

# Standing Out from the Crowd

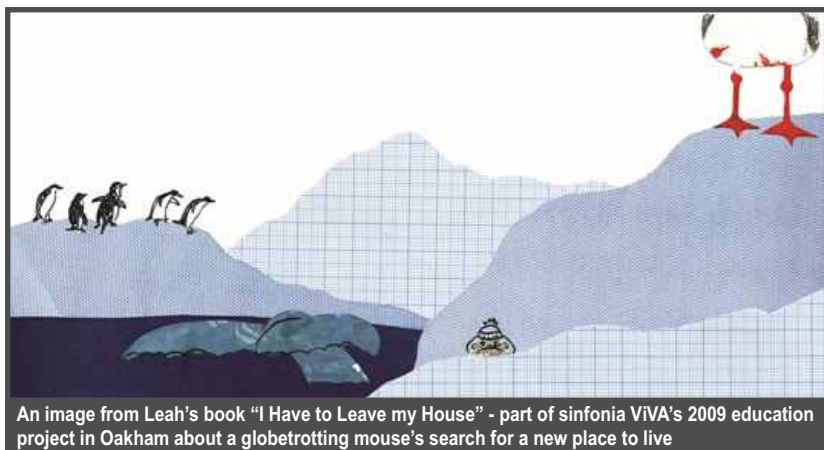
**Orson Welles said of the subject of identity: 'Create your own visual style... let it be unique for yourself and yet identifiable for others'. Branding is at once the simplest and the most complex of all marketing activities. As ViVA looks forward to a refreshing of its visual identity in print and digitally, graphic designer Leah Harrison Bailey explains the process currently underway within the organization...**

Sinfonia Viva is currently undergoing a change - not one of players, musical direction or quality but a visual one. Having previously worked with Sinfonia Viva on design for individual projects, the refreshing of the Sinfonia Viva identity is real a challenge as the orchestra's primary output is not visual but experiential. My aim is to create a way of communicating Sinfonia Viva's special personality visually across lots of different media from posters, to the website, to social media and flyers. It is important that Sinfonia Viva has a strong visual voice - that it is commanding and speaks clearly in a crowded marketplace.



The first part of the process is to create a brief. In this case this was done by: gathering information from key stakeholders in the orchestra, a workshop with the orchestra management team, lots of competitor research and close discussion with the executive. From this mountain of information I distilled key issues to guide the brief - essentially finding problems to solve.

The next stage is to develop key communication ideas, which help focus the organization and further refine the focus of creative work. The creative work to develop a new logo and identity goes through many phases, beginning with literally hundreds of ideas that slowly and surely are distilled into the final routes that will be presented to the client. The challenge here is to find visual forms that communicate the diverse areas of Sinfonia Viva's work and are relevant to the audience.



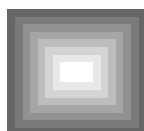
An image from Leah's book "I Have to Leave my House" - part of sinfonia ViVA's 2009 education project in Oakham about a globetrotting mouse's search for a new place to live

After the initial presentation the real hard work starts - deciding the final direction and implementation of the new identity. The identity will go through several stages of refinement and crafting before it is ready to go into use. It is essential that the mechanics of the new identity can be easily understood by the people who will use them and so a 'guideline' document will be created to facilitate consistent use of the new identity in all it's various forms.

A key part of the identity project with Sinfonia Viva is its website and how the organization communicates

its diverse areas of work in one place. The website will be designed taking into account not only how it looks but also how it works. It is really important that the look of the site makes it easier to use - not harder. The visual design should work like signposts, helping people get to where they need to go as easily as possible. The focus for the Sinfonia Viva website is to provide easy access to all areas with as little clicking as possible.

The aim of the new identity for Sinfonia Viva is not to make it look pretty but to make it communicate better. Watch this space...



**INSIDE ~ ~ ~ Photo gallery from ViVA's Footsteps in the Forest inspiration day... Peter Helps on the international language of music... PLUS details of sinfonia ViVA's concerts up to the end of 2011... ~ ~ ~**



Supported by  
**ARTS COUNCIL ENGLAND**



Wednesday 5th Oct

Lincoln Drill Hall, 7.30pm  
 Tickets: £14, (£12 concessions / £8 students) & accompanied under 16's free  
 Box Office 01522 873894 [www.vivaorch.co.uk/concert-2011-10-05-lincoln.shtml](http://www.vivaorch.co.uk/concert-2011-10-05-lincoln.shtml)

## ▶ sinfonia ViVA in Lincoln

<b>Purcell/Britten:</b>	<b>Chacony in G minor</b>
<b>Vaughan Williams:</b>	<b>Five Variants of Dives and Lazarus</b>
<b>Walton:</b>	<b>Two Pieces from Henry V</b>
<b>Jenkins:</b>	<b>Palladio</b>
<b>Elgar:</b>	<b>Sospiri</b>
<b>Britten:</b>	<b>Variations on a Theme of Frank Bridge</b>

Benedict Holland is director as sinfonia ViVA returns to Lincoln Drill Hall with a new selection of gorgeous classics for all to enjoy.

