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IDAGIO and The Cleveland Orchestra announce collaboration & launch of Global Concert Hall streams

IDAGIO, the world's leading audio and video classical streaming platform, announces today a new collaboration with The Cleveland Orchestra, beginning with the launch of twelve streamed events in the [Global Concert Hall](#). The programmes feature acclaimed conductors and soloists, including The Cleveland Orchestra's music director Franz Welser-Möst; pianists Emanuel Ax, Yefim Bronfman, and Marc-André Hamelin; and harpist Yolanda Kondonassis. Tickets and more information for the events, spotlighted as part of IDAGIO's "Great Orchestras in the Global Concert Hall," are available at [GlobalConcertHall.com](#).

"Today's digital world requires a digital vision: to fully utilize the power of technology to deepen the audience's experience and create an online community of symphonic music and Cleveland Orchestra lovers. With our *In Focus* digital concert series, we envision a space where a community of curious individuals can connect around great music and storytelling; where they can discover new works and artists or revisit favorite performances, said André Gremillet, President & CEO of The Cleveland Orchestra.

"We are proud to partner with the internationally renowned, leading streaming app for high-quality classical music, IDAGIO. Recently, we've come to consider The Cleveland Orchestra, among its many traits, as a digital content creator. To that end, with music director Franz Welser-Möst, in 2020 The Cleveland Orchestra launched Adella and our flagship series of broadcasts, *In Focus*. The music we make, the ways in which we make it, and the thoughts and conversations that infuse everything we do, is all dynamic content. The Mandel Foundation's extraordinary gift, for which we are incredibly grateful, is integral to helping us realize our bold digital strategy. Music has a unique ability to comfort, to move, to surprise, and to inspire us. That power allows us to meet our audiences wherever they are: Severance or Blossom Music Centers, Miami, on tour around the world, or online."

From Till Janczukowicz, IDAGIO's Founder & CEO: "With the exponential development of technology and its ever-faster adoption by audiences, meaningful online activities are becoming increasingly important for artists, orchestras, and other performing arts organizations. It is truly a pleasure for IDAGIO to collaborate with The Cleveland Orchestra in this respect, one of the world's finest and most iconic ensembles, and to expand their digital footprint on an international level.

United by the permanent pursuit of excellence, we share the same vision, and I am looking forward to our collective future that will generate unique experiences for music lovers across the globe - based on the artistic and technological excellence of our organizations."

[THE CLEVELAND ORCHESTRA ON IDAGIO: Global Concert Hall Events & Discography](#)

THE CLEVELAND ORCHESTRA - GLOBAL CONCERT HALL SCHEDULE

Six-concert series: Available from 24 February 2022 through 31 December 2023

1. [CARMEN SUITE](#)
2. [MUSICAL PATTERNS](#)
3. [INVENTIONS & INNOVATIONS: Bach to Mendelssohn](#)
4. [AX PLAYS HAYDN](#)
5. [BRONFMAN AND BEETHOVEN](#)
6. [INSPIRATIONS](#)

Weekly releases: All remain available through 31 December 2023

7. [MEMORY AND TRANSFORMATION](#) (5 March 2022)
8. [VISIONS AND IMPRESSIONS](#) (12 March 2022)
9. [MUSICAL MAGICIANS](#) (19 March 2022)
10. [STYLE & CRAFT](#) (26 March 2022)
11. [CELESTIAL SERENADES](#) (2 April 2022)
12. [DANCE AND DRAMA](#) (9 April 2022)

ABOUT THE CLEVELAND ORCHESTRA

Now entering its second century, The Cleveland Orchestra, under the leadership of Franz Welser-Möst since 2002, remains one of the most sought-after performing ensembles in the world. Year after year the ensemble exemplifies extraordinary artistic excellence, creative programming, and community engagement. In recent years, *The New York Times* has called Cleveland "the best in America" for its virtuosity, elegance of sound, variety of color and chamber-like musical cohesion, "virtually flawless," and "one of the finest ensembles in the country (if not the world)."

New initiatives for audience growth and community service have been launched in recent years, including new technological infrastructure and capabilities at its home, Severance Music Center, to capture the Orchestra's unique artistry and the musical achievements of the Welser-Möst and Cleveland Orchestra partnership.

The 2021-22 season marks Franz Welser-Möst's 20th year as music director, a period in which The Cleveland Orchestra earned unprecedented acclaim around the world, including a series of residencies at the Musikverein in Vienna, the first of its kind by an American orchestra. The Orchestra's 100th season in 2017-18 featured two international tours, concluding with the presentation of Welser-Möst's *Prometheus Project*, featuring works by Beethoven, on three

continents. The Cleveland Orchestra is heard today by a growing group of fans around the world. For more information, visit clevelandorchestra.com.

The Cleveland Orchestra is grateful for the following supporters of *In Focus*:

The Cleveland Orchestra's Digital Concert Hall is made possible by a generous grant from the Jack, Joseph and Morton Mandel Foundation.

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ABOUT IDAGIO

Chosen by Time as one of the best inventions of 2019, [IDAGIO](https://www.idagio.com) is the world's leading streaming service for classical music. It offers video and audio streaming to music lovers in over 160 countries worldwide. Its acclaimed audio streaming service is uniquely tailored to the demands of classical music, featuring optimized meta-data and complemented by curation by music-lovers for music-lovers.

IDAGIO's Global Concert Hall, launched in 2020, offers access to live and pre-recorded concerts from around the world. Artists and ensembles that have appeared in the Global Concert Hall include: Yo-Yo Ma, Emanuel Ax, Julia Bullock, Miloš Karadaglić, Mirga Gražinytė-Tyla, Zubin Mehta, The Cleveland Orchestra, The King's Singers, Vienna Philharmonic, Orchestra dell'Accademia Nazionale di Santa Cecilia, Philharmonia Orchestra and many more.

All artists on IDAGIO benefit from IDAGIO's Fair Pay Model: audio and video stream revenue is calculated not by stream but by the second, making for a much fairer remuneration model.

"IDAGIO has changed my life" ~ VOGUE

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