

MEDIA RELEASE

Sydney Symphony Orchestra launches new campaign around its 2018 season program



SSO Principal Horn Ben Jacks at Bondi Beach

VIDEO: [THE SYDNEY SYMPHONY ORCHESTRA'S 2018 SEASON](#)

Thursday 10 August 2017: Featuring musicians on skateboards and motorcycles, and iconic shots of Sydney, [the Sydney Symphony Orchestra's latest video campaign](#) launched today offers a fresh take on the 86-year-old institution.

The 'Take a ride with your SSO' video campaign is designed to promote the Orchestra's 2018 Season, also launched today, and will be featured across multiple platforms including online, social media and television.

SSO Acting CEO John Horn said the video illustrates how the SSO is very much a part of the Sydney community: "The heart of the SSO, and what makes us different from any other orchestra in Australia, is the people who make up our organisation: our incredible musicians and our diverse and passionate patrons who help us create world-class music in our beautiful city. We wanted to highlight all of these elements in our video to get people excited about our 2018 season."

Playing the instantly recognisable *Ride of the Valkyries* by Richard Wagner, which will feature in the 2018 season, SSO musicians appear around Sydney taking members of the public to the Sydney Opera House via different modes of transport. The video concludes with the audience members

watching in awe as their city's orchestra brings the music to a climax under the baton of SSO Chief Conductor and Artistic Director David Robertson in the Concert Hall.

Drawing on a recent survey of audience perceptions of the SSO, the light-hearted and comedic ad shows the warm and accessible side of the orchestra.

"We wanted people to see the side of the musicians that we get to witness every day – the fun, interesting and dynamic personalities that make up the orchestra," Mr Horn said. "We're removing the barrier between the audience and the musicians, and inviting them to come on a journey with us."

The musicians in the campaign are among the 96 members of the SSO, with cameos from SSO patrons including SSO subscriber of more than 40 years, Audrey Tonkin as passenger on the back of Trombonist Nick Byrne's motorcycle. The ad was created entirely in-house, from concept to execution.

#ENDS#

Campaign details:

Take a ride with your SSO in 2018

Filming and direction: Daniela Testa

Producers: Daniela Testa, Bridget Cormack, Simon Crossley-Meates

Concept: Bridget Cormack

Featured SSO musicians: SSO Chief Conductor and Artistic Director David Robertson, Yosuke Matsui, Geoffrey O'Reilly, Nick Byrne, Euan Harvey, Marnie Sebire, Alice Yang, Ben Jacks and Nicola Lewis.

Also starring: Mathias Olofsson, Marcelle Wever, Daniel Alcaide, Gabriel Brearley, Jackson Shapiera, Ashley Dyason, Courtney Kirkham, Debbie Zukerman, Audrey Tonkin, Nayan Sarkar and Baxter the Beaglier.

Music: Wagner's *The Valkyrie: Ride of the Valkyries* performed by the Sydney Symphony Orchestra conducted by Nicholas Carter. Supplied courtesy of ABC Classics.

Special Thanks to: Harbour City Ferries (www.beyondthewharf.com.au), 13 CABS (13CABS.com.au), Darlo Drama and the New York Film Academy.

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