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| Proposal number:        | 149327-CU-1-2009-1-NL-CULTURE-VOL121 |
| Proposal title:         | TENSO 09/10: LA VOIX HUMAINE         |
| Coordinator:            | Ms Anna BECKER-WASSEN                |
| Applicant organisation: | STICHTING CAPPELLA AMSTERDAM         |

| Award Criteria   | Score | Max |
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| 1) European added-value  | 4,5   | 5   |
| <p>The project is a part of network activities TENSO DAYS, connected to the organisation of a festival in Amsterdam. Partners are working together for a longer period of time, since 2005. Its main objective is to contribute to the development of the choir as a part of the European cultural heritage. Networking contributes directly to dissemination of national musical works on European level. The very idea of the project has a pure European dimension.</p> <p>However part of the project fits in the festival format which means that festival invites and presents international work on a national level. Though proposed activities are trying to expand the festival format by commissioning new work before the festival; organising seminars and exchanges during the festival and continuing networking and exchange process after the festival, as well as improving the database for the choir singing (both professional and amateur).</p>  |       |     |
| 2) Relevance to the specific objectives of the Programme   | 4     | 5   |
| <p>The main activities of the project are connected with the exchange of knowledge and professional skills in the field of choir singing. The application relies on the mobility of works of art and on intercultural dialogue between different traditions.</p> <p>The main objective of the project corresponds to the objective of the Programme "transnational circulation of artistic and cultural works", as well as "transnational mobility" of artists. These priorities are stimulated by organising high quality events, expertise exchange meetings, seminars, annual international festival. New works commissioned for choirs are disseminated internationally which directly contributes to the Programme priority "transnational circulation of artistic works".</p> <p>The networking approach contributes directly to the dissemination of national musical works on European level, involving a growing international audience both in the Western and Eastern part of Europe.</p> <p>Intercultural dialogue is approached not only by presenting international art work for European audiences, but also in common working sessions (international reading sessions for new works with conductors and composers; seminars for young composers).</p> <p>The recommendation would be to open up the network for new members and partners.</p> |       |     |
| 3) Excellence of the proposed cultural activities  | 4,5   | 5   |
| <p>The previous activities of the coordinator and the co organizers show a good professional experience in conceptualization, managing and promotion of such initiatives. The mixture of highly professional and amateur levels in choir singing could be creative and could contribute to the popularisation of cultural heritage among many people.</p> <p>There is some need of additional explanations about the role of the co-organizers in producing new works.</p> <p>Target audiences are clearly identified in the application and the methodology for reaching them is realistic. However the number of target audiences is not specified.</p>  |       |     |
| 4) Quality of the partnership  | 4,5   | 5   |
| <p>Partners are working together for a longer period of time, since 2005 when the Tenso network was</p>  |       |     |

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| <p>founded by outstanding European professional chamber choirs. It is good that their partnership is a network, which tries to include new regions and countries from Europe.</p> <p>The previous record of activities demonstrates managerial capacity, as well as quality of artistic product. The repertoire commissioned by partners and produced is of outstanding quality. The application is well prepared, aims, programme and management approach is coherent and clearly described. The action plan is well-described and the budget is balanced. Nevertheless the role of the coordinator dominates very strong by this project. The co-organizers could be more involved in the design and conceptualisation of the whole project.</p>   |     |    |
| 5) Expected level of output  | 4   | 5  |
| <p>The realization of the project will support mutual understanding of the tradition of choir singing in European culture. The project aims also at the understanding of the contemporary cultural process : the theme of TENSO 09 is devoted to the choir singing in Europe during the XX century.</p> <p>Though the main outcome (festival) mainly reaches audiences of one country, the strategy of producing other results and side effects to broader audiences is elaborated as well (distribution of the repertoire through website, making it available to amateur and professional choirs; and numerous activities exchanging expertise among participants from different countries). The project will influence the amateurs who will benefit from the activities. The presentation of the new works will support the contemporary professionals in this field.</p> <p>The organizers have respectable experience in defining and reaching target groups (they cover all levels involved directly and indirectly in choir music , composers, managers, singers, and audiences). There are still possibilities for deeper artistic collaboration between the partners on an international level (co-producing, diffusion of productions, etc.).</p> |     |    |
| 6) Communication and promotion of activities   | 4,5 | 5  |
| <p>There is a well-developed promotional campaign including very active cooperation with the media. There are also intentions for audio- and video-recording of the productions and broadcasting it, which thus increasing the number of people which will be influenced by the realization of the project. There is a high visibility of the results.</p> <p>A special focus on marketing and audience outreach is incorporated in the project proposal. The communication plan involves a variety of promotional tools.</p>  |     |    |
| 7) Long term impact - Sustainability   | 4   | 5  |
| <p>The project has the ambition to develop from a network of partners to a network on a European level in the field of choir singing. As one of the most important follow up developments is mentioned the possible spin-off of the Tenso network activities on a regional level (Scandinavian, Balkan, Baltic etc.).</p> <p>It is a sustainable initiative which proved its existence for several years. At the same time it is a comparatively new network which needs support for its development. Strategies for enlarging the existing network could be elaborated in more details.</p>   |     |    |
| Total  | 30  | 35 |