

iMA Newsletter

Voted **top 100 educators in the world** by the International Biographical Centre
Winner of the **Consumers' Choice Award** for best music school in the GTA.
Winner of the Royal Conservatory of Music **Gold Medal for Teaching Excellence**.
Winner of the **York Region Character Community Award**.
Markham Board of Trade **Business Excellence Award** finalist.



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International
Music
Academy

Year XXIII, No. 10

October 2019

WELCOMING OUR NEW STUDENTS

Charlotte Rourke, voice
Olivia Rourke, piano
Liam Ngo, piano
James Au, piano
Ahona Das, voice
Aditri Das, piano
Nicolas Dasgupta, piano
Mickaylah Mascarenhas, voice
Sarah Mascarenhas, piano
Riya Rajeev, piano
Shiv Rajeev, guitar
Leo Wanji, trumpet
Samantha Thanesh, piano
Pavin Patel, guitar
Princy Pate, piano
Brandon Casil, piano
Nidheesh Vathumilla, guitar
Benjamin Capotosto, piano
Clayton To, piano
Cameron Miller, piano
Jaiden de Souza, piano
Olivia Kyriakopoulos, piano
Kaitlyn Zhen, voice
Nathan Zhen, piano
Cairo Hamlet, violin

IMPORTANT DAYS IN OCTOBER

October 1. International Music Day.
October 7. Thanksgiving. IMA is open.
October 8-9. Yom Kippur.
October 15. RCM Winter session applications deadline.
October 21. PA day (YR). IMA is open.
October 19. Flato Markham Theatre. Kindred Spirits Orchestra.
Beauty, fate and variations
October 22-28. iMA DRAWING CONTEST



NEWS

IMA DRAWING CONTEST



*Do you enjoy drawing?
Do you like creating images?*

Take part of the IMA DRAWING CONTEST!

The theme is: 'Music makes people...'

You can use the following materials: pastels, colour crayons, aquarelles, or black pencil on paper size 8" x 8".

The contest is open to all students currently registered at the IMA who are 16 y.o. and under as of November 1, 2019. Only one drawing per student will be accepted. Remember to put your name at the bottom of the drawing and leave it at the IMA Office by November 1. The results will be announced in the IMA November newsletter.

The prizes: The top three winners will have their drawings published in the IMA November newsletters, on the IMA website:

HAPPY BIRTHDAY!

www.InternationalMusicAcademy.ca and on the [IMA Facebook page](#).

There is more: the top winner will also receive a pair of tickets for a concert of the *Kindred Spirits Orchestra* at *Flato Markham Theatre* (value of \$80). The 2nd prize will also include one complimentary 30-minute lesson at the International Music Academy (a \$32 value). The 3rd prize will also include a \$10 iTunes gift card.

'Music makes people...` - start your drawing today!

GET 3 FREE LESSONS WITH THE PURCHASE OF A PIANO

If you are ready to purchase a high quality pre-owned piano through one of the IMA partners, 3 of your lessons at the IMA will be free. Call our Office or e-mail Office@InternationalMusicAcademy.ca for more information. Pre-owned piano is a great investment that comes at an attractive price, with a free tuning and delivery.

GET A \$30 CREDIT ON YOUR NEXT MONTH TUITION

We have been very pleased with the continued success of our students. They have improved a great deal and we share their excitement with their families, friends, neighbors, and schoolmates. We appreciate your interest towards our programs and services. We are always very happy to welcome new students of all ages, levels, and instruments to the iMA. **Please tell your friends about your experience with the International Music Academy.**

Do you know someone who is thinking of taking music lessons or who has **children** who may be interested in getting their hands on a musical instrument or singing? Do you know a **teenager** who needs a high school OAC credit? Do you know an **adult** who has wanted for a long time to learn how to play a musical instrument but has never had the time or inclination? **Please tell them about the IMA.**

As an appreciation for your referral, we will give you a **\$30 credit** for each new student who registers at the International Music Academy as a result of your referral.

