

Questions we asked ourselves

01

What are the goals for the next YA Competition?

02

How do we create excitement around it?

03

What is a good balance between the CIPC and CIPC for YA?

04

Institute-yes or no, and with what focus?

Overview of YA competitions

Approximately 104 competitions which are considered 'international'

Other major competitions in the US: Cliburn, Bachauer, Palm Springs, Hilton Head, Cooper, Pianoarts (Milwaukee)

Highest 1st prizes: Cooper, Milwaukee 20k; Bachauer, Cliburn, Aarhus 15k

Age limit of most competitions: 15-22 (most popular 17-21)

Advantages of CIPC for YA

Known among parents, students and teachers nationally and internationally

Feeds the senior competition

Lower budget than CIPC

Yunchan Lim being a past winner



2023 competition overview

213 applicants from over 20 countries

32 accepted to first round (recorded in 5 locations worldwide)

6 finalists-divided to two age groups

Chamber and orchestra rounds in CLE with the Canton Symphony





2023 competition overview (continued)



First prizes: 10k (senior), 5k (junior)



Institute in collaboration with CIM and the Lang Lang Foundation



Goals for 2026

- 1. Continuing to innovate
- 2. Allowing a fair opportunity to as many applicants as possible
- 3. Raising application numbers by at least 10%
- 4. Juries with YA expertise

5. Remaining cost effective

Goal 1: Continuing to innovate

- Additional age group (Rising Stars, ages 10-12)
- Rising Star winner performs during finals
- Masterclass Round as part of finals
- A 'big' name to play a recital and conduct masterclass round
- 3 juries (2 virtual, one in person)

Goal 2: Allowing a fair opportunity to as many applicants as possible

2023

- Applications accepted: 32
- Age groups: 11-14, 15-18
- Rounds: 2
- Number of applicants heard in person: 6 (3, 3)

2026

- Applications accepted: 50
- Age groups: 10-12, 13-15, 16-18
- Rounds: 3
- Number of applicants heard in person: 13 (3, 5, 5)

Goal 3: Raising application numbers by at least 10%

Simplifying video requirements for application: no need to record especially for application

Stronger marketing capabilities vs. 2023

2024 competition helped raise awareness

Focusing on schools for excelling young pianists and untapped markets

Goal 4: Identifying juries with young artist expertise

Juries who have proven record at identifying talent and working with these age groups

International reputation and great integrity

Background, age and gender diversity

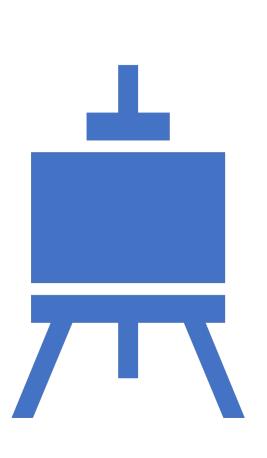
Goal 5: Remaining cost effective

Using only three recording venues, one in each continent (5 in 2023)

US based for preliminary round; International for virtual round; mixed for in person round

Live jury to teach at institute

Keeping more costly ideas to 2027 CIPC



Institute

- In 2023, we did our first institute in partnership with the CIPC for Young Artists after a successful competition prep camp in 2019
- Held in partnership with CIM and Lang Lang International Music Foundation
- 2023 statistics
 - Applicants 136
 - 117 applicants through the CIPC for YA application
 - 19 institute only applicants
 - Participants 29 total students
 - 10 Lang Lang Scholars
 - 19 additional students from

Institute Benefits

- Overwhelmingly positive feedback from all participants (students and faculty)
- Showcased Cleveland as a piano and classical music hub to prospective college students
 - Good piano students in Cleveland is good for Piano Cleveland!
- Allowed us to interact with more international students than is possible within just the competition
- Provided needed income to offset some CIPC for YA costs

Institute Challenges

- Partnership with CIM was non-equal in work
 - We partnered with CIM to provide needed camp infrastructure, but unfortunately this was not their expertise
 - Lack of communication within CIM about the project directly hurt us in both planning and execution
 - CIM split costs but was not willing to fundraise for scholarship funds (taken on solely by PC)
- Partnership with LLIMF was one-sided
 - They received discounted tuition and then built their program with CIM separately without PC



After many staff discussions, we feel that the benefits of a successful institute would outweigh the drawbacks.

Institute in 2026?



Option 1

Equal partnership with CIM

We know this can work financially, but we lose some artistic control (and as a result, budgetary control)

The logistical challenges of 2023 are likely to continue to pose an issue



Option 2

CIM as 'host' with discounted rental

Use facilities of CIM without making them equal partner, but marketing their involvement for mutual benefit



Option 3

Work with different institution

The biggest challenge due to location, facilities, and reputation



Tentative schedule

- May 1, 2025: Call for entries
- December 15, 2025: applications close
- January 2026: Preliminaries
- Spring 2026: Virtual First Round
- July 20-August 2: Semi Finals and Finals in Cleveland

THANK YOU!