



# ARTIST DEVELOPMENT AT THE 2024 CIPC- ALL YOU NEED TO KNOW

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# GOALS OF THE ARTIST DEVELOPMENT PROGRAM

01

Provide opportunities for CIPC laureates to develop in a brutal classical music world

02

Impact music lovers and students in our community

03

Enhance Piano Cleveland's reputation as an innovation leader

04

Bring Cleveland to the world and the world to Cleveland through the transformative power of piano

TRADITIONAL  
ARTIST  
DEVELOPMENT  
FEATURES AT  
THE CIPC

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Major Prizes (First Prize, Second Prize, etc.)

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Special Prizes (Beethoven, Chopin, Mozart)

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Carnegie Hall Debut

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Other Performance engagements

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Professional Recording

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# OUR FOCUS IN 2024



Development opportunities in non-traditional directions



Personalized approach-focus on candidates' needs



Short and long-term stays in Ohio for CIPC laureates



New partnerships with leading organizations

# NEW IN 2024

- Residencies
- Unique prizes
- One-on-one mentorships
- Personalized courses
- Global engagements in 4 continents

# CIM RESIDENCY

First Prize winner will perform,  
teach, and learn masterclass and  
teaching skills from CIM faculty over  
10 days in 2025

# AKRON UNIVERSITY RESIDENCY

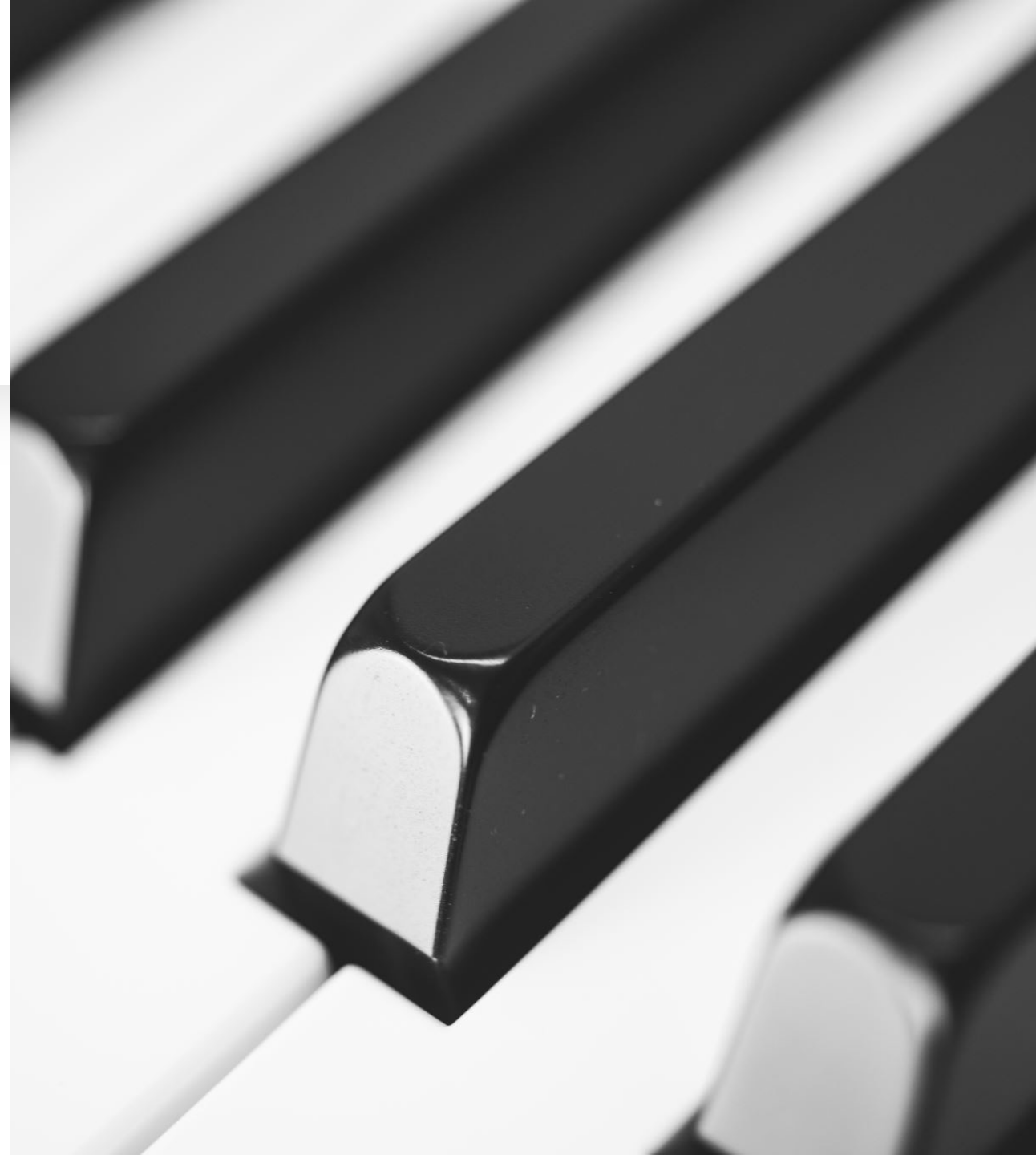
- A teaching residency across multiple levels
- Working with music education faculty and in-school students, as well as college level piano students

