



your partner for the music business

“THINGS ARE NEVER AS THEY ARE.
THEY ARE WHAT WE MAKE OF THEM.”

JEAN ANOUILH

ARION ARTS

stands for expert advice, individual concepts, and experienced project management – in the music business and at the intersections of culture, economics, and society.

We work hard for your success, support you reliably, and assist with the realization of your goals and projects.



YOUR PARTNER FOR THE MUSIC BUSINESS

ARION ARTS has been offering hands-on consulting and creative project management since 2007:

- We create strategies and marketing concepts, help with their implementation, organize showcases and presentations, conduct workshops, and moderate expert panels.
- We develop personalized profiles for artists. We tailor an image specifically for their target audiences and craft suitable media presentations to best position our clients in the market. To this end we help musicians find the path that best suits them.
- We assist with the artistic planning of CD and DVD productions and organize all aspects of such projects from the recording sessions to marketing and distribution or the entire label management.
- We connect our clients to find the perfect partners and utilize our network to further their goals.
- We organize international stars in all music genres for exclusive corporate concerts and unique private events. We guide our customers from the earliest stages of an event, and find specifically appropriate artists for each special occasion.

Among our clients are artists and orchestras, record labels and event management agencies, media companies, cultural institutions, and foundations.

We would love to talk with you about how we can assist you.



COMPETENCE

We know the business, have a great awareness of the music market and detailed knowledge about the networks and nexuses of the international music scene. Utilize our competence for your projects!

EXPERIENCE

We explore options, avoid time-consuming detours and costly errors. We don't make false promises and are realistic about expectations and prospects. Our experience helps us let you achieve your goals.

NETWORK

We have been building our relationships in the international music business for over twenty years. Beyond that, we have excellent connections with the cultural institutions and organizations in Germany, Europe, and beyond.

“For high-caliber events of our clients Audi, Mercedes, and Volkswagen, ARION ARTS has arranged appearances by artists such as Till Brönner, Randy Crawford, and Tina Turner in locations from Dresden to Dubai and Shanghai. It is especially their level-headed support with conception, research, and artist requests, as well as the exceedingly professional organization of these appearances, that we have come to appreciate in our long collaboration.”

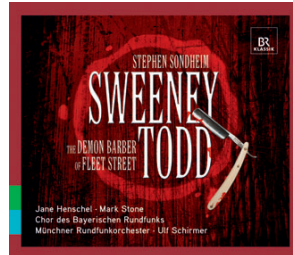
Christoph Meyden

Partner at Avantgarde (Gesellschaft für Kommunikation)





BR
KLASSIK



LABEL MANAGEMENT FOR BAYERISCHER RUNDFUNK

In 2009, Bavarian Broadcasting (Bayerischer Rundfunk, BR) started a record label for its two orchestras and chorus: Symphonieorchester des Bayerischen Rundfunks under Mariss Jansons, Münchner Rundfunkorchester with Ulf Schirmer, and Chor des Bayerischen Rundfunks led by Peter Dijkstra.

More than 50 titles have since appeared – new productions as well as original releases from the legendary BR Archives. From the first planning stages of BR KLASSIK, ARION ARTS has been the official partner of the BR and involved in every aspect of the label's activities – efforts the *Frankfurter Allgemeine Zeitung* called “exemplary” when praising the new label.

“That the BR KLASSIK label was quickly able to establish itself in the international music-market place is not least thanks to Stefan Piendl and his expertise. For years now, the team of BRmedia has been able to depend on ARION ARTS as a competent and reliable partner in all strategic questions affecting the label. We thank them for the excellent cooperation and are looking forward to continuing this successful partnership.”

Ludger Lausberg
Manager of BRmedia



PROJECT MANAGEMENT FOR TAFELMUSIK MEDIA

The *Gramophone* magazine is hardly alone in considering Toronto's Tafelmusik Baroque Orchestra "one of the top baroque orchestras in the world" who are "exemplary in every way." The *Washington Post's* Joseph McLellan found that the "Tafelmusik orchestra has built, in its special field, a reputation as solid as those of the New York or Berlin philharmonics."

Over the past few years, in-house labels have become increasingly important for orchestras. With ARION ARTS at its side, this leading Canadian ensemble has joined that trend and founded its own label, TAFELMUSIK MEDIA, for the production of CDs, DVDs and digital distribution.

