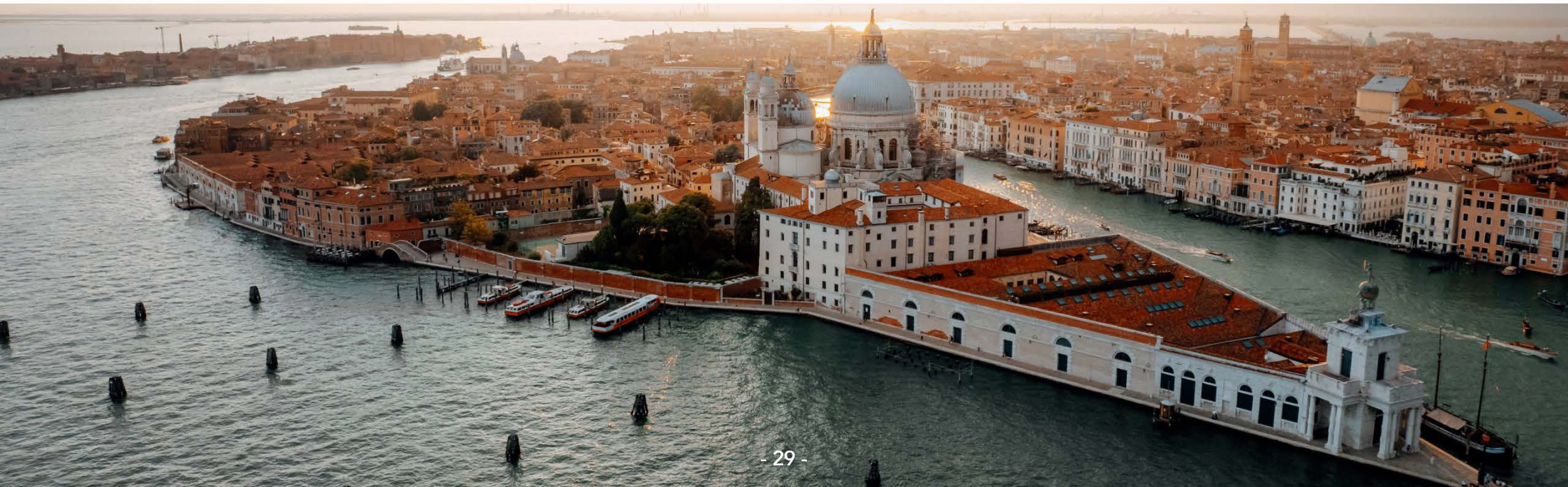
Annually

VENICE IN NUMBERS

30M
annual
visitors

6
globally impactful culture
biennales

300+
major
historic landmarks



in September

4,1M
visitors

2.195
journalists
on site during the Film Festival

60.000
culture visitors
(tx sold for the Film Festival in 2022)



The Artists

Orchestra & Soloist



Berliner
Philharmoniker
ENSEMBLES

Berliner Barock Solisten

Baroque Ensemble of the Berlin Philharmonic

Berliner Barock Solisten

Baroque Ensemble of the Berlin Philharmonic

The Berlin Baroque Soloists were founded in 1995 by members of the Berlin Philharmonic and leading representatives of Berlin's early music scene with the aim of performing the repertoire of the 17th and 18th centuries at the highest artistic level. In doing so, they wanted to fall back on the rich experience that the music world has had with authentic performances over the past few decades. The conscious decision to play on modern or modernized old instruments does not stand in the way of approaching a "historical" performance practice. The type and size of the cast vary depending on the works of the respective concert programs.

With Rainer Kussmaul (1946-2017), the ensemble had an internationally experienced soloist as artistic director from its foundation until 2010. From 2010 to 2017, the Berlin Baroque Soloists put the artistic direction in different hands: Bernhard Forck, Gottfried von der Goltz, Daniel Hope, Daishin Kashimoto, Daniel Sepec and Frank Peter Zimmermann performed at the head of the ensemble. The violinist and conductor Reinhard Goebel, with whom the formation first worked in 2014, has been the artistic director of the Baroque Soloists since 2018.



