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PRESS RELEASE

The Cleveland Orchestra partners up with medici.tv to broadcast concerts globally

Paris, February 7, 2023 - medici.tv is pleased to announce a new partnership with The Cleveland Orchestra to broadcast a series of concerts live and around the world, beginning with a guest spot by sensational conductor Klaus Mäkelä and concerts with The Cleveland Orchestra's celebrated Music Director of over 21 years, Franz Welser-Möst.

This partnership marks an important milestone as medici.tv continues to build and bolster strong relationships with major orchestras both throughout the world and in the United States. These broadcasts from the world-famous Severance Music Center are evidence of medici.tv's ongoing commitment to bringing the greatest classical ensembles and artists to a global audience through its market-leading video streaming service.

The first of medici.tv's live broadcasts from Cleveland's historic Severance Music Center in the Jack, Joseph and Morton Mandel Concert Hall, will stream on February 11, 2023, at 8 PM local time. Klaus Mäkelä will conduct a program that evokes the joy of life and the mystery of the beyond: Mahler's monumental Fifth Symphony and contemporary composer Unsuk Chin's concerto for orchestra entitled *SPIRA*. Online viewers will have the unique opportunity to enjoy the celebrated sound of The Cleveland Orchestra conducted by Mäkelä, one of the classical music world's most in-demand stars, during his two-week engagement this season.

Two weeks later, The Cleveland Orchestra's longtime and acclaimed music director Franz Welser-Möst will lead them in Mozart's Divertimento No. 2, Schoenberg's Variations for Orchestra and Strauss's *Ein Heldenleben* on February 25, 2023, at 8 PM local time. This program highlighting the rich symphonic traditions of Central Europe is sure to enchant audiences both in Cleveland and in the homes of music lovers worldwide.

Both broadcasts will be streamed live, then made available for an initial replay period of 7 days, and later on-demand in an edited and enhanced version. More information and links to the broadcast to be found on [The Cleveland Orchestra page on medici.tv](#)

“This new collaboration with medici.tv is another important step in increasing The Cleveland Orchestra’s digital presence worldwide,” said André Gremillet, The Cleveland Orchestra’s President & CEO. “This partnership provides an opportunity to further increase our engagement with audiences outside Cleveland as we continue to expand the growing community of Cleveland Orchestra fans around the world through our expanding network of digital partners and channels, we’re excited to offer another way for more people to experience The Cleveland Orchestra online.”

About medici.tv

medici.tv is the global leader in classical music video streaming. For over 10 years, its exceptional selection of live-streamed events and on-demand programs has appealed to music lovers, professionals, and institutions throughout the world.

Heralded by The New York Times as “the closest thing to a classical Netflix,” medici.tv brings live classical music to passionate fans worldwide. Since its founding in 2008, it has captured the performances of leading classical artists, ensembles, and orchestras in the world’s greatest concert halls, festivals, and competitions. As the largest online platform for classical music, it offers over 150 live performances throughout the year and the world’s largest classical video catalogue of more than 4,000 concerts, ballets, operas, documentaries, master classes, behind-the-scenes footage and interviews, streamed in High Definition. medici.tv is available on all your screens: TV (via Airplay or Chromecast), computer, tablet, and smartphone.

About The Cleveland Orchestra

Now firmly in 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. With the future of their acclaimed partnership extended to 2027, he will be the longest serving musical leader in the ensemble’s history. 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 2022-23 season marks Franz Welser-Möst’s 21st 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. For more information, visit clevelandorchestra.com.

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