

ZUKUNFTSKLANG AWARD

International Online Music Competition

Young talent · Professional · Amateur · School class

**APPLY
NOW!**

**TOTAL PRIZES
WORTH \$11.000**

December, 15th 2021 – February, 23rd 2022

CREATIVE PARTICIPATION

International Online Music Competition

Young talent · Professional · Amateur · School class

The digital cross-disciplinary format is looking for **creative performers, publicists and producers** who create new approaches to the classical music scene. The competition is aimed at instrumentalists, singers, dancers, actors from the junior, professional and amateur sectors, as well as school classes.

In the 2021/2022 season, the award will be held in the category of performers in the categories of piano and chamber music - string quartet.

As a contemporary educational platform, AWARD offers an online workshop unit in advance in the Publicist and Producer category. Beginners and impulse seekers will receive criteria and tips related to the category „Writing about Music“ and „Video Clip.“

There are no limits to the imagination in video clip production – you design the appropriate storyboard around your freely chosen piece of music. For the IMPULS AWARD, professional impulse generators are nominated in the three categories Performer, Publicist and Producer, who distinguish themselves for their special commitment in the field of education, sustainability or resource protection.

The forward-looking project also takes into account green aspects such as sustainability and resource conservation, e.g. through paperless organization and carbon footprint reduction by eliminating travel time for participants.

The ZUKUNFTSKLANG AWARD is looking forward to creative minds. Have fun!

Total prizes worth € 10,000

All participants receive a diploma

Teachers, lecturers and professors will receive a certificate.

Get one of the creative prizes!



Selected winners will receive

- cash prizes
- a video interview, presented on social media channels
- a concert opportunity (live / online) at the next ZUKUNFTSKLANG festival
- 60 min of free lessons (live / online) at the next ZUKUNFTSKLANG master class
- exclusive video shooting in the professional ERNA recording studio with highest image and sound quality www.ernani.eu
- annual licenses ERNA-the app from www.ernani.eu
- vouchers for professional website (design, programming) from www.dreher-media.de
- Henle Urtext sheet music vouchers, Henle-Library-App Credit points, Goodie bags from www.henle.de · www.henle-library.com
- Goodie bags (for pianists) from www.eu.steinway.com
- 20 € vouchers (for string players) from www.paganino.de

Jury evaluation

(points awarded according to international regulations)

Maximum score: 25 points

- 1st prize: 23 – 25 points
- 2nd prize: 21 – 22 points
- 3rd prize: 19 – 20 points
- 4th prize: 17 – 18 points
- 5th prize: 15 – 16 points

Registration fees

Instrumental solo	\$ 68
Chamber music	\$ 68
writing about music / video clip	\$ 68

Registration in more than one category possible
Registration fee per each additional category \$ 28

Payment

Festival account: IBAN: DE52 6005 0101 7006 0002 72, BIC: SOLADEST600

PayPal: <https://www.paypal.com/paypalme/zukunftsklangstr>

JURY



© Tian Music Production



Tian Jiang

Steinway Artist, international concert pianist, composer, recording artist, founder Tian Music Production, „Distinguished Alumni Achievement Award“ San Francisco Conservatory of Music for outstanding cultural exchange engagement
www.tianmusic.com

© Cornelius Tomietten



Eugenia Ottaviano

Aline Quartet, multiple award winning quartet, recording artist, complete recording of Schubert's string quartets, academy director
www.bieler-akademie.de
www.alindequartet.com

© Nelly Köfner



Carlin Danner

Pianist, lecturer Leopold Mozart Center of the University of Augsburg, recording artist, artistic director of the Schlosskonzerte Blutenburg
www.carolin-danner.de

© Tim Binder



Tonion / Tim

Celloist, composer, music producer (classical, jazz, hip-hop), co-founder record label ThePlantHotel, influencer (7 million streams on Spotify and Apple Music, over 800,000 monthly listeners)
[@tonionmusic](https://www.instagram.com/tonionmusic)

© Kirsten Bollig



Sontraud Speidel

Steinway Artist, pianist, Professor University of Music Karlsruhe, Opus Klassik Award, recording artist, artistic director: „Musikforum Hohenwettersbach“, „Klassik im Schloss“ of the Kulturfonds Baden e.V., „PIANO-PODIUM Karlsruhe e. V.“
www.sontraud-speidel.de

© Nieu Charciu



Aloisia Dauer

Solo / orchestra and ensemble violinist, BR-Klassik award „Bavaria's most popular music teacher“, founder of the educational platform
www.yourmusicmind.com

