

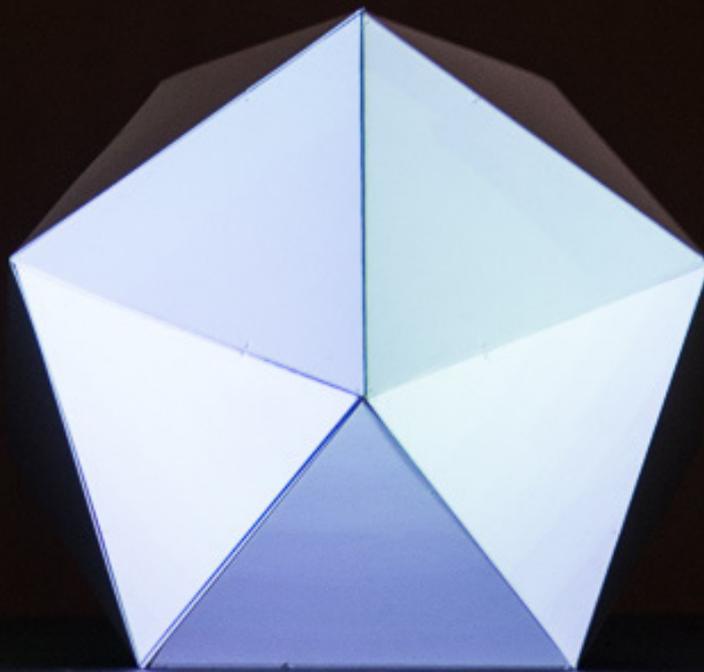


**BIT20 Ensemble**

# BIT20 Ensemble Strategy 2014 - 2017

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## Vision

BIT20 aspires to be the foremost Nordic contemporary music group.

## Mission statement

BIT20 Ensemble shall promote the performance and presentation of Norwegian and international contemporary music and shall present this music to as broad an audience as possible.

# Our values

## *Professionalism*

BIT20 Ensemble prides itself on its long history of presenting contemporary music to the highest artistic standards. The ensemble will continue presenting contemporary music at the highest possible artistic level.

## *Accessibility*

BIT20 Ensemble aims to bring contemporary music to a public of all ages and all backgrounds. It is our commitment to present even the most complex forms of musical expression in an understandable way.

## *Innovation*

If we constantly explore new avenues, it is because society changes, music changes and aesthetics change. We are here to contribute to the creation of the Nordic music of tomorrow, and to help artists and composers to realise their full artistic potential.

## *Community*

The music of today is a reflection of our society. Within this there is also understanding of the future, and a glance of history. The ensemble feels a community responsibility to preserve this contemporary expression.

## *Development*

The ensemble believes that art can change and develop both individuals and society. Therefore, we want to stimulate new generations to creativity through working with contemporary music.





# BIT20 Ensemble

*One of the leading contemporary music ensembles in the Nordic countries.*

BIT20 Ensemble is a contemporary music ensemble based in Bergen, Norway.

The ensemble consists of around 16 permanent members. The instrumentation is based on the Sinfonietta, but the group is flexible, performing in different constellations, dealing with different types of performance skills. An ensemble is the sum of its musicians with their skills and commitment, and the musicians of BIT20 are passionate about musical exploration and the music of our time. Some of the members hold Principal or Assistant Principal positions in the Bergen Philharmonic Orchestra.

BIT20 Ensemble was established in 1989 by the musicians themselves, as a space where they could perform contemporary and experimental repertoire. The majority of these musicians are still members of the ensemble today. During these years, the ensemble has established itself as one of the most interesting contemporary ensembles in the Nordic region, and has been involved in numerous collaborations with festivals and institutions both in Norway and abroad.

The ensemble feels a particular responsibility towards Norwegian and Nordic contemporary music. They have commissioned and premiered more than one hundred works and contributed to around twenty-five recordings.

In 2011, the ensemble engaged Baldur Brönnimann as Artistic Director. Under his leadership the ensemble has taken another step forward artistically, and has also established an identity where the total arts experience is vital.





BIT20 Ensemble aims to present the best and most relevant contemporary music at the highest professional standards, and is working for a larger awareness of contemporary music and musical experimentation in Norway and abroad. The ensemble collaborates regularly with other artists, art institutions, organisations and festivals, both nationally and internationally. The ensemble also continually commissions new work, from Nordic composers in particular.

BIT20 Ensemble sees itself as a partner and resource for musical experimentation, and continually explores new ways of performing and engaging with the audience. Our concerts and projects reflect the diversity and constant innovation of new music.

Since the beginning in 1989, the ensemble has worked extensively with outreach and education projects involving children, youths and young adults. The ensemble has a long history of outreach and educational work, especially for children. As culture carriers of the music of today, we see it as a community responsibility to stimulate creation, involvement and interaction with contemporary music. In 2013, we initiated a project to develop the outreach and education work further.

This work is supported by the Norwegian Arts Council, the county of Hordaland and the Bergen Municipality. As well as being one of the most established national ensembles of contemporary music, BIT20 Ensemble also has a unique position in Bergen and its region. Continually initiating and performing world premieres also make the ensemble an important voice internationally.



