

## **THE FUTURE SYMPHONY MUSICIAN**

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Who is the future symphony musician? What do they see, hear, think, do and say? In this session, Dr. Tanya Kalmanovitch and Anna-Christina Phillips apply their perspective as leaders in one of the world's foremost conservatory professional development programs to provide a snapshot of the orchestral musician of the future. Music students who graduate today are facing very real challenges that will shape their livelihood and their craft. In this session we will explore the world in which they live, the way it shapes their perceptions, and how this new generation of classical musician can engage with challenges.

### **ORCHESTRAL MUSICIANS TODAY**

#### **WHAT MAKES MUSICIANS GREAT EMPLOYEES?**

Extensive musical training is related to fluid intelligence (ability to think abstractly and solve problems)

#### **WHAT MAKES TODAY'S GRADUATES GREAT EMPLOYEES?**

Millennials are better educated than prior generations

88% of Millennials want to work for an employer whose values match their own

Millennials (b. 1980-1995) are the largest generation in the workforce

Generation Z (b. 1996-2010) value pragmatism and stability

### **THE CHALLENGES TODAY'S GRADUATES WILL FACE**

#### **SIGNALS**

Student loan debt

Employment in the "gig" economy

Rising cost of health care

Whiteness

Climate crisis

### **CAN TODAY'S INNOVATIONS SAVE CLASSICAL MUSIC?**

#### **THE ORCHESTRAL MUSICIAN IN 2040**

Highly value purpose in their work and an employer whose values match their own

Highly educated

Possessing a skill set desirable in the future work landscape

Most likely carrying educational or healthcare debt

Concerned with financial stability

Concerned about and affected by climate change

#### **WHAT CHALLENGES DOES THE ORCHESTRAL MODEL FACE RIGHT NOW?**

Audiences declining, orchestras folding, musicians competing for a tiny number of salaried positions, changes in philanthropic values, 501c3 business model, demographic shifts, etc.

Traditional training says: "Practice is your best hedge against the threat of failure; being the best will keep you safe." Not so anymore. The landscape of excellence has been democratized.

## CASE STUDIES: DOES INNOVATION SAVE CLASSICAL MUSIC?

1. GROUPMUSE: A social networking site that pairs professional musicians with people who want to host house concerts. Pass-the-hat. Inspired by an NEC alum.
2. A FAR CRY: Conductor less chamber orchestra; rotating artistic leadership and hybrid musician and administrative roles. Founded by NEC alums.
3. SOFAR SOUNDS: Just like Groupmuse but for non-classical music. Attentive, intimate audience. Secret location, secret artist. Musicians get \$100 guarantee. No relation to NEC.

## EVALUATING THE INNOVATORS

What is the problem?

What is the innovation?

Does it help musicians?

Do they address any of the five issue areas?

## FUTURES THINKING: WHAT COULD A FUTURE ORCHESTRA MODEL LOOK LIKE?

### SIGNALS BRAINSTORM

Generative brainstorm of signals: from our presentation, from what you notice in the world around you

Quantity over quality! No judgment in brainstorming!

How do those project out into potential changes to an orchestral workplace?

Signal: People are more related to their political identity.

Change: Could orchestras not have rehearsal on election day?

Signal: Fireplace in the lobby + air conditioning = energy inefficiency.

Change: Could orchestras use their real estate for clean energy? (SFS has solar panels on the roof of Davies!)

## OUR ASK

Negotiation is a top 10 job skill. Advocate for the difference you want.

Musicians are resilient problem solvers. Apply 10% of the creativity, discipline and precision from our practice to the world outside our concert halls.

## KEEP IN TOUCH

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