

## **POLICY PLAN (SUMMARY) NEW MUSIC FIRST FOUNDATION (NMF)**

### **1. INTRODUCTION**

The NMF Foundation is dedicated to ensuring that the newest created music receives full attention. Just as contemporary literature and visual arts are eagerly anticipated, NMF aims for new music to be highly anticipated and fervently performed. Often, new compositions are underappreciated, losing connection with a broader audience and not receiving the recognition they deserve. NMF is committed to placing newly composed music at the centre of attention through its initiatives.

### **2. VISION AND MISSION OF NMF**

The power, diversity, and imagination of new music are essential for shaping and facilitating the future of classical music. NMF's mission is to ensure that contemporary music by current composers receives significant attention from a broader and larger audience.

### **3. GOALS OF NMF**

NMF aims to create bi-annual, ambitious, and innovative projects that not only engage current music enthusiasts and concertgoers but also raise awareness among a wider audience about the potential, diversity, and allure of the latest music from contemporary composers.

### **4. FIRST NMF PROJECT – BRUCKNER CASCO**

To celebrate Bruckner's 200th birthday in 2024, NMF focuses on ten young composers, each adopting one of Bruckner's ten symphonies and composing their personal vision for a chamber ensemble of 7 to 20 musicians. Their diverse backgrounds and complete creative freedom will result in a wide array of unique creations. These will be performed by nine diverse ensembles during a three-day festival, kicking off the 2024-2025 season at the Muziekgebouw aan 't IJ. The festival aims to attract Bruckner enthusiasts, classical music lovers, and contemporary music aficionados, while also reaching new audiences through various channels. The collaboration with a diverse group of composers offers numerous media and artistic opportunities. The new compositions will be performed at multiple venues within and outside the Netherlands, recorded and broadcasted by NPO Radio, and published for further performances.

### **5. COLLABORATIONS - SIGNIFICANCE FOR THE PERFORMING ARTS**

NMF not only develops concepts but also emphasizes collaboration and cross-fertilization among ensembles, composers, venues, media, and other opinion leaders to create a rich array of project cocktails like the Bruckner festival. This project, filled with intersecting and combined collaborations, aims to reach multiple layers of media and audiences. It strives to break new ground, providing composers with the opportunity to successfully present their creative work. NMF will only initiate projects that add something new to the existing landscape, making the experience relevant for the performing arts and contributing to the healthy progression of classical music.

### **6. FINANCIAL MANAGEMENT - INCOME GENERATION**

NMF operates with a Supervisory Board (RvT) of three members and an Executive Director who handles day-to-day operations. The foundation has no paid staff. Both the Executive Director and the RvT members work on a voluntary, unpaid basis. NMF maintains a minimal amount of assets necessary to carry out its activities, managed by the Supervisory Board. The powers of the RvT and the Executive Director are legally and statutorily defined and can be reviewed under number 88576108 at the Chamber of Commerce.

To realize its projects, NMF needs to generate income. For each production, NMF drafts an artistic concept, a financial coverage plan, and a marketing plan as the basis for applications to a wide range of private and public funds. Additionally, efforts are made to secure income from private donations, crowdfunding, and (periodic) gifts. Steps are also taken towards obtaining sponsorship funds.

Payments to composers, suppliers, and potential partners are made based on invoices reviewed by the Executive Director and the RvT. The foundation does not aim to accumulate wealth. Funds received from subsidies and donations are spent as soon as obligations are met by the involved parties.