# Goals

## *1. BIT20 Ensemble will raise the awareness of the ensemble and of contemporary music.*

We will

- ... Connect with a broad and diverse audience in innovative ways.
- ... Expand our local audience and work to increase our international presence.
- ... Explore new possibilities of promoting BIT20's activities.

Background:

The music we present is often surprising and unexpected. We want to break down barriers between artists, performers and the public. To reach a broader audience, we will go beyond established conventions of classical music.

A concert with the BIT20 Ensemble should be a space of new experiences, of discovery and discussion.

We will work to strengthen our national and international network even further.

In line with our contemporary identity, we will be more visible online, especially to build local and national awareness within the contemporary arts scene.

## *2. BIT20 will continue building artistic quality in the presentation and performance of contemporary music.*

We will

- ... Create new repertoire and perform a wide range of contemporary music.
- ... Be a preferred partner for artists and organisations that present contemporary art.
- ... Continue developing exploratory music projects for children, youth and young adults.

Background:

The BIT20 Ensemble sees it as a responsibility to initiate new music. We aim to present the most relevant Nordic and international contemporary music.

Through performances based on knowledge, quality and artistic invention, the ensemble will attract composers and other contemporary artists as partners.

The BIT20 Ensemble sees outreach activities as a community responsibility. Processes that involve children and young people in artistic expression are our strength.

We will develop new initiatives for collaborative artistic expression, performance and communication of the music of today for younger audiences.

### *3. BIT20 Ensemble aims to develop the quality of the organisation further.*

We will

- ... Have a stable group of highly qualified soloist musicians, specialising in contemporary music.
- ... Have more flexibility in terms of artistic planning and administration.
- ... Be located in premises that give us the possibility to perform at our best on all levels of the production line.

Background:

We aim to develop, motivate and engage our permanent musicians.

When filling new positions, BIT20 Ensemble aims to be seen as relevant by the best qualified musicians available, to achieve the highest possible artistic standard.

Our performances are built on long-term planning. In order to create artistically strong events with venues, promoters and festivals, we seek more flexibility in the management of musicians and artistic resources.

Quality in the support functions facilitates artistic quality. We will continue to professionalise all parts of the organisation.

BIT20 Ensemble will, wherever possible, collaborate with other organisations in order to improve our administrative capacity.

### *4. BIT20 Ensemble will expand its economical capacity.*

We will

- ... Raise the overall income in consistence with the ensemble's overall objectives.
- ... Initiate and increase income from private funding.
- ... Use our financial resources in a cost efficient way.

Background:

In order to reach the vision, BIT20 Ensemble needs to perform on a regular basis with own productions, collaborative projects and on international arenas. To achieve this, the ensemble's financial stability needs to be strengthened.

The ensemble is dependent on public funding, but will work strategically to obtain private funding, as well as increasing project income.

The BIT20 Ensemble strives to use its resources in the most efficient way possible, always considering costs versus outcome.

# Strategic Focus Areas

## *1. Raising awareness*

- Based on our long and successful history as a contemporary music ensemble as well as our innovative profile, BIT20 Ensemble aims to build a stronger audience base in Norway and abroad.
- We will develop a strategy for communication and audience development for the next three years, including goals for engagement in new media. The strategy will also define how the ensemble will continue using and developing its international network.
- BIT20 will further explore different aspects of audience engagement related to performances by challenging existing performance traditions. This includes public talks and informal post-concert events.
- To connect with a broad and diverse audience in innovative ways, the administration will professionalise the communication work as far as financially possible.
- The ensemble will make recordings on a regular basis and release these on labels with international distribution.

## *2. Continue building artistic quality*

- We will continue to invent even better ways of programming, through searching for the highest possible standards in artistic leadership and through investing in our musicians.
- We will give both established composers and new voices valuable opportunities to develop through commissioning new works, both purely musically and across genres.
- We will present the most important Nordic and international works of recent years in a historic and thematic context.
- The artistic quality of the ensemble and its activities should generate invitations from highly recognised organisations and artists interested in contemporary artistic collaborations.



BIT20 Ensemble

- We will further develop our outreach and education activities, through evaluation and methodical research of the tools and pedagogical methods in use, and also by seeking advice from academic bodies to strengthen and explore new avenues.
- We will link the outreach and education activities even closer to the ensemble, with an emphasis on participation and first-hand experience.

### *3. Further develop the quality of the organisation*

- The strong ownership feeling of the musicians towards the ensemble should be nurtured alongside with the inspiration to further develop skills as individual performers.
- As long as the ensemble is dependent on the best qualified musicians from the Bergen Philharmonic Orchestra, we should strive for closer collaboration.
- The ensemble plans long term, and will work to obtain more flexibility in its resources, regarding both musicians and administration.
- We will optimise our existing potential enhancing internal communication, by organising regular meeting points.
- We will work to find a stable solution concerning both office premises, storage and rehearsal space, by researching possibilities preferably in collaboration with other relevant arts organisations.
- We should be located in premises that give us the possibility to perform at our best on all levels of the production line.

### *4. Increase our funding*

- The ensemble will make a plan for increasing income from both public sources and private sponsors.
- The ensemble will continually review the budget situation in order to see where the money is best spent.

