

# PREMIERE PERFORMANCES

## ANNUAL REPORT

1 July 2023 - 30 June 2024





# Table of Contents

---

**P.1** / Message from Founder & Executive Director

---

**P.2** / About Premiere Performances

---

**P.3** / Audience Reach

---

**P.4** / Chamber Music In Schools

---

**P.6** / Outreach and Education

---

**P.8** / Recital Series

---

**P.14** / Beare's Premiere Music Festival

---

**P.17** / Family Series

---

**P.20** / Jazz Concerts

---

**P.22** / Our Audience

---

**P.23** / Donor Programmes

---

**P.24** / Financial Information

---

**P.28** / Thank You to Our Supporters

---

**P.29** / Donor List

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# Message from Our Founder & Executive Director

Looking back on the past year, it is fair to say that it has been the most successful year in Premiere Performances' history - both in terms of ticket sales and revenue. Almost all of our Recitals were sold out (including the balcony for four out of six Recitals) as well as all of our Family Concerts. We also held the first full-scale Beare's Premiere Music Festival since 2020. That means that we continued the momentum we gained during the pandemic, and that we have definitely broadened our audience reach. And we continued to grow our Chamber Music in Schools programme, touring five different ensembles across Hong Kong, including two overseas groups for the first time since 2019!

This year, we moved forward with pilot programs for our Jazz Series and into the Greater Bay Area. We held two jazz concerts at the Teahouse, Xiqu Centre with groups that we brought to Hong Kong for our Chamber Music in Schools programme. They were both incredibly well received and sold out within three weeks. We are excited to be launching Premiere Performances Jazz this Spring in collaboration with Jazz at Lincoln Center! Stay tuned for more details.

Our pilot into the Greater Bay Area was less successful. It seems that it is very tough to attract audiences to recitals with less "popular" programming. Even though we started small, partnering with a beautiful concert hall in Shenzhen that only seats 300 people, it was still difficult to sell enough tickets to cover our costs. For that reason, we are going to pause our activities in the GBA for the time being.

We are so grateful to the Culture, Sports & Tourism Bureau for their continued support under the Art Development Matching Grants Scheme, whereby every dollar we are able to raise in donations and net sponsorship is matched 150% (increased to 180% until March 31, 2025). As this is a Matching Grant, we would receive nothing from the government were it not for the generous and unwavering support of our donor base. Thank you to every individual who donated this past year. Every amount, large and small, is greatly appreciated.

See you in the concert hall!

## Administration (as of 30 June 2024)

### Board of Governors

Andrea Fessler, Chair  
Winnie Kwan  
Shu Yin Lee  
Ester Li  
Radhika Mahidhara  
Janana Suleymanli

### Staff

Andrea Fessler, Founder and Executive Director  
Loretta Cheung, Box Office & Finance Manager  
Brian Chui, Programme and Outreach Manager (until June 2024)  
Sharen Lau, Marketing Manager  
Prudence Lee, Assistant Programme Manager (since April 2024)  
Hoffmann Lai, Senior Arts Administration Officer  
Anna Cheung, Arts Administration Officer (since April 2024)  
Eva Chen, Arts Administration Officer (since May 2024)



A handwritten signature in black ink that reads "Andrea Fessler".

### Interns

If you would like to join one of our committees or volunteer in any capacity, please contact [info@pphk.org](mailto:info@pphk.org).



# About Premiere Performances

## Overview

Founded in 2007 as a registered charity by Andrea D. Fessler, Premiere Performances aims to establish Hong Kong as a leader in the international cultural landscape. Premiere Performances is a presenter of the world's best performers of recitals and chamber music with almost 100 events each year, featuring a dynamic array of instruments, performance styles and musical genres.

## Mission

Premiere Performances brings the best classical musicians in the world to Hong Kong for performances and outreach, building a vibrant local arts scene, nurturing local artists, and making the inspiration of a live music performance accessible to all.

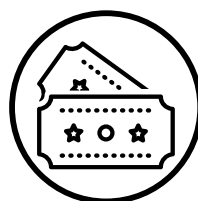
## Vision

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

## Beneficiaries

From special needs students through to the elite of Hong Kong, we have programmes aimed at all demographics of society. We believe that everybody, regardless of social class or education, ethnicity or language, will be moved by the power of a live music performance presented at a world class level.

## In 2023-24, Premiere Performances organised:



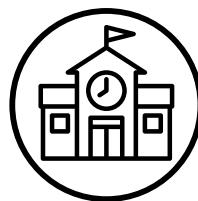
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Public Ticketed Concerts  
(Recitals, Beare's Premiere Music Festival, Family Concerts)

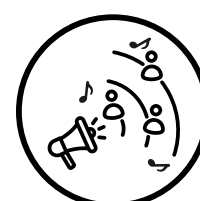


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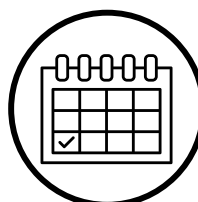
Family Concerts



61 School Concerts



17 Outreach & Education events



9

Private Events



118

Musicians

with

Impacting over

27,600

people



# Audience Reach 2023-24

Events	Concert Attendance	Outreach Attendance
Benjamin Grosvenor, piano “Chopin & Liszt”	1519	-
Cinderella Family Concert (2 shows)	899	-
Outreach Week with Tony Yang	80	343
Miloš, guitar “The Arts and the Hours”	1536	-
Alice Sara Ott, piano “Echoes of Life”	1461	-
Jazz for Kids: Adam Hall & The Velvet Players (1 Family Concert; 6 schools)	288	990
Premiere Performances Jazz: Adam Hall & the Velvet Players (2 shows)	327	-
BPMF 2024: Musical Fairytales: Peter & The Wolf (2 shows)	874	-
BPMF 2024: Spotlight on the Miró Quartet	530	-
BPMF 2024: The Genius of Mozart	852	-
BPMF 2024: A Romantic Interlude	621	-
BPMF 2024: Festival Closing Gala: A Night with Robin Tritschler	657	-
BPMF 2024: Outreach Events	-	600
Premiere Performances Jazz: The Hot Club of San Francisco	373	-
Jazz for Kids: The Hot Club of San Francisco (1 Family Concert; 7 schools)	451	1670
Zlatomir Fung, cello recital	1090	-
Fiesta Brass Family Concert	469	-
Arnaud Sussmann, violin & Michael Stephen Brown, piano “French Impressions”	977	-
Arnaud Sussmann, violin & Michael Stephen Brown, piano (Shenzhen)	162	-
Joyce DiDonato & il Pomo d'Oro “EDEN”	1261	-
Viva! Pipers “Peter & The Wolf” (Shenzhen)	200	-
Fiesta Brass School Tour (19 schools)	-	3964
Rhythmaker School Tour (7 schools)	-	1645
Viva! Pipers School Tour (16 schools)	-	3813
Subtotal	14,627	13,025
Total Reach	27,652	



# Chamber Music in Schools

Making in the inspiration of a live music performance accessible to all is central to PPHK's mission. As one of the few organizations in the city specialising in chamber music, we are proud to be building a vibrant local arts scene and nurturing young audiences with our wide range of Outreach & Education Programmes.

