

# PREMIERE PERFORMANCES of Hong Kong

www.pphk.org



Annual Report  
2013-2014



PREMIERE  
PERFORMANCES  
飛躍演奏香港

Proudly Supported By

**J.P.Morgan**

Premiere Performances of Hong Kong is a registered charity that is financially supported by the Springboard Grant under the Arts Capacity Development Funding Scheme of the Government of Hong Kong Special Administrative Region.

Premiere Performances of Hong Kong Ltd was established in 2007  
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香港觀眾崇拜名牌，聽古典亦然，香港藝術節大牌明星大團大賣特賣之際，可幸仍有小機構為香港默默播種，四月九日，**PPHK** 將在香港大會堂主辦鋼琴獨奏會，介紹的新名字叫傅美兒，馬來西亞鋼琴家，資料詳情網上應有盡有，我亦不多贅，且看今次能否發掘出另一位明日之星。

*Luckily there is still a small organisation in Hong Kong that nurtures young musicians*

HK Headline



# Dear Friends

Sometimes I joke that Premiere Performances puts on the least commercial concerts in Hong Kong. From viola recitals to Baroque ensembles, I choose to present concerts of the absolute highest quality, rather than the easy best sellers. That is why I founded Premiere Performances as a registered charity. Presenting the best classical musicians in the world right here in our city is not a profitable business, but a necessary one. I started this organisation because I wanted to see in Hong Kong the calibre of concerts that I enjoyed in other cultural capitals like New York and London.

## Why is Premiere Performances necessary?

We are **filling a gap** in the cultural space in Hong Kong as we continue to do what no other organisation in the city is doing. We are bringing the best classical musicians in the world to Hong Kong for solo recitals and chamber music. This benefits Hong Kong audiences by exposing them to artists they would otherwise not have the chance to experience. We are also providing education opportunities to promising music students who are able to learn from the musicians we bring. And we enhance the diversity of the cultural offerings of Hong Kong, making this a more attractive and vibrant city in which to live, work and do business.

**Providing these benefits to Hong Kong is why we continue to strive to achieve our mission by bringing the best classical musicians in the world to Hong Kong and why we continue to need support.**

## Why do concerts run at a loss?

Most arts organisations all over the world (including in classical music) have to rely on external support to present the work they do. Our organisation runs at a loss because it costs a lot of money — much more than ticket sales can yield — to bring artists to Hong Kong and to let people know about our concerts. If we were to charge ticket prices that covered the real costs of presenting concerts, it would become prohibitively expensive to ticket-buyers. Rather, we want to make classical music accessible to all. As you look at our financials, you will see that one of our biggest expenses is Marketing, so one of the most immediate ways you can support Premiere Performances is to tell your friends about our concerts and bring them along.

It has been very gratifying to have our mission supported by so many visionary individual donors and sponsors. We are also fortunate to have been singled out for a Consecutive Springboard Grant by the Home Affairs Bureau. With another year of support from the government and Title Sponsorship from J.P. Morgan, we are tremendously excited about what we will be able to achieve in the coming year of music.

**The future of Premiere Performances is bright.** We have a year of exceptional music to look forward to. You can read about our upcoming events in this report.

I look forward to sharing the music with you.

Andree D'Amico



# 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.

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.

## Our Artists

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. Our artists are the winners of the world's top classical music awards including, the Queen Elisabeth Music Competition, the Van Cliburn International Piano Competition and Gramophone Magazine's Young Artist of the Year.

## Our Programs

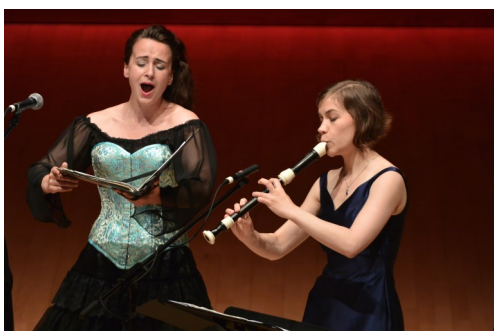
Throughout the year, Premiere Performances presents artists in solo recitals of the highest international quality through the **Recital Series**. This Series has earned Premiere Performances a reputation of excellence amongst Hong Kong audiences and the arts community.

Premiere Performances presents the annual **Hong Kong International Chamber Music Festival**, the landmark festival of its kind in Asia bringing 15-25 artists to Hong Kong every January over a two-week period for concerts and outreach.

The **PLAY! Family Series** is a specially designed series introducing kids aged 5-11 to solo recitals and chamber music. The one hour concerts are created to be fun and engaging.

Premiere Performances' **Outreach & Education** program including **Chamber Music In Schools** helps us achieve our mission of spreading the joy and love of music by making it accessible to all. Through these activities, we are hoping to develop the artists and audiences of tomorrow so that chamber music has a vital part in the cultural landscape of Hong Kong.

Ticket prices for Premiere Performances concerts start at \$80 making world class classical music accessible to all. Premiere Performances is a registered charity and a non-profit organisation. 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.



