



# I LUMINA

FESTIVAL  
DE MÚSICA  
CLÁSSICA



# What would happen if we actually found the greatest talent waiting in the world?

At this moment, hundreds of thousands of kids from the toughest neighborhoods in South America are learning to play instruments.

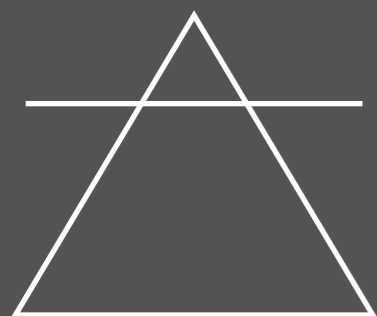
The vast majority come from low income areas and begin in social projects funded by the state or churches. The result is an incredible talent finding system, revealing elite level musical potential despite incredible odds. The best of these move on to local youth orchestras and national social projects, but without intervention and information, kids from this background are very unlikely to make it to the world stage. A glass ceiling is firmly fixed.

Classical music presents a unique path of possibility for social and economic development. A global industry with organized and well-compensated opportunity, a talented person could make the leap from a life where they might earn \$10 a day to a salary of \$50-100,000 with benefits. Connections to excellent training and mentorship as early as possible are crucial.

The current situation in South America is a perfect storm for extraordinary social and musical advances. One musician with good information can go on to teach hundreds of others, creating pathways of economic and artistic possibility for scores of future musicians from less privileged backgrounds. Large entry level musical social projects are wonderful things. But without access to top level opportunity and the creation of leaders for the future, their promise is not fully fulfilled.

## Ilumina: Building the top of the pyramid.

Using a unique and efficient pyramid model, since 2015 Ilumina has found South America's best young musical talents, ensuring they meet their potential through on the ground mentorship, engagement with leading international artists, and supporting them to audition and be accepted to the world's best conservatories. In just 5 years, more musicians from South America have been accepted to elite conservatories from culturally diverse and lower income backgrounds than ever before.



Because talent doesn't choose where it's born.





# Smashing the Glass Ceiling

## OPEN SELECTION

20 young artists  
September

YA's aged 18-28 are selected as Iumina fellows for one year by a panel of international soloists through an open application process via Youtube video and written application from across South America.

## EXPERT INTERVENTION

1 amazing festival  
January

YA's live and perform side-by-side with international artists of renown in São Paulo at the Iumina Festival, receiving world class information, mentoring and connections and making detailed plans for the future.

## YEAR-ROUND SUPPORT

Unparalleled results  
February-August

After the festival, links are made between young artists and world class professors at top conservatories, YA's are supported at every step, from application to audition. Iumina workshops, budgeting and planning seminars and concerts happen throughout the year in São Paulo.



The Ilumina Festival occurs every January at the beautiful coffee farm FAZENDA AMBIENTAL FORTALEZA and we consider this an irreplaceable part of the experience. Nature fosters bonds between people like nothing else, and the sounds, colors, fresh sustainably produced food of the environment provide enormous inspiration.

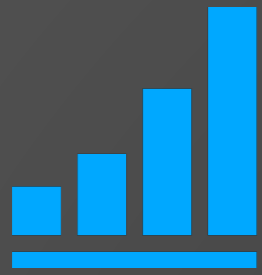
Musicians learn about the lifecycle of coffee from plant to cup, how to detect quality, and how sustainable practices produce a product of mastery and richness. The links to musical practice are direct and inescapable. The festival performs for local coffee workers and their families, and the energy of exchange resonates throughout the farm.

Sustainability, the way of working with the environment's own elegant solutions and rhythms, are the foundation of Ilumina's practices, in music and in working for social good, and in our partnership with FAF.

FAZENDA AMBIENTAL  
FORTALEZA



The Music of Sustainability



74%

of Young Artists have been accepted to study abroad at elite conservatories or won advanced positions in orchestras.



65%

of Young Artists currently study at elite conservatories in Europe and the USA.

## RESULTS in Numbers



98%

of Young Artists who auditioned abroad were accepted to their first choice institution.



20,000

People without access to cultural events each year hear world class music, all **FREE OF CHARGE.**



30%

Illumina's budget is around **30%** of projects of similar scope, with much broader results.

