

PREMIERE PERFORMANCES ANNUAL REPORT 1 July 2014-30 June 2015



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Andrea Fessler was named the "Woman of Hope" for Art & Culture by the HK Adventist Hospital Foundation and Tatler Magazine. Here with Fiona Marin, June 2015



Hong Kong International Chamber Music Festival

Closing Night



Steven Osborne Recital



Doric Quartet Recital

Message from Founder & Executive Director

Dear Friends and Music Lovers,

As I write this message in December 2015, looking back on the past year of programs, it is hard to ignore the turbulence and volatility of the world in which we live. Even in our own backyard, the Occupy Central/ Umbrella Movement had a tremendous impact on our city. But I believe that in an unstable and uncertain world, that makes arts & culture more, not less, important.

I came across a quote by the great Leonard Bernstein that seems very appropriate at this moment:

"The point is, art never stopped a war and never got anybody a job. That was never its function. Art cannot change events. But it can change people. It can affect people so that they are changed...because people are changed by art - enriched, ennobled, encouraged - they then act in a way that may affect the course of events...by the way they vote, they behave, the way they think."

Unfortunately, in difficult times, funding for the arts is always the first thing that is cut. Although we had secure funding in 2014-15 which is the time period this report relates to, we are not so lucky going into 2016. If you like the events that we present, please consider supporting Premiere Performances to make sure that we can continue to grow and develop all our programs in the years to come, bringing the joy and love of music into the lives of ordinary people in Hong Kong every day.

Thank you for your support!



Administration

(as at 30 June 2015)

Board of Governors

Andrea Fessler, Chair
Anne Farlow
Alain Le Pichon
Ada Tse

Staff

Andrea Fessler, Founder & Executive Director
Kylie Anania, Development Manager
Henry Leung, Outreach Project Manager
Lucy Choi, Program & Finance Manager
Karrie Chung, Box Office & Program Manager
Johnny Yip, Arts Administration Officer

Fundraising Committee

Ember Deitz Goldstein
Alison Harbert
Amy Moore
Bruce Salzer

Interns

University students from Hong Kong and overseas have spent time interning with Premiere Performances. We are very grateful for their commitment to helping us in the office this year.

Alexandra Ringeval-van Peteghem, EAC Paris
Ceci Chan, HKBU
Natalie Chan, HKBU
Tiffany Chan, HKBU
Christine Cheuk, HKU
Daymi Cheung, UCIS University, Malaysia
Leo Cheung, HK Poly U
Henry Chu, HKBU
Cheryl Chung, HKUST
Hugo Lau, HKBU
Kwan Lo, HKBU
Rudy Wong, HKBU
Natalie Yip, CUHK

If you would like to join one of our committees or volunteer in any capacity, please contact info@pphk.org.

About Premiere Performances

Mission & Vision

Premiere Performances brings the best classical musicians in the world to Hong Kong for concerts and outreach, building a vibrant local arts scene and inspiring audiences with live music performances that are accessible to all.

Premiere Performances is sparking a musical movement! We want to inspire those who play to pick up their instruments and play with joy and love, and those who listen to have a concert experience like no other. We want to enliven the imagination and on occasion challenge Hong Kong audiences through extraordinary performances.

World class chamber music and recitals

Premiere Performances' artists are alumni of the best music schools in the world, including the Juilliard School in New York, The Curtis Institute of Music in Philadelphia and the Royal Academy of Music in London. They are participants in the world's top chamber music festivals such as the Verbier Festival, the Lucerne Festival and the Marlboro Festival. They are the top prize winners of the world's most prestigious awards including the Tchaikovsky Competition, the Van Cliburn Piano Competition and Gramophone Magazine's Young Artist of the Year.

Ticket prices for Premiere Performances concerts start at \$80 making world class chamber music and recitals accessible to all. Premiere Performances is a registered charity and a non-profit organization. Only about 15-20% of Premiere Performances' costs are covered by ticket sales. The generous contributions of patrons and sponsors help us make up the shortfall so that we can continue to bring the best in the world to Hong Kong.

Our Programs

Outreach & Education

Premiere Performances believes that communities thrive when rich cultural resources are readily available. Our Outreach & Education Programs provide an opportunity to develop participants' playing or appreciation of music. These programs provide a bridge between the concert-going experience and individual practice, and aim to bring the joy and passion of music making to everyone. Events include free community concerts, masterclasses and coaching, professional development for music teachers, in-school performances and pre-concert talks.





Hong Kong International Chamber Music Festival

Under the guidance of Artistic Director Cho-Liang Lin, the Hong Kong International Chamber Music Festival has become a cultural landmark in Hong Kong. The Festival showcases world-class musicians performing diverse repertoire in the city's major concert halls and its smaller boutique venues alongside a range of education and outreach programs. This is truly the art-form at the highest international standard.

Recital Series

Throughout the year Premiere Performances presents the best international musicians performing recitals for Hong Kong audiences. We want every Premiere Performances concert to be a memorable musical experience. Premiere Performances is very discerning of the artists we bring, as developing the trust of Hong Kong audiences is very important. This is how we have earned a reputation of excellence amongst Hong Kong audiences and the arts community.