# KENT STATE RESIDENCY

- Entrepreneurship for two CIPC laureates
- Learning how to use business skills and implement them in a project, share finding with arts entrepreneurship students

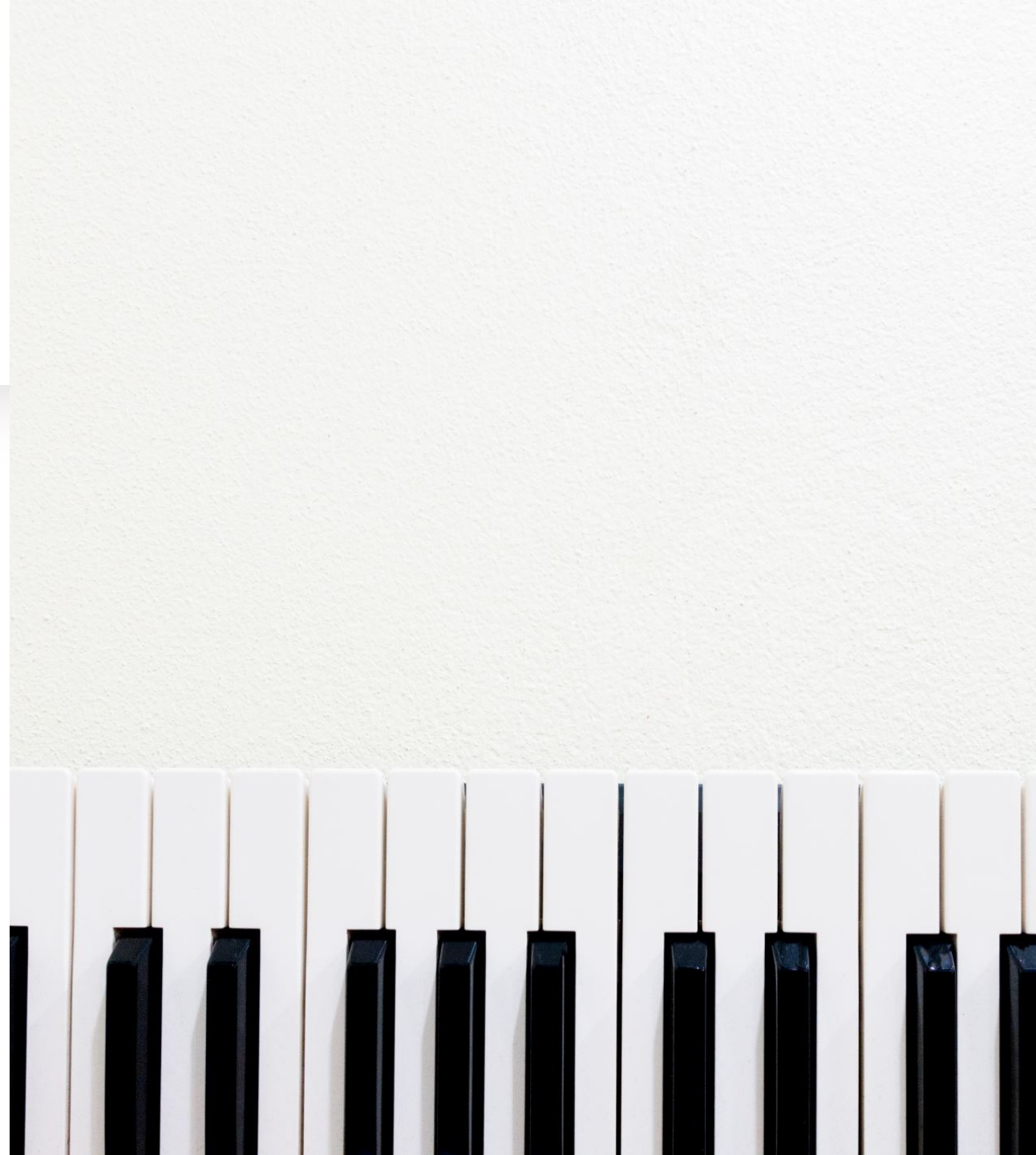
# CLEVELAND PRIZE (Grant submitted)

