

The People's Orchestra

By Red Chair



PRESENTER'S INFORMATION



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COMPANY PROFILE

Red Chair is a Queensland-based performing arts and event management company. Recognised nationally as a major producing and touring body for culturally diverse works, our current touring productions include Flamenco Fire, Nadia & the Blue Flamingo, The Treasure of Captain Curlylocks, The Red Velvet Lounge, Acoustic Guitar Spectacular, The Swingin' Martinis, The People's Orchestra, Women in Voice and the SOULO music series.

ABOUT THE SHOW

SHOW SYNOPSIS

Come one... Come all ... From tin whistles to French horns, violins to ukuleles, guitars to clarinets, any instrument and players of all skill levels are welcome to join The People's Orchestra in an all inclusive collaboration of dizzying heights, ambition – and fun. Andrew Veivers will push your musical boundaries, excite your sensory receptors, and suggest a version of an orchestra that you may have never considered - think session bar meets Wagner!?!

ACKNOWLEDGEMENTS

Andrew Veivers & Angie Dunbavan – Creative Producers

BIOGRAPHIES

For the past decade Andrew Veivers has been developing a very personal and clearly identifiable compositional style. His passion for both classical and world music, song, and dance have resulted in compositions that stylistically draw inspiration from greats as diverse as Manolo Sanlucar, Steve Reich and Manuel de Falla while retaining a clearly individual lilt. Deeply rhythmical, harmonically adventurous, and unashamedly lyrical, the architecture of Andrew's compositions reflects his ability to seamlessly join the rigorous research of a topic with the emotive goal and direction of a lyric or melody.

Andrew's recent commissioned compositional credits include - '**Al-Andaluz**' (**Flamenco Fire 2010**), a new translation of **Garcia Lorca's 'Blood Wedding'** (**Sydney Theatre Company 2011**), major public orchestral works for the **Woodford Folk Festival (2001/12 & 2012/13)**, **Gypsy Pathways' (Flamenco Fire 2012)**, **Floating Land** green arts festival (2013) and **Cygnets Folk Festival** (2014).

In 2013, Andrew was honored as one of Queensland's Best and Brightest at the **2013 Queensland Music Awards**, winning the “**World**” category for his composition “**Pollito**” recorded by **The Saruzu Quartet**.

PERFORMANCE SPECIFICS

DURATION

Act 1 – up to 45mins

SUITABLE VENUES

All venues – indoor & outdoor (we can perform in a field, on a beach & on top of a mountain if required)

MAXIMUM NUMBER OF PERFORMANCES PER WEEK

5 performances

MINIMUM BREAK BETWEEN PERFORMANCES

60 minutes

LICENCING AGREEMENTS

N/A

APRA OBLIGATIONS

APRA license may be required depending on repertoire selected

TOURING PERSONNEL

The touring party consists of 1 person

Name	Role
Andrew Veivers	Composer/Conductor

PERFORMANCE HISTORY

Year	Venue	Number of performances
2012, 2013 & 2014	Woodford Folk Festival	8
2014	Cygnets Folk Festival	1
2013	Floating Land Festival	2

AUDIENCE ENGAGEMENT

OVERVIEW

The entire production is based on a model of community engagement.

DESCRIPTION / DETAILS

Veivers composes an orchestral work based on a chosen community or festival theme. The work will include orchestration for up to 15 independent lines and inclusive of the instrumentation used by the participating musicians. Orchestra participation will be open to the general public and the work will be rehearsed in the week leading up to presentation. Presentations can include processions, performance and pop-up /flashmob appearances.

As a model of community engagement within the arts, The People's Orchestra creates significant benefits for local communities, project partners and the patrons of local arts and cultural events including:

- bringing vibrancy and innovation to arts practice by strengthening the degree of public commitment to the practice
- celebrating the local community's identity and culture
- increasing human capital: skills and creative abilities
- event promotion and increased audience access
- increasing stakeholder commitment
- increasing wellbeing, social support, social inclusion, social capital, capacity building
- increasing opportunities for self-expression and enjoyment
- increasing opportunities for employment in the arts
- promoting neighbourhood cultural diversity

COST

Included in remount/weekly touring cost. Red Chair is committed to assisting presenters with accessing necessary funding for the production through RADF and other sources.

TARGET AUDIENCE FOR COMMUNITY ENGAGEMENT

Musicians of any age and ability.

MARKETING

MARKETING COPY

One line

Come one... Come all ... The People's Orchestra is an all inclusive collaboration of dizzying heights to push your musical boundaries and excite your sensory receptors.

Short

Come one... Come all ... From tin whistles to French horns, violins to ukuleles, guitars to clarinets, any instrument and players of all skill levels are welcome to join The People's Orchestra in an all inclusive collaboration of dizzying heights, ambition – and fun. Andrew Veivers will push your musical boundaries, excite your sensory receptors, and suggest a version of an orchestra that you may have never considered - think session bar meets Wagner!?!