The concert opens with what is arguably Britten's most famous arrangement of one of Purcell's compositions, the Chacony in G minor. We move on to Vaughan Williams' luscious Five Variants of Dives and Lazarus, composed in 1939 and based upon the English folk song dating back to the 1500's, itself stemming from the biblical account of the parable told by Jesus. William Walton's second world war activity involved him working for the Ministry of Information's film unit producing soundtracks for motivational films. In this capacity, the Two Pieces from Henry V featured tonight came about as part of Laurence Olivier's 1944 version of the Shakespeare play, which itself became one of the most famous of the unit's films. Classical chart-topping Welsh composer Karl Jenkins has created much music which people will have heard in different contexts, including scores for media advertising, and his piece Palladio is instantly recognisable.

After the interval we come to Elgar and Sospiri, Op.70, written just before the outbreak of WW1. Elgar changed his mind about the piece - he had thought of pairing it with Salut d'Amour - when he realised its intensity merited a life of its own. And to round off the concert in fine style, back to Britten and his 1937 musical tribute based on a theme by, and dedicated to, his eponymous teacher who he had first begun working with a decade previously.

Join sinfonia ViVA for this intriguing programme of engaging works.

Supported by Lincoln Drill Hall, Lincoln City Council, Orchestras Live and Arts Council England



Photo: Marco Borggreve



Printed newsletters cost us more to produce and send out than email versions. If you haven't already done so, please contact us to change to getting yours by email. You'll help us save money, help the environment and get your news more quickly. Call 01332 207570 or email [info@vivaorch.co.uk](mailto:info@vivaorch.co.uk) to make the switch.

Saturday 8th Oct

Darwin Suite, Derby Assembly Rooms, 12.30pm - 2.30pm  
 Ticket details for the Festival from Derby LIVE Box Office: 01322 255800

[www.vivaorch.co.uk/concert-2011-10-08-derby.shtml](http://www.vivaorch.co.uk/concert-2011-10-08-derby.shtml)

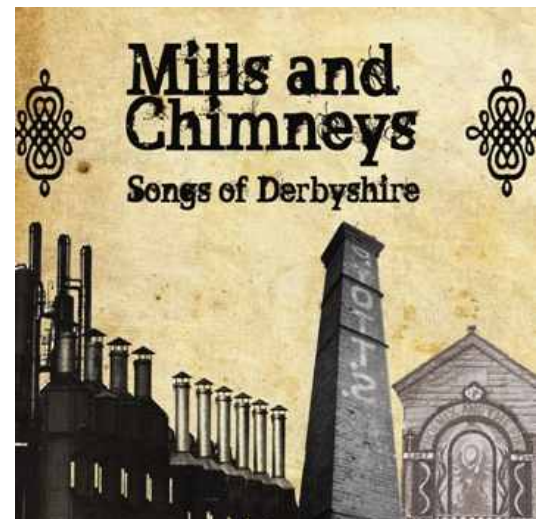
## ▶ sinfonia ViVA at Derby Folk Festival

sinfonia ViVA, with guitarist Jack Ross, joins forces with the Mills and Chimneys ensemble (led by David Gibb and Julian Butt) for this amazing event fusing the classical with the traditional. The group will be reinterpreting original folk songs from the county as well as performing some new ones composed by them especially for this year's Derby Folk Festival.

The event launches a major nine month collaboration between sinfonia ViVA and the Mills and Chimneys ensemble which will culminate in performances involving 180 young people from the Derby and Derbyshire on stage alongside this new ensemble in June 2012.

Supported by Rolls-Royce plc, Derby City Council, Orchestras Live, Derbyshire County Council, Derby LIVE, FleetArts, sinfonia ViVA and Arts Council England.

