

FESTIVAL MUSICAL DU BRABANT WALLON

2019 Offer



FESTIVAL
■ BRABANT WALLON ■

FESTIVAL MUSIQ'3
BRABANT WALLON
21/09 > 6/10/2019



DIVERSITY

Concept

A two-stage festival

- **On tour - Saturday 21 to Sunday 29 September 2019**
Meetings, concerts and awareness-raising activities throughout the Walloon Brabant Province, with 3 focus points :
 - Local artists
 - Cultural heritage (Collégiale de Nivelles ; nouvelle Salle de la Sucrierie à Wavre)
 - Educational initiatives (Orchestres de la Nethen et Classes de Jazz de Wavre et Nivelles)
- **In Ottignies-Louvain-La-Neuve, from Tuesday, October 1 to Sunday, October 6, 2019**
 - Conference "New technologies in classical music" (in partnership with UCL and Leansquare)
 - Around 10 concerts in different venues (Ferme du Biéreau, Aula Magna, CCO, Ferme du Douaire,...)



Target

- ❑ Reaching new audiences: sharing the pleasure of classical music with a large and diverse audience
- ❑ Raise awareness of classical music: break with clichés and stereotypes
- ❑ Support and promote local initiatives and institutions, create relationships and promote networking
- ❑ All this in a festival atmosphere that combines high musical quality with a friendly atmosphere



Line up 2019



Local, internationally renowned artists and young talents. About thirty concerts bringing together more than 150 musicians in 15 venues.

With :

- Candice de Bernstein, with more than 60 musicians and singers under the direction of Patrick Leterme at the Aula Magna
- The extraordinary duo of jazz pianist Thomas Enhco and Bulgarian marimbist Vasileva Serafimova, who revisits the standards of classical music in a extraordinary way
- Gregorian music revisited in an electro way by the Belgian baritone Romain Dayez accompanied by visual creations
- A concert gathering the hits with the Belgian soprano Céline Scheen and the prestigious ensemble Le Banquet Céleste
- Strach - a fear song by Patrick Masset, a show that brings together circus and opera with two acrobats, an aerialist and a lyrical singer
- A kids program with film-concerts, musical shows and workshops



New artists

In 2019, 10 artists from 6 municipalities will be supported:

- ❑ Waterloo: Marie Hallynck, cello, Muhiddin Dürrüoglu, piano and Ronald Van Spaendonck, clarinet
 - ❑ La Hulpe: Pascal Sigrist and Alexandre Gurning, pianolttre: Benoît Douchy, violin
 - ❑ Braine l'Alleud: Frédéric de Roos, recorder
 - ❑ Hélécine: Benoit Laurent, oboe and Mathilde Wolfs, cello
 - ❑ Chaumont-Gistoux: Karim Baggili, guitar
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- Supported by the Province of Walloon Brabant
 - Musiq'3 will dedicate a series of programmes to them during the summer of 2019
 - They will be scheduled in Ottignies-LLN



Media counterparts



Offer Co-sponsoring Radio-TV-Digital	Number	Period
Trailers – Festival Musiq’3 Brabant wallon Radio Musiq’3 Radio La Première Télévision La Une, La Trois	45 20 10	3 waves : from 02/09 to 06/10/2019 2 waves : from 09/09 to 06/10/2019 from 02/09 to 20/09/2019
2 BB Musiq’3 (max 5 sec-per Festival day)	18 12	From 21/09 to 29/09 From 01/10 to 06/10
Sponsor’s logo on : <ul style="list-style-type: none"> • Newsletters Musiq’3 (friday) • Partner display on www.Musiq’3.be Responsive Takeover	5 5 weeks 5 weeks	06, 13, 20, 27/09 & 04/10/2019 From 02/09 to 06/10/2019 From 02/09 to 06/10/2019
Print <ul style="list-style-type: none"> • Presence of the sponsor’s logo on the program (presentation of local musicians) 		TBD
Terrain Presence of the sponsor’s logo on the festival field		TBD
Commercial spots on La Première Commercial spots on Musiq’3	35 25	September - october

BUDGET excl. VAT : **35.800 €**

TV : 5.700 €

Radio : 24.277 €

Digital : 5.823 €





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