PERSONALIZED IMA GIFT CARD



The IMA offers personalized Gift Cards that could be used as thoughtful birthday, holiday, bar/bat Mitzvah, graduation gift or for any other occasions as well as to encourage someone

to start learning a musical instrument or singing. The card can be used for any products or services.

The gift card is available for **any amount**. As cards are personalized with the name of the person who will receive it as well as with the name of the person who purchase it, requests have to be made 1 day in advance. Cards can be ordered in person, by phone at 905.489.4620 or by e-mail at info@InternationalMusicAcademy.ca. At the time the card is ordered, a non-refundable \$5 deposit is required. The full value of the card is paid upon pick-up (and the deposit is credited towards the purchase price). Payments can be made by any major credit card, cheque or cash as well as through the accounts of the IMA Clients.

FOLLOW US ON

Stay in touch and follow the IMA latest news on Facebook. Visit <https://www.facebook.com/International-Music-Academy-1944567629154903> and become a friend of the International Music Academy.



Kindred Spirits Orchestra | Kristian Alexander, Music Director

BEAUTY, FATE AND VARIATIONS

Concert season opening night gala

Saturday, October 19, 2019, 8 pm | Flato Markham Theatre

BRAHMS

*Variations on a theme
by Haydn*

BARBER

Violin concerto

TCHAIKOVSKY

Symphony No. 4



Kristian Alexander
conductor



Leslie Ashworth
violinist

905.305.7469

171 Town Centre Blvd
MarkhamTheatre.ca


Flato
Markham
Theatre
LIVE ARTS MATTERS.


You belong.



COMPOSERS' ANNIVERSARIES IN OCTOBER

1/10/1865 Paul Dukas born
2/10/1920 Max Bruch died
3/10/1931 Carl Nielsen died
9/10/1813 Verdi born
9/10/1835 Saint-Saëns born
11/10/1896 Bruckner died
12/10/1872 Vaughan Williams born
14/10/1990 Bernstein died
17/10/1849 Chopin died
18/10/1893 Gounod died
20/10/1874 Charles Ives born
22/10/1811 Liszt born
24/10/1725 A Scarlatti died
25/10/1825 J Strauss Jr born
25/10/1838 Bizet born
26/10/1685 D Scarlatti born
27/10/1782 Paganini born

Where you born or do you know someone who was born on the same day as these famous composers? Drop us e-mail at info@InternationalMusicAcademy.ca to let us know.

FEATURED TEACHER OF THE MONTH

Elena Eremeeva, M.Mus., B.Mus.

Piano and Voice studies, Music theory



Ms. Elena Eremeeva was born and educated in St. Petersburg, Russia where she has graduated with a Diploma in Music from the Pedagogical College as well as a Choir Conductor, piano and voice teacher. She is currently a Choir Director at the Christ the Saviour Cathedral in Toronto.

With experience in teaching piano and voice in Canada since 1995 for all ages and levels, she is giving her students great opportunities to perfect their performance skills, improve their confidence and showcase their talents.

Ms. Eremeeva was happy to answer a few questions for our Parents and Students:

1. What do you like most about teaching? What I like most about teaching is the excitement in every individual journey of each student. I watch them strengthen their talents and learn new skills. I support them through the struggle through developing mastery habits. Knowing that I was part of the great journey of their lives is gratifying and truly rewarding for me.

2. How do you inspire students to practice more? Every student has their unique melody. Letting them feel the music through playing it together and choosing the pieces themselves, puts them in control. Engaging them through discussions over

different ways of playing. Planning performances to plant confidence in themselves. And most of all, being their cheering and applauding audience.

3. What roles does performance play in student's development? Performances are main contributors to building self-confidence for the students. Students learn to deal with the stress of preparation and the anxiety that might be part of the piano passionate performer. It encourages the students to be responsible and accountable in front of live audience. In addition to the joy of playing and sharing your talent with the world, such events will help students become more acquainted with evaluating music and musicians.