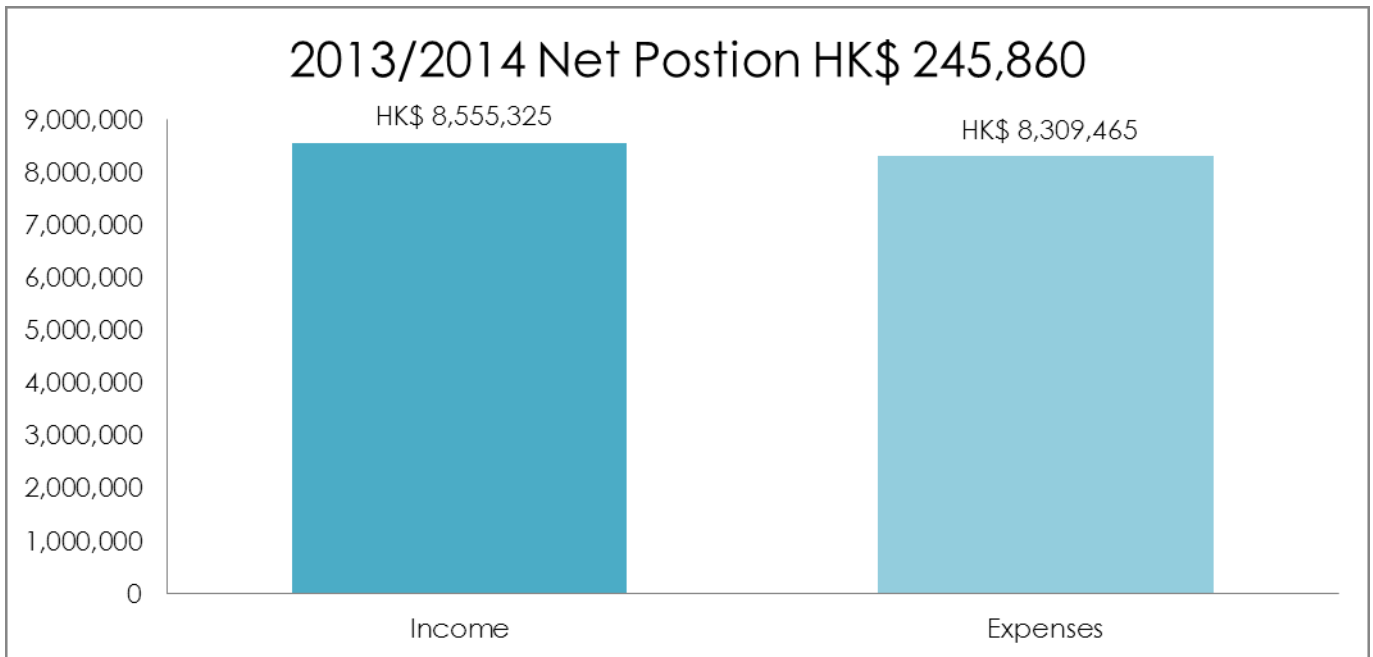
最有活力的本土藝術機構

*The most vibrant local arts organization*

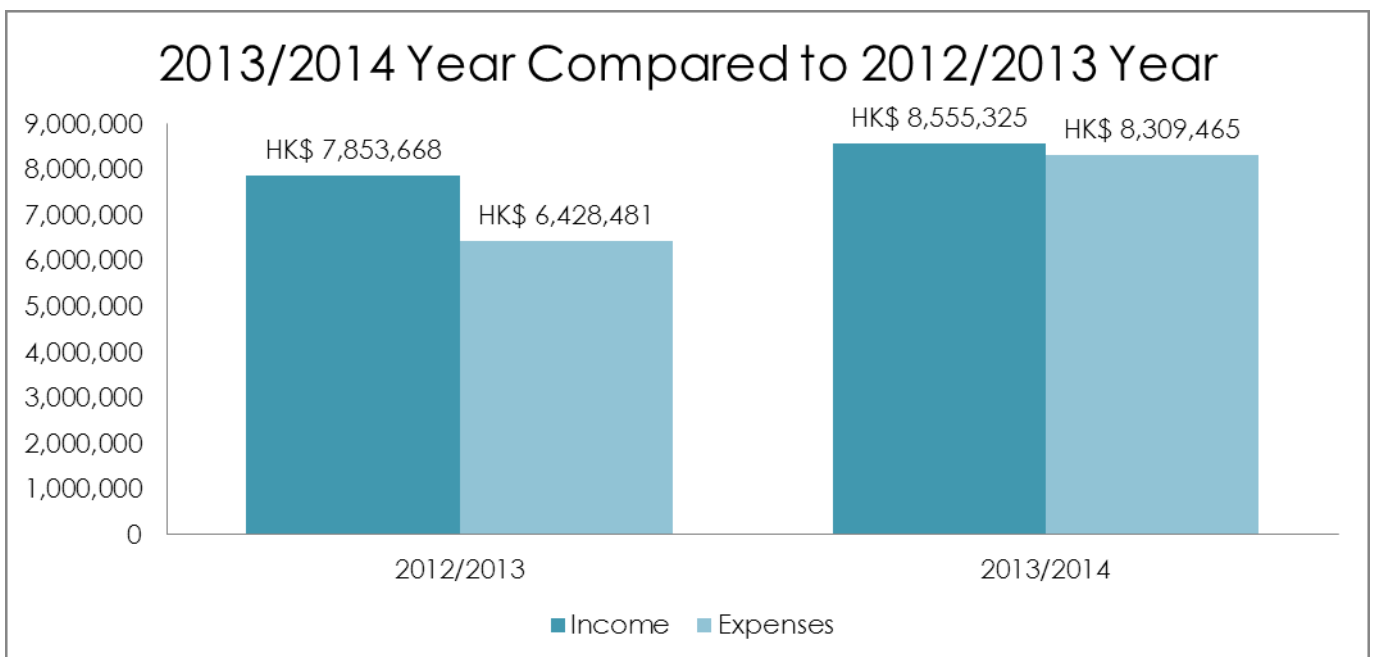
Hi Fi Review

# The 2013/2014 Year

At the conclusion of the 2013/2014 financial year Premiere Performances closed its books with a \$245,860 surplus.



