

**Concert formula overview** *(In order of preliminary KyG interest)*

Concert formula (& presentation)	Considerations
Special formulas in collaboration	
<b>Charity concert</b> <i>In collaboration &amp;</i> <i>In combination with other concert formula</i> <ul style="list-style-type: none"> <li>• The formula with which we began in 2000;</li> <li>• A concert for a still to be determined charity;</li> <li>• In principle in The Netherlands;</li> <li>• At a special location, in line with the 'Out of the Box' concept;</li> <li>• Probably wielding the Exotical Classic program related to G's 2<sup>nd</sup> CD FRESCO.</li> </ul>	<ul style="list-style-type: none"> <li>• Anticipated collaboration with concert hall and elected charity, also in relation to PR.</li> <li>• KyG has begun scouting locations, currently listing the Lutheran church in the heart of The Hague as a candidate.</li> <li>• Challenge: balance between proceeds to charity and <b>promotional value</b> given to the event vs coverage of KyG expenses.</li> <li>• While the Exotical Classic program is most current and relevant, selling the CD for a profit might not be considered elegant; the only way we might get away with it is at a generous percentage to the charity (and a loss for KyG).</li> </ul>
<b>'To hear a painting, to see the music'</b> <i>In collaboration</i> <ul style="list-style-type: none"> <li>• Concert and <b>PowerPoint presentation</b>:</li> <li>• <b>Journey along</b> Cuban composers and art from the 19<sup>th</sup> century to date;</li> <li>• Otherwise referred to as the 'Educational Program';</li> <li>• To date witnessed by only a handful of people when first presented at the Groninger Museum in 2009;</li> <li>• Enhanced version of the <b>Palimpsesto concert</b>;</li> <li>• <b>Related to G's 1<sup>st</sup> CD PALIMPSESTO</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• Can strictly speaking be executed without collaboration, however</li> <li>• A collaboration would be pursued with (four) (Dutch) <b>Latin American oriented institutions</b>, all of which are familiar with KyG through concert visit(s) and/or being on KyG's mailing list: <ol style="list-style-type: none"> <li>1. For the benefit of PR through the related networks;</li> <li>2. In the hope of spreading cost coverage by for example not having to pay for venue rental.</li> </ol> </li> </ul>
<b>The Salon concert</b> <i>In collaboration</i> <ul style="list-style-type: none"> <li>• Informal, elegant concert <b>with commentary</b>;</li> <li>• In a <b>luxurious, authentic living room</b> setting at an exclusive location;</li> <li>• Adequately providing <b>atmosphere</b> for alternating elegant and robust Latin American pieces;</li> <li>• Pilot held at the Carlton Ambassador hotel in 2012;</li> <li>• Enhanced version of the <b>Exotical classic concert</b>;</li> <li>• <b>Related to G's 2<sup>nd</sup> CD FRESCO</b>.</li> </ul>	<ul style="list-style-type: none"> <li>• KyG sees <b>great potential</b> in this formula, if executed as envisioned by KyG:</li> <li>• With <b>extensive collaboration by the hotel</b> (or other upscale venue) as to the furnishing of the concert space and PR.</li> <li>• While concept and matching atmosphere were very well-received in the try-out; regular ballroom chairs were used and the hotel, while better positioned to contact the press, refrained from doing so (in contrast with the collaboration from the Camuz Theatre for the Classical &amp; Jazz try-out); resulting in only half instead of a full house.</li> </ul>

Concert formula (& presentation)	Considerations
<p><b>Cuban Classical &amp; Jazz</b>  <i>In collaboration</i></p> <ul style="list-style-type: none"> <li>• Concert in collaboration <b>with a Cuban jazz pianist</b>;</li> <li>• <i>In principle</i> Amsterdam-based <b>Ramón Valle</b>;</li> <li>• KyG-pilot held at the Camuz Theatre in 2012;</li> <li>• Preceded by <b>several collaborations</b> in other context.</li> </ul> <p><i>'It is Corrales' great pleasure to do a combined concert of Cuban jazz and classical music with his friend, jazz pianist Ramón Valle 'The other face of Cuban jazz'; a great way to get to know both styles of Cuban music and these charismatic Cuban masters in their field.</i></p> <p><i>The innovative and catchy jazz brought informally by Valle contrasts intriguingly with the elegant classical pieces played by Corrales, providing for a very entertaining event'.</i></p>	<ul style="list-style-type: none"> <li>• <b>Collaboration with jazz pianist and concert hall</b>, also in relation to PR.</li> <li>• This formula depends heavily on Ramón Valle's availability and willingness to collaborate.</li> <li>• For the 2012 pilot Ramón was gracious enough to not charge for rehearsals and give us a good price, however Ramón is a well-known jazz pianist who deserves to be paid what he is worth.</li> <li>• Given the success of the pilot, KyG is eager to repeat this formula in a larger setting with improved PR.</li> </ul>



Concert with commentary



Classical &amp; Jazz passing the baton

## Basic formulas & repertoire

For performance

- in a conventional concert hall format;
- with or without commentary;
- as an intermezzo during an event;
- or in combination with relevant special concert formulas above.

### Exotical Classic

The Latin American music you don't know

Uncovering equal trends of inspiration by folklore, popular music and heritage as in Cuba (the Palimpsesto program), this is a trip to the rest of Latin America, expertly providing a taste of the nationalist fever with which academic composers began recreating music from their countries since the 19th century, resulting in the abundance of works from which this selection was made.

Previously called Souvenir, as of the launch of 2nd CD Fresco in 2011, this program is being performed under the name Exotical Classic, continuously creating new variations through the consistent expansion of repertoire, for example for the Salon Concert edition of Exotical Classic (elegant, informal concert with commentary).

- Related to G's 2<sup>nd</sup> CD FRESCO.

### Palimpsesto

The Cuban music you don't know

A journey across 200 years of Cuban classical and contemporary music. Cuban academic composers have been notably inspired by the rich folkloric and imaginative variety in popular music through the ages, heavily influenced by the Spanish and African background as well as by the turbulent history of their country. Modeled after 1st CD Palimpsesto.

- Related to G's 1<sup>st</sup> CD PALIMPSESTO.

### Contemporary

The focus is currently on engaging as wide an audience as possible, rendering the strictly contemporary 'niche' market program less viable, however - given demand - this is another of Gustavo Corrales Romero's specializations.

Gustavo Corrales Romero is known among his peers for his eagerness to execute and expertise at performing new compositions. Exciting combinations are possible, drawing from European as well as Latin American works.

### Tailor-made

*In collaboration*

Since his successful collaboration with the Groninger Museum, Corrales has added to his make-up the possibility of creating programs for museums running parallel to their exhibitions, using his knowledge of art, coupled with the vast variety of his repertoire.

- Strictly given demand and under the most favorable conditions.