Program Reach 2014-2015			
Artist	Concert	Outreach	
Shadow in the Moon	350		
Doric Quartet	629	318	
Shrewd Brass	400	5,240	
Steven Osborne	454	25	
6th Hong Kong International Chamber Music Festival	3,300	1,880	
Miloš	1,431		
David Greilsammer	871	20	
Mara!	323	4,330	
Jerusalem Quartet	967		
Viva! Pipers		1,500	
SUB-TOTAL	8,725	13,313	
TOTAL REACH		22,038	

Family Series

The Family Series features special performances for young audiences. The best international and local artists deliver one hour concerts at a family friendly time, typically Sundays at 3 pm, featuring a program specially designed for kids aged 5-11. Without the Family Series, there would simply be no other way for students to access solo recitals and chamber music tailored specifically for their development and enjoyment.



Outreach & Education

Chamber Music In Schools

In 2013, Premiere Performances launched the first **Chamber Music In-Schools Program** in Hong Kong with one of the pre-eminent chamber music organizations in the world, **Musica Viva Australia**.



Since the program was established, six different musical ensembles from Australia have toured over 100 local schools, reaching over 25,000 students and 200 teachers, with their unique interactive performance style, professional development workshops and digital resources featuring pre- and post-concert activities to reinforce learning objectives.



In 2014-15, we brought two visiting Musica Viva ensembles from Australia. They were **Shrewd Brass** (brass quintet) and **Mara!** (world music ensemble). In 2014-15, we also launched our own local Hong Kong-based wind quintet, the **Viva! Pipers**, so that we can deliver the same high quality interactive performances with teaching resources in Cantonese. We have plans to develop more local groups in the years to come.



Participating Schools

In 2014-2015, the Chamber Music in Schools program reached:

- 21 primary schools
- 12 secondary schools
- 3 kindergartens
- 5 special needs schools
- 1 charitable organization
- nearly 11,000 students
- 100 teachers



Government Schools

King's College
North Point Government Primary School
Sir Ellis Kadoorie (Sookunpo) Primary School
Wong Tai Sin Government Primary School

Aided Schools

Cheung Sha Wan Catholic Secondary School
Chinese YMCA Secondary School
Chong Gene Hang College
Christian Alliance S Y Yeh Memorial Primary School
CUHK FAA Thomas Cheung School
HKMA K S Lo College
King's College Old Boys' Association Primary School
Pooi To Middle School
Sau Mau Ping Catholic Primary School
SKH Holy Carpenter Secondary School
SKH Lui Ming Choi Secondary School
SKH St Thomas' Primary School
SKH St Peter's Primary School
SKH Tsing Yi Chu Yan Primary School
STFA Ho Yat Tung Primary School
St Francis of Assisi's Caritas School
St Peter's Catholic Primary School
The Jockey Club Eduyoung College
Tsang Mui Millennium School
Tsuen Wan Public Ho Chuen Yiu Memorial Primary
Tseung Kwan O Methodist Primary School
TWGHs Ma Kam Chan Memorial Primary School
Wah Yan College, Kowloon

Direct Subsidy Scheme School

HKMA David Li Kwok Po College

Special Needs Schools

Caritas Lok Jun School
Hong Chi Morning Hill School, Tsui Lam
HK Juvenile Care Centre Chan Nam Cheong Memorial School
Hong Kong Red Cross John F Kennedy Centre
Society of Boys' Centre Chak Yan Centre School

Private/International Schools

Australian International School Hong Kong
Hong Kong International School, Middle School
International College (Hong Lok Yuen)
Kau Yan School (Primary)
Kellett School
Kingston International School
Korean International School
Peak School (ESF)

Kindergartens

Mrs Yam Wing Yin Kindergarten Day Nursery
Semple Kindergarten
CCC Wanchai Church Kindergarten

Charitable Organisations

Music Children Foundation

Inside Chamber Music

Together with The Chamber Music Society of Lincoln's Center and the Asia Society Hong Kong Center, Premiere Performances presented Inside Chamber Music. This is a streamed musical lecture from New York City by Bruce Adolphe followed by a live music performance by Hong Kong's finest chamber musicians.



Free Concerts

In 2014-2015, Premiere Performances presented eight free concerts including at the Rotunda, Exchange Square hosted by Hongkong Land, the Asia Society Hong Kong Center and the Hong Kong Maritime Museum performed by the Doric Quartet and Shrewd Brass.





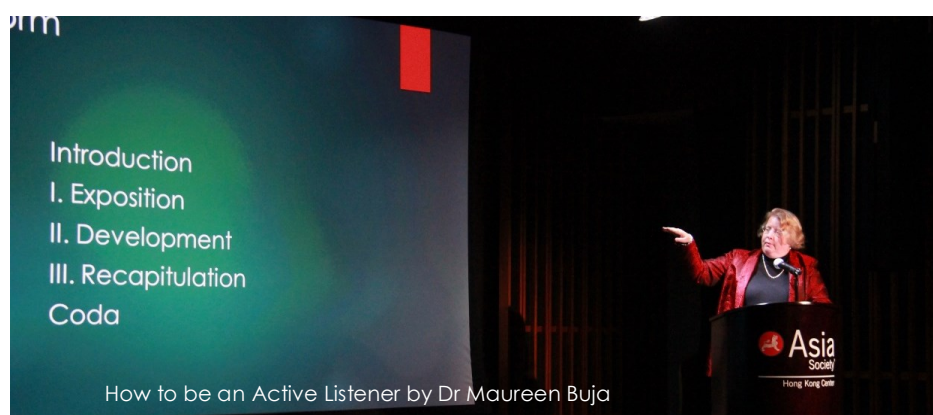
Masterclasses and Workshops

Masterclasses were held throughout the year with visiting artists, including 11 during the Hong Kong International Chamber Music Festival. The Doric Quartet also coached chamber music groups at local schools and Steven Osborne gave a masterclass at the APA.