For more details on events over the Friday, Saturday and Sunday of the 2011 Derby Folk Festival, visit the Derby LIVE website at [http://www.derbylive.co.uk/Public\\_Event.aspx?ID=1122](http://www.derbylive.co.uk/Public_Event.aspx?ID=1122)



Tuesday 6th Dec

Lincoln Drill Hall, 7.00pm  
Tickets: £6  
Box Office 01522 873894[www.vivaorch.co.uk/concert-2011-12-06-lincoln.shtml](http://www.vivaorch.co.uk/concert-2011-12-06-lincoln.shtml)

## Music of the Spheres

### Featuring:

**Nicholas Collon** Conductor  
**James Redwood** Music Workshop Leader  
**sinfonia ViVA**  
 Participants from **Monks Abbey Primary School,**  
**Nettleham Junior School and Lincoln College**



Following the sell out success of *Time Stands Still* last year, *sinfonia ViVA* returns to the Lincoln Drill Hall and The Collection for another dynamic and inspiring performance with *Music of the Spheres*.

Taking inspiration from Frequency 2011 – Lincoln Festival of Digital Culture young people from Lincoln will work alongside *sinfonia ViVA* to create brand new music inspired by the digital art installations they experience at the festival as well as the repertoire which *sinfonia ViVA* will perform during the final performance.

This performance will inspire and delight as 75 young people join *sinfonia ViVA* on stage for a concert which includes Astor Piazzolla's *Four Seasons of Buenos Aires*, featuring *sinfonia ViVA*'s popular leader Benedict Holland as the soloist, Bela Bartok's *Divertimento for String Orchestra* and brand new pieces created by the participants during the project.

**"We are speechless - once again a fabulous project and such an exciting finale I, for one, nearly burst!" - (Teacher, Time Stands Still project 2010)**

The project has been supported by Rolls-Royce plc, Bergne Coupland Trust, Orchestras Live, Lincoln Drill Hall, *sinfonia ViVA* and Arts Council England.

Thursday 8th Dec

Royal Concert Hall, Nottingham 7.30pm  
Tickets: £10 to £32  
Box Office: 0115 989 5555[www.vivaorch.co.uk/concert-2011-12-08-nottingham.shtml](http://www.vivaorch.co.uk/concert-2011-12-08-nottingham.shtml)

## sinfonia ViVA with Saleem Abboud Ashkar

**Schumann:** Overture, Scherzo and Finale in Emaj Op52  
**Mendelssohn:** Piano Concerto No.2 in D minor Op40  
**Beethoven:** Symphony No.4 in Bb Op60

**Nicholas Collon** conducts and the incredible **Saleem Abboud Ashkar** (piano) is the soloist as *sinfonia ViVA* returns to the Royal Concert Hall with a programme of works from three giants of the classical universe.

Schumann's Overture, Scherzo and Finale was originally completed in 1841, but was then revised by the composer and published in its final form in 1845. In structure the work is quite symphonic, though without the slow movement one would expect of the form, and Schumann even referred to it during its genesis as his *Symphony No.2* - aptly perhaps, as it followed only months after his *Symphony No.1 in Bb* had been composed. Mendelssohn, who frequently composed quite quickly, took six months composing his *Piano Concerto No.2 in D minor* which was written for the Birmingham Festival of 1837, and continued to further revise the score until its publication the following summer. Beethoven's *Symphony No.4* of 1806 was completed during a particularly busy period in his compositional output. Noted by Schumann for its seeming restraint compared with the majestic 3rd and mighty 5th Symphonies, the work was commissioned by and dedicated to Count Franz von Oppersdorf who Beethoven met through his patron Prince Lichnowsky, and who had greatly admired the composer's *Symphony No.2*. *Symphony No.4* received its premiere at a private performance in 1807.



Photo credit: Monika Rittershaus

Join us for an intriguing selection of beautiful classics.

Supported by *sinfonia ViVA* and Arts Council England.

## || The Beanbag Proms - Sparkle! Jingle! Cheer!



Come and join sinfonia ViVA on a magical musical Christmas adventure! Careful not to slip as **Beanie Bear** leads the way in the *Skater's Waltz*, get your voices warmed up for singing with *Rudolph the Red-Nosed Reindeer*, jump on the *Sleigh Ride* with maestro **Alasdair Malloy** and get ready to dance with the *Jingle Bell Rock*!

Frequently sold-out long in advance of the performances, The Beanbag Proms are a chance for the very young and their carers to share terrific music together - and have some fun along the way. So join us for this enchanting and entertaining hour which will excite and enthral your child in a relaxed and comfortable setting.