The guest soloists include or included singers such as Christiane Oelze, Sandrine Piau, Thomas Quasthoff, Dorothea Röschmann, Christine Schäfer, Anna Prohaska, Mark Padmore and Michael Schade, the wind instruments Emmanuel Pahud, Albrecht Mayer, Maurice Steger, Jacques Zoon and Reinhold Friedrich and the harpsichordists / pianists Alexandros Kapelis, Andreas Staier, Christine Schornsheim and Kristjan Bezuidenhout.

The work of the ensemble is documented by numerous CD recordings, which have been awarded several prizes. The Berlin Baroque Soloists received the Grammy Award in 2005 for their recording of Bach cantatas with Thomas Quasthoff. The recording of the Six Brandenburg Concerts by Johann Sebastian Bach under the direction of Reinhard Goebel was awarded the Opus Klassik 2018 as "Recording of the Year."



"Every single violinist, violist, cellist and especially the double bass player in this formation would be worth gold." **THE FRANKFURTER ALLGEMEINE MAGAZIN- FAZ (Frankfurt, Germany)**

"The Berliner Barock Solisten, who make music on historical instruments with little effort, are extremely homogeneous and animated...Bach could not be more modern and contemporary at the moment." **RONDO MAGAZINE (Berlin, Germany)**

"There is a saying that a concert performance can be too great to be put into words. It is indeed not easy to find the right words for what the Berlin Baroque Soloists' gave to the public in the Tuniberghaus in Freiburg-Tiengen. Not for a second did one get the impression that 'just music' was being played. Rather, the expression and tonal speech become completely transparent in an absolutely unusual intensity. The fact that the formation is predominantly recruited from the ranks of the Berliner Philharmoniker reflected the interpretative sovereignty and the unique sound culture that goes hand in hand with historically informed technology."
BADISCHE ZEITUNG (Freiburg, Germany)

"The Berlin Baroque soloists possess glamor, unity and sensitive interpretation."
DER TAGESSPIEGEL (Berlin, Germany)

"In the Berlin Baroque Soloists, the Berlin Philharmonic's musicians who enjoy the baroque have come together with the top of the capital's early music scene. Here, music is made from a good, lively, shaping spirit." **KÖLNER STADT-ANZEIGE (Köln, Germany)**



"These concerti have never sounded so powerful, so dangerous, so modern." **CRESCENDO MAGAZINE (Bruxelles, Belgium)**

"...the Berlin Baroque Soloists stand for clear, well-considered concepts and conscientious preparation, which has unfortunately become rare today... Each of the pieces recorded here shines with a very individual character, all of which are fascinating and exciting in themselves. ... The listener can enjoy the full CD in one go without it becoming boring for even a second. Everything is really right here: convincingly homogeneous string sound, consistent phrasing by the soloist and orchestra, but above all a relaying of Bach's unshakable conviction from the set text to the listener... This music should be heard without a doubt!" **THE NEW LISTENER (Weimar, Germany)**

"It's a record that sweeps you off the sofa, knocks you off your feet, takes a cold shower and rubs you lovingly... This old wine in new bottles tastes excellent... Baroque music as timeless art: JS Bach, indestructibly young." **RP ONLINE (Düsseldorf, Germany)**

"The five baroque concerti and overtures by the celebrated composers were performed lively, dynamically, at times cautiously, then energetically... Even the finest nuances could be distinguished."
RHEIN-ZEITUNG (Koblenz, Germany)

"The Berliner Barock Solisten, members of the Berlin Philharmonic and top-class soloists from the early music scene, make music at the highest level..." **RBB KULTURRADIO (Berlin, Germany)**

"Effortless and convincing... In historical garb, the musicians of the ensemble, all of them from the Berliner Philharmoniker, successfully tie in with the times when their 'mother orchestra' still played a major role in German baroque music cultivation. A wonderfully transparent, tonally very balanced recording." **FONO FORUM (Germany)**

"...considerable energy and vivacity are given to the Allegros with rhythms that are reliably resilient, while the slow movements have both beauty and a sense of intimacy. This album is extremely well performed and I will definitely return to it."
MUSICWEB INTERNATIONAL (Essex, United Kingdom)

No clock groans with boredom. An all-round successful recording."
PAULINUS (Trier, Germany)

Videos

Performance Excerpts



Berliner Philharmoniker
| Digital Concert Hall

1



BERLINER BAROCK SOLISTEN
The Musicians Speak

9'39"

2



VIVALDI
The Four Seasons - L'Estate, RV 415

2'33"

3



CORELLI
Christmas Concerto

2'42"

4



HANDEL
Samson, "Why Does the
God of Israel Sleep?"