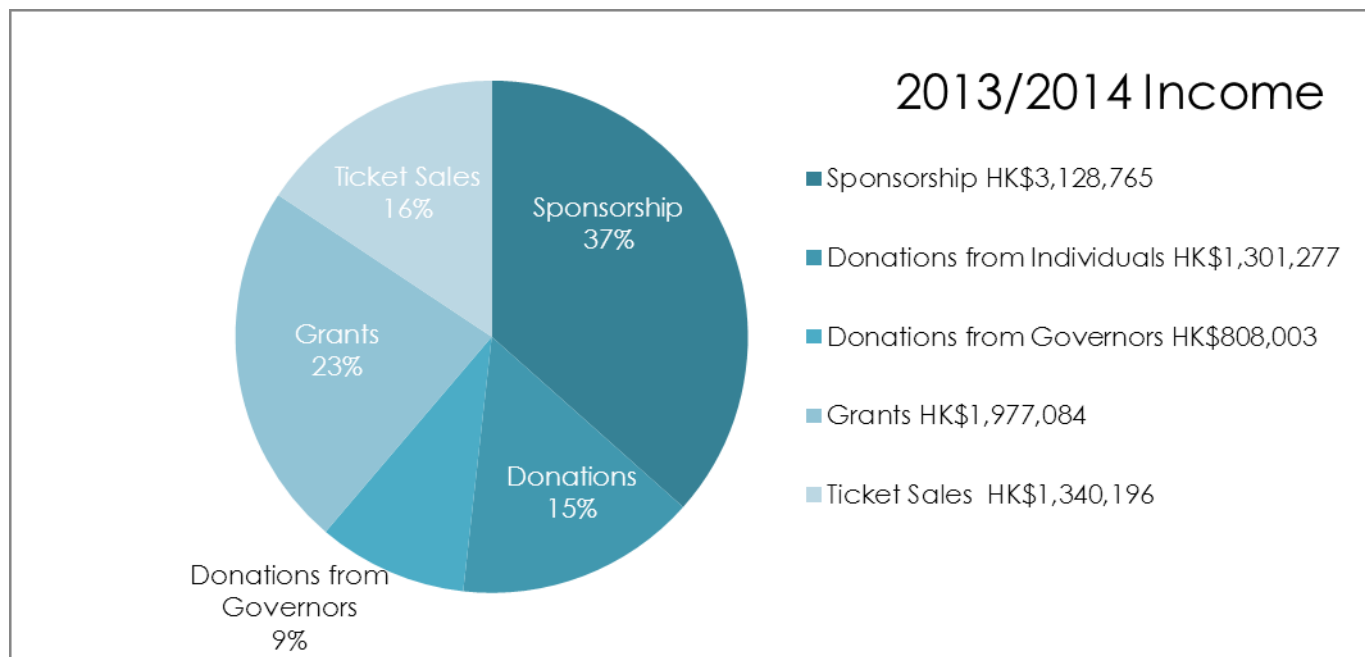
When compared with the income at the conclusion of 2012/2013 Premiere Performances' income was slightly higher this year, the expenses were also almost \$2,000,000 higher. The increase expenses were due to new programs, like the Chamber Music In Schools program (see page 12) and because there were two additional concerts in the 2013/2014 season.



Premiere Performances' finances are managed by an independent accountant and are audited annually by an external accounting firm.