Since the establishment of our Chamber Music in Schools (CMIS) programme in 2013, we have brought 15 different overseas and local ensembles to Hong Kong schools, organising over **510** school performances, and reaching almost **135,000** kindergarten, primary, secondary and special educational needs students and **6000** teachers.

IN 2023/24, WE REACHED

▶ **11,548**  
students

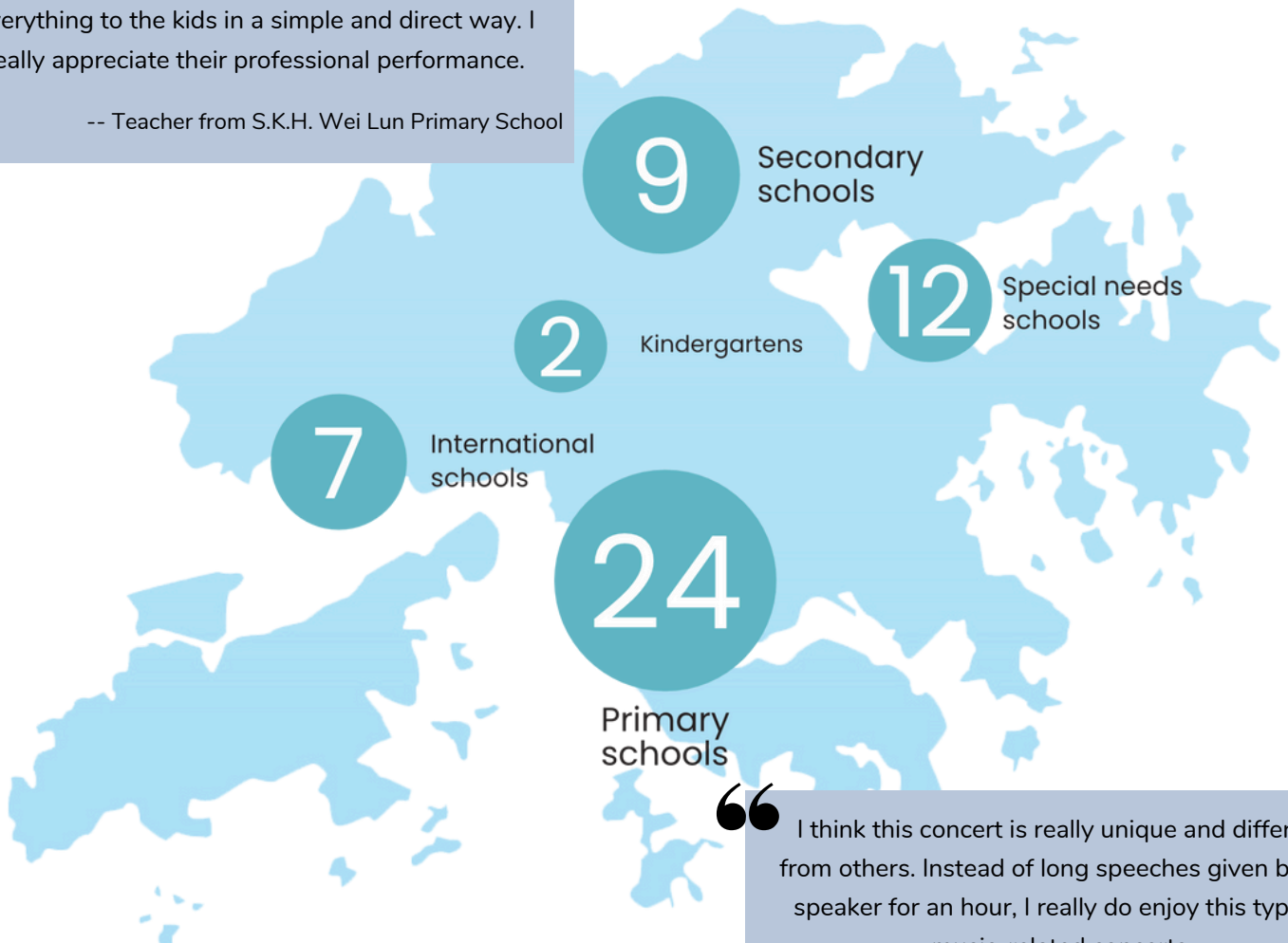
▶ **534**  
teachers

▶ **63**  
in  
school concerts

“

The performers were awesome! They not only have music skills and knowledge but also the skills to interact with kids. I love how they explained everything to the kids in a simple and direct way. I really appreciate their professional performance.

-- Teacher from S.K.H. Wei Lun Primary School



“

I think this concert is really unique and different from others. Instead of long speeches given by the speaker for an hour, I really do enjoy this type of music-related concerts.

-- Student from Carmel Secondary School



In 2023-24, we had five active groups: three local ensembles (Fiesta Brass, Rhythmaker and Viva! Pipers) and two overseas ensembles: Adam Hall & The Velvet Players (from Perth, Australia) and Hot Club of San Francisco (from San Francisco, California, USA).

These groups gave a total of 63 performances at 54 schools during 2023-24 including 2 kindergartens, 24 primary schools, 9 secondary schools, 7 international schools and 12 special needs schools. With these school visits, our groups performed for over 11,500 students and over 500 teachers.



### Fiesta Brass Quintet

Chan's Creative School  
Choi Hung Estate Catholic Secondary School  
Caritas Lok Yi School  
PLK Riverain Primary School  
SKH St Peter's Primary School  
CCC Kei Shun Special School  
The Little Flower's Catholic Primary School  
Carmel Secondary School  
SKH Holy Carpenter Secondary School  
Oblate Primary School  
St. John the Baptist Catholic Primary School  
Sing Yin Secondary School  
Pentecostal Gin Mao Sheng Primary School  
Buddhist Ho Nam Kam College  
Yan Oi Tong Madam Lau Wong Fat Primary School  
TWGHs Tsoi Wing Sing Primary School  
SKH Ma On Shan Holy Spirit Primary School  
Hong Chi Morninghill School, Tsui Lam  
Caritas Resurrection School

### Viva! Pipers Wind Quintet

Po Leung Kuk Dr. Jimmy Wong Chi-Ho (Tin Sum Valley) Primary School  
Sau Mau Ping Catholic Primary School  
Tin Shui Wai Methodist Primary School  
CCC Kei Shun Special School  
Hong Kong Christian Service  
Hong Kong Christian Service Pui Oi School  
Tung Koon School (Sheung Shui)  
Oblate Primary School  
SKH Ma On Shan Holy Spirit Primary School  
Valtorta College  
Pui Kiu College (Primary)  
SKH Wei Lun Primary School  
Carmel Divine Grace Foundation Secondary School  
TWGHs Tsoi Wing Sing Primary School  
Ng Wah Catholic Secondary School  
Buddhist To Chi Fat She Yeung Yat Lam Memorial School