# A Life Changing Project

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- ✓ **WORLD CLASS** The only chamber music festival of its kind in Latin America, producing classical concerts with an energy all their own, breaking new ground for how classical music is presented. Ilumina attracts soloists of renown from around the world.
- ✓ **VISIBLE** Annual audience of over 20,000 in São Paulo's most prestigious venues (Sala São Paulo, MASP, Theatro São Pedro.) International media attention (Al Jazeera Worldwide, NPR USA, Globo Brasil)
- ✓ **EFFICIENT** Compared to a traditional festival where a young musician might receive one or two hours of lessons a week, young artists at the Ilumina festival work with international soloists 60-80 hours. The festival costs a mere 30% of similarly sized projects, with huge results.
- ✓ **LIFE CHANGING** Concerts that change lives. For the young artists at Ilumina, the festival is the springboard to the opportunity to study at a top tier international conservatory, and economic possibility that would change the future for them and their families.
- ✓ **ACCESSIBLE** Ilumina festival concerts are free to the public. In the countryside the audience is majority non-white and from the local agricultural region, where live classical music is virtually non-existent. In the city the Ilumina average audience member is under-40 and not a regular classical music listener. Ilumina concerts are a rare opportunity to see artists from multiple class, racial and cultural backgrounds united onstage together.



# New Futures

At Ilumina, young artists from challenging and even violent socio-economic realities are given the keys to reach the highest levels of classical music and then supported each step of the way, changing not just their lives, but also the future trajectories of their families. Ilumina young artists currently study at top conservatories in:

- London
- Paris
- Vienna
- Geneva
- Bern
- Indiana
- Berlin
- New York
- Salzburg
- Helsinki
- Philadelphia
- Amsterdam

Imagine if every year kids from the urban inner city in Latin America applied to the best music schools in the world and all of them were accepted. At Ilumina, it's happening!

Vinícius Gomes, here with mentor Tai Murray, grew up in the urban periphery of São Paulo. After Ilumina he was accepted to the Ecole Normal Cortot in Paris and now is finishing his studies in Salzburg.



## NATHAN AMARAL, violin

Rio de Janeiro - Brazil

Nathan, 23, grew up in the Morro de [Mangueira favela in Rio](#) facing serious social challenges including homelessness. He began playing violin in group classes at a local social project and rapidly advanced. He participated as an Ilumina Young Artist for 3 years and was supported to audition abroad, placing first of all violin applicants at the University Mozarteum in [Salzburg](#), Austria. Nathan went on to win the [Vienna KLASSIK Prize](#) and is now performing in festivals and with orchestras across Europe, recently selected by legendary soloist Midori as the only young violinist to perform at the Weimar Music Days and to perform with Michael Tilson Thomas at the New World Symphony in Miami. He is now an Ilumina Next Level fellow, performing in Ilumina tours and supporting younger musicians.



## ORLANDO LOPEZ, cello

Caracas - Venezuela

Due to the current crisis in Venezuela, Orlando, 18, had been unable to pursue further studies when his work at the Simon Bolivar Symphony Orchestra reduced the monthly salary to just \$ 3 US a month. Orlando's talent and determination deeply impressed Swedish cellist Jakob Koranyi, soloist at the 5th Ilumina festival and today, Orlando is studying remotely via Skype with Jakob and has been awarded a scholarship to the Royal Academy of Music in Stockholm, where next year he will commence studies with the support of Ilumina.



## GABRIEL ISCUISSATI, viola

Paulínia - Brazil

Gabriel, 22, grew up in the rural interior of São Paulo state and started playing viola in various religious social music projects. Determined, he made it to São Paulo city, became principal viola of the biggest youth orchestra and began to play in local Ilumina projects. He received a full scholarship to begin masters studies with Jennifer Stumm at the University of Music and Arts in Vienna, and is already busy performing with professional orchestras in Europe, including at the Berlin Philharmonie.

# New Audiences #EQUALMUSIC



At the Festival [we transcend the formality of concert hall](#) to offer the experience of hearing great music live to a wide spectrum of people. We firmly believe that the passion and commitment of musicians on stage transcends any barrier, and in our [countryside concerts](#), we bring music closer to an audience that likely never has heard live classical music before, all free of charge, in factories, sawmills, farms and churches. [Our concerts in the city of São Paulo are no different](#), opening the doors to all. We don't seek out traditional classical music our audience is both young and from across the city of 20 million, attracted by the chance to hear something new and see people on stage they can relate to. We explore new possibilities, with lighting design, dynamic staging and modern thematic approach. Our audience are young, not regular classical music listeners, and bring a rock concert energy to complex, challenging programming. Our guiding principle is [EQUAL MUSIC](#)—that access to music should be available to all.



# New Possibilities

The festival produces innovative boundary-breaking ideas for classical music, including narrative, lighting design, and movement. The best of these inspire touring and educational projects to be presented in the following seasons, giving performance opportunities to both leading artists and the best of Ilumina young artist and creating revenue. Already Ilumina tours like this one have received rave reviews and offers on multiple continents.

## Financial Goals

Ilumina's 2019 budget including the festival, year-round young artist support, local education activities, and touring was €167,000.