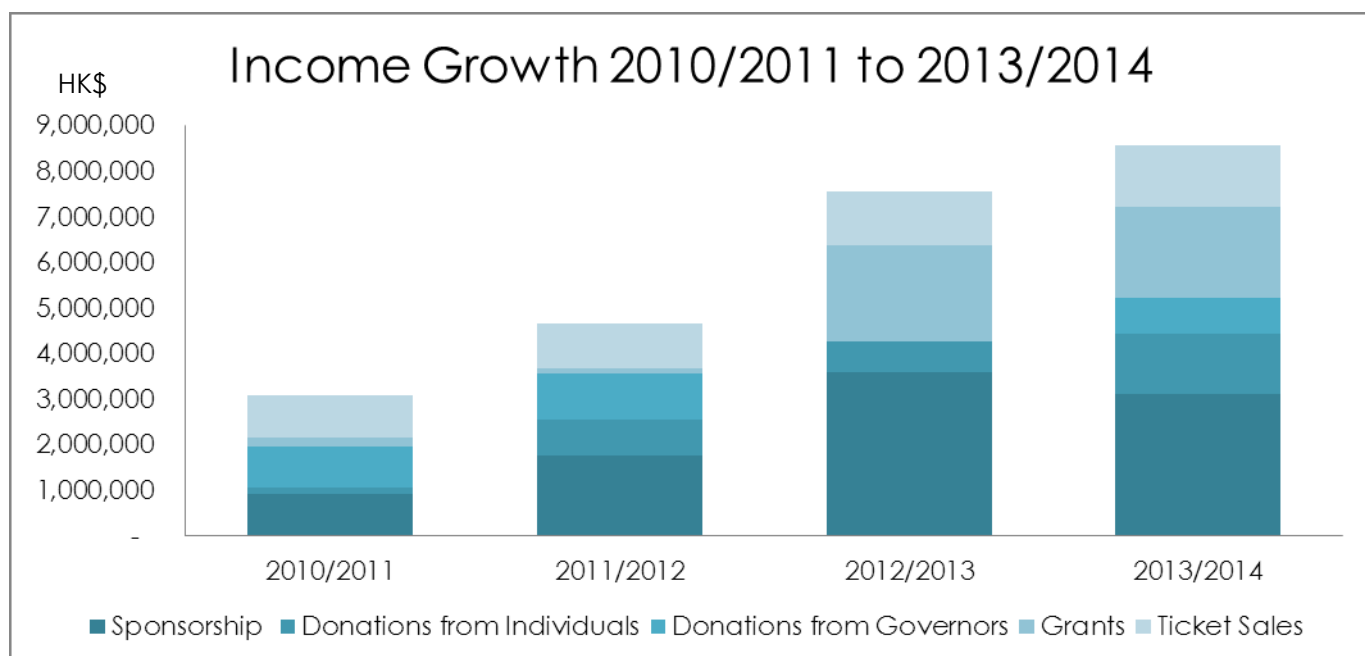
# Income Snapshot

The 2013/2014 year has been Premiere Performances' biggest year to date with the continued growth of the organisation's programs. Ticket sales, however, still account for only 16% of the company's income. It was a very successful year for individual donations, which more than doubled from the last year helping to mitigate the slight decrease in corporate sponsorship. This change has been a deliberate and strategic decision to focus more on philanthropy and engaging individuals in the organisation rather than relying on corporate support.



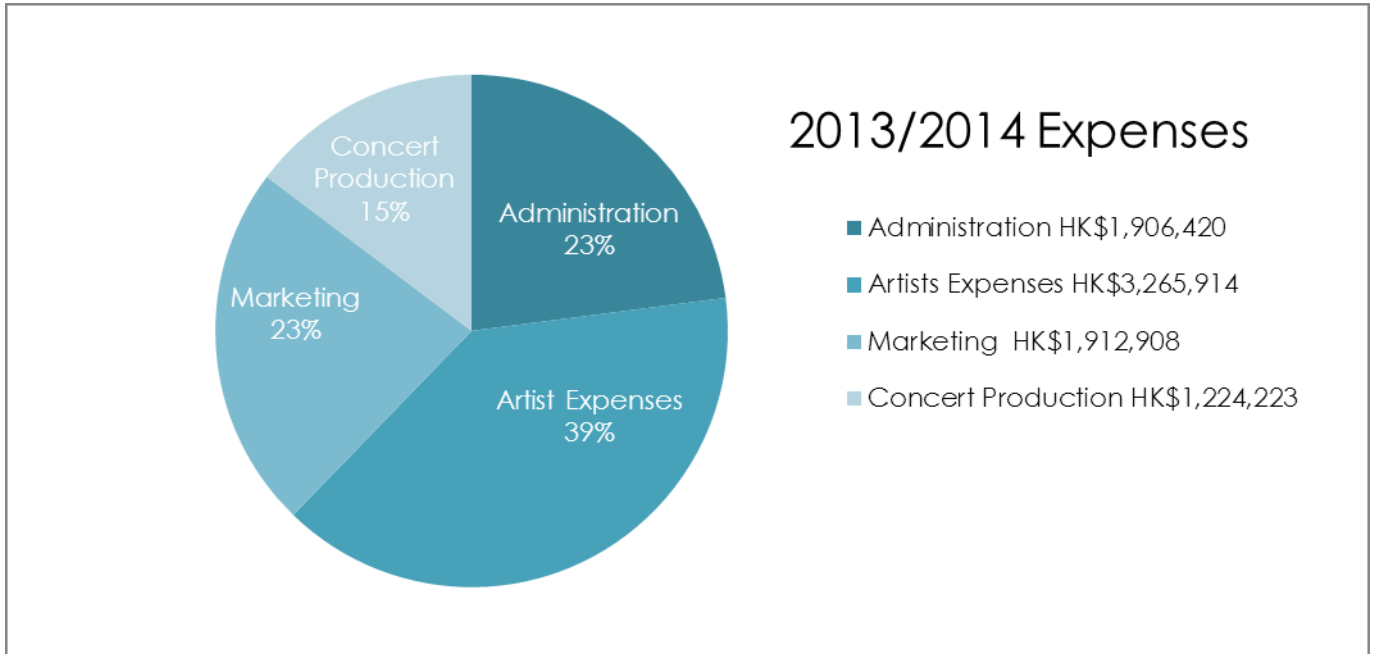
Income From 2010/2011 to 2013/2014 as a % of Income for That Year

	2010/2011	2011/2012	2012/2013	2013/2014
<b>Sponsorship</b>	30%	38%	47%	37%
<b>Donations from Individuals</b>	4%	17%	9%	15%
<b>Donations from Governors</b>	29%	22%	-	9%
<b>Grants</b>	6%	2%	28%	23%
<b>Ticket Sales</b>	30%	21%	16%	16%