- CIPC Laureate to come back to Cleveland for up to one year
- Work with music and education institutions in the community
- Create new programs and partnerships



# OTHER UNIQUE PRIZES

- **Henle Prize:** a visit at the factory of the top sheet music publisher in Munich, Germany
- **Grand Piano Playoff Prize:**  
Audience chooses the winning pair
- **Chamberfest Prize:** Selected laureate invited to participate in 2025
- **Female Composer Prize**





# MENTORSHIPS

One-on-one sessions  
for CIPC winners to  
learn and get inspired  
by leading musicians

Among mentors:  
Angela Hewitt,  
Jonathan Biss, Hyung-  
Ki Joo, the Concert  
Truck

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# PERSONALIZED COURSES

Access to  
business,  
marketing and  
fundraising  
courses through  
Young Concert  
Artists (NYC)

# GLOBAL ENGAGEMENTS-ARRANGING PERFORMANCES FOR CIPC WINNERS



Orchestras



Festivals



Recital/  
Chamber  
Music Series



Other Music  
Organizations



Educational  
institutions



Partner  
competitions

# WHY ARE GLOBAL ENGAGEMENTS IMPORTANT?

- **Our responsibility:** Primary reason that pianists apply to the CIPC
- **Fewer opportunities** due to market overflow and increasing number of competitions
- Increases Piano Cleveland's **global visibility** and reputation
- Pianists **must be on stage** to maintain and improve skills



# MANAGEMENT OF GLOBAL ENGAGEMENTS



1990s-2011

Artist managers hired externally to book concerts for winners



2011–2023

Winner engagements managed in house



2024

Hybrid management in partnership with Arabella Arts (NYC)

# HYBRID MANAGEMENT

Artist management **introduces potential partners** and assists on a case-to-case basis



We control **collaboration details**: concert fees, marketing opportunities



We get a **percentage of the engagement fee**



Ensures **Long-term relationships**



# HOW DOES ENGAGING A WINNER WORK?

- Get to know concert organizers through Arabella Arts, YK concerts, acquaintances, conferences
- Reach out, offer to engage a CIPC winner
- Arrange a zoom call, share vision, learn about partner goals and plans
- Negotiate a performance fee, set timeline (2025-2027)
- Partner sends back a signed Letter of Intent
- After competition: Coordination of exact details

# WHO SIGNED THE LETTER OF INTENT?

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**43 organizations** from **18 countries** over **4 continents**

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US based Organizations from **15 different States**

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**38 of the 43** involved with Piano Cleveland **for the first time**

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**22 Arabella Arts contacts**; others mostly through YK

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Some **representatives will be in Cleveland** this summer

# COUNTRIES REPRESENTED

US

Germany

France

China

UK

Switzerland

Mexico

Chile

Brazil

Poland

Spain

Belgium

Lithuania

Denmark

Qatar

South  
Africa

Hungary

Serbia

# STATES REPRESENTED

OH

MI

NC

FL

NY

OR

CA

CO

TN

GA

RI

PR

AK

NE

WI



## PARTNER HIGHLIGHT: TONHALLE ZÜRICH (SWITZERLAND)

- One of Europe's 'music meccas'
- Inaugurated by Johannes Brahms in 1895
- CIPC Winner recital in 2026 as part of the Rising Star series