The goals for 2020 are to retain one full time staff member and initiate a scholarship fund, bringing the budget to €300,000.



*"The first sensation is dazzling: the limits between stage and public are eliminated and everyone plunges into a musical journey."*

*O Estado de São Paulo*

Ilumina is seeking extraordinary partners to show the world the power and potential of young Latin American talent.

We want to do something radical:  
Ensure that each of our fellows every year can study at a world-class conservatory.

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Many of the best music schools in the world are in places with strong state support. A year of study with living expenses in Europe can cost as little as 8000 euros per student. It's a truly modest investment for huge and life-changing returns. No such scholarship program for musicians exists in Latin America. We want to remove the blockade between talent and opportunity. You can help.

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A keystone partner in this Fund would have:

- NAMING RIGHTS (“BRAND ARTISTS/FELLOWS”)
- PUBLICITY/COMMERCIAL RIGHTS to transformation stories of fellows
- LEAD SPONSOR BRANDING at all Ilumina performances, both at the festival (c. 20,000 pax) and international tours on elite concert series.
- PRIVATE CONCERTS/ACCESS to Ilumina international soloists
- MEDIA RECOGNITION Dedicated discussion and mention in all tv/print/radio surrounding the project.



# Artist Mentors and Touring Partners



**TAI MURRAY**  
Violin Soloist  
USA



**YURA LEE**  
Violin/viola Soloist  
Professor USC  
South Korea/USA



**CHRISTIAN POLTÉRA**  
Cello Soloist  
Professor Lucerne  
Switzerland



**ANTHONY MARWOOD**  
Violin Soloist  
UK



**PAUL LEWIS**  
Piano Soloist  
UK



**LARS ANDERS TOMTER**  
Viola Soloist  
Professor Oslo  
Norway



**MARIANNA SHIRINYAN**  
Piano Soloist  
Armenia/Denmark



**ABEL SELACOE**  
Cello Soloist  
South Africa/UK



**MATTHEW HUNT**  
Solo Clarinet  
Deutscher Kamerphil  
UK



**ROMAN SIMOVIC**  
Concertmaster  
London Symphony Orch  
UK



**MATTHEW ROSE**  
Bass-Baritone  
Metropolitan Opera  
UK



**LIZA FERSCHTMAN**  
Violin Soloist  
Netherlands



**ESTHER HOPPE**  
Violin Soloist  
Prof Mozarteum Salzburg  
Switzerland



**JAKOB KORANYI**  
Cello Soloist  
Prof Stockholm  
Sweden



**CRISTIAN BUDU**  
Piano Soloist  
Brazil



**JOHANNES ROSTAMO**  
Principal Cello  
Royal Swedish Phil  
Finland/Sweden



**JOSEPH CONYERS**  
Ass. Principal Bass  
Philadelphia Orchestra  
USA



**ASBJØRN NORGAARD**  
Viola  
Danish Quartet  
Denmark



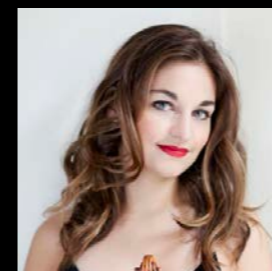
**ALEXI KENNEY**  
Violin Soloist  
USA



**GIOVANNI GNOCCHI**  
Cello Soloist  
Prof Mozarteum Salzburg  
Italy



**TOM POSTER**  
Piano Soloist  
UK



**ALEXANDRA SOUMM**  
Violin Soloist  
France



**JULIA GARTEMANN**  
Viola  
Berlin Philharmonic  
Germany



**PEDRO GADELHA**  
Principal Bass  
São Paulo Symphony  
Brazil



# JENNIFER STUMM

## Founder

Director and violist

Following many visits to South America as soloist and professor, Jennifer recognized a scarcity of high-level opportunities for young artists from culturally diverse backgrounds. Seeing the potential to build a new kind of international artistic community based on social ideals, she founded Ilumina in 2015. Since then it's grown to be the most significant chamber music festival in Brazil as well as a game-changing social development model for extraordinary young talent.

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International Chair of Viola at the Royal College of Music London and professor of viola at the Music and Arts University of the city of Vienna, American Jennifer Stumm is one of the viola's leading authorities playing on stages around the world from Carnegie Hall to the Berlin Phil. Uniquely she is also a director, writer and speaker about classical music and the importance of the arts in society. Her TEDx talk was "editor's pick" of all TED talks, with almost 200k views and she recently was invited to speak at the NASA summit on cross industry innovation. She regularly curates, stages and directs innovative concert projects.