© Co.Mez



Moritz Winkelmann

Prize winner at international Telekom Beethoven Competition Bonn, Recording Artist, professor at University of Music and Performing Arts Mannheim, dozent at HMDK Stuttgart and Konservatorium Bern, artistic director „Klassik im Klösterle“
www.moritzwinkelmann.com

© Anna Sutyagina



Anna Sutyagina

Pianist, videoclip performing, recording music criticism
www.movingclassics.tv
www.anna-sutyagina.com
www.fiverr.com

© Steinway Retail Deutschland GmbH



Sven Fröhlich

Steinway Retail Deutschland GmbH, Manager Steinway & Sons Stuttgart
www.eu.steinway.com

© Christian Schega



Christian Schega

Filmmaker, producer, event technician, lecturer Filmakademie Baden-Württemberg
www.christianschega.de
www.calimedia.de

© Nikolaj-Lund



Martin Funda

Armida Quartet, Multiple prize-winning quartet, recording artist, complete Recording of Mozart's string quartets, curator Henle Library App, Professor HMDK Stuttgart
www.martin-funda.com
www.armidaquartet.com

© Nicole Köster



Nicole Köster

Editor, television and radio presenter, lecturer at SWR, HMDK Stuttgart, Hochschule der Medien, among others

© Michael Reh



Aris Quartett

Multiple award winning quartet, Jürgen Ponto Foundation, Borletti-Buitoni Trust Award, recording artist
www.arisquartet.de

© Heidi Föföel Tobias



Nikolaus Halfmann

Managing director creative ERNANI GmbH, saxophonist, composer, pedagogue
www.nikolaushalfmann.de
www.ernani.eu

© Oliver Feuther



Dr. Ulla Zierau

Editor, presenter, author for SWR2 „Musikstunde“, SWR2 „Treffpunkt Klassik“, SWR2 „am Morgen“, among others

© Ingmar Lazar



Ingmar Lazar

Steinway Artist, Pianist, recording artist, artistic director: of „Festival du Bruit qui Pense“, „Piano Festival Escapades“
www.ingmarlazar.com

CREATIVE PARTICIPATION INSTRUMENTAL

Procedure

1. Registration form (www.zukunftsklang.de)
2. Program selection (see FAQs)
3. Create video recording (see FAQs)
Unedited video recording: creation not older than 3 months before date of submission
4. Send video and application form

Young Talent

Program – free choice

1 – 2 works from the eras: Baroque, Classical, Romantic, Impressionism, Modern to 1950

up to 10 years – maximum 8 minutes

up to 15 years – maximum 10 minutes

up to 17 years – maximum 15 minutes

Professional

Program – free choice

2 works from the epochs: Baroque, Classicism, Romanticism, Impressionism, Modernism until 1950

no age limit – maximum 20 minutes

Amateur

Program – free choice

1 – 2 works from the epochs: Baroque, Classical, Romantic, Impressionism, Modern until 1950

from 18 years – maximum 20 minutes

Goal

study of classical music

Performance training

Evaluation criteria (see FAQs)

- Creativity, courage, individuality, expression, artistic personality, virtuosity, stylistic confidence, musical composition, technical ability
- Submitted music videos: Conversion by organizer into audio, jury receives audio without name (equality)
- Pupils, students of jury members are not allowed to participate

Participation 2021/2022

Instrumental – piano (two-handed)

Chamber music – string quartet

PERFORMER



CREATIVE PARTICIPATION WRITING ABOUT MUSIC

Procedure

1. Registration form (www.zukunftsklang.de)
2. Crash course "music journalism"
Online Workshop / Script
What does a good music criticism contain?
From technical craft to own argumentation
3. Selection of a classical music piece from the epochs: Baroque, Classical, Romantic, Impressionism, Modern until 1950 based on a YouTube video (max. 5 min)

»SWR2

Infos

Quelle: SWR2-Musikstunde vom 5.9.2021 (13.11.2021)

4. Write a music critique (max. 7.000 signs with spaces)
 - Indication of the source link
 - Mention of the performer
 - Mention of the composer, title of the piece
 - Period of origin of the piece

- Statement of the composer
 - Special features of the composer/the piece
 - Effect of the piece (expression of mood)
 - Design of the performer
 - Own argumentation
5. Submit music critique and entry form as well as declaration of consent (team) (see FAQs)

Goal

Examination of classical music
Formation of language and opinion

Evaluation criteria (see FAQs)

- Creativity, courage, stylistic confidence
- Fairplay: moral violation, bullying, insult, racism will be disqualified
- Pupils, students of jury members are not allowed to participate

Participation 2021/2022

All people interested in music journalism
Young talent · Professional · Amateur

School class (as part of music /
German lessons / language lessons)

»» get as a team (free number
of participants) a prize for
your class treasury!