### Rhythmaker

Lam Tin Methodist Primary School  
Caritas Lok Yi School  
SKH Wing Chun Primary School  
Pentecostal Gin Mao Sheng Primary School  
TWGHs Hok Shan School  
Alliance Primary School, Sheung Shui  
Hong Chi Morninghope School, Tuen Mun

### Adam Hall & The Velvet Players

Norwegian International School  
Cornwall School  
Christ Church Kindergarten  
Bradbury School  
TWGHs Kwan Fong Kai Chi School  
Peak School

### The Hot Club of San Francisco

Christ Church Kindergarten  
American School Hong Kong  
Chinese International School  
Malvern College  
Norwegian International School  
San Wui Commercial Society YMCA of Hong Kong  
Christian School



# Outreach & Education

## Week with Tony Yike Yang

We brought Canadian Chinese pianist Tony Yike Yang to Hong Kong for one week of performances and outreach activities (13-19 Oct 2023) under the auspices of the Beare's Premiere Music Festival. Tony was the youngest-ever laureate at the 2015 Chopin International Piano Competition at the age of 16 (winning 5th prize) and has been hailed by the Canadian Broadcasting Corporation (CBC) as one of Canada's finest young musicians.

Tony participated in the following outreach & performance activities:

13 Oct	30-min performance followed by 30-min conversation with Prof David Chung at Hong Kong Baptist University	Attended by 250 students
13 Oct	Two-hour private coaching session for three University of Hong Kong piano students	-
14 Oct	One-hour performance with Q&A at the Hong Kong Club	Attended by 40 guests (paid event)
16 Oct	40-min performance, followed by 40-min masterclass for 2 students and 10 min Q&A at Hong Kong Education University	Attended by 50 students
17 Oct	One-hour performance with Q&A at the Harvard Club of Hong Kong	Attended by 40 guests (paid event)
19 Oct	Masterclass for 3 students and 15-min performance at Wah Yan College Hong Kong	Attended by 40 students





## Audience of Tomorrow Project

To make world-class music accessible to all, Premiere Performances donated 359 tickets to our concerts to local NGOs and students.



### **This year's partner organizations included:**

Sprouts Foundation  
TWGHs - E Major  
Church of Christ in China Kei Shun Special School  
Hong Kong Baptist University  
The Chinese University of Hong Kong  
The Education University of Hong Kong  
The Hong Kong Academy for Performing Arts  
The University of Hong Kong

# Recital Series

We had an memorable Recital Series in 2023-24 in which we presented six concerts with a wide range of instruments, repertoire and experiences. All but one of our Recitals were totally sold out.

## Benjamin Grosvenor, piano “Chopin & Liszt”

29 September 2023 (Friday)

Benjamin Grosvenor made his triumphant return to Hong Kong eight years after his début in 2015, with a programme featuring sonatas by Chopin and Liszt. Even though the concert was on the eve of Mid-Autumn Festival, the concert still sold out completely, with 1419 tickets out (including balcony) (99% attendance rate).

“Program is perfect, coupling of Chopin and Liszt, his performance was super wonderful much more than my expecting ... his Liszt B minor sonata is definitely one of the best I've ever heard from any pianist.”

- Audience Member



“

Everything in Grosvenor's music-making is so natural – a poised, aristocratic stage presence, no unnecessary gesticulations or grimaces, and no over-sentimentalisation. With his superlative artistry and imposing pianism, his playing was revelatory in illuminating the music with his own insights and personality, while remaining true to the intentions of the composers.”

- Anson Yeung, Interlude



“

British pianist Benjamin Grosvenor's 'Chopin and Liszt' recital in Hong Kong brings the house down... a tour de force of his technical arsenal”

- Christopher Halls  
*South China Morning Post*



## Miloš, Guitar “The Arts and the Hours”

30 October 2023 (Monday)



Guitar superstar Miloš played to a capacity crowd with a largely Baroque programme, including pieces by Bach, Rameau, Couperin, Scarlatti and Handel. This was his first recital since 2015, and his first appearance in Hong Kong since our 10th anniversary in 2017. There were 1436 tickets out (including balcony), and 100% attendance rate.

“It was beautiful to hear Miloš himself play and I could see his connection, his relationship with his guitar. His music/playing brought me to places of nature and moments of peace. I hope he enjoyed HK in his return as much as his first time here. All great! Thanks PPHK! Bravo Miloš! I want to see Montenegro someday!”

- Audience Member

“

Miloš is very skillful and passionate. His performance is excellent. Thanks for bringing him back to Hong Kong for this show.”

- Audience Member

“

Miloš' music is like spring water, fresh and pure that calms my soul. Thank you for coming to Hong Kong again. It's worth waiting 8 years.”

- Audience Member





## Alice Sara Ott, piano “Echoes of Life”

20 November 2023 (Monday)



German-Japanese superstar pianist Alice Sara Ott came back to Hong Kong with a multimedia performance based on her album “Echoes of Life”. The programme featured Chopin’s 24 Preludes, interspersed with seven works by contemporary composers including György Ligeti, Tōru Takemitsu and Ott herself, and was accompanied by a video installation by architect Hakan Damirel, presenting a truly immersive and creative concert journey. The concert was sponsored by the Sun Hung Kai Foundation. The concert was almost sold-out (including balcony) with 1411 tickets out. (98.5% attendance rate)

“The visual effect of the video on stage really impressed me as that enhanced the music performance and helps the audience to understand the message of the artist.”

- Audience Member

“Absolutely a very enjoyable and relaxing evening. An artistic indulgence in terms of musicality and creativity! Alice is truly a phenomenal artist, who embraces the audience with such authenticity, sincerity and generosity.”

- Audience Member





## Zlatomir Fung, cello, with Rachel Cheung, piano

17 April 2024

For his Hong Kong début, Tchaikovsky Competition Gold Medal Winner Zlatomir Fung was joined by local star pianist Rachel Cheung for a unique programme that included works for piano, violin and even opera, all transcribed for cello! There were 1040 tickets out, with a 100% attendance rate.

“

Really enjoyable to listen outstanding performance of recital by Zlatomir Fung & Rachel Cheung while the selection of repertoire was great!"

- Audience Member

"Brilliant/virtuoso performances from the duo (cellist and pianist). Excellent choices on the program."

- Audience Member

“

It's great to attend a concert of a blossoming artist such as Zlatomir Fung, technically he has offered an excellent concert, in terms of music interpretation, he also has a certain charm ... Bravo, Zlatomir, looking forward to your next concert!"

- Audience Member







## Arnaud Sussman, violin with Michael Stephen Brown, piano “French Impressions”

13 May 2024

Co-presented by the French May Arts Festival, French violin virtuoso Arnaud Sussmann and his recital partner Michael Stephen Brown delighted Hong Kong audiences with a beautiful program of Saint-Saëns, Debussy, Boulanger and Stravinsky. There were 877 tickets out (84% attendance rate). Arnaud & Michael also performed a recital at the Mountain View Theatre at Sea World Arts & Culture Centre in Shenzhen for approx. 150 audience members.

