



The Seed Cathedral at Expo 2010 in Shanghai; the London 2012 Olympic Cauldron; and the Bleigiessen sculpture at the Wellcome Trust in London will feature in the iPad film GETTY

# Musical app-reciation for concert accompanied by iPads

**The first interactive classical performance aims to attract a younger digital-savvy audience**

By **ADAM SHERWIN**

“Please turn off your phones... and switch on your iPad.” The first interactive classical concert for a tablet-enabled audience is to be staged at a leading venue later this month.

In a break with tradition, concertgoers will be invited to fire up their iPads and follow a visual display of futuristic architectural designs to accompany a new concerto performed by the acclaimed Orpheus Sinfonia.

Conductor Thomas Carroll will

indicate when the orchestral app should be activated by tablet-carrying audience members at the Cadogan Hall in Chelsea.

The innovation is designed to encourage younger, digital-savvy audiences to attend classical concerts. But Stephen Goss, composer of the app-enhanced piano concerto, which receives its world premiere at the event, admits that not all concertgoers would choose to stare at a screen as real musicians play in front of them.

Goss's concerto is inspired by Thomas Heatherwick, the designer and architect behind a range of spectacular projects, including the 2012 Olympic Cauldron of “petals”.

The four-movement work will be accompanied by a film featuring the

projects which inspired particular musical motifs. While French pianist Emmanuel Despax plays, the audience will be helped to “visualise” the music with a film of Heatherwick Studio works, including the Longchamp leather goods store in New York, with its sweeping, ribbon-like steel stairs.

The film also includes scenes of the Seed Cathedral at Expo 2010, the *B of the Bang* sculpture from the 2002 Commonwealth Games and *Bleigiessen* at the Wellcome Trust, which consists of 150,000 processed glass spheres, suspended on almost one million metres of fine stainless steel wire.

“The notion of people sitting silently in rows and not fidgeting doesn't help attract people to concerts,” said Goss. “Showing people images is a very useful

way to help an audience get involved with a piece of music. Listening to a new, 30-minute concerto is a big ask.”

Goss, who is collaborating with Andrew Lloyd Webber on his new



**STEPHEN GOSS**

The composer says showing images will help the audience get involved

Profumo scandal musical, *Stephen Ward*, predicted that the iPad film would be “just the beginning”.

Goss, who is Professor of Music and Head of Composition at the University

of Surrey, said research was under way which would enable digital images that alter with the shape of a melody to be superimposed inside a concert hall.

The tablet presentation, designed by film-maker Mark Insoll, is optional. Before the concert, the concerto's interactive display will be available to download from Orpheus Sinfonia's website.

The concept is simply a digital advance on reading programme notes, argues Goss, who accepts that less attentive listeners among the iPad users on April 25 may actually be updating their Facebook status. “There's more to going to concerts than just music,” he said. “Anything that draws new crowds has to be a good thing.”

However, he admitted some concertgoers would find the app distracting.