PUBLICISTS

CREATIVE PARTICIPATION

VIDEO CLIP

Procedure:

1. Registration form (www.zukunftsklang.de)
2. Crash course „Music video clip“
Online Workshop / Script
How to create a music video clip on your cell phone, tablet / iPad with simple means
– from storyboard (create action scene) to recording technique and editing



Info

Source: Vodafone Foundation Germany gGmbH (13.11.2021)

3. Selection of a piece of classical music from the epochs: Baroque, Classical, Romantic, Impressionism, Modern up to 1950 or Jazzed-up Classical (homage / transcription of a Classical work into Jazz music) (max. 5 min)
4. Create storyboard
Concept of how sounds and moods can be captured in images

- Statement of the composer
 - Effect of the piece (expression of mood)
Storyboard – representation as (free choice)
 - a) Music mediation – explanatory video (moderation)
 - b) cartoon - video
 - c) video photo collage
 - d) acting and / or dance scene
 - e) light / image animation
 - f) TikTok clip
 - Integration of music
 - a) whole piece
 - b) excerpts
 - c) Own performer: as instrumentalist solo / chamber music / ensemble / singer / choir
 - d) External performer: music based on a youtube Video
5. Create video recording (see FAQs)
 6. Submit video clip and the project description as well as entry form and declaration of consent (team and performer) (see FAQs)

Goal

Visualization of classical music
Create audiovisual experiences
capture sounds and moods in images
Support new listening experiences

Evaluation criteria: (see FAQs)

- Creativity, courage, storytelling, design, technical implementation.
- Fair play: moral violation, bullying, insult, racism will be disqualified.
- Pupils, students of jury members are not allowed to participate

Participation 2021/2022

Own performer: as instrumentalist solo / chamber music / ensemble / singer / choir
Young talent · Professional · Amateur
Foreign performer: music based on youtube video / for school classes (in the context of art / music /IT media lessons)

➔ get as a team (free number of participants) a prize for your class treasury!



PRODUCTION

REGISTRATION FORM

International Online Competition

School class: 1 registration form for each team participant
School class + Teacher

surname, first name

street, number

area code

city

email

phone · mobile

birth date · nationality

female

male

diverse

language

German

English

I became aware of the Online Musikwettbewerb through

requests, questions, comments

I have transferred the course fee

via [PayPal.me/zukunftsklangstr](https://www.paypal.com/uk/web/web/uk/merchandise/uk/merchandise)

via account
IBAN: DE52 6005 0101 7006 0002 72
BIC: SOLADEST600

PRODUCER 2021/2022

December, 15th 2021 – February, 23rd 2022

Please send to info@zukunftsklang.de or apply online under www.zukunftsklang-award.com

Project support by



Videoclip

Own performer

Young Talent

Professional

Amateur

Foreign performer

School class

Storyboard representation

Music mediation –
explanatory video
(moderation)

Video photo collage

Light/image animation

Cartoon – video

Acting and / or
dance scene

TikTok clip

Project description (max. 2.000 signs with spaces):

Short storyboard and producing description (statement, character representation, implementation, green shooting) – submit in the created video clip at the latest by the application deadline on 23.02.2022

Selected piece of music (work: composer, title, op., duration)

Own performer (name, first name) and YouTube link

Foreign performer (name, first name of YouTube-Interpreter and YouTube-Link) and Videoclip YouTube-Link

Photo birth certificate
or passport

Consent form team and performer (on extra
Word document) for participants under 18 years
of age (legal guardian)

I have read the FAQ . privacy policy.
With the application I accept the conditions
of participation.

Place, date, signature (for participants under 18 years of age, signature of a legal guardian)

FAQs – PRIVACY POLICY

Preliminary remark

For reasons of better readability, gender formulations are largely omitted.

Who can actively participate?

ZUKUNFTSKLANG AWARD

PERFORMER

- Instrumentalists from the groups young talent · professional · amateur

PUBLICIST

- all people interested in music journalism from the groups young talent · professional · amateur
- School classes (as part of music / German lessons / language lessons)

PRODUCER

- Own performer: as instrumentalist solo / chamber music / ensemble / singer / choir from the groups young talent · professional · amateur
- External performer: with YouTube link for school classes (as part of art/ music/ IT media lessons)

Young talent up to 10 years up to 15 years up to 17 years	Professional without age limit	Amateur from 18 years
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ZUKUNFTSKLANG IMPULS AWARD

PERFORMER, PUBLICIST, PRODUCER with nomination. No self-application possible. Nominations are open to professional impulse providers with a commitment to education, sustainability or resource protection.

