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Summary of “Gran Partita” program for HMA Henschel Grant

Our stated objectives for the Gran Partita concert were 1) present an outstanding performance of one of Mozart’s most important works, 2) see measurable audience development for a self-produced concert, and 3) obtain a full recording from the concert that Grand Harmonie can use to solidify its growing reputation and secure future funding prospects.

1) Musicians, reviewers, and attendees alike were in unanimous agreement that our two performances of the Gran Partita were the best musical products that Grand Harmonie has yet presented. A [review](#) by the Boston Musical Intelligencer lauded the October 16 concert as “the performance of [a] lifetime”, continuing, “Color, texture, a thousand details of articulation and ornamentation were watchwords in this stunning execution of a transcendent work.” Comments from audience surveys included “such an amazing improvement,” “Brilliant!”, and “So great! Musicians, venue, program all awesome. Coming back for Requiem.” Thanks to the support of the HMA Henschel grant, we were able to hire top-notch musicians and make this aspect of the program an unqualified success.

2) We had hoped for 100% increase in attendance, from 50 to 100 attendees per concert. Towards this end, we hired a publicist for the first time. Unfortunately, our audience size did not improve, with approximately 50 attendees at each performance. However, our publicist did get us two feature articles, one in the Boston Musical Intelligencer and one in the Huffington Post.

3) Our original proposal planned for a performance in Cambridge and a performance in New York. Due to issues with venue availability, we decided to present a second Cambridge performance on October 17, for which we had both audio and video recording. The quality of both was so spectacular that we have posted the [whole unedited live performance](#) on YouTube. The response so far has been uniformly positive, and we are circulating the recording as part of our end-of-year fundraising campaign. In fact, several presenters of concert series in Boston and beyond have proposed inviting Grand Harmonie to their series on the basis of the stellar quality of the performance. Once again, we consider this aspect of our program an unqualified success, and are indebted to the HMA Henschel Grant for making it possible.

In summary, we achieved our goals for items 1) and 3), and while we did not achieve our audience size goal for item 2), we expect that our excellent relationship with our publicist will help us increase our audiences for future programs.

Sincerely,

Yoni Kahn, co-director