Music Talks

Our music talks are designed to help audiences get more out of their concert-going experience. In 2014-2015, Premiere Performances presented a range of talk formats including:

- In depth education talks about key repertoire with musical examples presented by Dr. Maureen Buja and Dennis Wu
- *Up Close & Personal* where audience members could listen to and ask questions of key Festival artists including Wu Han, Kathryn Stott, Brian Chan and Cho-Liang Lin
- Pre-concert talks focusing on program repertoire
- Special talks by visiting artists including David Greilsammer and Steven Osborne.
- Teach the teachers: Musica Viva Australia Education Specialist Susan Lane gave a workshop to local teachers on how to teach music with creativity.



Open Rehearsals

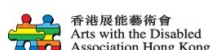
During the Festival, we opened up three rehearsals to the public. This enabled audiences to gain a close up view of how professional musicians rehearse, analyse and put together the polished performances that audiences are used to seeing.

Ticket Giveaways

Premiere Performances of Hong Kong is committed to making concert-going accessible to all. To this end, we partnered with a number of charitable and educational institutions in Hong Kong, to ensure that those who have a passion for music can enjoy some of the finest in the world. Recipients included:



Society for Community Organization (SoCO)



Chamber Music Festival

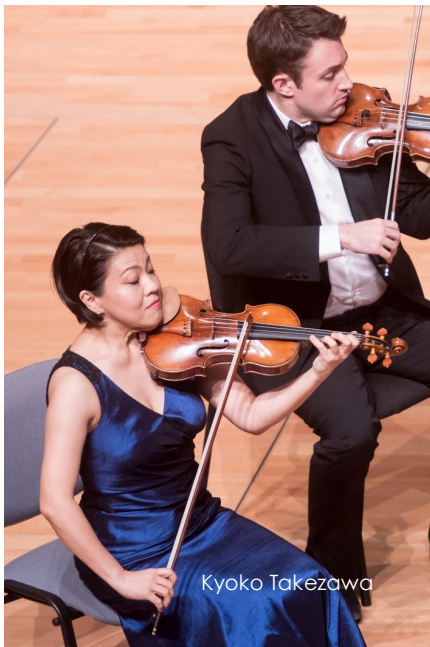
The 6th Hong Kong International Chamber Music Festival 2015 was a unique combination of world-class performances of innovative programming alongside an Outreach & Education program that enabled the world class musicians participating in the Chamber Music Festival to reach into the Hong Kong community.



In the 6th Hong Kong International Chamber Music Festival 2015, there were:

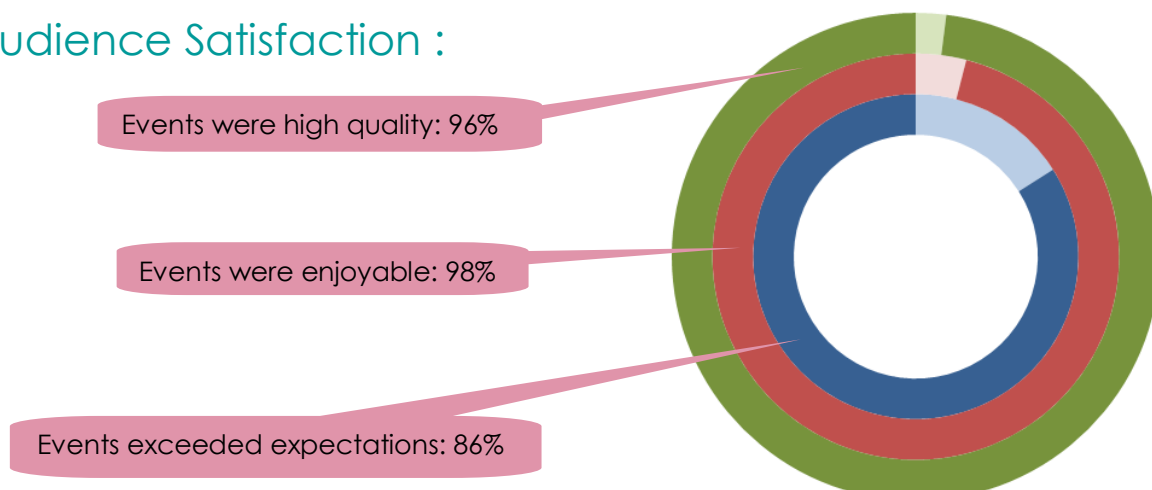
- 43 events over 2 weeks including 5 tickets concerts
- 16 visiting musicians and 4 local musicians participating
- Almost 5,000 people attending various Festival events, including:-
 - Over 3,300 attendees at Festival concerts
 - Including over 1,600 people attendees at Outreach & Education Program events
 - And over 280 local music students and amateur musicians participating in the Outreach & Education Program
 - As well as almost 200 primary, secondary and tertiary students who received free tickets to Festival concerts





