

**2017/18
SEASON**

**MEDIA
RELEASE**

Tafelmusik
Baroque Orchestra and Chamber Choir

BIOGRAPHY

WILLIAM NORRIS, MANAGING DIRECTOR

William Norris was appointed to the position of Managing Director of Tafelmusik in June 2015, and took up the post in October. He came to Tafelmusik from the one of the UK's leading period music ensembles, the Orchestra of the Age of Enlightenment (OAE), where he was Communications & Creative Programming Director. While at the OAE, William spearheaded a massive increase in OAE ticket sales and introduced a series of ground-breaking audience development initiatives.

After gaining an MA in European Cultural Policy and Administration at the University of Warwick in 2000, William worked at the London Philharmonic Orchestra in various marketing roles from 2001-2005. Whilst at the LPO he launched the Orchestra's successful student scheme, NOISE, the first of its type in London. During his time with the OAE, he led on the launch, delivery and expansion of The Night Shift, an innovative late-night series attracting new audiences to the OAE's work, the OAE's own student scheme, Attitude, as well initiating collaborations with Shakespeare's Globe, the choreographer Henri Oguike and contemporary composers including Michael Gordon and Roxanna Panufnik. During 2012-2013 William completed the prestigious DeVos Fellowship at the Kennedy Center, Washington DC, and was additionally a 2014 Fellow of the International Society of Performing Arts.

William was a member of Spitalfields Music's Programme Advisory Group, co-chaired the Association of British Orchestras Marketing Manager meetings and has given presentations for the Association of British Orchestras, Association of French Orchestras, Audiences London, Sage Gateshead, Royal College of Music, Mitos 21 Theatre Network, Royal Holloway University, British Council (London and Brazil), Classical:Next, and the Arts Marketing Association, as well as contributing to debates at the Guildhall School of Music and Drama and for Young People in the Arts, and writing for the Journal of Arts Marketing, Gig and It's all in the delivery magazines, and the Guardian and Spectator online. He has appeared in interviews for media including BBC Radio 4, BBC Radio 1, CBC, and NPR.