# THE ILUMINA MODEL

- International Excellence
- Scalable Local Impact
- New Faces for Music

Talent

PROFESSIONAL OPPORTUNITY

- Ilumina Tours
- Career support
- Teacher training

INTERNATIONAL STUDY

- Application help
- Audition preparation
- Fundraising support
- Practical mentorship

ILUMINA FESTIVAL

- Intensive immersion experience
- High profile performances
- Leading international artist mentorship
- Direct professor connections
- In depth international study planning
- Finance & leadership education

INFORMATION/ PREPARATION

- Online musico.info library
- Young Artist selection
- Soloist-led performance projects
- Intensive local educational residencies
- Elite conservatory partnerships

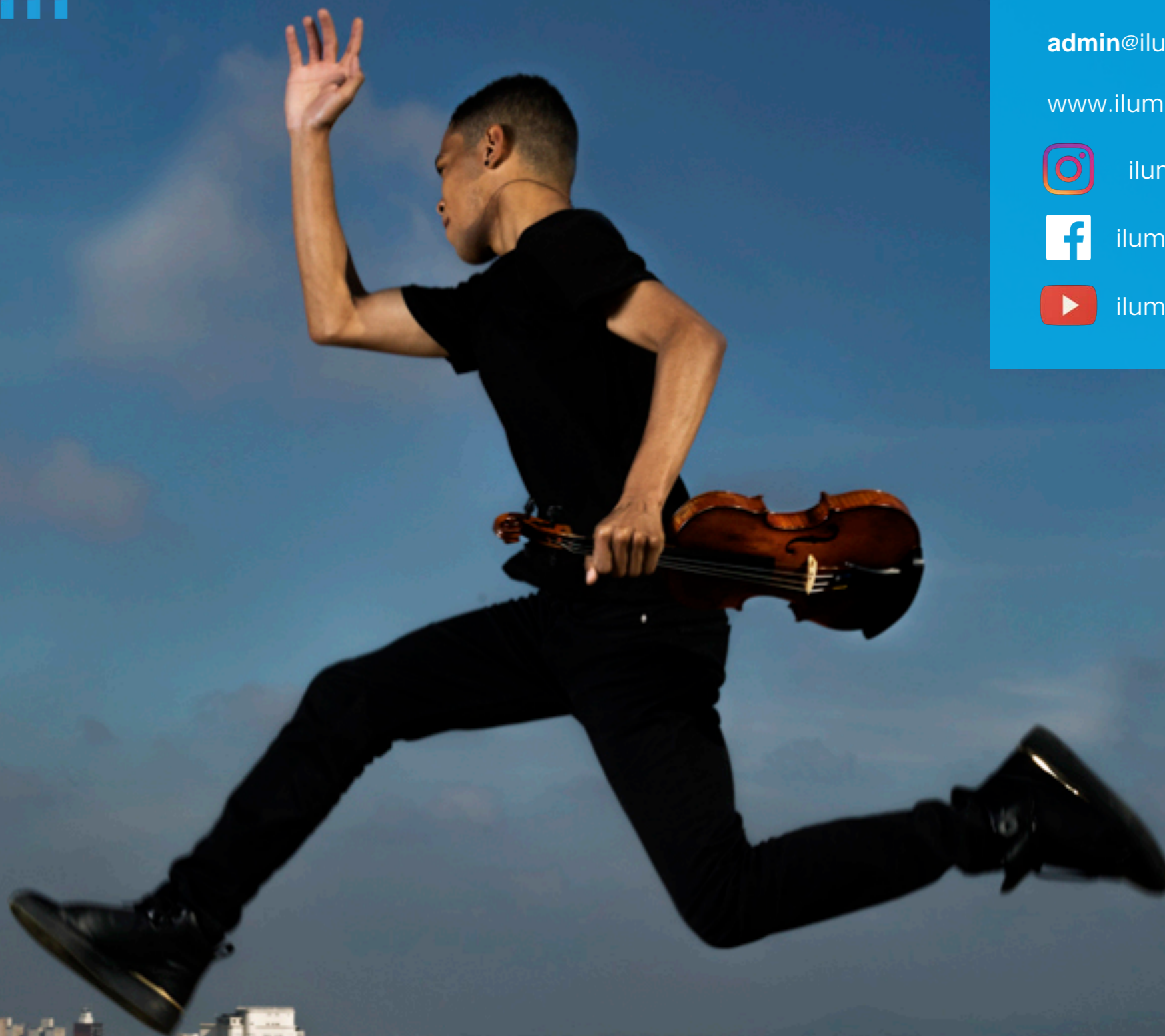


Reinvestment

- State and religious social projects
- Youth Orchestras
- Local Conservatories

LOCAL EDUCATION





## GET IN TOUCH

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