“His bowing is powerful with a brilliant radiance. By adding a breath, or a release between the contour of the musical phrases, he is able to showcase the aesthetic beauty of the composer's personal style.”

- Tina Fu, *Master Insight*  
(translated from Chinese)



“The violinist and pianist delivered outstanding performances, captivating the audience with their profound musical expressions. Their rendition of Saint-Saëns’ Sonata was nothing short of spectacular, showcasing their impeccable technique and artistry. The encore, ‘Scotland Sketches,’ was equally breathtaking. It left me eagerly anticipating the chance to experience the entire composition in the future.”

- Audience Member



## Joyce DiDonato & il Pomo d'Oro ensemble “Eden”

3 June 2024

Superstar mezzo-soprano Joyce DiDonato brought her latest concept recital “EDEN” to Hong Kong, joined by the Baroque ensemble, il Pomo d'Oro, one of her regular collaborators. This 80-minute musical programme included music that spanned four centuries, evoking nature and what it inspired in various composers. Joined at the end by a 50 voice choir from Good Hope School, this performance delivered an uplifting message amidst turbulent times. There were 1261 tickets out (including balcony) (91% attendance rate).

“DiDonato is one of the greatest artists of our time. Her greatness lies not only in her great technique, but also in her humanity. Her performance responds to what’s happening in our world through music. At the same time, she is extremely approachable and is willing to connect with young people, setting an example for all artists.”

- Edison Hung, IATC  
(translated from Chinese)



“exceptional singing, superb playing, and an urgent message...Her singing is distinguished by gorgeously rich, full tone, effortless technique and impeccable clarity of diction whether in English, German or Italian. Above all, what makes her exceptional is her expressiveness – of voice, face and body – and how natural she makes classical singing seem, a rare feat.”

- *South China Morning Post*

“Very unique performance. Awed by her global advocacy on saving the planet through music and fellowship. Involving the children's choir in every city she tours is the perfect touch!”

- Audience member



# Beare's Premiere Music Festival 2024

Title Sponsor

**John  
& Arthur  
Beare**

FINE VIOLINS SINCE 1892

The Beare's Premiere Music Festival 2024 ("BPM Festival") took place from 14-19 January 2024. The 2024 edition marked the triumphant return of the BPM Festival in its full scale for the first time in four years, featuring a world-class roster of musicians. The BPM Festival featured a total of 26 musicians, performing in six concerts at Hong Kong City Hall, five private events and 17 engaging outreach activities for music students and the general public.

The 2024 Beare's Premiere Music Festival featured a wide range of programmes including a Spotlight on the Miró Quartet which featured the Asian Premiere of Pulitzer-prize winner Caroline Shaw's **Microfictions**, an all-Mozart evening, a concert featuring gems of the Romantic era, and an evening with acclaimed Irish tenor Robin Tritschler. There were also two performances of our Family Concert entitled Musical Fairytales: Peter and the Wolf, featuring charming chamber music works with narration to spark children's imaginations.

We are very grateful to our Title Sponsor **J&A Beare**, as well as Concert Sponsor **Interlude** for their continued support of the Beare's Premiere Music Festival.

## In 2024 Beare's Premiere Music Festival, there were:

22 events over 16 days (4 - 19 Jan) of the main BPM Festival, with 6 more events under the auspices of the BPM Festival during 13 - 19 Oct 2023, making a total of **28 events**. These events involved:

- 14 International Musicians
- 12 Local Musicians
- 6 ticketed concerts at Hong Kong City Hall, including 2 engaging Family Concerts
- 17 free Beyond the Performances events including:
  - 5 open rehearsals
  - 8 masterclasses and coaching sessions
  - 3 free hybrid education concerts, combining a panel discussion, masterclass and sharing / Q&A
  - 2 educational talks
- 5 private events
- 7 Sponsors & Collaborators





There were:

**3,529** tickets out for 6 ticketed concerts, and  
**1,003** registered participants for 17 outreach events,  
for a total of **4,712** people reached.

# 100%

of audience thought concerts were  
enjoyable and high quality.

*"The 4 events were absolutely enjoyable  
with a diversity of wide ranges."*

- Audience Member



## Concert Highlights

### Family Concert

#### Musical Fairy Tales: Peter and the Wolf

10 January 2024 (Sunday)

Our Musical Fairy Tales concert was truly a family-friendly delight. Actress Margaret Cheung provided lively narrations while Evelyn Chang, Ruda Lee, Kiann Chow, Ringo Chan, Eric Yip and wind quintet Viva! Pipers played a selection of melodic treats, including Prokofiev's Peter & the Wolf.



“

Interactive and fun!"

- Audience Member

### Festival Opening Concert Spotlight on the Miró Quartet

15 January 2024 (Monday)

The festival opened with the Miró Quartet, one of the America's most celebrated and dedicated string quartets, playing the Asian Premiere of Caroline Shaw's **Microfictions**\*. This concert also featured two masterpieces for strings: Mozart's String Quintet in G minor (with violist Masumi Per Rostad) and Brahms Quartet No. 1.

\*Microfictions was co-commissioned by Premiere Performances (with the support of Interlude.hk).



“

Really enjoyed the background information on the pieces that were played. It was nice context. **Microfictions** is a new FAVE! Absolutely beautiful."

- Audience Member



“ The careful programming provided a variety of experiences. Really thoughtful and enjoyable as an audience member to hear the range of Mozart's chamber music."

- Audience Member

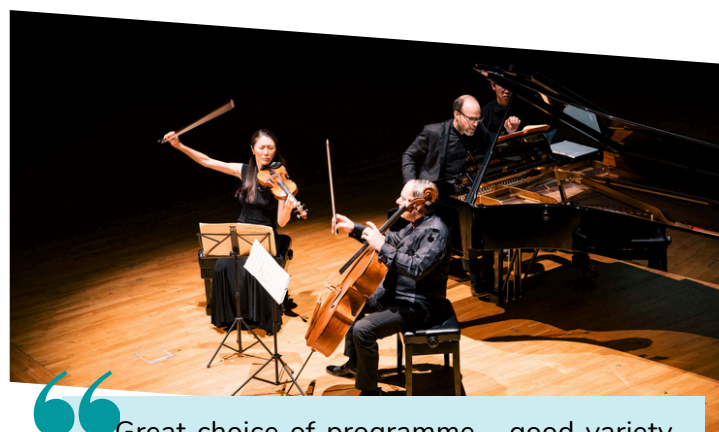


## A Romantic Interlude

18 January 2024 (Thursday)

Audience experienced the profound emotions and expressiveness of chamber music in this "Romantic" night sponsored by Interlude.

Pianists Orion Weiss and Shai Wosner captivated everyone with Schubert's *Fantasie*, while So-Ock Kim, Gary Hoffman and Orion Weiss mesmerised the audience with Smetana's *Trio*. The performance concluded with an exceptional performance of Brahms' *String Quintet in G Major*, led by Ning Feng showcasing the mastery of these world-class musicians.



