

Invitation and Program

UBS-Académie Musicale de Villecroze

Seminar 2009, 10-12 June, 2009



Achieving Significance and Effectiveness in Philanthropy

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Value Proposition

This seminar looks into ways to achieve significance in art philanthropy, taking music as a point of departure and the experience of the Musical Academy of Villecroze as a red thread. Insights are applicable to philanthropy more generally.

Commonly defined as music with lasting significance, classical music ranks among the most important accomplishments of our species' cultural heritage. Over the centuries, musical philanthropy has played an instrumental role in the emergence of many great pieces of music. At the beginning of the twenty-first century, how can philanthropists best structure their initiatives for lasting impact in the field of classical music and beyond? In the context of the twentieth anniversary of the Académie Musicale de Villecroze, UBS Philanthropy Services is proud to partner with the Academy to jointly offer a seminar to a select group of philanthropists who wish to work through the main challenges and opportunities in this field.

Methodology

The event will follow a three-day retreat format in which the group will work through several interactive workshops. Keynote sessions will provide important building blocs for the program. Leveraging venue and topic, inspirational activities such as concerts and outdoor discussions in the surrounding area of l'Académie Musicale de Villecroze will be an important part of the program.

Venue

The seminar will be held at the Académie Musicale de Villecroze, founded by Anne Gruner Schlumberger in 1989. A great lover of music, she sought to encourage performance and musical creativity, particularly among young people, and set out to make the Académie "a hive of musical activity." Having discovered the village of Villecroze, she acquired the use of an eleventh-century chapel, embarked on its restoration and organized master classes for young musicians, taught by musicians of international prestige. To provide accommodation and rehearsal facilities, she then acquired a disused *magnanerie* (a building used for breeding silkworms), and over time restored a number of houses to create an architectural ensemble designed specifically for musicians.

Event Content

If you would like to receive more information on the content of the seminar please contact Dr. Maximilian Martin, Global Head and Managing Director, UBS Philanthropy Services, P.O. Box, CH-8098 Zurich, Switzerland, tel. +41-44-237 50 47, fax: +41-44-234 58 38, e-mail: sh-philanthropy-services@ubs.com

Registration

If you would like to pre-register for the seminar, please contact

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Day One: June 10, 2009

13:00-15:30 Registration

Room TBD Seminar registration

13:00-15:30 Optional Lunch for Early Arrivals

Salle à manger Early arrivals are invited to join for lunch at the Academy

15:30-15:40 Welcome Message

Pressoir In 2009, the Villecroze Academy of Music is proud to celebrate its twentieth anniversary. Over two decades, its master classes have offered over one thousand young professionals the opportunity to work in-depth with admired teachers, thus catalyzing a significant step forward.

15:40-16:00 Opening Remarks and Overview of the Seminar

Pressoir Classical music has been a key domain of philanthropic generosity over the centuries. When European composers began to write the first music that we now consider classical, in the fifteenth century, they grappled with the juxtaposition of freedom and structure. Similarly, today's philanthropists must find a balance between nurturing talent with all the associated implications of providing an experimental space for free-flowing creativity, and the rigor of rules without which rewarding excellence remains illusive. What is the role of philanthropists in fields such as music, culture and education? And what do we want to achieve during the two days ahead?

16:00-17:15 Participant Presentation

Pressoir To facilitate exchange and collaboration among foundations during the seminar, each participant will present his/her institution.

17:15-18:30 Tour around the Académie de Villecroze

18:30-19:30 Drinks at the Pool

Piscine

19:30-20:30 Dinner

Salle à manger Over dinner, seminar participants can further build on the emerging conversation in an informal setting.

21:00-22:00 Musical Concert: La Chanson Française

La Chapelle Drawing inspiration from writers such as Baudelaire, Rimbaud or Verlaine, and building on the great tradition of classical French literature, the chanson française emerged after World War II as a major esthetic and linguistic alternative to the expanding Anglophone musical disc industry and its vision of popular culture. A concert for the senses, complementing our cerebral work during the seminar.

