



For immediate release:  
January 19, 2012

## Tafelmusik looks to the future, launches new record label: **TAFELMUSIK MEDIA**



Toronto (Canada) ... [Tafelmusik Baroque Orchestra and Chamber Choir](#) is thrilled to announce the launch of its own new record label called **Tafelmusik Media**. The announcement was made following a performance of Handel's *Hercules* in celebration of [Jeanne Lamon](#)'s 30<sup>th</sup> anniversary as Music Director. Tafelmusik is recognized as "one of the world's top baroque orchestras" (*Gramophone*), and the launch of its own label is an international initiative that will sow seeds for the organization's future growth in recording and broadcasting, as well as build audiences around the world in the years to come.

Visit [www.tafelmusik.org](http://www.tafelmusik.org) to watch a short video about Tafelmusik Media.

Tafelmusik Media releases will include new digital, live performance, studio CD and DVD recordings, and re-releases of previous Tafelmusik recordings from SONY Classical and CBC Records. The new [Watch and Listen](#) site was also launched today as the precursor for Tafelmusik's future digital concert hall, which will feature live concert broadcasts and podcasts via social media and on internet television.

Beginning March 27, 2012 Tafelmusik Media will release a total of **nine** recordings over its initial three-month period. The first of these include CD and DVD recordings of Tafelmusik's globe-trotting multi-media phenomenon [The Galileo Project](#) created by **Alison Mackay**, which has been seen in Asia, Mexico, the U.S. and Canada, and which will be experienced by audiences in Australia and New Zealand this spring when Tafelmusik makes its debut *Down Under*. March re-releases include the JUNO Award-winning **Bach Brandenburg Concertos** (2-CD package), and **Vivaldi's The Four Seasons**, which garnered the prestigious Penguin Guide Rosette — both originally recorded for SONY Classical.

Subsequent releases include the live concert version of **Sing-Along Messiah** on DVD, conducted by Tafelmusik Chamber Choir director **Ivars Taurins** as 'Herr Handel', filmed at Koerner Hall by 90th Parallel Productions and seen by viewers across Canada on Bravo! Re-releases comprise a wide range of baroque and classical repertoire including **Vivaldi's**

**Concertos for Strings** (*Gramophone Critic's Choice*); **Purcell's Ayres for the Theatre** (JUNO Award nominee); **Handel's Music for the Royal Fireworks** (JUNO Award winner); **Rameau's Dardanus/Le Temple de la Gloire** — which garnered a JUNO Award and a Grammy Award nomination — and a 2-CD set of **Haydn's Paris Symphonies** (Cannes Classical Music Award winner).

Projects recorded this season for future release on the Tafelmusik Media label include live performance recordings of Handel's *Messiah* conducted by Ivars Taurins, featuring internationally acclaimed soloists **Karina Gauvin, Robin Blaze, Rufus Müller** and **Brett Polegato**, and Beethoven's *Eroica* Symphony — the next offering in Tafelmusik's cycle of Beethoven symphony recordings — conducted by **Bruno Weil**.

Tafelmusik Media recordings will be distributed by Naxos USA throughout the Americas, and by Naxos Global Logistics in the rest of the world, as well as through iTunes, Amazon and other digital retail outlets. Tafelmusik has also created high-definition performance films in anticipation of the movement towards internet television. These films are also available on the newly-launched interactive [Watch & Listen](#) site, along with audio materials and samples of all of Tafelmusik's new releases.

**Watch & Listen** will feature film excerpts from Alison Mackay's *House of Dreams*, a new multidisciplinary co-production with The Banff Centre. The live *House of Dreams* concert presentation will have its world premiere in Banff just prior to its Toronto engagement February 8 to 12, 2012. The American premiere of *House of Dreams* takes place during Tafelmusik's March 2013 U.S. tour, which culminates with an engagement on the Los Angeles Philharmonic's series at the Walt Disney Concert Hall.

"The launch of Tafelmusik Media is such an exciting moment in our 34-year history because recording has always been an extremely important part of Tafelmusik's activities," says Music Director Jeanne Lamon. "Recordings are important artistically, as they bring focus and depth to our understanding of the repertoire. There is nothing like a recording studio to expose every last detail of a performance. This meticulous attention to detail and the opportunity to capture the true spirit of the music is carried forward in our concerts. Recordings are simultaneously a permanent legacy of Tafelmusik's music-making, and our most current calling card for future touring and recording engagements. Aside from the obvious international exposure it offers, recording on our own label gives us the chance to assume complete artistic control and make a lasting artistic statement. Our audiences will have 24/7 access to Tafelmusik, and our music will be broadcast to millions of people all over the world, creating Tafelmusik-aware audiences even before we arrive in their cities on our national and international tours," stated Lamon.