How and until when can I register?

Application form at www.zukunftsklang.de from 15.12.2021 to 23.02.2022 to info@zukunftsklang.de or apply online under www.zukunftsklang-award.com

PERFORMER – Instrumentalist at the same time:

- Photo birth certificate or passport
- application fee
- created video YouTube link

PUBLICIST – writing about music contemporaneous:

- Photo birth certificate or passport (not for school classes)
- application fee
- Declaration of consent team (on extra Word document) for participants under 18 years of age (legal guardian)
- send in the created music critique Word document at the latest by the application deadline on 23.02.2022

PRODUCER – Video clip at the same time:

- Photo birth certificate or passport (not for school classes)
- application fee
- Declaration of consent team and performer (on extra Word document) for participants under 18 years of age (legal guardian)
- send the created video clip link and the project description (on extra Word document) at the latest by the application deadline on 23.02.2022

With which program can I register?

PERFORMER – Instrumentalist

2021/2022 I Piano (two-handed) II Chamber music – string quartet

Young talents

Program – free choice

1 – 2 works from the epochs: Baroque, Classicism, Romanticism, impressionism, modernism till 1950

up to 10 years – maximum 8 minutes
up to 15 years – maximum 10 minutes
up to 18 years – maximum 15 minutes

Professional

Program – free choice

2 works from 2 epochs: Baroque, Classical, Romanticism, Impressionism, modernism until 1950

no age limit – maximum 20 minutes

Amateur

Program – free choice

1 – 2 works from the epochs: Baroque, Classical, Romanticism, Impressionism, Modernism until 1950

from 19 years – maximum 20 minutes

PUBLICIST – Writing about music

Program – free choice

1 piece of classical music from the epochs: Baroque, Classical, Romanticism, Impressionism, Modernism until 1950 based on a YouTube video – maximum 5 minutes prepared music review – maximum 7.000 signs (with spaces)

without age limit

PRODUZENT – video clip

Program – free choice

1 classical music piece from the epochs: Baroque, Classical, Romantic, Impressionism, Modernism until 1950 or jazzed classical music (homage / transcription of a classical work into jazz music) into jazz music)

a) Own performer: as instrumentalist solo / chamber / ensemble / singer / choir (young · professional · amateur)

b) External performer: music based on youtube video / for school classes (in the context of art / music / IT media lessons)

without age limit – maximum 5 minutes

How do PERFORMER – instrumentalists create and send their video recording?

- Unedited video recordings: Creation not older than 3 months before the submission date
- without effects and without fade-ins
- good sound quality, without reverb, without overdrive, without background noise
- good light quality, without distortion, clear representation of all performers
- face and hands of the performers must be visible
- Observe time of the given program duration. The duration of the performed piece does not include applause and entering or leaving the stage
- upload and send created video to own YouTube channel in private or public area afterwards
- caption on YouTube channel with text: Performer (last name, first name, age, composer, work title, op., recording date)

How do PUBLICISTS – writing about music create and send their music reviews?

- by Word file indicating the selected piece of music (work: composer, title, op., performer, duration) and YouTube link, as well as a brief description of the project implementation process, Green writing
- Send Word file
- max. 7.000 characters (with spaces)

How do PRODUCERS – video clip create and send their video clips?

- upload and send created video to own YouTube channel in private or public area afterwards
- label on YouTube channel with text: Artist (last name, first name, age, composer, title of work, op., date of recording); for school classes (name of school, class, without age)
- Create project description (Short storyboard and producing description (statement, character portrayal, realization, green shooting) – max. 2.000 characters (with spaces)

How and when will PUBLICISTS – writing about music and PRODUCERS – video clip receive their workshops?

- Receipt of the online link and the Word document script no later than 8 days after receipt of the registration form and the registration fee.

Infos / tips – video clip

<https://klickwinkel.de/tutorials/filme-mit-handy-und-tablet-produzieren/>

Quelle: Vodafone Stiftung Deutschland gGmbH (13.11.2021)

<https://journalismus-macht-schule.org/#1588867818875-68bd1b12-8377>

Quelle: Journalismus macht Schule (13.11.2021)

Info / tips – Writing about music

<https://www.swr.de/swr2/musik-klaskik/die-geschichte-des-musikjournalismus-1-5-sw2-musikstunde-2021-10-04-100.html>

Quelle: SWR2-Musikstunde vom 5.9.2021 (13.11.2021)

What do I also need to keep in mind when creating a program?

Green writing: responsible sustainable writing. (creation largely paperless, waste avoidance / breaks: use power-saving mode)

Green shooting: responsible sustainable video recording / video production. (planning and organization: largely paperless, waste avoidance / production and breaks: use power-saving mode / location: travel by bus, train, bicycle, on foot)

When will I receive my confirmation of participation?

