

POLICY PLAN NEW MUSIC FIRST FOUNDATION (NMF)



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1. INTRODUCTION

The NMF Foundation consists of music enthusiasts who have a deep appreciation for the latest developments in classical music. NMF aims to ensure that newly created music receives full attention from the media, a wide audience, potential venues, and the performers and artists themselves. Much like contemporary literature and visual arts, NMF aspires for new compositions to be eagerly anticipated, with competition among venues to perform these pieces first, as new music challenges and creates new perspectives for performers, audiences, and classical music at large.

Newly composed music is often neglected by some venues and media, distancing it from a broader audience and denying it the recognition it deserves. Newly composed music should be at the forefront of attention, and NMF is dedicated to initiatives that achieve this.

2. VISION

The power, diversity, and imagination of new music are essential to shaping and supporting the future of classical music.

3. MISSION

NMF seeks to place contemporary music by current composers at the centre of public attention, reaching a broader and larger audience. NMF aims to ensure that today's composers are recognized as the creative minds they are.

4. OBJECTIVES

Through bi-annual projects and ideas, NMF aims to provide new impulses, break boundaries, and unite forces to give contemporary music a prominent and lasting place. These projects are ambitious, challenging, and innovative, aiming to make current music lovers and concertgoers, as well as a broader audience, more aware of the potential, diversity, and enchantment of the newest music by living composers. New music can surprise with its accessibility, as it can energize, console, and astonish.

5. FIRST NMF PROJECT – BRUCKNER CASCO

Why Bruckner Casco? As 2024 marks the 200th anniversary of Bruckner's birth, this iconic and frequently performed composer will be in the spotlight. Through this NMF initiative, contemporary composers will also gain significant attention. Ten young contemporary composers will each adopt one of Bruckner's ten symphonies and write a new composition for a chamber ensemble of approximately 7 to 20 musicians, reflecting their personal vision of Bruckner's music.

The resulting compositions will range from closely adhering to Bruckner's scores to highly abstract interpretations. These ten compositions will be performed over three days at a festival launching the 2024-2025 season at the Muziekgebouw aan 't IJ. The festival aims to engage Bruckner enthusiasts and classical music lovers while attracting new audiences who may not typically consider new or classical music or Bruckner.

Performances will also take place at e.g. the Oranjewoud Festival in Heerenveen, the Nieuwe Kerk in The Hague, the Amsterdam Dance Event, and the Brucknerhaus in Linz, Austria. All

compositions will be recorded and broadcast by NPO Radio, and published for future performances.

6. COLLABORATIONS

NMF emphasizes the importance of collaboration with composers, venues, ensembles, media, and other influencers. Bringing together diverse individuals and entities fosters innovative projects that might not have been possible otherwise. The Bruckner festival exemplifies this approach, creating connections between Bruckner's music, contemporary composers, ensembles, and venues. This organic and synergetic project aims to captivate a wide audience and media attention, providing contemporary composers with the opportunity to showcase their work.

7. SIGNIFICANCE FOR THE PERFORMING ARTS

NMF will only pursue projects that can add something new to the Dutch performing arts landscape. "Something new" can mean entirely new music, unprecedented combinations of artistic content, or bold steps into the unknown by performers. This approach stretches and challenges artistic experiences, contributing to the future of classical music.

8. ASSET MANAGEMENT AND REVENUE ACQUISITION

Asset Management: NMF maintains a limited asset base necessary for its operations, managed by the Supervisory Board. No single member of the board has a majority say in the foundation's assets. The board consists of three members, including at least one member with no familial ties to other members up to the fourth degree or any marital or registered partnership with them. Administrative costs are kept reasonable relative to expenditures.

Revenue Acquisition: NMF aims to generate revenue through various sources to realize its projects:

- **Fundraising Income:** This includes income from applications to funds. For each new production, NMF drafts an artistic concept, financial plan, and marketing strategy, forming the basis for applications to various funds (FPK, AFK, Dioraphte, Art Mentor, etc.).
- **Private Donations:** This includes one-time donations (crowdfunding, spontaneous transfers) and periodic contributions.
- **Sponsorship Funds:** These potential revenues complement other income sources, and initial steps are being taken in this direction.

Spending Assets: The foundation seeks funds to facilitate its objectives. Payments to composers, suppliers, and partners are made based on invoices evaluated by the director and the Supervisory Board. The foundation does not aim for asset accumulation; received funds are spent as soon as obligations are fulfilled.

Compensation: The foundation has no employees. The director and members of the Supervisory Board serve without compensation and perform their duties on a voluntary basis.