“ Great choice of programme - good variety of combinations / ensemble. Piano Trio was a standout for the evening."

- Audience Member



“ The 4 evenings were absolutely enjoyable with a diversity of wide ranges. The 2nd movement of Schumann was unbelievably unique. Thank you so much."

- Audience Member

## The Genius of Mozart

17 January 2024 (Wednesday)

An ode to Mozart, this concert featured some of his beloved chamber music works. The audience was immersed in the joy and synchronicity of Orion Weiss and Shai Wosner's performance of the *Sonata for Two Pianos*. The Miró Quartet captivated the audience with the luscious harmonies of the "Dissonance" *String Quartet*, and the concert concluded with a masterful rendition of the rarely-performed "Divertimento" string trio by Ning Feng, Masumi Per Rostad, and Gary Hoffman.

## Festival Closing Gala A Night with Robin Tritschler

19 January 2024 (Friday)

The Festival closed with this special chamber music and voice programme. Robin Tritschler and Shai Wosner transported the audience to a world of emotions with Schumann's *Liederkreis*, Shai and Orion Weiss then delivered a dynamic performance of Beethoven's *Grosse Fuge*. In the second half, Robin, the Miró Quartet, and Shai moved the audience with Vaughan William's *On Wenlock Edge*. Led by Ning Feng, the festival musicians showcased their virtuosity in Schumann's *Piano Quintet*, ending this breathtaking musical journey on a high note.

# Family Series

We had a very successful season of Family Concerts featuring local musicians. Our Family Concerts are specially-designed one hour concerts for kids aged 5-11 and their families, and typically take place on Sunday afternoons. In 2023-24, we had eight ticketed Family Concerts (including two during the Beare's Premiere Music Festival).

## Musical Fairy Tales, “Cinderella”

22 October 2023 (Sunday)

2:30PM (Cantonese) & 4:30PM (English)

Theatre, Hong Kong City Hall

Musical Fairy Tales: **Cinderella** presented a new collection of stories including selections from Evelyn Chang's “**Fantasies for Children - Musical Stories**”, **Rumpelstiltskin** (arranged for string quartet by HoBuCo of a Mozart symphony), and the Asian Premiere of **Cinderella** by Steven Isserlis & Anne Dudley. Performers included pianist Evelyn Chang, violinist Ruda Lee and Kiann Chow, violist Ringo Chan, cellist Eric Yip and actress Natalie Hung.



My kid and I enjoyed the concert a lot, and he is a cello player as well. Thanks for the full of fun and laughter performance!”

“Such a good idea to mix narratives with music, kids are definitely more engaged.”

“Very entertaining, especially Cinderella. The story highlights the roles of each string instruments.”

- Audience members





## Jazz For Kids: Adam Hall & the Velvet Players

25 November 2023 (Saturday)  
Studio Theatre, Hong Kong Cultural Centre

Jazz For Kids opened up children's ears to a new range of musical genres, styles and sounds. Adam Hall & the Velvet Players performed their special brand of jazz, rhythm & blues and boogie-woogie in this enjoyable performance.



It was fabulous. Please do more of these "for kids" concerts - it is a great introduction to the arts."

- Audience member



It was something different and we liked how the quintet leader explained to us the history of Gypsy Jazz and some music theory too! It was suitable for the kids"

- Audience member



The performers are outstanding, the song selection, the jokes, and the music in the style of Django. Would be happy to see more gypsy jazz performance in HK in the future."

- Audience member

## Jazz For Kids: The Hot Club of San Francisco

14 April 2024 (Sunday)  
Theatre, Hong Kong City Hall

The Hot Club of San Francisco showcased the magic of gypsy jazz to children and families of its fast swing rhythms, exhilarating solos, and lightning-fast melodies.





## Fiesta Brass Family Concert

5 May 2024 (Sunday)  
Sheung Wan Civic Centre

Fiesta Brass presented another successful Family Concert. The musicians demonstrated trumpet, trombone, french horn and tuba in their usual comic style, and played a range of famous show tunes. They created a fun and unforgettable afternoon for families and friends.



“Excellent. It was way more than I have hoped for. The musicians were funny, charismatic and approachable to children. Loved the introduction of each instrument and using pipes to illustrate the differences.”

- Audience Member



“Good interaction with kids and clear introduction of the instruments”

- Audience Member



# Premiere Performances Jazz

Two of the groups that we brought from overseas for our Chamber Music in Schools programme were jazz ensembles (Adam Hall & the Velvet Players and Hot Club of San Francisco), so we ran a pilot programme called Premiere Performances Jazz in collaboration with the West Kowloon Cultural District. Held at the Teahouse, Xiqu Centre with a capacity of 165, each group gave two shows: one at 7pm and one at 9pm. All of the shows were almost sold out. People could also order drinks in advance or on site.

## Adam Hall and The Velvet Players

28 November 2023 (Tuesday)



Amazing band, great venue. I liked the organisation, drinks booking system, everything.”

“The concert was sensational; and it was an excellent venue for jazz. Hope there will be many more!!”

“Adam Hall and the Velvet Players were fantastic! We are so glad we had the chance to watch them perform. The venue was also pretty cool. ”

- Audience Members





## The Hot Club of San Francisco

9 April 2024 (Tuesday)

“

Very cozy atmosphere for jazz concert”

- Audience Member



“

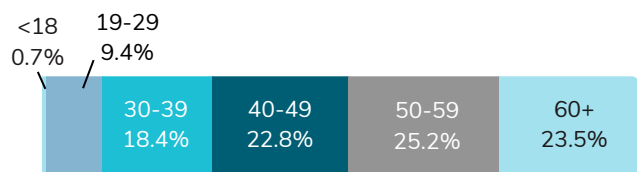
The venue is small and cosy, good for live band show even interactive programmes with the audience.”

- Audience Member



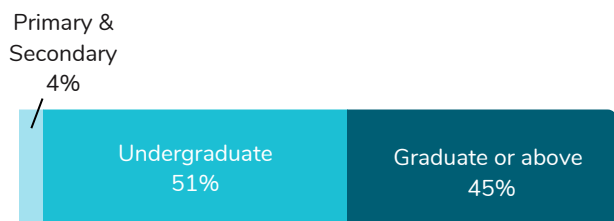
# Our Audience

Surveys collected after each Recital, Beare's Premiere Music Festival and Family Concert tell us about our audiences. The following represents an average of all of the series.



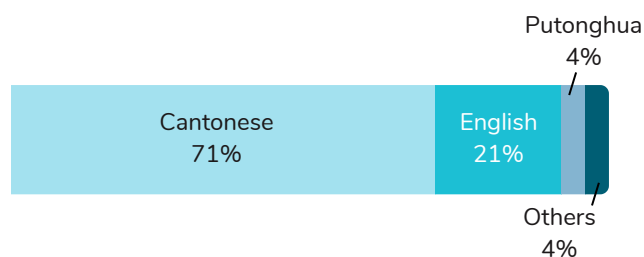
## Age

It is clear that our concerts appeal to all ages, but notably half of our audience is under the age of 50.