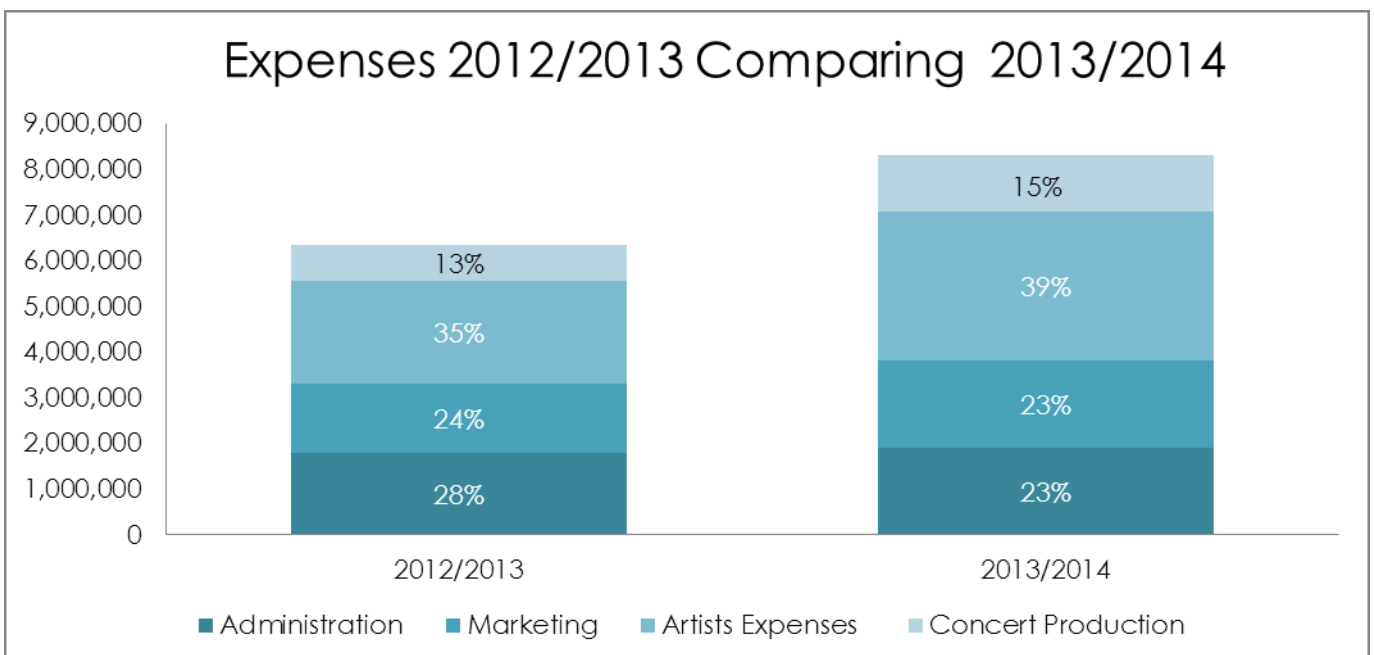
# Expenses Snapshot

Our expenses are generally focused on Artist Expenses, Concert Production and Marketing. Premiere Performances spends \$0.23 of every dollar on administration expenses, which is comparable to other charities of our size around the world.



The organisation had an overall increase of 23% in its expenses in this financial year compared to the previous year. This is largely owing to the increased programming activities including bringing eight more artists, presenting two more concerts and expanding the Chamber Music In Schools Program to include bringing three ensembles from Australia to Hong Kong schools.

This is reflected in the increase of Concert Production expenses by 34% and the Artists Expenses by 32%.





# Recital Series

Premiere Performances presented four recitals in the 2013/2014 Recital Series. These were attended by almost 2,700 audience members. The season was a diverse mix of concerts including rarely heard programs in Hong Kong, like a piano duo concert (Lucille Chung and Alessio Bax) and an all Baroque program performed on period instruments (the New Dutch Academy). In addition to these unique concerts, Premiere Performances also brought two musicians together for the first time (Ning Feng and Javier Perianes).

In presenting these unique programs and giving artists like BBC Music Magazine's Best Newcomer award winner, Mei Yi Foo, a platform to perform in Hong Kong, Premiere Performances is making a valuable contribution to the cultural life here. Our growing audience is grateful for this.

Premiere Performances collected feedback surveys from 350 Recital Series audience members who were overwhelmingly positive about of the concerts, with an average satisfaction rate of 91%.

## Our Audience

Over 50% of our audience for the recital series is aged between 30-49 years. Over 90% of our audience has attained university education or post graduate education and over 60% of our audience has Cantonese as their first language.

## Recital Series

	Capacity	Satisfaction Rate
Lucille Chung, piano & Alessio Bax, piano	70%	NA
Mei Yi Foo, piano	68%	88%
Ning Feng, violin & Javier Perianes, piano	82%	92%
New Dutch Academy, Baroque ensemble	78%	93%
Average	75%	91%

### Alina Ibragimova and Cédric Tiberghien

Due to the severe *Typhoon Usagi* Premiere Performances had to cancel the concert by Alina Ibragimova and Cédric Tiberghien on 22 September 2013. Before the cancellation, a total of 834 seats had been sold (a capacity of 80%). Almost 80% of patrons asked to refund or exchange their tickets which meant this concert had a net result ticket income of \$31,000. However, we had already spent over \$238,000 for this concert. Despite this, we are proud to have been able to close this financial year at break even and are also very grateful to the generous patrons who donated their tickets to the organisation.

In addition to the data collected in audience surveys we also **measure the success of our concerts** through analysis of reviews and anecdotal feedback from artists.

Time Out's effusive review of the Bax and Chung recital exemplified:

*Four hands and two souls combined as one... and savouring each musical moment.*

Elizabeth Champollion from the

New Dutch Academy said:

*It is rare to be part of such a professionally organised tour... During our entire stay I was impressed with the flawless organisation of the concerts and the friendliness of [the] team, everyone being so helpful and good humoured.*

**Top-class soloists who live up to their fine reputations**

South China Morning Post



# PLAY! Family Series

We had four concerts in our PLAY! Family Series in 2013-2014 attended by over 1,100 enthusiastic audience members.

The series opened with a unique one piano four hands concert performed by married couple Alessio Bax and Lucille Chung. Their performance of Stravinsky's *Petrushka* was accompanied by a live shadow puppet show by local puppet company *Foggy Sound Garden*.

The *World According to James* and *The Chambermaids* — both from Musica Viva Australia and our partners in our Chamber Music In Schools program — brought their high energy programs to the stage with concerts that were designed to remind kids that making music is a pleasure and great fun! There are no other concerts presented in Hong Kong that are performed by specially trained expert music educators, and the impact of these quality performers is clear. 60% of our audience thought that their kids were more excited to go home and practice after seeing these concerts.

