

Ikon Arts Management creates new digital opportunities in partnership with Nicky Thomas Media and TMRW CO

Ikon Arts Management is partnering with media relations agency **Nicky Thomas Media** and film production company **TMRW CO** to offer comprehensive digital services to artists and arts organisations as part of their forward-thinking strategy.

Not content to offer standard concerts streamed with little thought to their full multi-media potential, Ikon Arts successfully applied to the Arts Council Culture Recovery Fund to seek new ways to present music and engage audiences online.

With the crisis in the music sector brought on by the pandemic, Ikon Arts recognises the urgent need for the music industry to adapt and find new opportunities to reach audiences while venues remain shut or subject to restrictions. As well as advising existing clients on digital opportunities, Ikon Arts is guiding artists and arts organisations through the new territory of online streaming and is actively looking to develop fresh digital offerings.

During the COVID-19 crisis Ikon Arts worked with conductor Rebecca Miller to present a new series of online sessions, "Beyond Borders", for leaders in music to bring people together, connect communities, explore collective expression and form meaningful partnerships.

Ikon Arts and Nicky Thomas Media are working with Orchestra of the Swan on new cross-genre projects. This includes their forthcoming album *Timelapse* and their *Vivaldi Sleep* project which explores new collaborations with diverse soloists alongside professional and student film producers. They are also offering a new series of bespoke online concerts based on their cross-genre *Night Owl* series, which commenced in November with 'Luna'.

In November 2019, Nicky Thomas Media moved into the Ikon Arts-Edition Peters offices to forge closer links with the publisher, with whom they worked to promote Jonathan Dove's 60th birthday, and with Ikon Arts bringing cellist Guy Johnston to join Costa's roster of artists. During the COVID-19 crisis, Nicky Thomas developed a multimedia offering for Guy Johnston's Hatfield House Chamber Music Festival to present four evenings of music, art and history to audiences online, for the festival's first digital offering.

As well as promoting leading European companies such as Les Talens Lyriques for 10 years, the Orchestra dell'Accademia Nazionale di Santa Cecilia for 9 years, Gothenburg Opera and Château de Versailles Spectacles, Nicky Thomas has championed the work of female composers and conductors including Odaline de la Martinez's opera *Imoinda*, the first opera on the topic of slavery. She put cultural diversity in classical music on the agenda five years ago by creating a talk on Class, Race and Classical Music for music charity London Music Masters, involving violinist Tai Murray.

Film production company TMRW CO was founded in 2017 by Central Saint Martins College of Art alumni Joe Morgan to address a need in the cultural and creative industries for high-end film content that is both affordable and efficiently produced. With a background in art direction, production and advertising, Joe and his team bring a multidisciplinary approach to help cultural and creative industries adapt and reach new audiences.

December this year will see the release of the Sacconi Quartet's new film project – a haunting filmed performance of Jonathan Dove's *Out of Time*, shot in the iconic-yet-forgotten Leas Folkestone Pavilion. This special edition video-on-demand production will include intimate interviews and behind-the-scenes rehearsal footage, whilst utilising a series of targeted video trailers to promote the project across digital channels. Taken from

Dove's album *In Damascus*, all proceeds from the film will go to a Syrian education crisis fund.

Costa Peristianis, Ikon Arts Management, said:

"Working more closely in partnership with diverse organisations to create opportunities for artists has never been more important. Nurturing worldwide digital audiences is essential for the sustainability of our industry. Even after the return of audiences to our concert halls, the value of appealing digital content will serve to strengthen the future of the arts. Together with Nicky Thomas Media and TMRW CO I am pleased that we can work alongside more musicians and arts organisations to positively impact the outlook of classical music."

Nicky Thomas, Nicky Thomas Media, said:

"It is thrilling that the classical music sector is waking up to new opportunities to present itself. Accelerated by the current crisis, it is opening its doors behind-the-scenes, seeking to engage new audiences and respond to current trends, rather than falling back on established conventions. Nonetheless, the sector is struggling terribly, and we have sought every opportunity to keep musicians in the limelight while venues remain dark – not least in working pro-bono to promote the Let Music Live protests in Parliament Square to draw attention to the plight of the freelance music industry. I am thrilled that with Ikon Arts and TMRW CO we will try to find new ways to make musicians heard, acknowledged and valued."

Joe Morgan, TMRW CO, said:

"Working in direct partnership with Ikon Arts, TMRW CO is bringing innovation and creative excellence to the classical sphere. Leveraging technologies such as premium video-on-demand concert films, live-streamed concerts, VR and editorial documentaries, they are developing new and exciting approaches to seek, develop and engage online audiences."

Ikon Arts Management

Ikon Arts Management promotes and represents leading classical music ensembles and soloists. With a specialism in vocal ensembles from all genres, world music and jazz, Ikon Arts Management has created and curated the first festival in the UK devoted to a cappella singing. The London A Cappella Festival at King's Place ran for 10 years and brought diverse traditional and contemporary artists to UK audiences. While offering specialist expertise to the classical sector, Costa Peristianis has always been eager to broaden the musical offering to a more culturally diverse audience.

Three years ago, Ikon Arts Management moved into the offices of Edition Peters to create more opportunities for their artists to work with contemporary composers. The company has been instrumental in commissioning leading British composers such as Jonathan Dove, Roxanna Panufnik and Sally Beamish.

ikonarts-editionpeters.com

Nicky Thomas Media

Nicky Thomas Media is a multilingual boutique PR and media relations agency based in Old Street, London providing specialist media relations and events PR for the classical music and performing arts industry. Nicky Thomas Media aligns with the needs and long-term business strategies of orchestras, opera companies, composers, charities, individual musicians to deliver tailor-made strategies in the UK, European and International press.

Clients home and abroad include Les Talens Lyriques, Oxford Philharmonic Orchestra, New Generation Festival, Insula orchestra and Château de Versailles Spectacles. Nicky Thomas

Media frequently advocates for diversity in the music industry, including promoting women working in the music industry such as Odaline de la Martinez.

Nicky Thomas has worked both in PR and film production on two documentaries *In Search of Beethoven* and *In Search of Mozart* which were nominated for an RPS Award for Creative Communication.

nickythomasmedia.com

TMRW CO

TMRW CO is an independent film production company, with offices in London and Hastings. Combining our diverse backgrounds in the arts, film and advertising, we bring an interdisciplinary approach to short-form film production to deliver high-end documentaries, promos, concert films and live-streamed events for the creative and cultural industries.

With firm roots in the arts and creative industries, we understand the need to adapt, innovate and capture audiences through engaging stories. Whether an insightful documentary, high-end concert film, informative animation or live-streamed event, we work closely with our clients from detailed creative development through to delivery and distribution.

tmrwco.tv

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