

*While Greg Sandow, Holly Hickman, John Steinmetz, and I were dreaming up this online community, John, with a little help from the rest of us, began making a list of changes that we might see in the classical music world if people continue breathing new life into our art form. The list below resulted from our brainstorming at the time. It's just a start, in need of insights from more people.*

*We put the list here as another vital way for this community to collaborate on imagining the future. Please add to it, make comments, disagree, flesh it out, pare it down... Add your ideas, your reactions, your visions...*

*-Erica*

### **What Change Might Look Like:**

- Successful projects getting imitated elsewhere.
- More non-attenders start attending classical music events. (i.e., an increase in the number of ex-non-attenders.)
- Greater variety of presentation styles being implemented.
- More experiments in programming and presentation.
- Musicians and organizations finding new ways to connect with their communities, to give value to their communities, to make their communities more musical, to make their communities more vital.
- Improved information: performers knowing better how their efforts impact the audience, organizations having better data about attendance, etc.
- Overall, a sense that the field is more involved with the present than with the past.
- More active interest in customers and potential customers. (Current emphasis is on polishing and promoting the product; not much is being done to find out what products potential listeners want.)
- Greater diversity. (For example, right now a symphony orchestra concert is pretty similar no matter where you go—same music, same clothes, same audience, same kind of presentation, same venue. Wouldn't it be better if these events were more unique?)
- Stronger connections between classical music and other aspects of contemporary culture and society.
- Creativity and experimentation become more executable as musicians share what have learned. In other words, musicians stop having to invent the wheel every time they want to try something new.
- You can tell change has begun because there's resistance to it. (There's no need for resistance when conditions are stable.) You can tell change has happened when most

resistance diminishes.