"Stefan Piendl came to the first meeting with 'readiness' criteria to assess Tafelmusik's ability to launch its own label. He and Myriam Rohleder are instrumental in Tafelmusik's choice of art directors, branding and advertising strategies, manufacturers, legal negotiations, the securing of exclusive third-party licensing rights, seeing Tafelmusik through European regulator and broadcaster requirements, and engaging European, Asian and Australian distributors. We are extraordinarily grateful for the tremendous expertise and tender loving care that both of them have provided, and they continue to be a great part of the success of Tafelmusik Media."

Tricia Baldwin

Managing Director of Tafelmusik Baroque Orchestra and Chamber Choir



ARION ARTS · THE TEAM

STEFAN PIENDL made his passion for classical music his job. He has been working in the music industry for over two decades, of which he spent fifteen years in international management positions with SONY, EMI, and BMG/BERTELSMANN. After getting a start as marketing manager at SONY CLASSICAL, he went to EMI CLASSICS as their marketing director. As executive director of BMG CLASSICS for Germany, Austria, and Switzerland he was responsible for the Classical, Jazz, World, Crossover and Soundtrack lines of the label. Eventually he led BMG's classical music activities worldwide as Senior Vice President & COO. He created ARION ARTS music consultants GmbH as founding partner and managing director in 2007. Among the remarkable projects realized under his direction are the *Celibidache Edition* on EMI and the comprehensive *Edition Musik in Deutschland 1950–2000* on RCA (which covers half a century of German contemporary music on 76 discs). Both projects won a German ECHO Klassik prize. The *Rilke Projekt*, conceived under his auspices, has been honored with three gold records.

In working closely with his clients, Stefan has gained the trust and friendship of many artists and cultural organizations of note – among them, Montserrat Caballé, James Conlon, Christian Gerhaher, Nikolaus Harnoncourt, the Henschel Quartet, Mariss Jansons, Sir Simon Rattle, Sir Peter Ustinov, Bruno Weil, the Concentus Musicus Wien, Ensemble Modern, the Berlin Philharmonic and the Vienna Philharmonic.

In 2012, Stefan presided over the 7th biennial *World Choir Games* as General Secretary. This gathering, formerly known as the “Choir Olympics”, was the largest international event in the history of Cincinnati (Ohio), with 15,000 official participants and 362 registered choirs from 64 countries.

For more than a decade, Stefan has been engaged in pro bono work for the cause of music and culture in all walks of life, for example as a member of the executive committee of the German Music Council, on the board of directors of its governing non-profit organization; Chairman of the Supervisory Board of Germany's Federal Youth Orchestra; Vice President of Jeunesses Musicales Germany, the largest youth music NGO in the world; and chairperson of the Jeunesses Musicales Germany Trust. He is also on the board of trustees of the Association of German String Quartets.

A long and intensive collaboration links Stefan with *El Sistema*, the Foundation for the National Network of Venezuelan Youth and Children's Orchestras that José Antonio Abreu initiated and led. This includes involvement in the organization, fundraising, and sponsoring for several tours of the Simón Bolívar Youth Orchestra with Gustavo Dudamel as well as several CD productions. Stefan lectures on cultural management, moderates expert panels, and is the author of several books and trade articles.



ARION ARTS · THE TEAM

MYRIAM ROHLEDER read music and English at the University of Dortmund, focusing on music theatre and communication. She wrote her thesis on Gershwin's *Porgy and Bess*. She also used her time at university to plan and present original concepts that combined literature and music performance. Internships at Askonas Holt in London, Virgin Records, EMI Classics, Theater Dortmund, and with concert promoter Lars Berndt Events further kindled her passion for cultural management and the live entertainment sector.



She has since added postgraduate studies in event management and was responsible for the organizational duties of the *ReSonanz & Akzeptanz* project, a unique Germany-wide project combining play and education that was developed with the Mozarteum University Salzburg and has been implemented in several elementary schools in North Rhine-Westphalia. She has also handled the event management for Schloss Freudental.

Myriam joined the ARION ARTS team in 2008. With passionate and great enthusiasm she dedicates herself to the support of artists, project management, and current trends in the recording industry.