Extended

Come one... Come all ... From tin whistles to French horns, violins to ukuleles, guitars to clarinets, any instrument and players of all skill levels are welcome to join The People's Orchestra in an all inclusive collaboration of dizzying heights, ambition – and fun. Andrew Veivers will push your musical boundaries, excite your sensory receptors, and suggest a version of an orchestra that you may have never considered - think session bar meets Wagner!?!

The People's Orchestra will perform a new orchestral work, based on the Crack Theatre Festival theme, by Queensland composer - Andrew Veivers. The work will include orchestration for up to 15 independent lines and inclusive of the instrumentation used by the participating musicians.

Orchestra participation will be open to the general public and existing local music ensembles.

Since 2011, Andrew Veivers and Red Chair have been developing a community orchestra model suitable for use in high profile and demanding performance settings. The model was instigated through our work with the Woodford Folk Festival to establish "The People's Orchestra" – an orchestra comprised of festival patrons, rehearsed daily throughout the festival and providing the musical score for the annual Fire Event on New Year's Day. The 2013/14 People's Orchestra performance included over 120 patrons providing the musical accompaniment for a 300 strong choir, professional opera singer and a spectacular theatre / puppetry / fire performance to an audience of over 14,000.

We have also trialled variations of the community orchestra model at other festivals (Floating Land & Cygnet Folk Festival) and will be continuing to build the model throughout Australia and internationally through various projects. Each community orchestra project has required compositional processes that respond to event theme, cultural content, instrumentation and the demographics of the musicians involved. This has required the ability to work across diverse cultural musical forms including the composition of works based in gypsy, Balkan, contemporary classical, choral accompaniment, operatic and Australian folk.

Veivers compositional style for this project is a lyrically based modular structure inspired by the event theme. The musical development of the melodic themes will be achieved through a series of rhythmic alterations and inversions of harmonic structure. The net result is a palette of sound consisting of many simple elements that are technically accessible for amateur players as well as musically appealing for players of a higher calibre. The modular structure allows for extensive variations and rearrangement that can result in broad soundscapes ranging from a dense complexity of sound to simple statement of melody. Whilst the process of composing in this style is complex and multifaceted, the final score represents a deconstruction of the structural and technical complexities of traditional Western orchestral music.

MARKETING SUMMARY

The Woodford Folk Festival People's Orchestra has proved popular with patrons from diverse cultures and age groups with estimated age demographics 10% children (under 12), 28% young people (12 - 25), 52% adults and 10% older adults (over 65). The diversity is also reflected in the instrumentation which has included tuba, trombones, French horn, saxophones, clarinets, oboe, nickleharps, euphonium, panpipes, guitars, piano accordion, ukuleles, harmonica, mandolins, xylophone, a complete string section, percussion including triangle, stompbox, frame drum, tamborine, djembe, bodran, bongo and more (at a folk festival in a cow paddock during the Queensland summer!).

COLLEAGUE RECOMMENDATIONS

Tanks Arts Centre, teamed with Cairns Festival, is excited to partner with Red Chair in developing and engineering the Cairns Festival / Carnival on Collins People's Orchestra and considers this a model of community engagement project with all the elements of cultural exchange, local community involvement, creative development and presentation clearly represented.

Roz Pappalardo

Program and Events Coordinator

VIDEO LINKS

<http://vimeo.com/86577134> (Password - COPAV14)

MARKETING MATERIALS

- Press kits – Media releases, Company & Individual biographies, Testimonials, Publicity photographs / press clippings
- Artist availability for interviews
- Raw artwork for handbills & posters with images for venue's own use
- High resolution proofs for art work for press ads

Red Chair will also provide marketing and promotion support for the tour including advertising through Red Chair's website (approx 30,000 hits per month) and e-news (4,500 active readers), support with the creation and distribution of tour specific media releases, coordination of interviews and other media requests.

CONTENT WARNINGS / AUDIENCES TO AVOID

N/A

SPONSOR OR OTHER ACKNOWLEDGEMENTS

Red Chair logo to feature on all promotional material

TEACHER'S RESOURCES

Red Chair will supply all resources (music/tablature/mp3s) needed by teachers to participate in the production.

PRODUCTION DETAILS

TECHNICAL SUMMARY

TBC – dependent on type and number of instruments used in the orchestra

EXAMPLE SCHEDULE

TBC – dependent on type and number of instruments used in the orchestra .

CREW REQUIRED FROM VENUE

TBC – dependent on type and number of instruments used in the orchestra

STAGE

Flexible – big enough to hold participating musicians

LIGHTING

TBC – dependent on performance location and times

SOUND

TBC – dependent on type and number of instruments used in the orchestra

AV

N/A

WARDROBE

N/A

FREIGHT NOTES

No freight required.

CRITICAL ISSUES

Presenters need to be willing to assist with promoting and supporting the inclusion of local musicians.

CONTACTS

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Producer

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