2'59"

5



LUCERNE FESTIVAL
Brandenburg Concerto No. 1 - I

1'37"

6



BACH
Brandenburg Concertos, BWV 1046-51

1h34'00"

Alexandros Kapelis

Piano

Alexandros Kapelis

Pianist

Born of a Greek father and a Peruvian mother, Alexandros Kapelis grew up in both countries and enjoyed the advantages of a dual heritage. He began playing the piano when he was five years old and at the age of 20 moved to New York, where early in his career he was recognized by the Inter Press Service (IPS) as "one of the most promising young classical musicians of any nationality working in New York today." The Washington Post also praised him for his "scintillating performance," whereas the San Francisco Piedmont Post noted him for his "full range of technique in rendering the total palette of keyboard colors." He has appeared throughout Europe, the United States, Latin America, the Middle East, and Japan.

As a soloist, Kapelis' highlights include appearances with the Royal Philharmonic in London and the Prague Symphony Orchestra, amongst others. Currently, he is enjoying a collaboration with the acclaimed ensemble of the Berlin Philharmonic, the Berliner Barock Solisten, having recently recorded the complete Bach concertos for solo keyboard and orchestra (BWV 1052-1058), to be released in March of 2025. Kapelis' reading will be the first complete release since 2005. Only five pianists have ever recorded the entire set; this is also the first time that the celebrated ensemble from the Berlin Philharmonic has recorded these works.

An active chamber music player, he has collaborated with renowned artists that include violinists Janine Jansen and Renaud Capuçon, violist Yuri Bashmet, cellist Mischa Maisky, clarinetist Stanley Drucker, trumpeter Sergei Nakariakov, as well as ensembles from the





New York Philharmonic (Philharmonic Chamber Soloists). He came to the attention of Martha Argerich and in 2007 he moved to Brussels, where he spent four years near the great pianist, performing alongside Argerich and participating in several editions of the Lugano Martha Argerich Project.

As a recitalist, Kapelis made his mark with an unprecedented program inspired by Greek mythology. This recital took him to venues such as the Kennedy Center in Washington, the United Nations in New York, the Herbst Theatre in San Francisco, the Chicago Cultural Center, the Centro Nacional de las Artes in Mexico City, the Salle Cortot and UNESCO in Paris, the Lugano Festival, a recital tour through Japan, as well as the leading Italian venues, including the Parco della Musica (Rome), Auditorium LaVerdi (Milano), Teatro della Pergola (Florence), Politeama Garibaldi (Palermo), Teatro Olimpico (Vicenza), and Palazzo Labia - RAI Veneto (Venice). Unanimously acclaimed by the press as a program created by "an artist of genius" (Giornale di Vicenza) and "a pianist building a career of mythic proportions" (Oakland Tribune), Kapelis' "Greek Myth Recital" was chosen for the transfer-of-power ceremony of the Presidency of Council of the European Union in 2014, in the presence of the Italian and Greek Presidents of the Republic and the Council of Ministers of both countries.



Off stage, Kapelis is known for his understanding of a wide range of subjects that have allowed him to bridge music with history, the visual arts, nature, and cultural identity. In this capacity, he has acted as Artistic Director/Advisor for various institutions. In 2016, he came to the attention of the late Pierre Cardin and teamed up with the French cultural icon as Artistic Director of the chamber music series at his Festival de Lacoste. In Greece, Kapelis has collaborated on various occasions with the Athens Megaron on their chamber music programming. In Italy, he was given the title of Artist in Residence in Venice by the Malipiero Foundation in 2014, and last September Kapelis launched Epicenter Venice, a new international music festival that sees him as Artistic Director and Founder.