ANDREAS BINDZUS studied to be a music-teacher at the Cologne University of Music. Musically he focused on classical voice, while academically he focused on cultural studies and the sociology of music. In his thesis he explored constancy and variation in musical taste over one's lifespan. Soon thereafter he came into the fold of cultural institutions and media. Together with director Nora Bauer he organized the *Klang.Körper* festival of contemporary music and gender in Cologne. As stage manager he was responsible for the guests of the German TV show *Zimmer frei!* and worked on a documentary about a youth dance project as editor and producer.



Andreas' journalistic focus now lies with radio. He programmes the music for two daily shows on West German Radio, and as their community manager he is further responsible for their social media strategy.

In founding *Audiences Unlikely*, he has dedicated himself to creating new concert formats that aim to appeal to audiences hitherto ignored as a potential public for classical music. He particularly emphasizes the possibilities of digital communication and interactive and participatory elements. He has worked for ARION ARTS on a project-by-project basis since 2010.



ARION ARTS · THE TEAM

CHRISTIAN LEINS was a soloist with the Tölzer Knabenchor. He completed his degree in choral and orchestral conducting studies at the Salzburg Mozarteum with Michael Gielen, Nikolaus Harnoncourt and Walter Hagen-Groll with honors and has received the Austrian State Prize in Fine Arts. In 1991 he became Giuseppe Sinopoli's assistant. For many years he also worked as a recording producer for the Austrian Broadcast Station in Vienna. Christian took his first steps towards the music industry with an assistantship in the management of the Bertelsmann Music Group and was Director of Artists & Repertoire for the BMG Classics label from 2001 to 2005. He then moved to Deutsche Grammophon as executive producer, and from 2008 on as Director of A & R.



Among the artists Christian produced are conductors Gustavo Dudamel, Daniel Harding, Nikolaus Harnoncourt, Thomas Hengelbrock, Giuseppe Sinopoli, and Günter Wand, ensembles such as Los Otros/Hille Perl and the Hagen Quartett, as well as many eminent soloists, including Martha Argerich, Elīna Garanča, Hilary Hahn, Alice Sara Ott, Maria João Pires, Yuja Wang, Rafał Blechacz, Christian Gerhafer, Martin Grubinger, Gidon Kremer, Lang Lang, and Vadim Repin. Many of these productions won national and international awards, and were certified gold and platinum albums.

Christian was the director of the Program for Musical Education at Bertelsmann Stiftung and was a member of the senior management from 2011 to 2013. He joined the ARION ARTS team in 2013.

CLIENTS, ARTISTS & REFERENCES

AHN TRIO, NEW YORK (PIANO TRIO) · AVANTGARDE, DUBAI, MUNICH, SHANGHAI · BAYERISCHER RUNDFUNK/BRMEDIA, MUNICH (SYMPHONIEORCHESTER DES BAYERISCHEN RUNDFUNKS & MARISS JANSONS, MÜNCHNER RUNDFUNKORCHESTER & ULF SCHIRMER, CHOR DES BAYERISCHEN RUNDFUNKS & PETER DIJKSTRA) · BAYREUTHER FESTSPIELE (BF MEDIEN/UNITED MOTION) · BEETHOVEN STIFTUNG BONN · BERTELSMANN STIFTUNG, GÜTERSLOH · BRANDENBURGER THEATER / BRANDENBURGER SYMPHONIKER · GESAMTVERBAND DEUTSCHER MUSIKFACHGESCHÄFTE (GDM), BONN · HAZARD CHASE, LONDON · CLAUS EFLAND (CONDUCTOR) · BUREAU EXPORT DE LA MUSIQUE FRANÇAISE, PARIS & BERLIN · GEWANDHAUSORCHESTER LEIPZIG · HENSCHEL QUARTETT (STRING QUARTET) · INTERNATIONAL ARTIST MANAGERS' ASSOCIATION (IAMA), LONDON · INTERKULTUR (7TH WORLD CHOIR GAMES, CINCINNATI/OHIO) · KLASSIK.DIREKT / SHOP24DIRECT GMBH, BERLIN · IGNAZ LISIECKI (PIANIST) · MIDEM, CANNES · CLAUDIA SCHELLENBERGER (PIANIST) · SCHÖNHERZ & FLEER / RILKE PROJEKT · SMG ENTERTAINMENT EUROPE · SONY MUSIC, MUNICH · TAFELMUSIK BAROQUE ORCHESTRA, TORONTO · GALINA VRACHEVA (PIANIST) · KAORI YAMAGAMI (CELLIST)

“Starting with my early recordings I have valued Christian Leins and Stefan Piendl as musically inspiring and authentic partners. They believed in me wholeheartedly at a very early point in my career and over the years their advice has become invaluable. I find both their support in matters of content and also their friendship hugely rewarding.”