- 38 events were free to the public including:-
 - 21 chamber music and instrumental masterclasses and workshops for music students, including:
 - ◇ 5 violin masterclasses
 - ◇ 1 piano masterclass
 - ◇ 1 viola masterclass
 - ◇ 3 double bass masterclasses
 - ◇ 9 chamber music coaching sessions
 - ◇ 2 coaching sessions with the Metropolitan Youth Orchestra
 - 3 open rehearsals
 - 4 free community concerts
 - 10 talks, including:
 - ◇ 3 pre-concert talks introducing the concert repertoire
 - ◇ 2 “Inside Chamber Music” presentations featuring a streamed lecture from the Chamber Music Society of Lincoln Center in New York
 - ◇ A new series of 3 “Up Close & Personal” conversations with Festival artists
 - ◇ 2 music appreciation talks with musical examples

Audience Satisfaction :



Recital Series

Premiere Performances presented five recitals in the 2014/2015 Recital Series. These were attended by 4,350 audience members.

The Impact of Occupy Hong Kong

Premiere Performances had planned a chamber music camp for secondary students with the visiting Doric Quartet that had to be cancelled due to the Occupy Hong Kong protest



Over 600 audience members walked to the re-opened City Hall for the Hong Kong debut of the up-and-coming Doric Quartet, after the Occupy protest had closed the building for three days.



Award-winning British pianist Steven Osborne performed a Sunday afternoon recital at the Grand Hall, Hong Kong University in October 2014. Here he explains the significance of Beethoven's Hammerklavier.

Our Audience

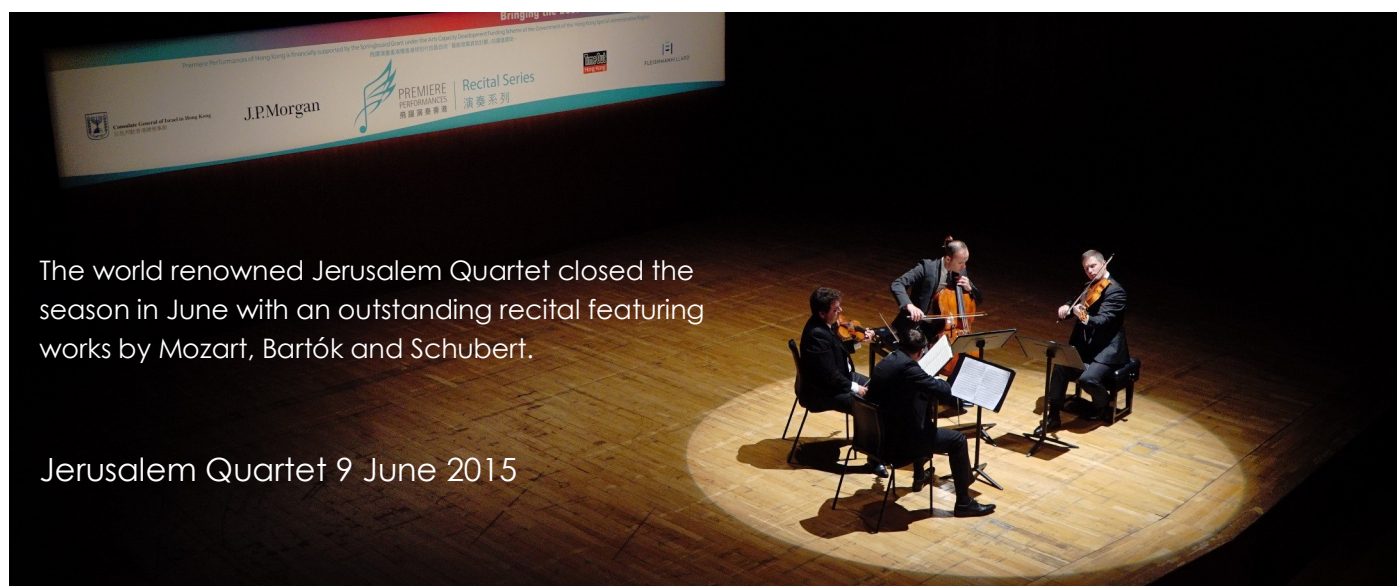
Over 40% of our audience for the Recital Series is aged between 30-49 years. Almost 90% of our audience has a university education and over 60% of our audience has Cantonese as their first language.



The Recital Series return of global guitar sensation, Miloš, was a sellout concert acclaimed by both critics and audiences.



In a concert entitled "Imaginary Bridges", French-Israeli pianist David Greilsammer performed a unique program of baroque and contemporary repertoire. This performance was an associated concert of Le French May.



The world renowned Jerusalem Quartet closed the season in June with an outstanding recital featuring works by Mozart, Bartók and Schubert.

Jerusalem Quartet 9 June 2015

Family Series

The Family Series in 2014-2015 consisted of three concerts attended by almost 1,100 enthusiastic audience members.

