

## **Violinist Nicola Benedetti to establish the Benedetti Foundation Today launches the “With Nicky” video series**

Violinist Nicola Benedetti is one of the world’s leading advocates for quality music education, the role of arts and culture in the wider community and the transformational effect it has on all young people. She has been committed to education projects since the age of 15 and in the past 12 months, Nicola has worked with over **2,000 students** and **500 teachers**.

Over the coming year, Nicola intends to formalise her vision and expand her commitment to the education of young people and the supporting of music teachers by establishing a charitable organisation. The **Benedetti Foundation** (proposed charity name), plans to focus on providing enrichment, inspiration and variation to the UK’s education system and communities. The ambition is to carry out a series of orchestra-based weekend workshops, designed to address, in equal part, the needs of **young musicians** and of **teachers**.

Nicola commented, *“The Benedetti Foundation will aim to work with young people on building discipline, professionalism, concentration and perseverance as well as addressing the deeply important emotional, social, internal and psychological challenges young people face, through the act of conscientious music making and collective activity. We will discuss what it is to patiently listen, to be fully present, to express thoughts and feelings with clarity and integrity, and to empathetically support each other to achieve a collective goal.*

*50% of the activity carried out by the organisation will be for teachers. Teaching music well is an enormous responsibility and is hugely challenging. We are fiercely committed to providing meaningful support, extensive information and a sense of uplift, inspiration and respite to as many teachers as possible. Furthermore, we wish to help create a greater culture of public acknowledgement, appreciation and celebration of their work. I am passionate about promoting music education practices which encourage both musical and civic betterment.”*

### **“With Nicky” Video Series**

Today, Nicola launches **“With Nicky”** - an online series of educational videos that intends to provide information, guidance, and support for young musicians throughout their musical and personal development. The content of these videos will become an integral part of the work of the Benedetti Foundation, and will also provide useful information for teachers looking to support their work with new ideas. “With Nicky” will eventually cover a broad range of questions and themes, but naturally these first videos focus on Nicola’s own instrument – the violin.

Nicola delivers workshops, masterclasses and educational activities throughout the year, but time is always limited and the desire for follow up materials when the classes come to a close is ever growing. These videos mark the beginning of a long term project that hopes to be a useful resource and friendly support to young musicians, amateur musicians, educationalists and anyone interested in instrumental music from all over the world.

Phase one of the series will be released every **Tuesday at midday GMT** on **Nicola's YouTube channel** starting on **Tuesday 29 January** and will enable young people and teachers to connect with her on a more regular basis.

The videos will cover topics including:

- *Back to Basics*
- *Develop your Sound*
- *Vibrato*
- *Talking about Thumbs*
- *Practice*
- *Motivations and Inspirations*
- *Investigating Intonation*

The first video released today is an introduction to the series and can be viewed on Nicola's YouTube channel: <https://www.youtube.com/watch?v=znUVfKDw28g>

Nicola commented, *"I'm deeply excited and somewhat relieved to finally be launching this video series. I meet so many fantastic young musicians and teachers across the world and yearn for more regular interaction with all of them. It is tough to practice, it's difficult to stay motivated and to know the best way forward. I have had the huge fortune in my life of being exposed to some of the world's greatest violin and music teachers, and I want to make as much of the information available to as many people as possible."*

The videos have been generously supported by **ESTA UK, MiSST – The Andrew Lloyd Webber Programme,** and **Oasby Music Group** and Nicola is very grateful for their support.

Huge thanks to our media partners **Classic FM, The Strad, The Violin Channel** and **WQXR** who will be sharing the videos with their audiences each week when released.

For more information visit [www.nicolabenedetti.co.uk](http://www.nicolabenedetti.co.uk)

Nicola's official YouTube page: [www.youtube.com/NicolaBenedettiOfficial](https://www.youtube.com/NicolaBenedettiOfficial)

Images of Nicola can be downloaded here:

<https://www.dropbox.com/sh/qu4hjnjq5bojedpg/AACupz84jzKZGwkyDxkFJbb-a?dl=0>

**For general enquiries about or to pledge financial support to the Foundation, please contact:**

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### **Notes to Editors**

#### **About Nicola Benedetti**

Over the last 12 months Nicola has continued her role as a dedicated, passionate ambassador and leader in music education:

- Nicola has reached over 2000 young people through workshops, masterclasses, partnership projects, and school visits.
- Nicola has also connected with over 500 teachers, providing support in the face of mounting pressures, and encouraging best practice.
- This commitment to supporting music practitioners was underlined in July 2018, when Nicola took over as President of the European String Teachers Association.
- Nicola has contributed to campaigns to save and preserve music services across the country
- She holds named positions in several of the UK's most established and high quality youth music organisations including the National Children's Orchestras, Sistema Scotland, National Youth Orchestras of Scotland, Music in Secondary Schools Trust, Royal Conservatoire of Scotland and many more.

- Music education work has been delivered across Scotland and from Leeds to London. Forthcoming events in Birmingham and Wales will further widen Nicola's connections.
- As 'Big Sister' to Sistema Scotland, Nicola led Super String Sessions in autumn 2018, celebrating the organisation's 10th anniversary by bringing together 500 young people from a diverse range of learning backgrounds including through Sistema Scotland, Local Authorities and private tuition.
- Fiercely committed to music education and to developing young talent, Nicola has formed associations with schools, music colleges and local authorities.
- She is credited with broadening the appeal of classical music to young and new audiences through her extensive education work and appearances at events such as the Commonwealth Games Opening Ceremony and iTunes Festival.
- Nicola was awarded the Queen's Medal for Music in 2017, the youngest ever recipient, and was appointed a Commander of the Order of the British Empire (CBE) in the 2019 New Year Honours, in recognition of her services to music.
- Nicola Benedetti is one of the most sought after violinists of her generation. Her ability to captivate audiences with her innate musicianship and dynamic presence, coupled with her wide appeal as a high profile advocate for classical music, has made her one of the most influential classical artists of today.
- She is in much demand with major orchestras and conductors across the globe and this continues across the 2018-2019 season with concerts throughout the UK, Europe and America.