## Education

Our audience is highly educated, with over 95% having a university education.



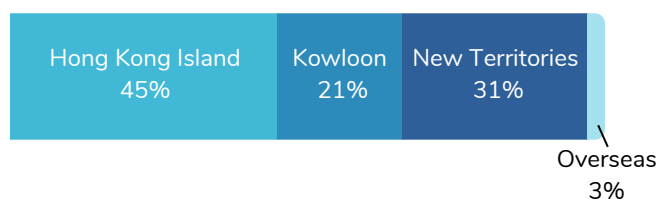
## Mother Tongue

A majority of our audience is local, with more than 70% having Cantonese as their mother tongue.



## Monthly Income

Our concerts attract people from all economic backgrounds.



## District of Residence

Our audience comes from all across the city, and over 50% of our audience does NOT live on Hong Kong Island.



# Donor Programmes

Donations at every level are extremely important to us, so we have created various donor programmes to support our work. Developing a strong and stable donor base is essential because we are the recipient of a government matching grant called the Art Development Matching Grants Scheme whereby every dollar we raise from donors is matched 150% (180% until March 31, 2024) by the Culture, Sports and Tourism Bureau. Without private donations, we would simply not be able to continue delivering the range and quality of our programmes.

## Audience of Tomorrow

The Audience of Tomorrow Project is a donor initiative that underwrites tickets to Premiere Performances’ concerts, allowing underprivileged children and elderly to attend our concerts. In 2023/24, we donated 359 tickets to

beneficiaries from 8 charities and schools. See page 7 for the list of charities.



Zlatomir Fung salon in Mid-levels



YMLC Salon with Chelsea Guo at Liang Yi Museum

## Salon Circle

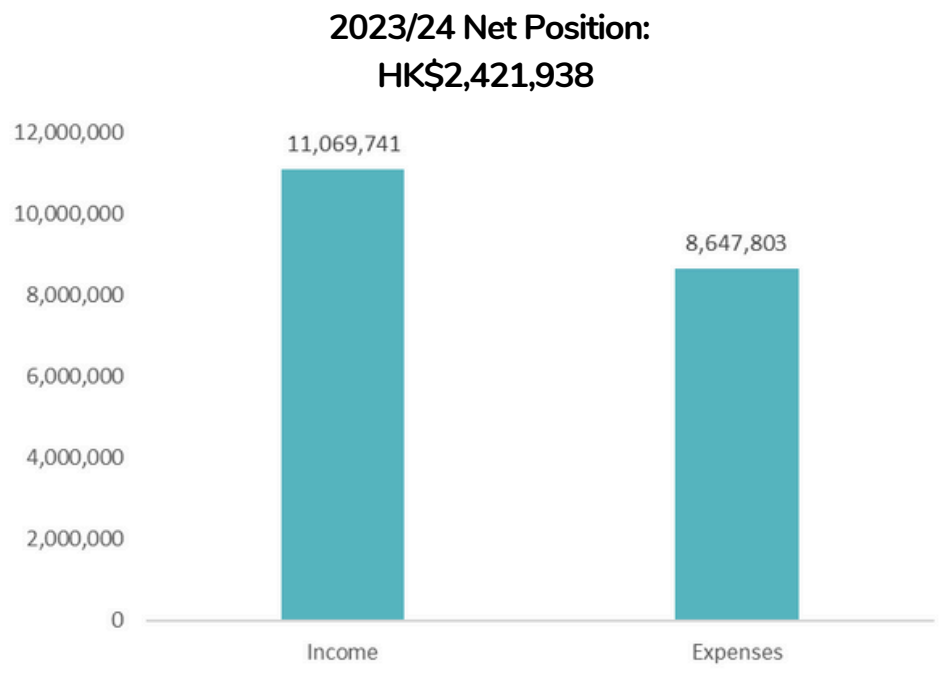
Premiere Performances organises private salon concerts featuring our world class artists for our top donors and invited guests. Taking place in private homes and boutique venues, these salons are a unique opportunity to see performances by the best in the world in an intimate setting. Donors of \$10,000 or more receive invitations to private salon concerts.

## Young Music Lovers Circle

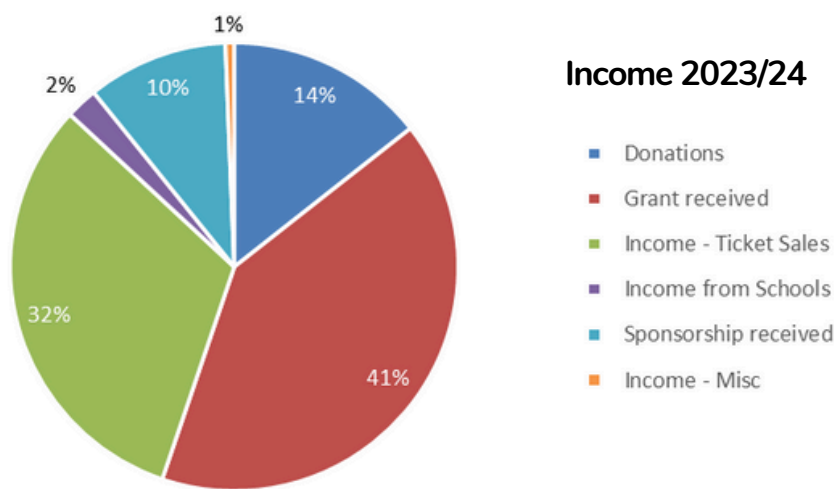
The Young Music Lovers Circle is a philanthropy circle for young professionals in their 20s and 30s who are passionate about arts and culture. For an annual donation of at least HK\$4,000, Young Music Lovers are invited to exclusive events involving world-class musicians.

# Financial Information

The 2023-24 fiscal year was the first full year with no COVID restrictions in place, and represents the most successful year-to-date in the history of Premiere Performances, with respect to income, ticket sales and concert attendance.



