

JanáčekBrno

4TH INTERNATIONAL THEATRE
AND MUSIC FESTIVAL

21.–29.11.2014



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JANÁČEK BRNO 2014

Most successful year for audience figures

21 to 29 November 2014

Czech Republic, the city of Brno

Stages: Brno National Theatre, Leoš Janáček Memorial, Villa Tugendhat and other areas

Complete festival information: www.janacek-brno.cz

The 4th year of the Janáček Brno international theatre and music festival (21. - 29.11.2014), which has just finished, will go down as the most successful one so far with audiences. Despite the relatively short existence of the festival, it has been able to attract stars from the Czech Republic such as the singer Magdalena Kožena and the director David Radok, as well as international opera houses with productions by directors such as Peter Konwitschny and concerts by ensembles such as the Kronos Quartet.

The festival's success with audiences was not only due to the programme, but also to a large extent it was due to the fact that for the first time the marketing campaign was carried out directly by Brno National Theatre instead of an external PR firm. To support the marketing campaign the BNT successfully applied to the EU ROP South-East programme for a grant of 857,905 crowns. This greatly enhanced the BNT's marketing capabilities as the promotion for an event of this importance requires the commensurate financial outlay.

A total of 7,285 audience members attended the 4th Janáček Brno international festival. The average attendance rate was over 79%. Receipts from festival ticket sales reached a record 2,200,000 crowns (in 2012 receipts totalled 996,563 crowns).

The festival opened with Leoš Janáček's opera The Makropulos Affair on 21 November at the Janáček Theatre – a new BNT production conducted by Marko Ivanović and directed by David Radok. All three festival performances of this production were very positively received by audiences. When the production returns from the co-production theatre in Gothenburg, audiences will have the chance to see it again on 6 and 20 December at the Janáček Theatre in Brno. And then on the next day of the festival there were four productions on offer and all of them were sold out, and it was impossible to satisfy all those who were interested (piano concert at the MF JAMU hall, choir concert in the foyer of the Janáček Theatre, a chamber version of the opera The Cunning Little Vixen at the Theatre on Orlí and a concert by the Kronos Quartet at the Sono Music Club). The festival also offered a new interpretation of Janáček's Jenůfa in a Peter Konwitschny production given by Opera Graz. On Wednesday 26 November there was extended applause from a sold-out Janáček Theatre for Ondřej Havelka's production of The Cunning Little Vixen, which the National Theatre Opera brought from Prague. There was a standing ovation for Denis Kožuchin accompanied by the Brno Philharmonic under the baton of Aleksandar Marković.

The main festival programme consisted of 21 concerts and productions. There also needs to be mention of the gala end to the festival at the Stadion Cultural Centre in Brno. Janáček's

monumental Glagolitic Mass, in the place where it was originally performed, was conducted by Jaroslav Kyzlink with the orchestra and choir of the Brno National Theatre Janáček Opera and the Brno Beseda chorus, i.e. the ensembles who performed the work at the original world premiere. The dramaturgical uniqueness of the work (with the original organ on which the work premiere was played), in conjunction with excellent performances from all of the musicians, ensured a long standing ovation and an unforgettable experience for all those present in the hall.

The festival's 4th year has undoubtedly shown that it is now a firmly established cultural event in the calendars of visitors from both the Czech Republic and abroad. Nicholas Payne, the director of the prestigious Opera Europa organization, offered words of praise: "The beauty of this biennial rests in the international character of its content and participants". The Opera Europa conference, which was attended by 230 participants from 25 countries and was held during the Janáček Brno 2014 festival, significantly raised international awareness of the festival. The large number of international visitors over the course of the festival points to the huge potential of linking JANÁČEK-BRNO.

With a budget approaching fourteen million crowns, the festival has shown after two years how it can attract attention both in the Czech Republic and from the rest of the world.

Janáček Brno

The only biennial in the world which presents Leoš Janáček directly in the places where he lived and worked for more than fifty years. The basis of the festival is national and international opera productions, and symphonic and chamber concerts from the works of Leoš Janáček.

Main festival organiser: Brno National Theatre

Co-organisers: Moravian Museum, Janáček Academy of Music and Performing Arts in Brno, Brno Philharmonic, Masaryk University

The festival receives financial support from Brno City, the Ministry of Culture, the Leoš Janáček Foundation, the South-Moravian Region and other festival partners. This project is co-financed by the European Union.

THE FESTIVAL PROGRAMME can be downloaded here

http://janacek-brno.cz/wp-content/uploads/2014/11/KATALOG_janacek_2014.pdf

Photographs can be downloaded here

<https://drive.google.com/folderview?id=0B1MtWt71v42OT1oza185UER6eUk&usp=sharing>