



3D Special

Music

25 years of partnership Berliner Philharmoniker and Deutsche Bank

“The Festival at the Culture Forum is symbolic of the active partnership that has linked Deutsche Bank and the Berliner Philharmoniker for 25 years. We are pleased that so many visitors – including almost 1,000 Deutsche Bank employees – were able to celebrate with us and were inspired by the wide range of experiences on offer.”

Jürgen Fitschen
Co-Chairman of the Management Board
of Deutsche Bank



More than 10,000 visitors attended the Festival at the Culture Forum, where Jürgen Fitschen presented a donation for UNICEF to the Principal Conductor, Sir Simon Rattle.
Photos: Monika Rittershaus and Martin Walz

Passion for Music

For a quarter of a century, Deutsche Bank and Berliner Philharmoniker have enjoyed a unique partnership.

Well over a hundred years ago, the Berliner Philharmoniker and Deutsche Bank were founded in Berlin. Both were committed to breaking new ground and setting new standards in their fields. Ultimately, the two were brought together by a shared passion for music. In 1989, Herbert von Karajan, then Principal Conductor with the Berliner Philharmoniker, and Alfred Herrhausen, Spokesman of the Board of Deutsche Bank, forged an extraordinary cooperation between their respective institutions. It was a time of change and enormous upheaval, with the fall of the Berlin Wall, German reunification and the coming together of East and West.

Twenty-five years later, the Fest am Kulturforum (Festival at the Culture Forum) in Berlin marks a major milestone in this unique partnership built on openness, trust and a shared passion for music.

Perfect stage

The Festival at the Culture Forum was a two-day celebration of music. The choir project *Crowd Out* featured 1,000 amateur singers and performers from all over the city. They gave a spectacular rendition of a new choral work by the New York composer David Lang, which captivated the audience on the outdoor Piazzetta. Unlike conventional

settings, there was no separation between artists and audience, who jointly filled the stage. This was musical theatre in a public space, full of artistic experimentation – and ultimately a resounding success. Amid all the singing, the shouts and the whispers, there was one question that hung in the air: How does it feel to be an individual in a crowd? The answer from the singers was unexpected: “I feel completely alone.” The many other highlights on the Festival programme included a sing-along event, a concert by Berlin jazz legend Klaus Doldinger and an organ recital with Cameron Carpenter. As the grand finale, the Berliner



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Inspired by "Carmen": Berlin teenagers present Georges Bizet's opera in the Arena Berlin. Photo: Monika Rittershaus



Happy birthday—the Education Programme of the Berliner Philharmoniker has been running for ten years. Photo: Monika Rittershaus

Philharmoniker and the Berlin Radio Choir, under Principal Conductor Sir Simon Rattle, transformed the space between the New National Gallery and the Philharmonie into a huge open-air stage. Together with the new children's choir project, *Vocal Heroes*, they gave a performance of Carl Orff's "Carmina Burana".

A lesson for life
It was a highly successful premiere for the *Vocal Heroes*, the latest initiative within the Education Programme of the Berliner Philharmoniker, which Deutsche Bank has enabled for the past 12 years, helping young people instil a passion for classical music. Originally conceived by Sir Simon Rattle, the programme has so far touched the lives of more than 35,000 youngsters. Whether it's through dance, song or a musical instrument, every child is encouraged to make its own voyage of discovery through the world of music. The Philharmonie becomes a place of learning, and everyone is invited to experiment and collaborate. This unique experience enables participants to unleash their creativity, overcome personal and cultural barriers, develop their own personality and build confidence. In the process, they gain all the courage they need to realise their dreams on stage.

Join in!
With activities ranging from children's operas to composition workshops, creative studios and so-called "suitcase concerts" in different settings, the Education Programme is as diverse as those who take part. It is aimed at all age groups and all levels of talent and ability. It is also intended to appeal specifically to those who have had little or no contact with

classical music before. "Our cultural institutions still have something of the ivory tower or temple about them – they seem accessible only to a certain elite. This is something that has to change. The doors have to open so that people can come in – and musicians can go out – and everyone can share a sense of belonging," says Andrea Tober, Director of the Education Programme. The only things that people require are curiosity, creativity and a willingness to join in – the rest will take care of itself. After all, there's music in everyone.