The series opened with the world premiere of our first original commission, **The Shadow in the Moon**. The work tells the story of the origins of the Mid-Autumn Festival. Written by local composer and writer, Alexis Alrich and Christina Matula-Hakli, the piece is for an octet of Western and Chinese instruments plus narrator.

The sold out performance was a collaboration with the Asia Society. Audience members attended a lantern making workshop prior to the performance and then enjoyed Maxims mooncakes.





Shrewd Brass Family Series Concert

The other two Family Series concerts were performed by visiting Musica Viva ensembles.

In October, Shrewd Brass (brass quintet) performed a special Halloween concert at the Grand Hall, Hong Kong University. Mara!, a world music group, performed a special Mother's Day concert at the City Hall Theatre in May.



Mara! Family Series Concert

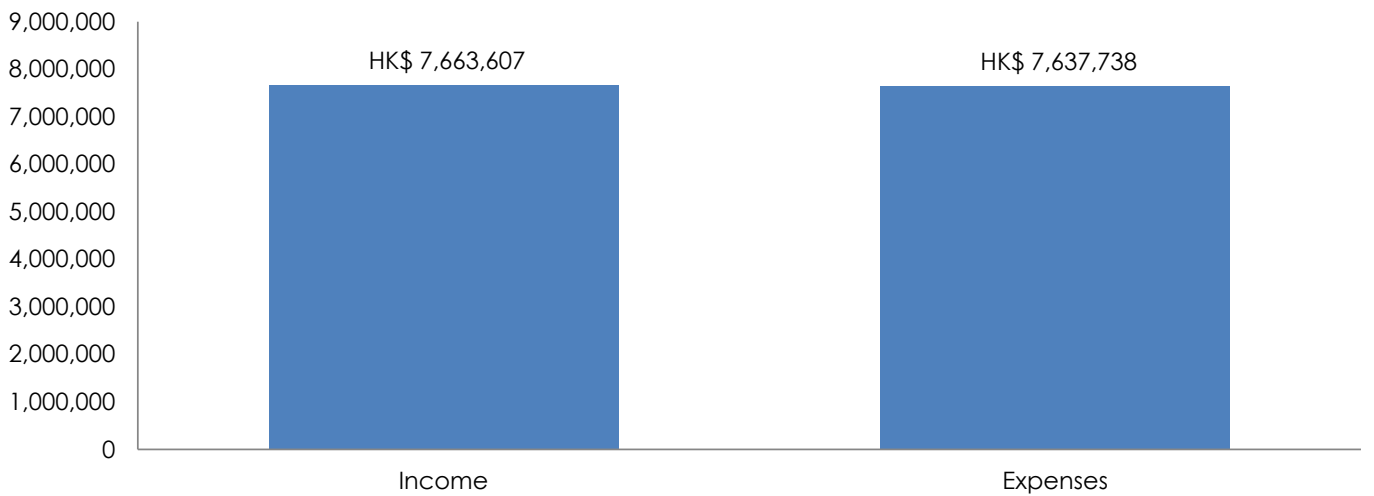


Mara! Family Series Concert Audience

Our Family Series concerts are designed to show kids how much fun making music can be! There are no other concerts for young people in Hong Kong focusing on recitals and chamber music. The impact of these quality performers is clear: 60% of our audience thought their kids were more excited to go home and practice after seeing these concerts.

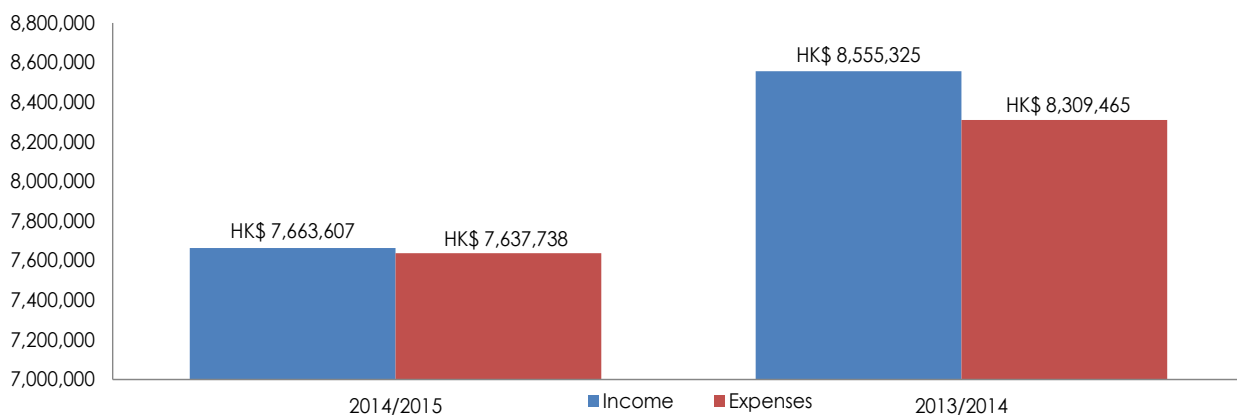
Financial Information

2014/2015 Net Postion HK\$ 25,869



In 2014-2015, we closed the books with a surplus of \$25,000, compared to a surplus of \$250,000 in 2013-2014. This is largely due to the difference in individual donations and donations from governors which decreased in 2014-2015.