## Income

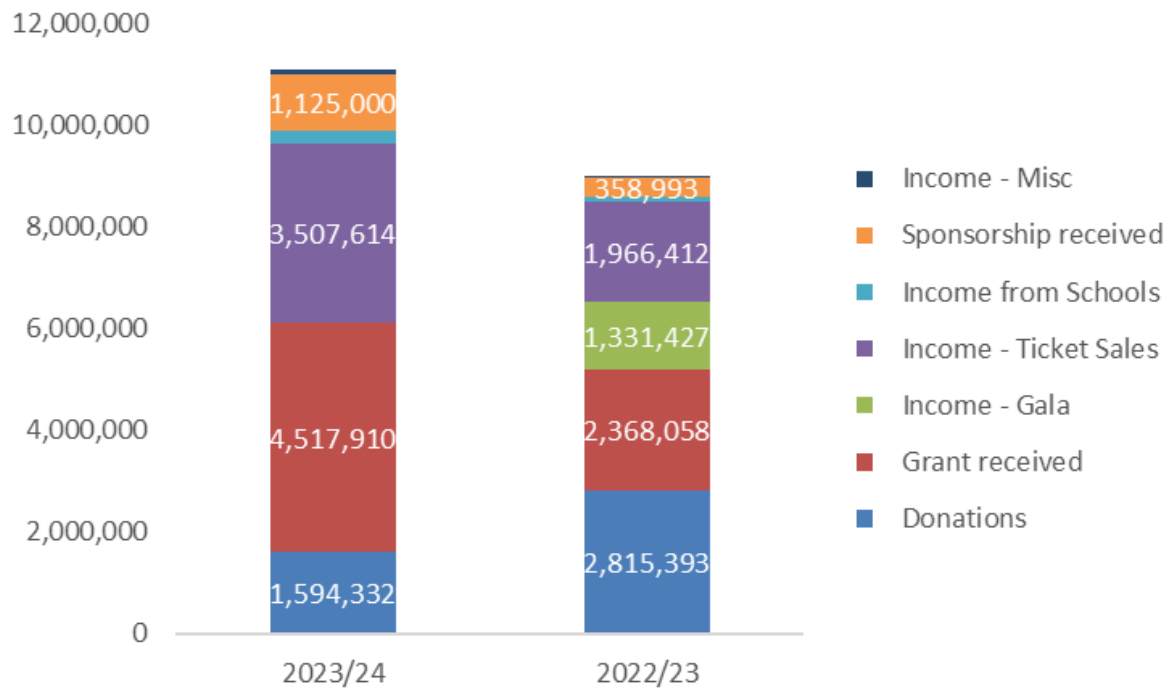


Our income increased by 45% in 2023-24 compared to the previous fiscal year (\$11,069,741 compared to \$7,637,528 in FY2023-24). Our biggest income category remained Government Grants at 41% of our annual income, up 91% year on year (\$4,517,910; up from \$2,368,058 in FY2022-23). This increase in Government Grants is a result of the timing of receipt of certain grants.

We are very fortunate to have the support of the Culture, Sports and Tourism Bureau under the Art Development Matching Grants Scheme. For the fifth year in a row, the Culture, Sports and Tourism Bureau retroactively changed the matching ratio from 1.5:1 to 1.8:1, and increased the maximum amount of the grant from \$4.0 million to \$4.5 million as a special subsidy due to the hardships of the pandemic.



### Income 2023/24 Compared to 2022/23



For the third year in a row, Ticket Sales (\$3,507,614) was the second largest category of income, accounting for a record-breaking 31.7% of our income (up 78% from \$1,966,412 in FY2022-23, which previously was record-breaking). Almost all of our concerts in FY2023-24 were sold out, with record-breaking ticket sales. In FY2023-24, we presented 23 concerts (up from 15 concerts in FY2022-23): 6 Recitals, 7 Family Concerts, 6 concerts in the Beare's Premiere Music Festival and 4 Jazz Concerts. While the increase in ticket sales can be attributed to an increased number of concerts, the average attendance rate was also considerably higher than in previous years.

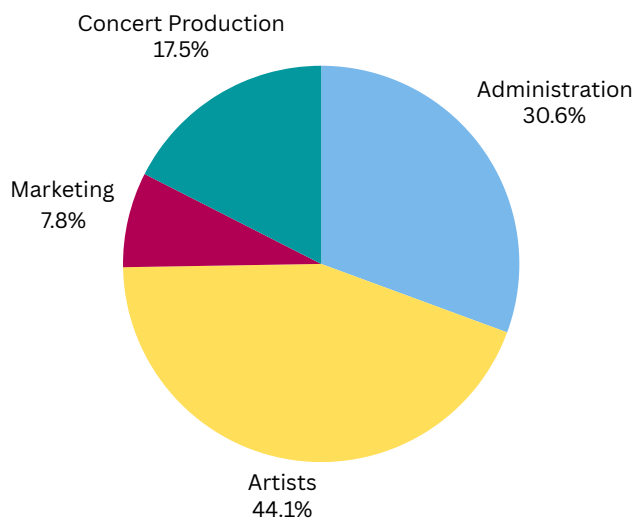
Private donations remain a very important component of our income, comprising 14% of our total income, increasing 8% over FY2022-23. However, as we did not organize a fundraising gala event in FY 2023-24, our overall total donations decreased by 43% (\$1,594,332 in FY 2023-24 compared to \$2,815,313 in FY 2022-23). Where possible, we prefer to limit our fundraising gala events to specific milestones (like an anniversary), and so the next gala is not likely to take place until 2027.

With the return of the Beare's Premiere Music Festival which was held for the first time since 2020, concert sponsorship bounced back, accounting for 10% of our annual income (up from 5% in FY2022-23). We raised \$1,125,000 in concert sponsorship in FY 2023-24, which is considerably more than the \$358,993 we raised in FY 2022-23, representing an increase of 213%. Corporate sponsors included J&A Beare, the Title Sponsor of the Beare's Premiere Music Festival, BNP Paribas, who continue to support the Viva! Pipers for their Chamber Music in Schools tour, Sun Hung Kai Foundation who sponsored the recital by Alice Sara Ott, and Interlude, which supported the Romantic Interlude concert during the Beare's Premiere Music Festival. The recital by Miloš was also sponsored by a private individual.

## Expenses

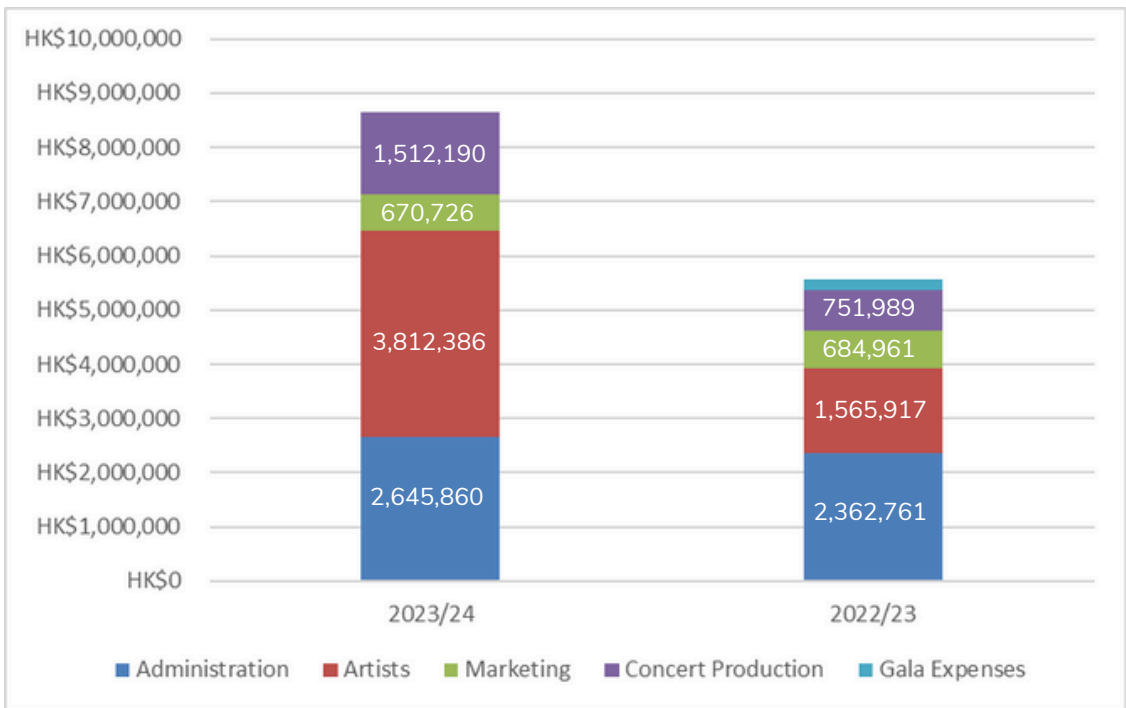
With all of this increased activity, our Total Expenses for FY 2022-23 increased by 53% over the previous year. We spent \$8,641,762 in FY 2023-24, up from \$5,574,804 in FY2022-23.