The New Dutch Academy's PLAY! concert was a particularly successful program and though the capacity of the concert was slightly low this is because the concert was in a bigger venue. One audience member noting that it was "a really wonderful introduction to instrumental or choral music".

## PLAY! Family Series

	Capacity	Satisfaction Rate
<b>Lucille Chung &amp; Alessio Bax PLAY!</b>	83%	NA
<b>World According to James PLAYS!</b>	90%	75%
<b>The Chambermaids PLAY!</b>	68%	92%
<b>New Dutch Academy PLAYS!</b>	58%	NA
<b>Average</b>	<b>75%</b>	<b>83%</b>

For these programs Premiere Performances charges a premium ticket price but 95% of our audience agrees that the price is reasonable for the quality of the concerts. The PLAY! series' marketing strategy is vastly different to the Recital Series. The marketing spend on PLAY! concerts is close to a quarter of the spend on Recitals. In this way presenting a PLAY! concerts with artists that are in Hong Kong for Recitals or Chamber Music In Schools programs helps to underwrite the more expensive programs.

Even though all these programs are delivered in English, only 50% of the audience for the PLAY! series recorded that English is their primary language. This indicates that the audience for the series is more diverse than we originally anticipated.

With a high satisfaction rate and a high capacity we are proud of the way the PLAY! series is developing and providing unique and inspirational musical programs especially designed for Hong Kong kids.

**Premiere Performances' new PLAY! series is music to children's (and parents') ears**

Time Out Hong Kong



# Hong Kong International Chamber Music Festival

The 5<sup>th</sup> Hong Kong International Chamber Music Festival 2014 consisted of six concerts from 15-26 January. These concerts were performed by 18 visiting musicians and three local musicians. Audiences of over 3,500 attended Festival performances and over 440 primary, secondary and tertiary students received free tickets to Festival concerts.

Surveys were collected from 128 audience members and a satisfaction rate of 97% was recorded for the Festival overall.

## HK International Chamber Music Festival

	Capacity	Satisfaction Rate
<b>Opening Night Gala</b>	79%	100%
<b>The Great German Lineage</b>	66%	93%
<b>Happy Hour Concert</b>	59%	100%
<b>Brahms and the Hungarian Spirit</b>	74%	100%
<b>Vadim Repin &amp; Friends: Russian Masterworks</b>	89%	100%
<b>Closing Night Gala</b>	83%	94%
<b>Average</b>	<b>75%</b>	<b>97%</b>

The Festival was supported by seven sponsors, four collaborators and three media partners. Premiere Performances is very grateful to its many sponsors for their assistance in enabling the 5<sup>th</sup> Hong Kong International Chamber Music Festival to be such a success. Each sponsor played their part in the making the Festival one of the most exciting cultural events of the year in Hong Kong.

The Festival received extensive coverage on TV, radio and in many widely circulated newspapers and magazines. Cho-Liang Lin was interviewed on "Dolce Vita" on TV Pearl and on Cable TV. Additionally, many Festival participants were interviewed on RTHK's most listened-to radio shows, including Phil Whelan's Morning Brew on Radio 3 and Morning Call by Jonathan Douglas on Radio 4 (also hosted by Stacey Rodda).

In addition to once in a lifetime concerts, the Festival also included an extensive range of world class outreach and education programs.

*For me this festival has become a premier event in my musical year. It offers a unique combination of wonderful music, superb performances, affordable prices and - most of all - an atmosphere of camaraderie and equality. I think I will always remember the image of a world-renowned violinist from Taiwan acting as page-turner for a young Korean pianist. Hong Kong public life needs more experiences like that!*

Prof Bill Littlewood  
Honorary Professor, Language Centre, HK Baptist University



# Festival Outreach

In addition to ticketed concerts, Premiere Performances also presents a range of free Outreach & Education activities during the Hong Kong International Chamber Music Festival. Outreach activities made up the overwhelming majority of the Festival's events and were free and open to the public. These were made possible by the Home Affairs Bureau's Springboard Grant as well as a grant from the J.P. Morgan Chase Foundation.

The outreach program included 19 events attended by 1,500 audience members and involved 85 local music students and amateur musicians participating. In addition to free concerts at the Rotunda, Exchange Square (courtesy of Festival Sponsor Hongkong Land), other Festival Outreach activities included:

## Open Rehearsals

Three Festival rehearsals were open 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.

## Masterclasses and Workshops

Throughout the Festival ten masterclasses and chamber music workshops were held to enable over 85 Hong Kong musicians to learn directly from the master musicians that were performing. All of these masterclasses and workshops were open to the public to view and learn.

## Educational Recitals & Lectures

Dr. Richard Kogan delivered two Educational Recitals and a pre-concert talk combining a lecture and piano performance. Dr. Kogan has a distinguished career both as a concert pianist and as a psychiatrist. His lecture/recitals explore the influence of psychological factors and psychiatric illness on the creative output of composers Beethoven and Schumann.

Additionally Dennis Wu presented a talk on Brahms which was well attended by a local audience and included recordings and scores of musical examples alongside a historical perspective of the composer. Dennis also gave two pre-concert talks discussing Festival repertoire.

## Ticket Giveaways

Premiere Performances of Hong Kong is committed to making concert-going accessible to all. To this end, PPHK 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.

***The Hong Kong International Chamber Music Festival is one of the largest-scale artistic events in Hong Kong, with chamber music of the highest standard, nights of elegance and delicacy.***

Chris Cheng | High School Music Teacher



# In-School Program

Premiere Performances continues to collaborate with one of the pre-eminent chamber music organisations in the world, **Musica Viva Australia** to deliver the extremely high quality **Chamber Music In Schools** program.