2014/2015 Year Compared to 2013/2014 Year

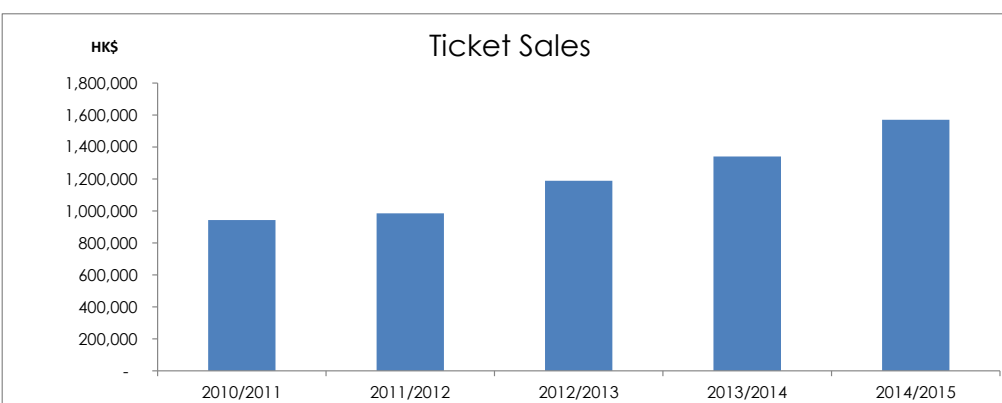
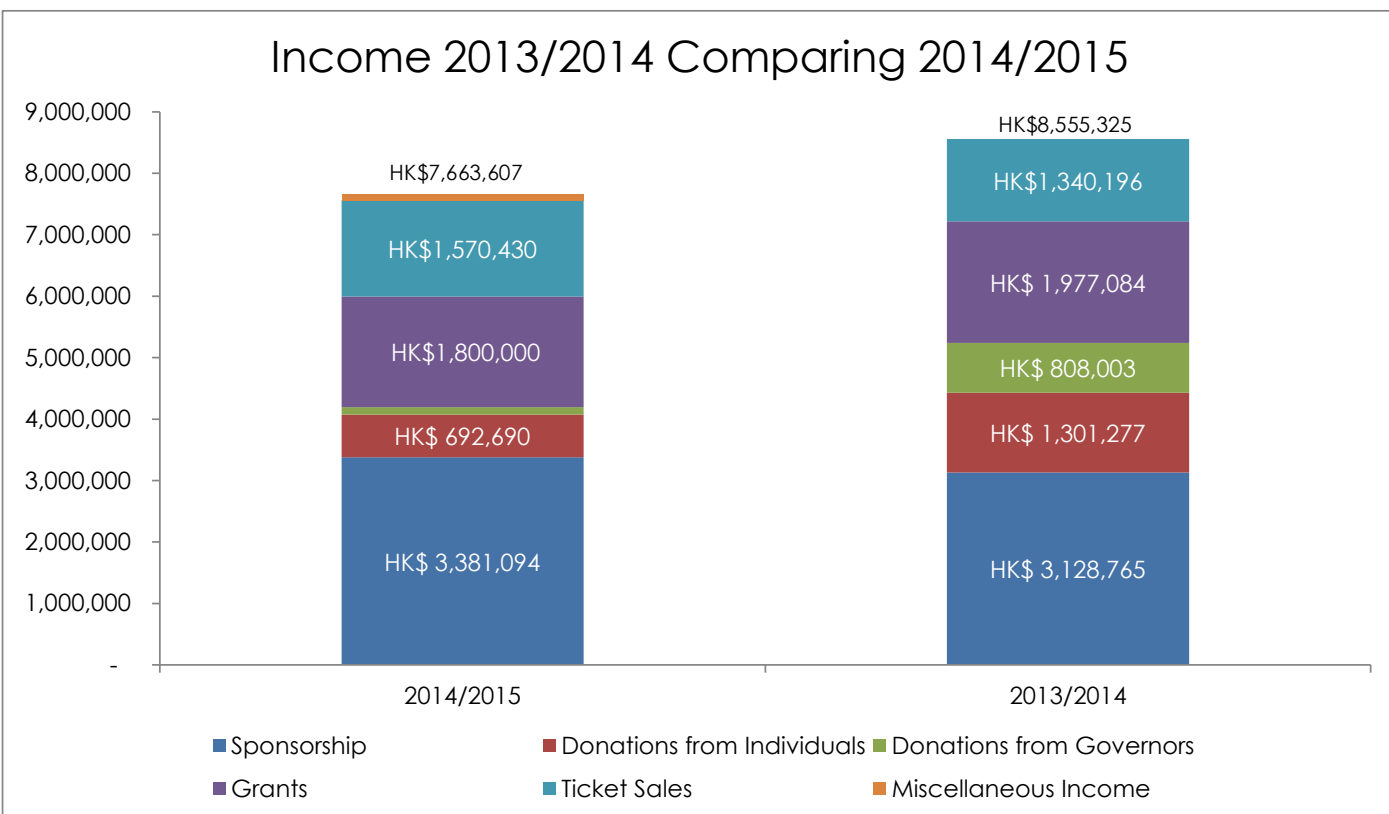
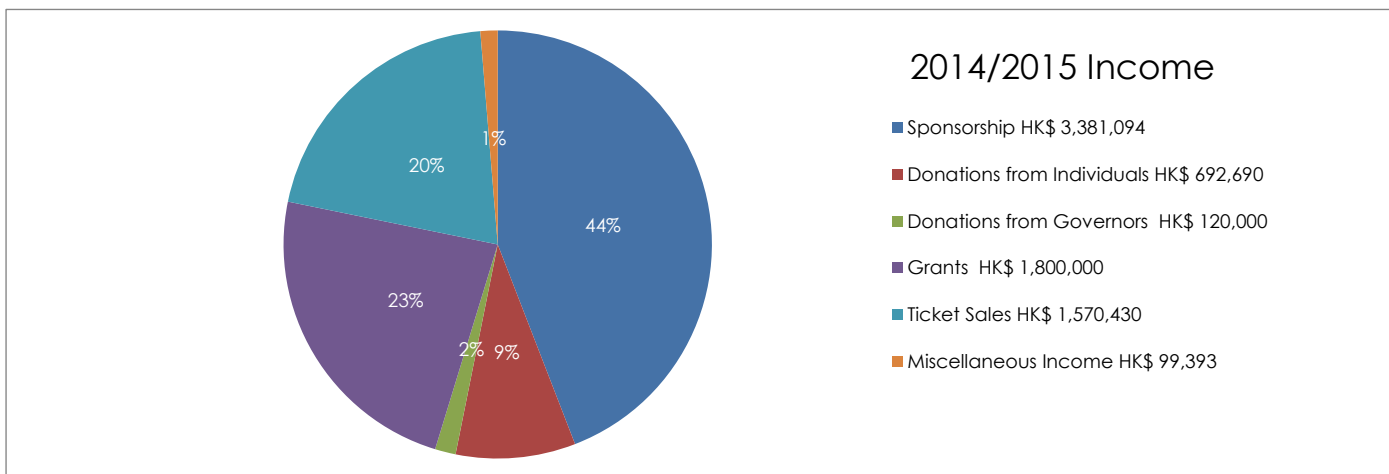


