

REMA European Day of Early Music - Presentation at EMC Annual Forum in Glasgow, April 2013



21 MARCH 2013

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WHAT IS REMA?

- a European network based in Versailles, France
- Objective: to promote early music and raise its profile in Europe
- 65 Members from 19 European countries
- Festivals, organisations and concert venues with a special interest in early music
- Activities: conferences, showcases for young ensembles, online tools, members meetings
- Active member of EMC, EFA, PEARLE, Platform for Intercultural Europe and Access to Culture Platform

REMA is supported by:



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EUROPEAN DAY OF EARLY MUSIC - 21 MARCH



A celebration of more than a millenium of music, through concerts, events and happenings taking place simultaneously across Europe, the **REMA European Day of Early Music** is an official day for early music and a focal point for the **promotion of the historical musical heritage in Europe**. It took place for the first time on 21 March 2013, under the patronage of Mrs. Androulla Vassiliou, member of the European Commission, and is due to take place every year at the same date.



Androulla Vassiliou, member of the European Commission was a patron of the first edition of the European Day of Early Music.

She recorded a two-minute video message which was presented by many organisers to their audiences before the start of the concert.

Jordi Savall supported the event by recording a message in several languages which was sent to radio stations and available on internet.

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Concert in Genova, Italy, Musicaround



For the 2013 European Day of Early Music, **60 events** were organised in **15 European countries** (Belgium, Denmark, France, Germany, Ireland, Italy, Latvia, Portugal, Serbia, Slovenia).

These events were organised by 26 REMA members and 14 external organisers (non members).

Types of events:

- Rehearsals open to public: 3
- Conferences/round tables/discussions: 10
- Educational events (masterclasses/rehearsals or concerts open to children/performed by music students): 6
- Concerts: 38
- Film/Opera/Concert screenings: 4

A partnership with the **European Broadcasting Union** made a Europe wide release of the information possible. Many **local media partnerships** were organised directly by the concert promoters in cooperation with REMA.

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A selection of EDEM events:

BELGIUM: open rehearsal by Orchestra les Muffatti

DENMARK: a whole day with 8 concerts in Copenhagen

FRANCE: concerts and other events in Ambronay, Marseille, Nantes, Paris, Versailles, Cholet, Montauban, Metz, Lyon, Nice, Montpellier a.o.

GERMANY: concerts and workshops in Göttingen, Nürnberg, Bingen a.o.

IRELAND: an event around early celtic harp

ITALY: concerts, conferences, round tables, open rehearsals in Trieste, Pavia, Napoli, Macerata, Finale Emilia, Cagliari, Pisa, Genova

PORTUGAL: an introduction to the baroque orchestra for a group of school children at Casa da Musica in Porto

SERBIA: concerts and lectures at the music academy

SLOVENIA: Seviqč Brežice presents Slovenian early music ensembles
+ events in Latvia, Spain, Sweden, Switzerland, United Kingdom a.o.

EDEM in Slovenia



Aina Kalnciema and Paolo Gandolfo, Riga

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EDEM in Cagliari, Italy - Echi Lontani



EDEM in Trieste, Italy - Wunderkammer



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EDEM in Copenhagen, Koncertkirken: 8 concerts: 1/hour, from 4pm until midnight, 35 musicians from 10 countries.



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An online event: U-sophia



The online arts center www.u-sophia.com was selected as a platform where 19 events were live streamed, so that audiences could participate in conferences or watch concerts non stop from 11 am until midnight.

U-sophia is developing in the art world, streaming concerts, masterclasses, conferences from all over the world. Members had to pay a small fee to join the live streaming, and set up the technical required equipment. They had to make sure that a good internet connection was available at the venue.

The streamings were recorded and can still be watched on www.u-sophia.com.

There were **over 11.000 visits** on the website during the day: from European countries, as well as USA, Mexico, Australia, Israel, India, Canada, Argentina, etc.

Social networks and website

The EDEM was advertised widely on the REMA website, where the list of events was regularly updated, the messages by A. Vassiliou, P. Pontvik and J. Savall as well as all information about the event could be found.

The EDEM was also advertised on the REMA facebook page, with posts up to three months in advance, and then many posts the whole day of the event, informing mainly about the various live streamings on u-sophia.

A twitter profile was also created by REMA at the occasion of the EDEM. It has about 80 followers at the moment.

Thanks to the viral capacity of the social networks, the event was advertised on twitter and facebook by many others (concert promoters, press and individuals).

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Presentation at EMC Annual Forum in Glasgow on 20 April 2013 by

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