In the 2013-2014 school year, the program included three Musica Viva ensembles visiting 17 primary, 14 secondary, 3 international, and 7 special needs schools for concerts, workshops and teacher training. The ensembles also worked with the Hong Kong Institute of Education's future music teachers. **Over the year, this program reached nearly 12,000 students and 150 teachers.**

The three ensembles that visited Hong Kong were:

**The World According to James** (Jazz Quartet) 11-22 November 2013

**The Chambermaids** (Wind Quintet) 17-28 February 2014

**The Sousaphonics** (Brass Quartet) 5-16 May 2014

As a pioneer in promoting Chamber Music in Hong Kong, Premiere Performances is also going to train up a group of local young musicians to deliver quality in-school performances. After open auditions in February 2014, a new wind quintet called **Viva! Pipers (V!Ps)** was established. These five enthusiastic young musicians are now in training with plans to deliver Chamber Music In Schools programs in 2015 in Cantonese.

Premiere Performances has also been working with the HK Institute of Education to ensure that we are collecting and analysing useful feedback about our events so that we can evaluate them in an accurate and meaningful way.



In addition to the school ensemble visit, The Sousaphonics were invited by UNESCO perform in the 2014 *International Arts for Peace Festival* at the Queen Elizabeth Stadium to share the message of love and peace to different races through music.

*The students enjoyed the concert and took great pleasure in participating. Thank you for this opportunity.*

Teacher from SAHK Jockey Club Elaine Field School

# 2015 Season

<b>Recital Series</b> 演奏系列	<b>Hong Kong International Chamber Music Festival</b> 香港國際室內樂音樂節	<b>PLAY! Series</b> 親子系列
	<b>Opening Night Gala</b> Wed 14 January 2015 City Hall Concert Hall	
	<b>Discovery &amp; Nostalgia</b> Thurs 15 January 2015 Grand Hall, Hong Kong University	
	<b>Afternoon Fantasy</b> Sun 18 January 2015 Grand Hall, Hong Kong University	
	<b>Chamber Music Gala</b> Mon 19 January 2015 City Hall Concert Hall	
	<b>Festival Finale</b> Wed 21 January 2015 City Hall Concert Hall	
<b>Milos Karadaglic, guitar</b> Sun 19 April 2015 City Hall Concert Hall		<b>Mara PLAYS!</b> Sun 10 May 2015 City Hall Theatre
<b>David Greilsammer, piano</b> Mon 4 May 2015 City Hall Concert Hall		
<b>Jerusalem Quartet</b> Tues 9 June 2015 City Hall Concert Hall		<b>Adam Hall &amp; the Velvet Players PLAY!</b> Sun 1 Nov 2015 Sai Wan Ho Theatre
<b>Avi Avital &amp; the Cologne Chamber Orchestra</b> Mon 2 Nov 2015 City Hall Concert Hall		
<b>Benjamin Grosvenor, piano</b> Tues 8 Nov 2015 City Hall Concert Hall		

*Premiere Performances of Hong Kong has invited some of the world's most illustrious musicians to the fragrant harbour for a festival of collaboration, creativity and chamber music.*

Time Out Hong Kong

# Thanks to our Donors

As ticket sales only cover about 15% of the costs of running Premiere Performances, we are tremendously grateful to the many visionary individuals who make a contribution that enables us to achieve our mission of building a vibrant local arts scene and inspiring audiences with live music performances that are accessible to all.

## \$50,000+

Anonymous (3)  
Audry Ai & Tom Morrow  
Sarah & Anthony Bolton  
Henry CC Chan  
Anne Farlow & Oliver Bolitho  
Andrea Fessler & Davide Erro  
Leonie Foong & Wen Tan  
Great Eagle Holdings Limited  
Wendy & Danny Hegglin  
Jean Ho  
Y.S. Liu Foundation Ltd.  
The Ronald & Rita McAulay  
Foundation  
Daniel Ng, The Octavian Society  
Clara Wu Tsai & Joe Tsai  
Julie & Sebastian Wittgenstein  
YangTse Foundation

## \$25,000 - \$49,999

Brenda Baker & Steve Baum  
Bobbi Hernandez & Morgan Sze  
Janice Lee & Joe Bae  
Alison Lusher & Benjamin Falloon  
Amy Moore  
Amna & Ali Naqvi  
Hugh Zimmern

## \$16,000 - \$45,999

Tzo Tze Ang & Eashwar Krishnan  
Leslie & Brian Brille  
Esther & John Chi  
Jenny Hodgson  
Tasha & Anish Lalvani  
GaveKal Endowment Limited  
Ingrid & Jonas Palsson  
Su-Mei & Marcus Thompson  
Tung Family Foundation  
Anne & John Witt  
Mr. K K Yeung, JP  
Mi-Ran & Chi-Won Yoon

## \$8,000 - \$15,999

Anchor International  
Lissi & Michael Bucher  
Mira Christanto  
Vincent Chui  
Chung See-yuen

Rebecca & Anthony Correa  
Sachin Divecha  
Haylie Ecker & Marc Fisher  
Ember & Evan Goldstein  
Christina & Jukka Häkli  
Esther Heer  
Abby & Fred Hu  
Jane Kim  
Tamara Kovse & Zoltan Varga  
Winnie Kwan & Mark Shuper  
Amy & Mattias Lamotte  
Doreen & Alain Le Pichon  
Nelson K. F. Leong  
Hanako & Jeff Levy  
Helen & Arne Lindman  
Katherine & William McLane  
Joanne Ooi & John Bleach  
Nadine Ouellet & David Legg  
Yana & Stephen Peel  
Dimitra & Dimitri Perrotis  
Yvonne Poon & John H Boey  
Ellen & Frank Proctor  
Justine & Damian Roche  
Takatoshi Shibayama  
Melanie Tang & Nick Simunovic  
Anna Stephenson & Alan Leigh  
Maggie & Nelson Tang  
Jackie & Alan Tung