The operating expenses in 2014-2015 were about \$900,000 less than in the previous year. In 2014-2015, we brought a total of 37 musicians to Hong Kong from overseas, whereas we brought 44 musicians in 2013-2014. As we have now trained a local group of musicians, the Viva! Pipers, we only brought two groups from Australia for our Chamber Music in Schools program instead of three groups in 2013-2014. We also endeavored to reduce costs for our recurring expenses like marketing, printing, design and production and we brought the event management of the Festival in-house rather than contracting out to a third party.

As our board of governors generally cover any shortfall where necessary, these cost savings meant that less donations from governors were necessary to achieve break-even.

Income

In 2014-15, our income consisted of corporate sponsorship (44%), government grants (23%), ticket sales (20%) and individual donations (11%). Our largest stakeholders in 2014-2015 were our Title Sponsor, J.P. Morgan, who accounted for 34% of our annual income (or 77% of our sponsorship income), and the Home Affairs Bureau through its Springboard Grant, which was 23.5% of our annual income.



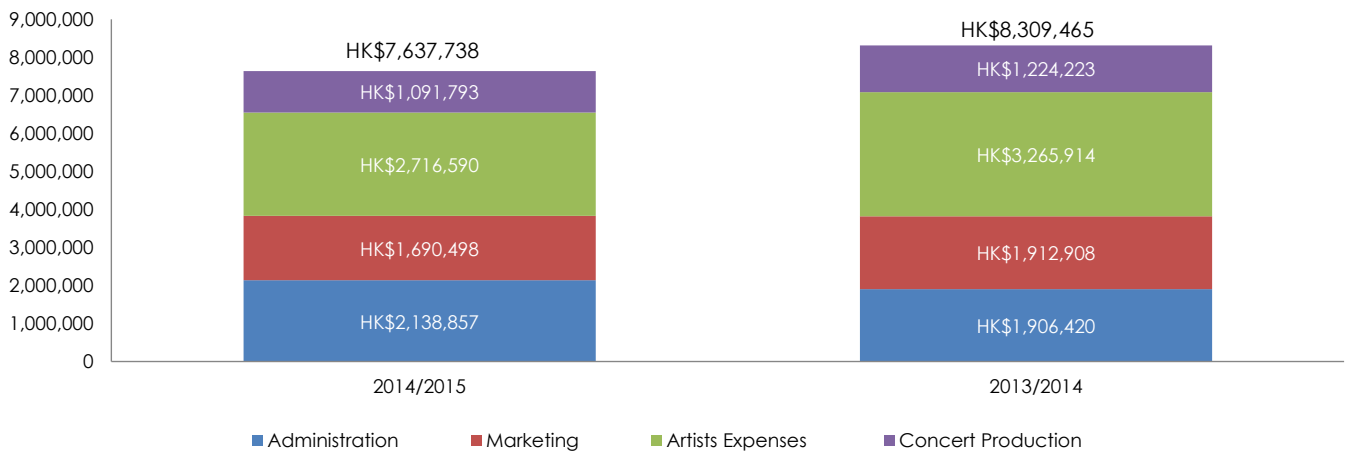
Our Growing Audience

This year, ticket sales accounted for 20% of our total income, which is a record for Premiere Performances. For the first time in our history, we completely sold out City Hall Concert Hall for the Miloš guitar recital, which was a big boost for our ticket revenues.

