



# YEAH!

YOUNG EUROPEAN AWARD

**APPLY  
NOW!**

colourful. tuneful. successful.

## WHAT DOES YEAH! STAND FOR?

YEAH! is short for Young EARopean Award & its Highlights and stands for an exchange between artists from across Europe on something that is vital for a modern society: a lively, spirited and open music culture. As **Europe's very first competition for music mediation**, the YEAH! Young EARopean Award has been looking for innovative ideas for future music life since 2011.

## WHO IS THE COMPETITION AIMED AT?

YEAH! is aimed at **professional organizers, artists, cultural operators as well as cultural institutions of European music** that address new audiences with their productions and projects. We are looking for projects from all over Europe that will have taken place or have been performed between February 1st 2013 and June 30th 2014.



## **TWO CATEGORIES**

The YEAH! Young EARopean Award is given to productions and projects in the two categories **Performance** and **Process**.

## **WHAT IS THE AWARD WINNERS' PRIZE?**

Apart from the total prize money of 40,000 euro that will be shared among the winners, every winner receives a certificate as well as a YEAH! trophy that was designed especially by the Osnabrücker artist Volker-Johannes Trieb.



« Winning the YEAH! Award 2013 in the category Performance rewarded us not only for our performance but also for the hard work we have put into music communication all those years! »

*Paulo Lameiro* *Concertos para Bebés – Artistic Director (Portugal)*

## **CATEGORY PERFORMANCE**

**Professional and modern stage- and concert** formats that use creative ways to invite the young and the young at heart to get in touch with music, opening up new approaches to concerts and music theatre.



« Awarding “Feel the Music” with the YEAH! Award 2013 has underlined the importance of inviting the hearing-impaired to participate in music. The YEAH! jury found in the project everyone’s right to receive the joy of music on their own terms. We are honoured and hope to inspire many other ensembles and promoters to join us on this road! »

*Ole Bækhoj* Mahler Chamber Orchestra – Chief Executive (Germany)

## **CATEGORY PROCESS**

**Participative mediation events and workshops** for children and teens, or for all ages. The process of encountering and creating music is the core of this category – independent of presentation or performance.



« Working and performing with the young Spanish singers of V-E-U-S choir gave us new inspiration! We are glad that we were part of the YEAH! Festival 2013. »

*Peter Stavrum Nielsen* Body Rhythm Factory (Denmark)

## **YEAH! FESTIVAL JUNE 2015 IN OSNABRÜCK**

Cross-border encounters through music – that’s the idea behind the YEAH! Young EARopean Award and its festival. The festival adds a wonderful podium to the competition, spotlighting young and up to date concert formats, and it has established itself as a **lively platform for professional exchange in the education and outreach scene**. The festival does not only consist of performances, but also of the YEAH! exchange meeting of the nominated projects as well as professional impulses through conferences and the European exchange of ideas.

### **WHO WILL BE INVITED TO THE FESTIVAL?**

All nominated projects will be invited to present themselves at the project exchange meeting. But also **all other applicants and interested guests** are more than welcome to take part in the festival, get inspired and come together to develop musical formats and topics and to think ahead.



« Gently mix together 1 cup Creativity with 4 tablespoons of Talent and 2 teaspoons of Competition. Add as much European Encounters as you like and then flavour with a pinch of Innovation. Voilà, enjoy YEAH! 2015 »

*Christina Coker* Professional in Music Education and YEAH! Juror (Great Britain)

## THE YEAH! JURY

The YEAH! Jury deciding on the productions and projects is **made up of experts on European cultural life**. For each competition round, the competition office appoints new jury members.

The nominees for the YEAH! Award 2015 will be announced in the **beginning of 2015**. The winners will be announced at the official and public award ceremony at the YEAH! Festival in Osnabrück in **June 2015**. **Application deadline** is 30th of June 2014!

# WANT TO APPLY? – GREAT!

**You can apply in three simple steps:**

1. **Register** for online application **now**.
2. Fill in the application form online and send it online.
3. Send five DVD copies of a **live recording of your project/your production** as well as **digital photo material** for press work (2-4 photos, 300 dpi resolution) naming copyright holder (photographer) to the competition office in Berlin. The photo material can also be sent online e.g. per wettransfer.

**Application Deadline** is **30th of June 2014!**

**Save the date:** June 2015 – YEAH! Festival in Osnabrück!

## Contact

Please don't hesitate to contact us per phone or email.  
We will be happy to help you anytime!

YEAH! contact person: Stephanie Heilmann

T +49 (0)30 53 00 29 45

[yeah@jungeohren.de](mailto:yeah@jungeohren.de)

# WWW.YEAH-AWARD.COM

YEAH! Young *EAR*opean Award is a joint project of  
Stiftung Stahlwerk Georgsmarienhütte and netzwerk junge ohren e.V.



Stiftung  
Stahlwerk Georgsmarienhütte