Since early in his career, Alexandros Kapelis has been involved with various humanitarian causes. He has performed in numerous benefit concerts, most notably in London for Fight for Sight (a leading UK charity dedicated to medical research), in New York for the United World Colleges (under the patronage of HRH Prince Pavlos of Greece), and in Athens for ELEPAP (Greek Society for the Protection and Rehabilitation of the Disabled). Under the aegis of UNESCO, in 2018 he founded PROJECT ECO (Earth Connections Orchestra), an initiative that combines music and the environment. On a personal note, Alexandros Kapelis also founded The Greco-Latin Trust in order to help young musicians from countries facing economic difficulties, specifically Greece and Latin America. Inspired by his years as a student in New York, the Trust provides a living stipend to a full-time piano student every year.

Alexandros Kapelis is a Steinway Artist. He lives in Venice.

"Kapelis threw himself forcefully into the wild raptures of Claude Debussy's *The Joyous Island* and expertly limned the classical poise of his *Dancers of Delphi*."

THE WASHINGTON POST (Washington, D.C.)

"There is in his playing a precision of rhythm, a dedication to clarity and a clear attentiveness to form. One can almost see him listening to the composer's voice."

PIEDMONT POST (San Francisco)

"A rarity among his generation, Kapelis plays expressively and evocatively. His emotional and psychological explorations into music make him one of the most promising young classical musicians of any nationality in New York today."

INTERNATIONAL PRESS SERVICE- IPS (New York)

"Kapelis has no equal in Rachmaninoff, but he also plays the classics with astonishing taste." **MARTHA ARGERICH in "CLASSICA" (Paris, France)**

"Kapelis possesses as undeniable temperamental vein and a dominion over the Lutoslawski Paganini Variations for piano and orchestra. This work is full of mortal difficulties, even for such a well-equipped instrumentalist. Kapelis overcame all these traps with great success." **EL PORVENIR (Monterrey, Mexico)**

"Kapelis does not indulge aimlessly from one note to the other, neither does he linger unnecessarily. Thus, he sounds neither vulgar nor flashy. On top of that, he masters lyricism and passion convincingly and with bravura." **THE ORIZZONT (Valetta, Malta)**

"The performance of the Schumann piano concerto responded to the passionate impulse that echoed in the youth of Alexandros Kapelis, exulting the lyricism and the dialogue between the piano and the orchestra. The soloist took advantage of his technique, energy and vitality, qualities that augur him a brilliant future in his musical career." **EL COMERCIO (Lima, Peru)**

"The artist once more was faithful to the pristine text... Kapelis displayed his traits as a virtuoso of the keyboard, without any concession to the public nor to decadent sentimentality." **DIARI DE BALEARS (Mallorca, Spain)**

"Kapelis passed this "trial by fire" with an ease that truly impressed us. With his clean, sure technique, with his evenness, and especially with his correct weight of sound (so it would not overpower but neither fall into "angelic sweetness"), Kapelis created an interpretation that displayed not only his pianistic talent, but also his unexpected expressive maturity." **ESTIA (Athens, Greece)**

"It was moving to listen to Greek pianist Alexandros Kapelis, a fully structured musician with strength and sensitivity, but also with ethos, revealed not only by the quality of his sound, but also by his bearing and body language. Last night, he fully deserved to stand on stage next to the great Martha Argerich." **KATHIMERINI (Athens, Greece)**

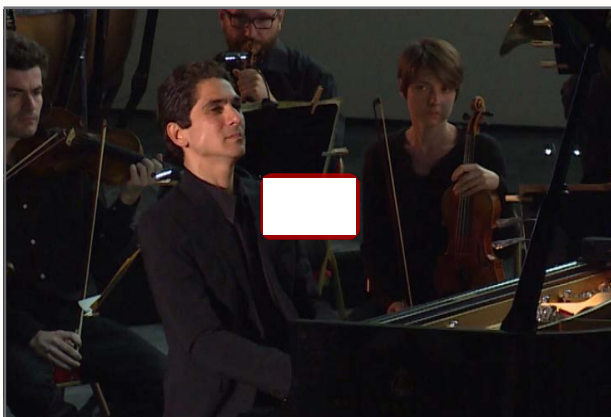


Videos

Performance Excerpts

ALEXANDROS KAPELIS

1



SCHUMANN
Piano Concerto, Op. 54

GÁBOR TAKACS-NÁGY
Orchestre de l'Opéra de Toulon

7'15"