Christian Gerhafer



SELECTED PUBLICATIONS BY STEFAN PIENDL

DAS WUNDER VON CARACAS

Wie José Antonio Abreu und El Sistema die Welt begeistern
("The Miracle of Caracas – How José Antonio Abreu and El Sistema
Inspire the World")

Michael Kaufmann & Stefan Piendl · Random House, Munich · 2011

"There are few people on earth that I respect as much as Abreu. In his work with El Sistema he shows what change music can effect. I am delighted that the impressive story of José Antonio Abreu and his more than 35 years of labor are being honored with – and detailed in – this book."

Daniel Barenboim in his foreword



ERST MAL SCHÖN INS HORN TUTEN

Erinnerungen des legendären Schallplatten-Produzenten
und Grammy-Preisträgers Wolf Erichson
("Tooting Your Own Horn – Reminiscences of the legendary record producer
and Grammy-winner Wolf Erichson")

Thomas Otto & Stefan Piendl · ConBrio, Regensburg · 2007

"This collection of interviews, dedicated to the lifetime achievement of producer Wolf Erichson, demonstrates how it is possible to reflect on the much-touted classical music crisis in a serious but entertaining manner. Happily the authors Thomas Otto and Stefan Piendl invoke neither nostalgia nor panic in their conversations. Rather, they display a varied panorama in which the passion, expertise and thought-processes of a music-fanatic become palpable."

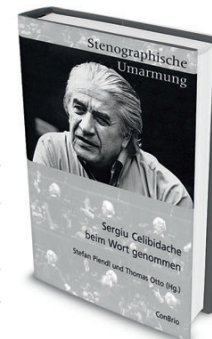
Opernwelt

STENOGRAFISCHE UMARMUNG

Sergiu Celibidache beim Wort genommen
("Stenographic Embrace – Celibidache at his Word")

Thomas Otto & Stefan Piendl · ConBrio, Regensburg · 2002

"A most enjoyable read. It is to the very considerable credit of the authors Stefan Piendl and Thomas Otto that they haven't just bunched a few quotes together in this collection, but instead created an immediately arresting character-portrait of such an uncompromising artist. A biography and discography of the maestro, as well as a reliable index with the quotations' sources, round off this book's positive impression." Applaus



CAHIER EXPORT CLASSIQUE ALLEMAGNE

Compendium for the German Classical Music Market (in French)

Hans-Herwig Geyer & Stefan Piendl

Französisches Musikexportbüro, Berlin · 2008

At the behest of the Bureau Export de la Musique Française, ARION ARTS assembled this compendium as a practical guide for artists and French classical music businesses. It offers a comprehensive survey of Germany's music industry, concert life, and media, cultural, political and social scene.





THE LEGEND OF ARION

Our name and logo are inspired by a legend from Greek mythology. In the 1874 illustrated “Encyclopedia of Myths”, the myth of Arion, an inspired singer and poet at Periander’s court in Corinth, is told as follows:

In order to have his art heard far and wide, Arion traveled throughout Italy and Sicily, in the course of which he won many treasures. On the return trip Arion’s sailors, coveting his wealth, decided to kill him. Arion, realizing that he would plead for his life in vain, merely asked to sing a last song, a farewell to life. He struck his lyre and sang so movingly that dolphins approached and swarmed the ship. With a quick leap Arion dove into the sea and entrusted himself to the friendly animals. A dolphin brought him safely to shore. When the treacherous sailors arrived in Corinth, King Periander had them crucified and Arion erected a bronze sculpture of a dolphin carrying a man near the temple of Neptune.



“ART IS LOVELY... ALAS, SO MUCH WORK.”

KARL VALENTIN



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