



Artistic mission

Founded out of a desire to reach a more diverse audience, the mission of **collectif9** is to present classical works and ideas to a broader public, particularly by demonstrating the connection a listener immersed in the pop world can feel with contemporary classical music.

Playing short excerpts of works arranged for the group, **collectif9** pays close attention to the energy, flow, and variety of each show as a whole, highlighting the use of familiar dance rhythms, developing transitions between pieces, talking to the audience, and using lighting effects to emphasize the character of each piece. With these techniques, **collectif9** already counts in our supporters classical music lovers, punk rockers, and heavy metal bands. It is here that our development strategy emerges – in order to continue to introduce new audiences to the music we love, **collectif9** needs continuously expanding, continuously flexible methods.

The audience development goals of **collectif9** are:

- to bring classical music to those who haven't yet had the chance to hear it, breaking down the stigma of inapproachability;
- to encourage those who already experience and love classical music and to find new ways to help them express themselves through this medium;
- to foster communication and understanding between artists and others belonging to the same community;
- to create new mediums for different members of society to relate to one another, to foster a feeling of togetherness.

As mentioned above, our unique concert presentation is one of **collectif9's** most important methods of audience engagement. However, the group is also committed to the preparation of specially-designed school shows and presentations, masterclasses, and workshops. Put together specifically for the intended group, **collectif9's** educational activities focus on: energy, pleasure, and exploration.



Workshops and Community Involvement

"Stars, because if the nine musicians shone, even more was the sparkle in the eyes of the twelve students ... A finale imprinted with magic, for young and old." - [KRTB Rivière-du-Loup, QC](#)

"[I felt] right in the music - it was so much fun ... I want to do it again!" - Joly Primary School students

collectif9 has created a variety of activities and concerts to enrich the experience of students and audiences alike, motivating participants to expand their expectations of classical music. Encouraging young musicians to think outside the box, explore their musical ideas, and find freedom on-stage is one of our favourite pastimes! Specially designed to suit the school day and the students in attendance, our energetic school shows are fun for all ages and levels. By organizing additional activities outside of our performance, we not only encourage young people and students to experience classical music and become involved in it, creating the next generation of listeners; we are also encouraging their families to be involved, experience the music with their children, and discuss the experience with their friends and colleagues.

Workshop and on-stage collaboration

There's a reason that our workshop with an on-stage component is popular with concert presenters, schools, and parents: the students love pushing the boundaries of their performance and we love working with them! Using a piece chosen from collectif9's performance program and based on the level of participants, the musicians offer a workshop with a tailor-made arrangement in the style of collectif9. With the possibility to adjust for almost every combination of instruments and levels, we have played works such as Gagnon's *Petit concerto pour Carignan* and Bartok's *Romanian Folk Dances* with beginner and advanced string players, an orchestra of guitars, and even wind ensemble.

Past workshop participants include: • fiddle amateurs from age 7 to age 77 (St-Hyacinthe, QC) • conservatory students (Rimouski, QC) • primary school guitar ensemble (Rivière-du-Loup, QC) • extra-curricular wind ensemble (Verdun, QC) • Portland BRAVO Youth Orchestra (Portland, OR) • advanced strings students (West Vancouver, BC).

Workshops and Community Involvement (continued)



Q&A Sessions

Led by the curiosity of the participants, a question and answer session allows students and audience members to connect with collectif9 on their own terms. Structured with flexibility or facilitated by a leader, we discuss amplification, our on-stage approach, our musical histories, and any other topics that come up.

"I was left in awe and couldn't find more words to write ... At the end of the concert, the only thing I could think was, 'Who isn't smiling right now?' " - Linfield College students

Project Development

In this workshop, we discuss the steps in project development, from an idea to full fruition, from the musician's point of view. Students will discuss: narrowing down an idea into a project; developing collaborations with others; creating a compelling program, brand, and promotional plan; searching for funding; administrative and organizational needs. We will use our own projects as examples, and participants are welcome to bring their own ideas and projects to workshop as a group.

Masterclasses

The musicians of collectif9 have trained with renowned performers and pedagogues around the world. Using their experiences gained in conservatories, universities, on stage and in the rehearsal room, they offer intermediate and advanced students traditional masterclasses on a diverse range of repertoire: classical, contemporary, early music, improvisation, and traditional musics.

WORKSHOP & ON-STAGE COLLABORATION VIDEOS

- With primary school guitar students (Rivière-du-Loup, QC):
<https://youtu.be/9RRAd0tWVHE>
(On YouTube, search: *collectif9 à Rivière du Loup*)
- With fiddle amateurs from age 7 to age 77 (St-Hyacinthe, QC):
<https://youtu.be/Hvrs8xoyT4Q?t=2m37s>
(On YouTube, search: *Juliette vous invite... Activités de sensibilisation // watch from 2min37 to 3min57*)

www.collectif9.ca