2



MAHLER
Adagietto

JANINE JANSEN violin

3'37"

3



MOZART
Piano Concerto KV 414 - II. Andante

BERLINER BAROCK SOLISTEN
Barock Ensemble of the
Berlin Philharmonic

7'50"

4



SAINT-SAENS
Septet, Op. 65

R. CAPUÇON violin **PETROVA** violin
BASHMET viola **MAISKY** cello
NAKARIAKOV trumpet
KAPOYANNIS bass

17'14"

5



BACH
Concerto for 4 keyboards, BWV 1065

MARTHA ARGERICH et al.

13'05"

6



CLEMENTI
Didone Abbandonata - III. Allegro

TEATRO OLIMPICO Vicenza

7'43"

7



MOZART

Piano Concerto KV 414 - I. Allegro

VENICE FESTIVAL TRAILER

Artistic Director

1'56"

8



LISZT

La Lugubre Gondola

MISCHA MAISKY cello

2'49"

9



RACHMANINOFF

Étude-Tableau Op. 33, No. 9

ITALIAN TV NEWS APPEARANCE

1'39"

Strategic Partners

Premier Comms

Public Relations Partner



PREMIER ENTERTAINMENT
ARTS
CULTURE

Premier is one of the world's leading PR companies specializing in large-scale communications campaigns for the entertainment, arts, and cultural industries. With over two decades' experience and specialist knowledge of film, television, publishing, gaming, classical and contemporary music, performing arts, consumer brands, and not-for-profit, Premier has a stellar record in creating cultural moments through Partnership.

Premier has consistently created stand-out PR campaigns for a wide range of creative and cultural projects. With extensive contacts across literary, arts, and lifestyle, it has successfully managed a range of PR services, including dedicated publicity campaigns and stunts, reputation management, launches, and social media, through Strategy, Product Placement, and Outreach.

Premier prides itself in creating integrated social media campaigns at local, national, and global levels. Its engagement strategies speak directly to their partner's audience and provide community management services, event amplification, social listening, and influencer marketing across all channels. With an unrivalled understanding of the content that resonates with consumers, Premier has created and delivered award-winning campaigns for businesses across industries.



STAGE+

Deutsche Grammophon

Recording & Streaming Partner

Deutsche Grammophon is the world's oldest surviving established record company. Headquartered in Berlin, it is now part of Universal Music Group (UMG) since its merger in 1999. Founded in 1898 as Deutsche Grammophon Gesellschaft, the label has gone through various joint partnerships with the leading labels of the 20th Century. By the 1960's, Deutsche Grammophon had built a reputation for the highest quality recording in the classical field, with a notable roster of the leading singers, musicians, and conductors.

Among its many landmarks, the label pioneered the introduction of the compact disc to the mass market, debuting classical music performed by Herbert von Karajan and the Berlin Philharmonic for sale in the new medium in 1983. Most recently, the label has branched into streaming and digital content, with its acclaimed streaming platform STAGE+.