## \$4,000 - \$7,999

Mimi Brown & Alp Ercil  
Janice Chan & Louis Choy  
Ming Chen & Jelmar deJong  
Elizabeth Clark & Richard Boseley  
Natalie da Gama-Rose  
Lydia Denworth & Mark Justh  
Claire Hsu & Benjamin Vuchot  
Charlotte Lai Wing Sze  
Edward Lau  
Gwen & Rod Rehnborg  
Mia Sakata & Emerson Yip  
Chrissy Sharp & Michael Lynch  
Audrey & Eric Slighton  
Julie & Joe Welch  
Jennifer Zhu Scott & Adrian Scott

## \$500 - \$3,999

Anonymous (3)  
Donny Cheng  
Stephen H. Chu  
Carolyn Fong  
Fu Chong & Chen Lei  
Emma Louise Fung – ELFWORKS  
Nelly & Kenneth HC Fung  
Deborah Kan & Joseph Gallagher  
Lori Granito - Go Gourmet  
Claude Haberer  
Allison Haworth West  
Youmna & Bruno Hostelet  
Dede Huang & Alec Stuart  
Hui Yui  
Mimi & Peabody Hutton  
Carolyn & Pekka Johnson  
Martine & Michel Jospé  
Carol Kim  
Samantha & Jonathan Kriegel  
Cissy Lam & Robert Tang  
Chui-Inn Lee & Jay Chen  
Mandy Lee  
Camilla Lindfors  
William Littlewood  
Margie & George Long  
Mark Lunt  
Sandra Mak & Alex Hee  
Stephen Matthews  
Siu Ming & Friends  
Louisa Mitchell  
Forrest Morr  
Nigel & Christina Ng - Strynx Flute  
Workshop  
Barbara Ann Rust  
Helen Scott  
Miki & Andrea Sorani  
Jinus & Lionel St. Exupery  
Harriet & C.C. Tung  
Caroline & Douglas Van  
Christine Van & Martin Matsui  
Jennifer Wilson  
Wong Nai Hei  
Ella Wong  
Sabina Wong  
Victor & Dolly Woo

*I think Hong Kong is a special place due to selfless people like yourself. Please keep up the good work. Our city needs you!*

Vincent Chui

# Getting Involved

Premiere Performances has a full time staff of six people and a hard working roster of volunteers and interns who help out the organisation. If you have any interest in being more involved in Premiere Performances don't hesitate to contact us and to find out about what you can do.

## Board of Governors

Premiere Performances' board of governors is responsible for the sign off of the annual accounts of the organisation as well as ensuring that we keep to the strategic vision. Each member has a fundraising obligation. We are very proud of our extremely distinguished board and are excited about the contribution this group will make to the organisation. You can find the biographies of the board on our website: [www.pphk.org](http://www.pphk.org)

Andrea Fessler, Chair

Anne Farlow

Alain Le Pichon

Ada Tse

## Executive Committee

The Executive Committee is a sounding board for the Executive Director of PPHK. They offer advice and guidance on new project and decisions and are called on individually and as a group to give feedback. The group has diverse skills and experience and meets quarterly.

Leslie Brille

Ember Deitz Goldstein

Amy Lamotte

Stacey Morse

Sohee Park

Chrissy Sharp

Clara Wu Tsai

## Fundraising Committee

Each member of the Fundraising Committee has special skills, experience or interest in fundraising. The committee does not have any personal fundraising obligation but assists with strategy and implementation of Fundraising procedures.

Ember Deitz Goldstein

Alison Harbert

Amy Moore

Bruce Salzer

## Marketing Committee

A team of expert marketers from different industries has assembled to give PPHK guidance and advice on our marketing strategies and approach. The team has recently helped PPHK develop a brand template so that our marketing is consistent across our various series.

Tiphonie Chan

Judy Lam

Eric Landolt

Joanne Ooi

Fay Pang

## Staff

Andrea Fessler, Founder and Executive Director

Kylie Anania, Development Manager

Henry Leung, Outreach Project Manager

Lucy Choi, Programme & Finance Manager

Karrie Chung, Box Office & Programme Manager

Johnny Yip, Arts Administration Officer

## 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.

Natalie Chan, Baptist University

Tiffany Chan, Baptist University

Christine Cheuk, University of Hong Kong

Daymi Cheung, UCIS University, Malaysia

Leo Cheung, Hong Kong Polytechnic University

Brian Chiu, King's College, London

Henry Chu, Baptist University

Cheryl Chung, HK University of Science and Technology

Niko Korolog, Oberlin College, Ohio

Joyce Lam, Baptist University

Hugo Lau, Baptist University

Kwan Lo, Baptist University

Olivia Mok, Julliard School, New York

Jessica Wong, University of Technology Sydney, Australia

Mythie Wong, Baptist University

Sincere Wu, Baptist University

Kendra Wong, Professional Intern

Natalie Yip, Chinese University of Hong Kong



The Premiere Performances team at the wrap party for the 5<sup>th</sup> Hong Kong International Chamber Music Festival from left: Lucy, Andrea, Kylie, Johnny, Henry & Karrie

*I really enjoyed the concert. It gave me positive energy. Made me want to learn a musical instrument. I think it was very educational and fun for the students. We definitely should arrange more activities like this.*

Teacher from Chinese International School, The Sousaphonics



Premiere Performances of Hong Kong Ltd was established in 2007  
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