Each concert includes:

**Participation elements - including actions and playing instruments**

**Dancing**

**Singalong**

**Stories**

**Performances**

At the end of the performance there will also be an opportunity for children to have a close look and touch (gently!) the instruments used during the performance. So come along and enjoy a magical musical adventure that your children will be talking about for a long time to come. Please note: Parents must remain in the foyer area with their children throughout this performance. Video or audio recording of this performance is strictly forbidden. Photographs may be taken at the end of the performance. Please also note that the programme of music is subject to change and alteration. Places are limited for each performance and will be sold on a first come first served basis.

Supported by The Royal Centre Nottingham, sinfonia ViVA and Arts Council England.



### The Chief Points from Peter Helps

Earlier this week, I returned from my annual leave which this year was spent in the delightful Alsace where it was impossible not to relax and enjoy the beautiful surroundings and regional produce ('When in France...' etc) - even though I was at times very conscious of being 'an Englishman abroad'.

I don't consider myself a linguist, though inevitably one cannot spend two weeks living in and travelling around a foreign country without numerous opportunities for meeting and interacting with a great number of local people.

It is entirely true what the old adages say: firstly, British people abroad tend to assume the rest of the world speaks English (I saw several instances of the 'Say it loudly and slowly enough in English and everyone will understand you' school of translation), and secondly - and more importantly - though many foreign nationals do have a grasp of

English that puts to shame our own lack of reciprocal familiarity with *their* tongue, they really do appreciate it when touring visitors make the effort to communicate with them in their own language.

I had a wonderful time practicing my French (I hope the French people I conversed with had as good a time listening to it!). Inevitably, some topics of conversation were more straightforward to tackle than others because of the vocabulary involved. Food and drink tended to be easy to talk about. When you are surrounded by gorgeous countryside and farmland giving rise to the most tempting selection of meals and beverages of which the region is rightly proud, there is strong motivation to phrase things carefully in order to enjoy what's on offer to the full without having to resort to hand and facial gestures to get the message across! Other topics were more challenging though: navigation from place to place, ascertaining the history of various landmarks and places of interest, finding out from people what they did for a living, for example.

There was a time early in my career when I thought explaining to non-English speaking people what I do for a living - being Chief Executive of an orchestra based in the East Midlands region of England - might be tricky... but I needn't have worried. On this occasion as on many others, once the word 'Orchestra' had been understood, faces lit up, smiles broadened and there were instant nods of recognition followed by much interest in the work we do, where we perform, our repertoire and so on. Conversation flowed, proving that our common interests in and experiences of classical music, favourite composers and pieces serve to overcome any barriers to communication that mere words can put in the way.

Music truly is the universal language. It's all we really need.

## Peter Helps

~ ~ ~ ON SALE NOW!!! ~ ~ ~ ON SALE NOW!!! ~ ~ ~

Saturday 31st Dec

Royal Concert Hall, Nottingham at 7.30pm

Tickets: £31 to £10. Full details from the Box Office on 0115 989 5555 or at [www.royalcentre-nottingham.co.uk](http://www.royalcentre-nottingham.co.uk)  
[www.vivaorch.co.uk/concert-2011-12-31-nottingham.shtml](http://www.vivaorch.co.uk/concert-2011-12-31-nottingham.shtml)

## ▶ New Year's Eve 2011 Gala Concert: Once Upon a Time with Kenneth Alan Taylor

Tchaikovsky:	Trepak from Nutcracker Suite
Tchaikovsky:	Polonaise from Eugene Onegin
Tchaikovsky:	Waltz from Sleeping Beauty
Humperdinck:	Overture to Hansel and Gretel
Prokofiev:	Peter and the Wolf

### INTERVAL

Porter:	Kiss Me Kate selection
Bernstein (arr. Mason):	West Side Story selection
Johann Strauss II:	Fledermaus Overture
Coates:	Three Bears Waltz
Eduard Strauss:	Carmen Quadrille
Johann Strauss II:	One Thousand and One Nights
Tchaikovsky:	Dance of the Mirlitons from Nutcracker Suite

Join *sinfonia VIVA* at the Royal Concert Hall, Nottingham on Saturday 31st December 2011 for a very special New Year's Eve Classical Gala programme of unforgettable music from that simpler time of childhood stories, fairy tales and legends. Conductor **Timothy Redmond** returns after a sell-out debut last year to guide your journey and introduce this set of carefully chosen timeless melodies, and is joined by **Kenneth Alan Taylor** as narrator.

Fairy tales abound as the programme includes Humperdinck's passionate Overture to *Hansel and Gretel*, Prokofiev's brilliant childrens' symphony *Peter and the Wolf* and the gentle lulling of Coates' *Three Bears Waltz*. Lovers of Tchaikovsky can savour the beautiful

*Trepak* and the elegant *Dance*

*of the Mirlitons* from the *Nutcracker Suite* plus the brightly flowing lyricism of the Waltz from *Sleeping Beauty* and the stirring energy of the Polonaise from *Eugene Onegin*.