At the latest 8 days after receipt of the registration form and at the same time the registration fee.

How much is the registration fee?

Instrumental solo	\$ 68
Chamber music	\$ 68
Writing about music / video clip	\$ 68

Registration in more than one category possible

Registration fee per each additional category \$ 28

When and how do I pay the registration fee?

At the same time as registration via PayPal

<https://www.paypal.com/paypalme/zukunftsklangstr> or via the festival account IBAN: DE52 6005 0101 7006 0002 72, BIC: SOLADEST600

Please indicate with subject: name, first name, category (performer, publicist, producer), e-mail address

Example: sample man, Max, producer, info@maxmustermann.de

What happens in case of contest cancellation?

Cancellation by participant: 50% refund of registration fee.
Cancellation by the organizer: full refund of the registration fee.
The organizer has the right to cancel the contest.

When will the winners be announced?

On 01.03.2022 on www.zukunftsklang.de as well as by e-mail.

When will I receive my benefit prizes if I win an award?

Award prizes will be emailed to winners no later than 8 days after award winner announcement.

The invited live Concert / Masterclass / Video shooting winners are responsible for their own accommodation and travel expenses. The date of the concert / Masterclass / Video shooting will be announced later.

What are the jury criteria?

Jury evaluation (points awarded according to international regulations)

Maximum score: 25 points

1st prize: 23 – 25 points

2nd prize: 21 – 22 points

3rd prize: 19 – 20 points

4th prize: 17 – 18 points

5th prize: 15 – 16 points

- The jury has the right not to award any prizes.
- The jury has the right to award several equal prizes (ex aequo).
- The prizes will be awarded at the discretion of the jury.
- The organizer has the right to modify the prizes and benefits even in case of changes by the cooperation partners.
- Organizer and jury decisions are final and cannot be appealed.
- Pupils, students of jury members are not allowed to participate.

Evaluation criteria

- Exceeding the time limit of the given program will be disqualified.

PERFORMER – Instrumentalists

- Creativity, courage, individuality, expression, artistic personality, virtuosity, stylistic confidence, musical composition, technical ability.
- submitted music videos MP4: will be converted to audio MP3 by the organizer. The jury will receive the audio without name (equality)

PUBLICIST – writing about music

- creativity, courage, stylistic confidence
- Fair play: moral violation, bullying, insult, racism will be disqualified
- PRODUZENT – video clip
- Creativity, courage, storyboard, design, technical realization
- Fairplay: moral violation, bullying, insult, racism will be disqualified

What are the other conditions of participation?

- By registering, active / passive participants agree to the conditions of participation.
- The active / passive participants are responsible for ensuring that the rights of third parties are not infringed and, in the event of an infringement, indemnify the organizer against all justified claims by third parties on first demand (including any legal costs).
- Participation is at the participant's own risk. The participants are liable for any damage caused by themselves. Liability on the part of the organizer is excluded.
- The organizer receives all rights of use/copyrights on photo, video as well as sound recordings, which are made during the courses. The organizer is allowed to use the pictures and sound recordings made in connection with the course for advertising purposes. This also includes:
 - The reproduction right, i.e. the right to reproduce the video in whole or in part and to fix it on carriers of any kind.
 - The online right, i.e. the right to exploit the video within the framework of online applications of any kind and to make it accessible to any number of users. This includes in particular the right to feed (upload), store and distribute the video in whole or in part in databases or networks (e.g. internet), in particular by way of downloading or streaming.
 - The right of lecture, performance and presentation.
 - The right of reproduction by means of image or sound carriers.
 - The "sync right", i.e. the right to use the video for the production of an audiovisual/multimedia work combination, e.g. an advertising film.
 - The right to use for advertising, marketing and merchandising purposes.
- Participants and lecturers agree with their participation to a publication of image and sound.

Data protection

By registering, the active / passive participants agree that the organizer may use the personal data for the purpose of the master classes. The organizer will use your data according to the data protection regulations and only for sending information about the ZUKUNFTSKLANG activities. The data will be shared only for the prizes and benefits of the cooperation partner vouchers. This voluntary consent can be revoked at any time by email to info@zukunftsklang.de

Infos / Questions

www.zukunftsklang.de · info@zukunftsklang.de

www.zukunftsklang-award.com · info@zukunftsklang-award.com

PARTNER



www.paganino.de



www.ernani.eu
www.erna-music.de
www.erna-app.de



www.dreher-media.de



www.eu.steinway.com



www.henle.de

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www.henle-library.com

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