"We're thrilled to be on the cutting edge of the classical online recording revolution," remarked Tafelmusik's Managing Director **Tricia Baldwin**. "There are no limits to the breadth and scope of what we can offer on Tafelmusik Media, and the international potential for these recordings is extremely exciting. We look forward to the development of a virtual audience over the next few years, one that lives around the globe but has access to our Toronto concerts through podcasts and webcasts. We are very proud of our past recordings and are grateful for our partnerships with SONY Classical, Analekta and CBC Records. Now it is time for us to stand on our own feet to ensure we are the owners of our own creative product. Tafelmusik will be fully in sync with the movement towards digital recordings and internet television, while ensuring that physical products — which are still in the highest demand by the classical music-lover — are available and distributed worldwide."

"We are extremely grateful to our international consulting partners in Canada and Germany,

especially **Randy Barnard** (former General Manager of Canada's CBC Records) and **Stefan Piendl** and **Myriam Rohleder** (of Germany's Arion Arts), who have collaborated with us to launch Tafelmusik Media. I'd also like to thank **Robert Zimmerman** and **Christoph Franke** of Berlin Philharmonic Media for their guidance based on their experience launching the Berlin Philharmonic's Digital Concert Hall," says Baldwin.

Tafelmusik collaborated with Art Director **Nikolaus Boddin** (of boddin graphikdesign in Berlin), known for his work with Deutsche Grammophon, to create a distinct design and eco-friendly package that portrays the passion of Tafelmusik's musicians inspired by the music, history, art and architecture of the baroque and classical eras.

The Tafelmusik Media label builds on the solid foundation of Tafelmusik's existing 78-CD discography. These award-winning recordings have become international calling cards for Tafelmusik, paving the way for regular invitations to tour from prestigious presenters around the world. Former Tafelmusik Managing Director **Ottie Lockey** signed the contract with Sony Classical in 1990, marking the beginning of an incredibly active recording career for Tafelmusik, whose oeuvre has included recording and film projects for Analekta, CBC Records, Rhombus Media, Media Headquarters, and 90<sup>th</sup> Parallel Productions as well as self-produced films distributed via social media.

#### **Upcoming Tafelmusik Media releases:**

##### **March 27, 2012**

*The Galileo Project* DVD and CD  
Bach Brandenburg Concertos (2 CD set)  
Vivaldi *The Four Seasons*

##### **April 24, 2012**

*Sing-Along Messiah* DVD  
Vivaldi Concertos for Strings  
Purcell *Ayres for the Theatre*

##### **May 29, 2012**

Handel *Music for the Royal Fireworks*  
Rameau *Dardanus* and *Le temple de la Gloire*  
Haydn Paris Symphonies (2 CD set)

For more information about Tafelmusik Media releases, visit our [Media Room](#).

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*Tafelmusik Baroque Orchestra, led by Music Director Jeanne Lamon and founded in 1979, is one of the world's leading period performance ensembles. This season, Music Director Jeanne Lamon celebrates 30 years of inspired leadership of Tafelmusik. The orchestra performs over 50 concerts a year at home in Toronto, tours extensively around the world, has released over 78 CDs and has received nine JUNO Awards and a Grammy Award nomination. Tafelmusik is the Baroque Orchestra-in-Residence at the Faculty of Music, University of Toronto and operates its annual Tafelmusik Baroque Summer Institute. The Tafelmusik Chamber Choir, specializing in baroque performance practice and vocal technique, was formed in 1981 to complement the Orchestra and celebrates its 30th anniversary this season. Tafelmusik looks forward to a full roster of touring activities this season including its 19<sup>th</sup> year as Orchestra-in-Residence in Irsee, Germany, a US tour with a return engagement at Carnegie Hall, the orchestra's Australian and New Zealand debut, and performances in Versailles, France, with Opera Atelier. Canadian excursions include a residency and co-production with the Banff Centre, concerts in Ontario and performances by the Tafelmusik Chamber Choir with l'Orchestre Symphonique de Montréal at the inaugural concerts in its new hall.*

For media information or to request an interview, please contact:  
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A Tafelmusik Media press kit and high-resolution photos of Tafelmusik and Jeanne Lamon are available for download from our [Media Room](#).