### 2023/24 Expenses



For the first time in four years, our biggest category of expenses was Artist Expenses, which comprised 44.1% of our Total Expenses (up from 28% in FY2022-23). Artist Expenses increased by 143% year-on-year (\$3,812,386, up from \$1,565,917 in the previous fiscal year). This substantial increase can be attributed not only to increased concert activity and additional artists (visa fees increased by 481% year-on-year, which means we brought almost five times as many artists to Hong Kong!) but also because (i) Joyce DiDonato’s EDEN involved a large ensemble and (ii) for the first time since 2019, we brought over international ensembles (Adam Hall & the Velvet Players and Hot Club of San Francisco) for week-long school tours and concert activities.

### 2023/24 Expenses Compared to 2022/23





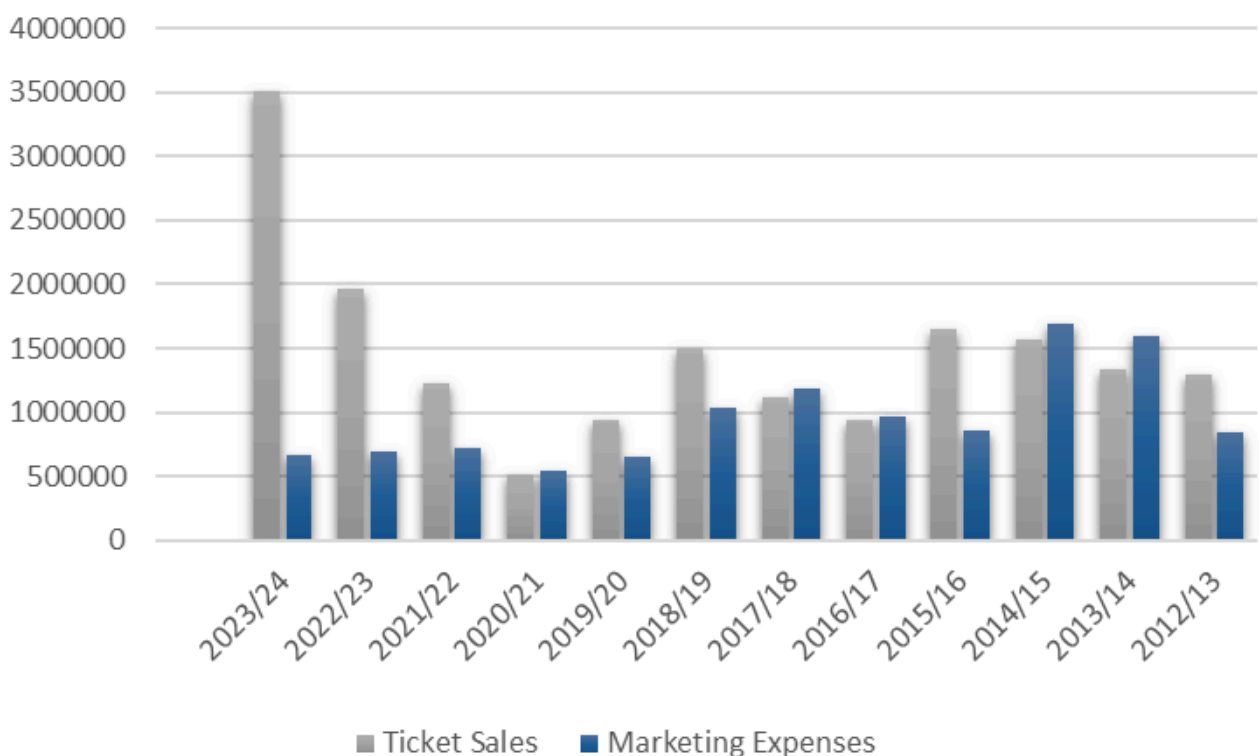
The second largest category of expenses was Administration, which comprised 30.6% of Total Expenses (down from 42% in the previous year). Administration costs increased 12% year-on-year (\$2,645,860, compared to \$2,362,761 in FY2022-23). Payroll costs (plus MPF) accounted for 66% of Administration costs (67% in FY2022-23), and office rent was 16% of Administration costs (18% in FY2022-23). Payroll costs increased by 10% year-on-year.

Concert Production (venue rental, production, printing) accounted for 17.5% of our Total Expenses (13% in 2022-23), almost doubling year on year (\$1,512,790 in FY2023-24, up from \$751,989 in FY2022-23) which is an increase of 91%. With things returning to normal, the LCSD ended its subsidy of the venue rental fees, so our venue rental costs increased 235% year-on-year.

Marketing Expenses continued to decrease, down 4% over the previous fiscal year, constituting only 7.8% of our Total Expenses (down from 12% in FY2022-23). We spent \$670,726 for Marketing (down from \$684,961 in FY2022-23). With the increased migration to digital marketing, we no longer need to procure expensive MTR campaigns or print ads, so our Marketing Expenses have decreased significantly.

Since we previously benchmarked our success as having more Ticket Sales than Marketing Expenses, a look at these two variables over the last ten years shows how far we have come in our marketing efforts. In five of the last ten years, Marketing Expenses were higher than Ticket Sales or about equal. That has clearly not been the case for the last three years, and this year especially, where Ticket Sales exceeded Marketing Expenses by a ratio of 5 to 1.

**Ticket Sales VS Marketing Expenses over the past 10 years**



# Thank You to Our Supporters!

We are very grateful to all of our sponsors, collaborators, and donors, whose support enables us to present such a wide range of world-class programmes and outreach.

Premiere Performances is financially supported by the Art Development Matching Grants Scheme of the Government of the Hong Kong Special Administration Region.

## Financial Support

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