Add the fabulously catchy selection for orchestra from Bernstein's *West Side Story*, a terrific selection of songs from Porter's *Kiss Me Kate* and three generous helpings of traditional Strauss foot-tappers in the dreamy *One Thousand and One Nights*, *Carmen Quadrille* and *Fledermaus Overture* and you have the perfect recipe for a New Year's Eve to remember!

Come along and revel in the memories - or make some new ones! We look forward to seeing you there!

Book tickets now by calling the Box Office on 0115 989 5555 or book online at [www.royalcentre-nottingham.co.uk](http://www.royalcentre-nottingham.co.uk). **Book a Premium Seat and you will receive a \*programme booklet and a \*\*£4 bar voucher!** (vouchers redeemable at concert - conditions apply: see details below).



Image: Neuschwanstein Castle, Bavaria, Germany  
by kind permission of Damian Hunt Photography



Kenneth Alan Taylor



Timothy Redmond

### Tickets:

#### Premium Seating

Area A - £31.00 (includes, for each Premium Seat booked, a \*programme booklet, a \*\*bar voucher up to the value of £4.00)

#### General Seating

Area A - £23.00, Area B - £20.00, Area C - £18.00, Area D - £15.00

Choir Stalls - all seats £10.00

Registered Disabled plus one accompanying adult - £15.00 per person, all areas

Please note that programme booklets will be on general sale from House staff.

\*One free programme per Premium Seat booked. Programmes to be collected from the VIVA desk on the evening of the concert. Vouchers sent out with tickets.

\*\*Bar Voucher to the value of £4 per Premium Seat booked, redeemable at the Royal Centre bar on the evening of the concert only. Vouchers sent out with tickets.

Supported by Arts Council England. Programme correct at time of going to print.

**GET YOUR TICKETS NOW AND BEAT THE RUSH!**

sinfonia *VIVA*: **New Year's Eve Classical Gala 2011**

**Saturday 31st December 2011, 7.30pm Royal Concert Hall, Nottingham**

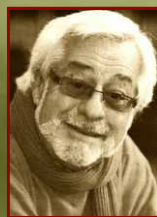
# Once Upon a Time

## Featuring

<b>Prokofiev</b>	<b>Peter and the Wolf</b>
<b>Coates</b>	<b>Three Bears Waltz</b>
<b>Humperdinck</b>	<b>Hansel and Gretel Overture</b>
<b>Tchaikovsky</b>	<b>Waltz from Sleeping Beauty</b>
	<b>Polonaise from Eugene Onegin</b>
	<b>Trepak</b>
	<b>Dance of the Mirlitons</b>
<b>Bernstein</b>	<b>West Side Story selection</b>
<b>Porter</b>	<b>Kiss Me Kate selection</b>

**plus a sparkling selection of Strauss favourites !**

**with**  
**Kenneth Alan Taylor**  
**as narrator**



**Book a Premium Seat and receive  
a Programme plus a Bar voucher !\***

**Tickets: £31 to £10**

\*Vouchers sent with tickets and redeemable at concert on 31st December only Conditions apply - ask at time of booking

**BOX OFFICE 0115 989 5555**

Image: Neuschwanstein Castle, Bavaria  
by Damian Hunt Photography - used by kind permission

Programme subject to change



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ENGLAND**



# FOOTSTEPS



To launch the Footsteps in the Forest project in North West Leicestershire, 90 participants from Castle Donnington Community College and Ivanhoe College visited Snibston Discovery Park.

Whilst at Snibston they were set one of three photography tasks by photographer Paula Moss - to take photos from the point of view of an animal on the forest floor, to specifically look out for small details you might otherwise miss, and to take photos of the sounds of the forest whilst wearing a blindfold.

As well as the photography tasks the participants also worked together to create two floating islands, which encourage biodiversity and will be launched into the fishing lakes at Snibston Park. They also worked with Jack Ross and ViVA musicians Tim Gunnell and Adam Mackenzie to start making music together.

The project continues and will culminate in a performance with sinfonia VIVA on 11 Oct 2011. For more information or to book tickets please contact Sylvie Campen, Education Administrator on 01332 207602.

## IN THE



# FOREST

Image credit: top right, 2nd from top left - Paula Moss



### ViVA receives funding from Derby City Council and Arts Council England

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sinfonia *VIVA*:  
Principal Conductor  
André de Ridder