The next generation
The partnership between Deutsche Bank and the Berliner Philharmoniker is enhanced by other initiatives of the bank and its foundations. For example, each year Deutsche Bank Foundation in Germany supports 15 up-and-coming young talents – conductors, dramatists, directors, theatre managers, stage designers and composers – through its *Academy Opera Today (Akademie Musiktheater heute)*. This is a unique opportunity to experience contemporary musical theatre in all its complexity and to share knowledge and experience across disciplines. Starting in 2013, selected scholars from the *Academy* have been given a special assignment: they are invited to stage two productions at the Easter Festival Baden-Baden, as part of a long-term partnership between Deutsche Bank Foundation, Berliner Philharmoniker and the local festival theatre (Germany's largest opera and concert house). This opportunity provides a major platform where they can showcase their work to a wider audience.

db.com/cr/berlinerphilharmoniker
db.com/cr/experiencing-culture

Young masters

Deutsche Bank Foundation also supports the *Orchestra Academy of the Berliner Philharmoniker*, which trains young instrumentalists to become top musicians. Originally conceived by Herbert von Karajan in the early 1970s, the scholarships have enabled young musicians from around the world to develop their talent in a community of first-class orchestral musicians. In addition to individual tuition, students prepare and perform regular programmes of chamber music accompanied by their tutors, who are members of the Berliner Philharmoniker. Numerous graduates have moved directly from the *Academy* to the Philharmoniker. Around a quarter of today's orchestra members are former *Academy* students.

berliner-philharmoniker.de/en/academy

Tomorrow's musicians
The *Orchestra Academy of the Berliner Philharmoniker* has trained more than 600 young musicians from all around the world.

600

Maths and Mozart

Another way in which Deutsche Bank encourages young talent and promotes musical excellence is through its support for the Musikgymnasium Schloss Belvedere in Weimar, Germany. In 1995, when the bank celebrated its 125th anniversary, it financed the rebuilding of the school. Some 120 highly talented young musicians are enrolled there today. After passing an aptitude examination, students receive instrumental training from year 5 onwards under the guidance of professors and tutors from the LISZT SCHOOL of Music Weimar. Concurrently, they also prepare for their general school-leaving examination. The support from Deutsche Bank includes joint projects and regular cooperations as well as an annual visit to the Berliner Philharmoniker. The opportunity to meet inspirational role models and to give a live lunchtime concert in the Philharmoniker is a highly motivating experience for the young musicians.

musikgymnasium-belvedere.de

The orchestra

The Berliner Philharmoniker currently has 128 members from 25 different countries.



Orchestra members



Countries



Visitors



Countries

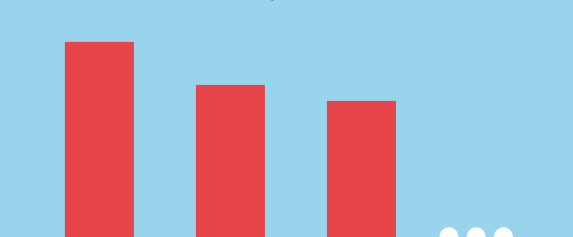
The youngest member of the orchestra is 18 years of age; the oldest is 65.



Youngest member

Oldest member

The Berliner Philharmoniker has a large international audience. Outside of Germany, the largest groups of advocates come from Japan, the USA and the UK.



Japan USA UK



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At home in Berlin, at home in the world. Whenever the Berliner Philharmoniker heads out on tour, its master musicians reveal their openness to the world, their virtuoso brilliance and their powerful collective spirit. Music is a global language that requires no translation. Ever since the founding of the orchestra in 1882, international tours have been a regular part of the agenda. Initially, they helped to cover the modest salaries of the orchestra members. Today, the internationality of the Berliner Philharmoniker is an integral part of its identity. Each November, the orchestra embarks on a grand concert tour. One of the most memorable was the 2005 tour of Asia, when the orchestra was accompanied by a film crew. The resulting documentary, the prizewinning "Trip to Asia", provides a rare insight into life behind the scenes.

Any place, any time

The Philharmonie, the orchestra's concert hall in Berlin, can accommodate an audience of about 2,200 people. In addition, concerts are streamed live to music lovers all around the world through the *Digital Concert Hall*, enabled by Deutsche Bank.

Technically, its service meets the highest expectations with first-class audio and video standards. Each season, viewers worldwide can enjoy some forty live-stream concerts. A few days after transmission, the concerts are added to the archive and can be viewed on demand. The *Digital Concert Hall* currently features more than 300 concerts as well as interviews, documentaries and background reports.

EXPLORE CLASSICAL MUSIC!

EXPLORE CLASSICAL MUSIC! also is a joint initiative by Deutsche Bank and the Berliner Philharmoniker that aims to make concerts available online to schools and colleges. Each year, the programme issues 500 free subscriptions for the *Digital Concert Hall*. For a full 12 months, teachers and students can access the archive, view and study every one of the masterpieces in the collection or enjoy live-stream performances by the Berliner Philharmoniker. In 2013 alone, almost 1,500 schools and colleges from a total of 79 countries applied for a subscription through this programme.

digitalconcerthall.com

In the classroom

In 2013, a total of 1,467 schools and colleges applied for EXPLORE CLASSICAL MUSIC! – 84% from outside Germany.

1,467

On db.com

More than 10,000 people register for the free season-opening concert on Deutsche Bank's home page each year.

10,000

At home

Since 2009, approximately 430,000 fans have signed up for the *Digital Concert Hall*.

430,000

Global Player

The Berliner Philharmoniker on tour, in the classroom and in your home.