4. Who are your favourite composers? Bach, Mozart, Beethoven, Rachmaninov, R. Strauss and G. Puccini are inspiring me for whole my life.

5. What was the last piece of music (sheet music or a recording) you purchased for yourself? Sonatas by G. Donizetti.

FEATURED STUDENT OF THE MONTH

Joanne Jaison



What instrument do you play? – I play the piano.

How long have you taken lessons? – I started taking lessons with Ms. Lili at the International Music Academy about 2 years ago.

Park and Shawn Mendes.

Who are your favourite musical artists? – I enjoy listening to Linkin

What are your other hobbies, besides music? – I like reading graphic novels and play video games

Favourite food? – I'm a foodie, so I like trying different foods. But, I love my pizza any day.

What is the coolest thing you've learnt in your lessons in the past three months? – I like songs played with the black keys. I also like to try playing the songs I listen to, on the piano. I've not had much success yet - but I will one day!

Do you have any performance coming up? – No public performances coming up, just practicing ☺

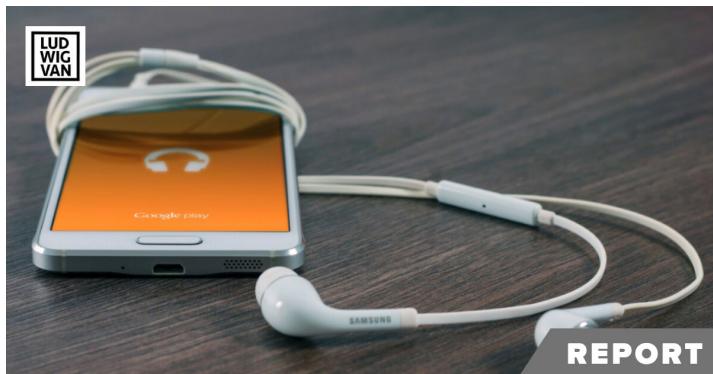
E-mail to info@InternationalMusicAcademy.ca a photo of yourself (or your child) together with the answers of the questions above. The deadline for submissions is the 15th of every month. We will feature you in one of the next issues of the newsletter.

FEATURED ARTICLE

Study Shows Classical Music Streaming Soaring in Popularity

By Anya Wassenberg on June 24, 2019

LUDWIG VAN TORONTO



Did you know that classical music is the fourth most popular genre among music consumers? Or that it numbers more fans worldwide than R&B or hip hop?

Despite the gloomy predictions of classical music's death that have become ubiquitous over the last few years, a recent study commissioned by Idagio, the classical music streaming service based in Berlin, has found the future to be far from dreary for the beloved genre.

The research is gleaned from a study completed by MIDiA Research, a boutique research and analysis service based in the UK and focusing on "the intersection of technology and content". The paper used consumer data from an online survey of 8,000 adult music consumers from across the globe, including the US, UK, Germany, Austria, Denmark, Sweden, Mexico, and South Korea. Market models were used to calculate trends.

The average age of classical music listeners is about 45.5, and about 40 percent fall into the 55+ demographic, but 44 percent are under the age of 44, and the numbers are growing when it comes to younger music lovers. The second highest demographic counted falls among 25 to 34-year-olds at 31 percent. Naturally, the MIDiA study focused on streaming music markets, which it finds plays a key role in introducing new fans to the music globally. The hard numbers bear out that assertion, with 30 percent of classical music streamers falling into the under 35 demographic. Even among 20 to 24-year-olds, the youngest demographic represented in the study, about 25 percent listen to classical music. A significant 42 percent of music listeners say that streaming has helped them to discover a broader palette of musical choices than any other format. As a whole, about 35 percent of music consumers count themselves as fans of classical music, putting it on about a par with country music in popularity.

