

# philharmonia orchestra

60th Anniversary 2005

## PRESS RELEASE

Embargoed until 27 October 2005

### **PHILHARMONIA RELEASES FIRST EVER PODCAST BY A UK ORCHESTRA**

**The Philharmonia Orchestra is celebrating the 60<sup>th</sup> Anniversary of its first public performance (27 October 1945) by releasing the first ever podcast by a UK orchestra.**

The Philharmonia Orchestra's podcast, released on 27 October 2005, will be available through iTunes as well as through the Philharmonia's own website, and will feature interviews, news and music from the Orchestra, introduced by Classic FM's Bob Jones.

Already hugely popular, podcasting allows owners of ipods and other mp3 players, as well as all computer users, to listen to free broadcasts by their favourite radio stations or artists. The latest version of your favourite podcasts can also be delivered automatically to you if you subscribe to receive it.

Although many popular radio programmes are already available as podcasts, there are very few performing arts organisations worldwide producing podcasts. For the Philharmonia Orchestra, a series of regular podcasts will be designed to introduce new listeners to the Orchestra as well as to offer a "behind the scenes" view for existing and new audiences, aimed at demystifying the concert experience.

Managing Director David Whelton commented:

*"At the Philharmonia Orchestra we are absolutely committed to finding new ways of making our music available and relevant, and to exploring the new technologies that can bring us closer to our audiences. By releasing our first podcast on the Orchestra's actual 60<sup>th</sup> Birthday we are both celebrating our historic role as musical pioneers and looking forward to embrace the new audiences who will experience us for the first time over the next 60 years."*

The Philharmonia's first podcast is part of its new interactive music education resource, The Sound Exchange, which was launched at the beginning of 2005 and has been demonstrably reaching beyond the boundaries of classical music-making ever since. On Tuesday 18 October the Philharmonia became the first ever classical music organisation to be shortlisted at the BT Digital Music Awards, competing against Live 8 and The Stereophonics in the Best Live Event category for its April 2005 live and online interactive webcast from the Royal Festival Hall. At the award ceremony, members of the Orchestra performed with Goldie Lookin' Chain.

To listen to the Philharmonia Orchestra's podcast for free, go to [www.philharmonia.co.uk/thesoundexchange](http://www.philharmonia.co.uk/thesoundexchange), or download the latest version of itunes from <http://www.apple.com/itunes/download/> and then browse the podcast section of the music store until you find the Philharmonia Orchestra. If you click on 'subscribe', you will receive our next podcasts automatically as they are released. Highlights of this release include:

- Why the Orchestra's Managing Director - David Whelton - believes the Orchestra is like a fine wine.
- What's it like to be on tour
- Which conductor is fussy about his bananas and what happens when you get caught in a blizzard?
- Doing battle with the Stereophonics and Natasha Bedingfield at the Digital Music Awards.
- Our musician's profile discovers which player enjoys an afternoon snooze.
- A quick guide to where you can hear the Philharmonia this autumn.
- Plus the chance to win tickets to hear the Philharmonia and stay in a luxury hotel.

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For further information, interviews and photographs, please call Alice Walton at the Philharmonia Orchestra on 020 7421 2533 or email [alicew@philharmonia.co.uk](mailto:alicew@philharmonia.co.uk).