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Three Tours on Three Continents

The trendsetter orchestra created an innovative musical language as part of their new image

Conquering three continents in three years, performing with world-famous soloists, creating an alternative musical language - just a few examples of how the Franz Liszt Chamber Orchestra intends to become a major influencer of the international classical music scene. Throughout the past year, the orchestra has created a multiannual artistic and business strategy with renowned foreign and Hungarian experts, and now wants to earn the attention of audiences at home and abroad.

Budapest, 9th February, 2021 – The Franz Liszt Chamber Orchestra has prepared a comprehensive, multiannual strategy covering all aspects of their operation. The goal is for the renewed band to be a trendsetter in the international classical music scene within a few years – the management of the orchestra at a press conference announced. For this purpose, changes were necessary in both artwork and brand strategy, as well as the visual representation of the ensemble. Strategic planning was preceded by market and target group research, which also covered the ensemble's operation, artistic activity and visual image; all major national and international performances and orchestras were subject of the study. The orchestra analysed over 6,000 performances, more than 200 composers from the chamber orchestra's repertoire, and nearly 100 festivals with the involvement of Hungarian and international experts. "Our goal can only be achieved with high-quality artistic work based on the preservation of the unique values of the Franz Liszt Chamber Orchestra's performance and sound, as well as the further development of musical articulation. Figuratively speaking, we have a staff from which we will play in the coming years" - **Judit Körmendy-Ékes, the Chairman of the Board of Trustees of the Franz Liszt Chamber Orchestra Foundation** said.

The key element of the strategy is the new creative concept, marked by the world-famous cellist István Várdai, the Franz Liszt Chamber Orchestra's artistic director. The aim is to create a unique, professional profile of the orchestra, attract the widest possible audience, while maintaining the highest artistic standard, and also to publish internationally acclaimed records with prominent soloists and guest artists. In addition, with increasing international recognition, the main goal of the orchestra is to be one of the most popular music ensembles both at home and around the world. "Following our new tour strategy, we will be playing on three continents over the next three years: Europe, Asia and then South America. We will perform with Víkingur Ólafsson during the South American tour" **István Várdai, the artistic director** announced. He added: "Active musical participation throughout the globe was delayed last year due to the



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pandemic, but a solid professional work started in the background with the aim of planning our international activities for several years ahead."

István Várdai also spoke about the orchestra's renewed brand image. The group also chose a new slogan: "With you, music is joy." "We felt that this truly incorporates us and the audience. This is very important, since we are complete, when we are together. Art is the greatest joy when we can share it with each other," according to the artistic director.

The new brand's speciality is the image that is unique in international comparison as well; it is characterized as "music-driven" and "dynamic". Its "music-driven" aspect refers to the orchestra's new logo which was created based on a reconsidered sheet music system, and it reveals the first bars of Bartók's Divertimento using an alternative musical language. This new notation method was created by rotating the traditional five-line stave. The Divertimento is a core piece of the orchestral repertoire, an artistic credo, that is why it was chosen for the logo. "Our logo not only refers to music, but also makes it visible," István Várdai highlighted. The "dynamism" of the image is achieved by the fact that with the innovative notation system used for the logo, all sorts of music can be recorded, so any number of graphic signs can be created, which, despite being different add a completely unified image to the brand. Thus, not only the orchestra, but each of the musicians got a logo. These unique logos were created by using musical pieces that the members of the ensemble chose to express their own artistic credo.

(The story of creating the logo can be viewed [here](#).)

"Organizing concerts, inviting contributing artists and soloists, updating and expanding the repertoire are all taking place in accordance with the new goals and strategy", **concertmaster Péter Tfirst** pointed out. Also, in harmony with the new artistic directions is playing pieces that the audience have never heard before. That is why Zoltán Tfirst prepared a transcription for string orchestra of Beethoven's violin-piano sonata in A major - also known as the Kreutzer Sonata. "Transcriptions enrich not only the repertoire of the Franz Liszt Chamber Orchestra, but the universal music history collection as well," the concertmaster added. On the 10th of March, the audience will hear the recently completed arrangement of Diabelli variations by world renowned violinist, Ilya Gringolts.

Milestones of the orchestra's professional renewal are also performances with internationally acclaimed Hungarian and foreign soloists, with whom they often collaborate on masterclass projects, which play a major role in all musicians' professional development. That is how violinist Kristóf Baráti worked with the orchestra in December. Emőke Baráth and Gábor Takács-Nagy were also acknowledged among the globally esteemed Hungarian contributors. In May, the ensemble will host soprano singer, Juliane Banse.



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Franz Liszt Chamber Orchestra

The orchestra was founded in 1963 by former students of the Franz Liszt Music Academy.

The Franz Liszt Chamber Orchestra has been a permanent performer of the classical music scene's international elite for more than half a century; thus, they are rightly known as one of the best representatives of the chamber music genre. During this half a century – under the leadership of firstly, Frigyes Sándor and subsequently János Rolla – the orchestra has performed in more than fifty countries; including the Carnegie Hall in New York, the Suntory Hall in Tokyo, the Sydney Opera House, the Teatro Colón in Buenos Aires, and the Théâtre de la Ville in Paris. Péter first since 2016 and year after year performs in the most significant concert halls with first-class soloists, who delight in working with an orchestra due to their high degree of precision, versatility, and adaptability. From 2020, the cellist István Váradi has joined the professional preparation and the development of the artistic concept as a director.

For more information, please visit the orchestra's website: www.lfkz.hu