Day Two: June 11, 2009

08:00-09:30 Breakfast

Salle à manger

09:30-09:45 Day Two: What is the Game Plan?

Pressoir Our goals for the day – and how can we make the insights actionable?

09:45-11:00 Building an Institution

Pressoir Without leadership nothing significant gets started, without institutions, nothing lasts. The workshop looks at several institutions and asks: where are the inflection points, what are the lessons learned, and where to next?

11:00-11:30 Tea and Coffee Break

Terrasse

11:30-13:00 Sourcing Talent, Changing Lives

Pressoir Talent is a key element of successful philanthropy. Yet, sourcing and nurturing talent also raises many questions: does the musical philanthropist aim for transformational social impact similar to the phenomenon of chamber music in the nineteenth century, when amateur quartet societies sprang up all over Europe? Or is the objective closer to nurturing pure art and thus needs to focus on the best, sourcing them at an early age? Leaders in musical and cultural philanthropy share their insights.

13:00-14:30 Lunch

Salle à manger

14:30-15:45 Family and Philanthropy: Taking up the Responsibility

Pressoir By 2052, an estimated minimum of US\$ 41 trillion of private wealth will have changed hands. Much of this will go to charitable contributions. Indeed, among estates, allocation is skewed towards philanthropy (31.6%, compared with heirs 31.3%). What are the core trends in succession in the first quarter of the twenty-first century? What are the patterns of legacy creation? What do philanthropists need to keep in mind to ensure that the philanthropic vehicles they establish will be supported by their families, remaining true to the values of the founder, while also providing room to take on the new challenges that successors are passionate about? What are the nuts and bolts of strategic legacy creation?

15:45-16:15 Tea and Coffee Break

Terrasse

16:15-17:15 Balancing Creativity and Control in Philanthropy

Pressoir Igor Stravinsky famously argued that “the more art is controlled, limited, worked over, the more it is free.” What is the right balance between creativity and control in philanthropy, in particular in fields such as arts and culture?

17:15-17:30 Short Break

17:30-19:30 Special Session: Two Harpsichords and One Piano Forte

Salle du clavecin In this “head and heart” session, Ilton Wjuniski will present three instruments: two harpsichords and one piano forte, introducing their history. Each instrument will be highlighted with a specific musical piece. Associate Professor of the City of Paris Conservatory, Wjuniski holds tenure for Early Music at the Claude Debussy Conservatory, and has taught master classes at the Schola Cantorum Basiliensis, the Tchaikovsky Conservatory in Moscow and the Forum Artium in Osnabruck.

Day Three: June 12, 2009

19:30-20:30 Dinner

Salle à manger Over dinner, seminar participants can further build on the conversations in an informal setting.

20:30-22:30 Seminar Night Cap

Piscine Over drinks, seminar participants can further build on their conversations in an informal setting.

08:00-09:00 Breakfast

Salle à manger

09:00-09:30 Getting Collaboration Right

Pressoir In a world characterized by increasing complexity and asymmetric interdependence, the opportunities for impact are expanding – in the arts and beyond: never before have individuals been more powerful initiators of advancement. Nevertheless, the scale of challenges often overwhelms the ambitions of a single individual. What can philanthropists contribute through joint strategies? What are realistic expectations regarding collaboration? And how can the insights be applied to the field of the arts?

09:30-11:00 The Tuning Fork: An Open Conversation

Pressoir Foundations share their collaborative strategies. What has worked, and what has not? When does it make sense to partner, and when is it a waste of time?

11:00-11:30 Tea and Coffee Break

Terrasse

11:30-11:45 Where Do We Go From Here?

Pressoir What are the key takeaways, and how are they best communicated?

11:45-12:00 Farewell Address

Pressoir

12:30-14:30 Lunch

Salle à manger

14:30 End of Event –

Concept and Content:

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**This event is organized in partnership with Anne Postel Vinay,
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