STAGE+

LIVE

Notre-Dame de Paris All-Star Reopening Concert

Paris, France · December 7, 2024



Apple Music Classical

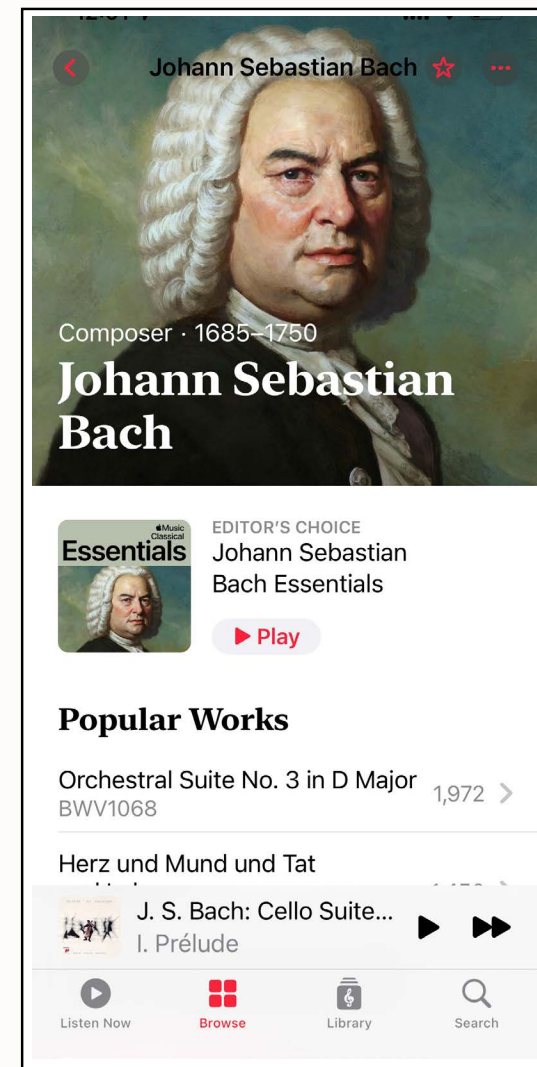
Audio Streaming Partner



CLASSICAL

With over 5 million tracks, the newly-launched **Apple Music Classical** is home to the world's largest classical music catalog, covering the whole spectrum from celebrated recordings to forgotten gems. Apple Music has partnered with many of the greatest classical institutions in the world — including the Berlin Philharmonic, Carnegie Hall, the Chicago Symphony Orchestra, the London Symphony Orchestra, the Metropolitan Opera, the New York Philharmonic, Opéra national de Paris, the Royal Concertgebouw Orchestra, the San Francisco Symphony, and the Vienna Philharmonic — to bring Apple Music Classical listeners new, unique, and exclusive content and recordings at launch and beyond.

Apple Music Classical features lossless audio of up to 24 bit/192 kHz throughout the service so listeners can experience the nuances of every performance. In Hi-Res Lossless mode, sound is so astoundingly crisp and clear that each note feels close enough to touch. And thanks to revolutionary Spatial Audio with Dolby Atmos, listeners can enjoy thousands of recordings from the best seat in the concert hall, immersed in a 360-degree soundscape where music comes from every direction, including above. Apple Music Classical's Spatial Audio catalog adds new albums every week as legendary recordings are remastered and contemporary performances are captured in Spatial Audio.



Interclassique

Production Partner



Interclassique is a Swiss-based music production company with a focus on creating extraordinary experiences through the excellence of classical music. The company offers comprehensive consultancy services aimed at supporting festivals, concert halls, foundations, as well as corporate interests, private patrons, and cultural institutions at the government, regional, or city level. With a strong background in both the creative and business sides, Interclassique draws from a rich network of relationships with leading artists, the international press, and the most prestigious cultural institutions.

Interclassique is also sensitive to the particular needs of corporate sponsors. With a firm commitment to excellence, the company has acted as a valuable vehicle for corporate partners to accomplish their communication goals. With access to exclusive and rarely seen venues, Interclassique prides itself in finding original solutions in order to help a company get across its most sophisticated messages in a subtle and elegant manner. The company aims to find the ideal project to serve its partners' larger marketing strategies, and support their efforts in branding, networking and business development, social responsibility, corporate entertainment, and overall image management.

Interclassique takes great pride in collaborating with institutional partners in the creation, development, and promotion of cultural initiatives and cultural diplomacy efforts. The company welcomes the complex and delicate challenges surrounding city branding, region branding, and nation branding.





BACH

A Tour de Force

EUROPE - ASIA - NORTH AMERICA

2025 - 2028

a project by

Interclassique

Music Production

contact:

Gregory Shultz

Founding Partner

Interclassique, S.A.

contact@interclassique.com

(+1) 917 626-7343 (also WhatsApp)

BERLINER BAROCK SOLISTEN • ALEXANDROS KAPELIS

CELEBRATING EXCELLENCE

Contact

Updated 2 February 2025

Please, disregard all previously-dated versions