The study, and many analysts, point to the emergence of [mood-based playlists](#) on the big services like Spotify for piquing the

interest of younger generations. Such playlists include music that is based entirely on mood, ignoring genre, and typically includes classical music tracks.

The figures are impressive, particularly when you consider that only about 5 percent of all music recorded falls into the classical music slot. That figure, however, is offset by the wealth of existing and even archival material that is now available. Fans of classical music aren't like their trend driven pop music counterparts. Its current audiences are loyal, with many people adding classical music to the other types they enjoy. In some markets, such as Sweden and Denmark, up to 40 percent of classical music fans say they listen to it in addition to their usual music genre.

Classical music sales were up only 2.1 percent in 2018 over 2017; the big jump in classical music streaming is looking to make up the difference. The market for classical music recording amounted to \$384 million in 2018, and classical music streaming was up a whopping 46 percent, worth \$141 million, or about 37 percent of the total classical music market. In North America, the total classical music market is worth \$146 million of which \$89 million represents streaming revenues — that's more than 60 percent.

While streaming is up and coming, though, radio and CDs are still the preferred listening media when it comes to classical music fans, with video streaming on YouTube or Vevo coming in a surprising third with 29 percent of listeners. Some 40 percent listen to classical music on the radio, with 35 percent saying they listen to CDs. Related categories include "relaxing piano music" at just over 20 percent, classical crossover at 11.5 percent, and opera at just under 9 percent.

While classical music listeners buck the industry trend, the market for physical CDs can't be expected to sustain classical music sales into the future. Brick and mortar record stores are harder and harder to find, and many labels have put store promotions and physical CD sales on the back burner as streaming emerges as the fastest growing format. Overall, the market for CD sales in North America dropped just under 20 percent from 2017 to 2018, with music downloads dropping just over 21 percent during the same period. It's not surprising. In the R&B/hip hop genre, for example, six recent No. 1 albums were never released in physical CD form at all.



Royal Philharmonic Orchestra

The MIDiA figures are held up by another [recent study](#) commissioned by The Royal Philharmonic Orchestra (RPO) that looked at 2,095 adults in the UK and their preferred music formats. About 22 percent of the survey's respondents said they wanted to discover more orchestral music — more than any other genre. That study found a kind of sub-trend among the youngest listeners choosing options other than streaming, including a surprising surge in vinyl album sales, and digital downloads.

The RPO study also underscores an important aspect of classical music — the concert experience. While many listeners preferred to experience classical music at home, 16 percent of listeners 18 to 24, and another 10 percent between 25 and 34, say that they choose the music they listen to because of concerts they have attended. James Williams, Managing Director at the Royal Philharmonic Orchestra commented on the study results. "For many, it is the most emphatic way to enrich people's lives and inspire a journey of musical discovery."

New technology, new listeners, and timeless music are set to take the classical genre into a healthy future.

To comment on this story or anything else you have read in the Newsletter, head over to the IMA Facebook page or message us on Twitter.

International Music Academy

GIFT CERTIFICATE

for new students only
1 offer per family

ONE FREE LESSON

Call the IMA Office at

905.489.4620 (Markham) or

905.640.6363 (Stouffville)

to schedule your first lesson.

Once scheduled, the lesson cannot be rescheduled. Cannot be combined with any other offer. No refunds, no exchanges.



Music is sooooooo beautiful!

Register for lessons by
October 15, 2019 and receive

\$50 off

New students only. 1 offer per family
Cannot be combined with any other offer.

**REFER A NEW STUDENT and
GET ONE FREE LESSON!**

When you refer a new student to the IMA, who registers for lesson, you will get one free lesson for every new student. So, if you refer the IMA to 2 new students, we will give you 2 free lessons; for 3 new students – 3 free lessons etc. Fill in the coupon below and leave it with the IMA Office administrator.

Your name: _____

Name of the new student: _____

*You can print or photocopy this coupon as many times as you need.
Cannot be combined with any other offer.*