# PARTNER HIGHLIGHT: BREVARD MUSIC CENTER (NC)

- Nationally renowned music festival and institute
- Investing in Education and community
- CIPC winner concerts with orchestra, recital, and residency in 2025





PARTNER  
HIGHLIGHT:  
EASTER  
FESTIVAL  
(POLAND)

- Under the patronage of the President of Poland
- Artistically led by E. Penderecki, wife of late renowned composer K. Penderecki
- One of CIPC winners to perform in 2026 festival



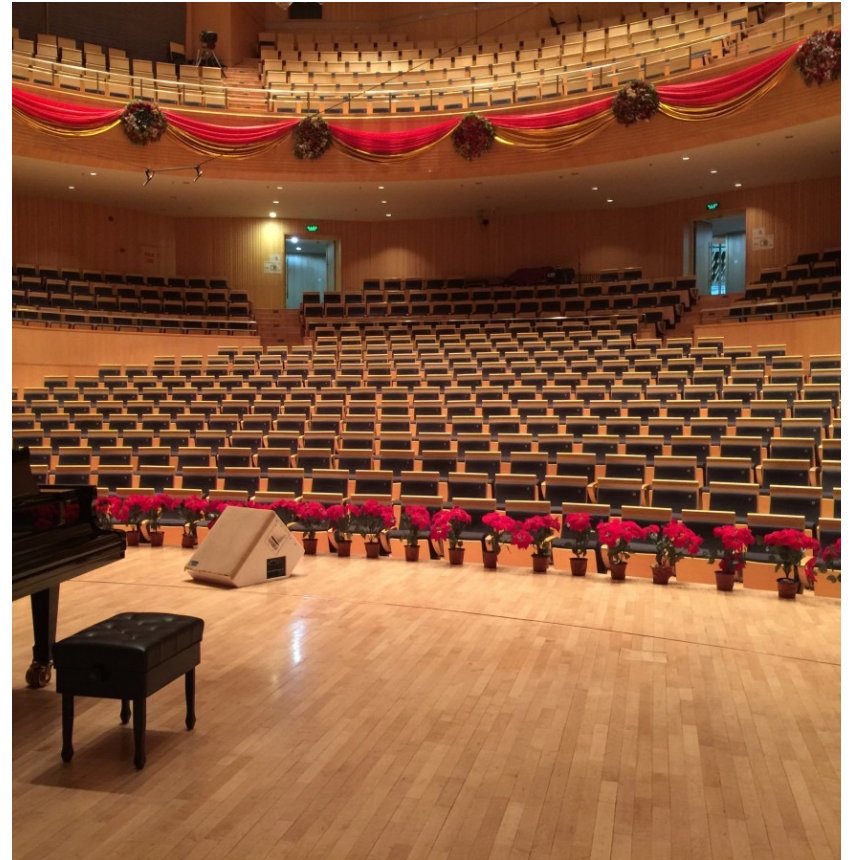
PARTNER  
HIGHLIGHT:  
FUNDACION  
EXCELENTIA  
(SPAIN)

- The leading concert organizer in Spain
- Organizing concerts in the 28 major Spanish cities, including Madrid, Barcelona and Seville
- Tour for CIPC winner in late 2025

# OTHER PARTNERSHIPS (SELECTION)

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- Orchestre Chambre de Paris
- Danish Philharmonic
- Nuremberg Symphony Orchestra (Germany)
- Belgrade Philharmonic (Serbia)
- Teatro Municipal (Chile)
- Festival Cinco de Mayo-Mexico
- Cape Town Philharmonic (South Africa)
- Ulster Orchestra (Northern Ireland)
- Puerto Rico Philharmonic
- The Gilmore



# SUMMARY

The new **Artist Development Program** provides unprecedented opportunities for CIPC winners and for our community

**Global partnerships** through CIPC laureate engagements makes Piano Cleveland one of few arts organizations in Cleveland with **global visibility and impact**

The new **hybrid artist management format** has significant long-term financial and marketing potential



QUESTIONS

HAPPY 50<sup>TH</sup>!