Expenses

In 2014-15, every category of expenses decreased compared to 2013-14 except for Administration.

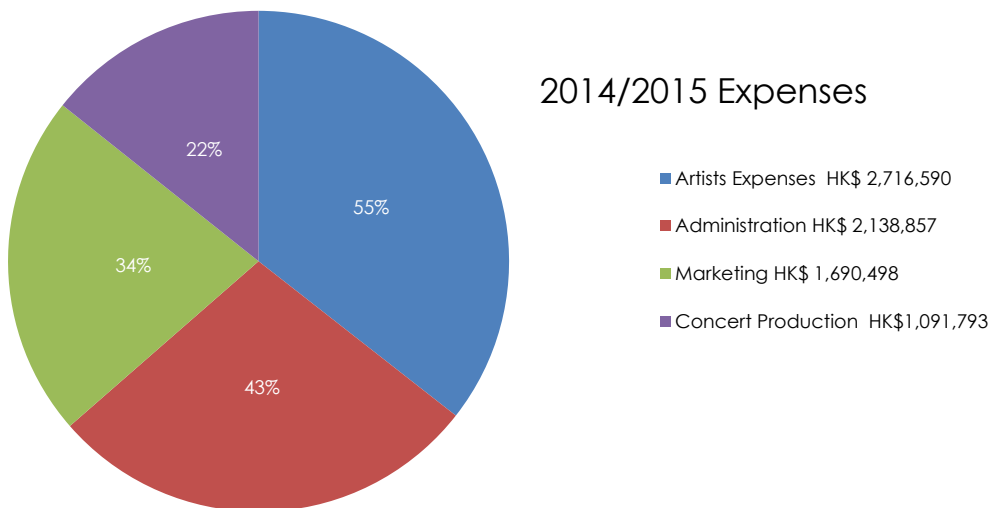
Expenses 2013/2014 Comparing 2014/2015



Our largest expense relates to the artists that we bring to Hong Kong (performance fees, hotels and airfares) and constituted 36% of our 2014-15 expenses, down from 39% the previous year as we brought seven fewer artists this year.

At 28%, our second highest category of expenses relates to Administration expenses (staff payroll, office rent and utilities, postage, website and accounting). Because of a one-time purchase of a box office software/ CRM system for the website, Administration expenses increased by \$232,437.

2014/2015 Expenses



Marketing expenses (advertising, graphic design) were 22% of our expenses in 2014-15, decreasing by \$222,410 from 2013-14. We have tried to streamline and target our marketing more effectively, focusing on more cost-effective alternatives like online advertising and less on print advertising.

Finally, our Concert expenses (venue rental, production, printing) were 14% of our 2014-15 expenses, down \$132,430 from 2013-14.

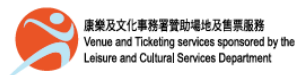
Thank you to our supporters

In 2014-2015 Premiere Performances was financially supported by the Springboard Grant under the Arts Capacity Development Funding Scheme of the Government of the Hong Kong Special Administration Region.

冠名贊助 Title Sponsor

Sponsors: **J.P.Morgan**

支持 Supported by



U.S. Consulate General for Hong Kong and Macau
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音樂節贊助 Festival Sponsor



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Individuals:

HK\$ 50,000 +

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HK\$ 4,000—HK\$ 7,999

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David Li
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Jennifer Zhu Scott & Adrian Scott

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Tamara Kovse & Zoltan Varga
Amy & Mattias Lamotte

HK\$ 500—HK\$ 3,999

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Nick Buckley Wood
Robert Bunker
Donny Cheng
Ming Chen & Jelmar deJong
Stephen H. Chu
Joel Ellis
Tony Falso
Carolyn Fong
Fu Chong & Chen Lei

Upcoming Events in 2016

HONG KONG INTERNATIONAL CHAMBER MUSIC FESTIVAL 香港國際室內樂音樂節 20-27 JANUARY 2016



Louis Schwizgebel-Wang Piano recital

25 April, 2016 (Monday, 8pm)
City Hall Concert Hall



Fiddlesticks Family Concert

8 May, 2016 (Sunday, 3pm)
APA Amphitheatre



Narek Hakhnazaryan Cello recital

10 May, 2016 (Tuesday, 8pm)
City Hall Concert Hall



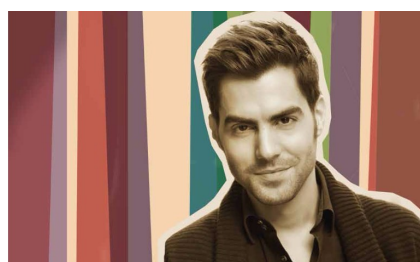
Stephen Hough Piano recital

30 May, 2016 (Monday, 8pm)
City Hall Concert Hall



Viva! Pipers Family Concert

5 June, 2016 (Sunday, 3pm)
Sha Tin Town Hall



Miloš Bach to Beatles

24 October, 2016 (Monday, 8pm)
Concert Hall, Cultural Centre