

# CLASSIC UNLIMITED

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EVALUATION REPORT 2022

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THOUGHTS FOR 2023



## THE STORY

**Classic Unlimited** is, for me, more than just a series of piano concerts. It is a way of seeing, hearing, playing, living music. I like to discover the stories behind the music, the things that inspired the composers to write their masterpieces. Those are the things that make the music universal, because it comes from real life experiences that everyone has and knows. All of us have experienced the beauty of nature, the joy of dancing, the pleasure of playing, the sweetness of triumph as well as the bitterness of defeat, fear of all kinds or the pain of losing something or someone we love. We can find ourselves in the music, we can learn from it and, more importantly, we can redefine ourselves through it.

As music comes from life, I think it is only natural that the music should be made and heard wherever life happens. It can be a workshop, a store, as well as a museum, a library or a concert hall.

I think the Classic Unlimited experience is a very intimate, personal one. The music addresses every individual in person and reveals itself to each person in a special way.

All the people involved in the project are very passionate about it and that creates an incredible, warm and friendly atmosphere. The Classic Unlimited project is undoubtedly a team effort and I feel that during the concerts, the public becomes a part of the team.

**Bogdan Vaida, founder.**

## OUR PROJECTS

### THE TOUR

Our annual Classic Unlimited Tour takes the piano music in unconventional places around the country and transforms them in concert halls for one day. As music comes from life, we believe it is only natural that the music should be made and heard wherever life happens, may it be a workshop, an office, an old industrial building, a museum or an office.

**6 editions – 65 concerts – 50 special places – 10k+ music lovers**

### EXPLAINED

It is the digital version of our annual tour. Each year we launch a new online video series on classical music. Each episode invites you to discover and enjoy the music of a different composer, explained and later performed by Bogdan Vaida. In order for these works to come to life even better, the stories and music are completed by illustrations and animations.

**2 series – 10+ episodes – 80k views**

### FOR KIDS

This year we are launching a special project for kids and families. We want to get kids to discover, enjoy and play music. That is why we developed this special series of workshops and tailor-made concerts, as a source of creativity, inspiration and joy.

### AFTER-WORK

This special Classic Unlimited series brings music in your office, in your workshop or store, for your employees, customers and friends to experience an evening of music, stories and joy, a kind of afternoon-teambuilding in your office.





OUR HISTORY

- 6 editions of Classic Unlimited Tour
- 2 series of Classic Unlimited Explained
- 65+ concerts
- 20 cities
- 50+ special venues
- 17.000 kilometers with the piano
- 10.000+ participants
- 550k annual campaign reach
- 1.800+ media appearances
- 45 videos relasted
- 75.000+ viewers and over 5.000 hours watched time on Youtube Channel

OUR PUBLIC



CITIES:

- 20% Cluj
- 15% București
- 10% Iași
- 10% Timișoara
- 8% Brașov
- 8% Târgu Mureș
- 5% Oradea
- 5% Caraș Severin
- 5% Alba Iulia
- 5% Sibiu
- 5% Hunedoara
- 2% Baia Mare
- 2% Maramureș

AGE:

- 15% 18-24 years old
- 25% 25-34 years old
- 20% 35-44 years old
- 20% 45-54 years old
- 10% 55-64 years old
- 10% 65+ years old



## OUR PUBLIC

Online followers:

**4.000**

followers on  
Facebook & Instagram

**50.000**

events reach  
on social media

**75.000+**

viewers  
on YouTube

**3.000+**

listeners on  
Spotify & SoundCloud

**8.000+**

yearly visitors  
on our website

Who follows us:

- 📍 Music lovers
- 📍 Small business owners & people active in the local community
- 📍 Corporate employees
- 📍 Cultural workers: artists, activists and entrepreneurs
- 📍 People related to the venues we play in
- 📍 People open to new experiences

# CLASSIC UNLIMITED TOUR

## 2022 EVALUATION & 2023 PLANS

## 2022 TOUR IN NUMBERS

No of concerts:

**10**

No of cities:

**10**

People that attended:

**2.000**

Minutes played:

**523,29**

minutes played in 2022

**2** & **5**  
contemporary & composed  
by women

10 musical pieces:

**49.719**

online views on Facebook & YouTube  
of our music playlist

**500**

CDs

## 2022 TOUR IN MEDIA & SOCIAL MEDIA

**246**

media appearances on press and  
social media (MediaTrust report)

**10+**

appearances on live  
(radio and TV)

**350+**

radio spot on  
Radio România

**7**

press releases

**555.274**

reach on social media

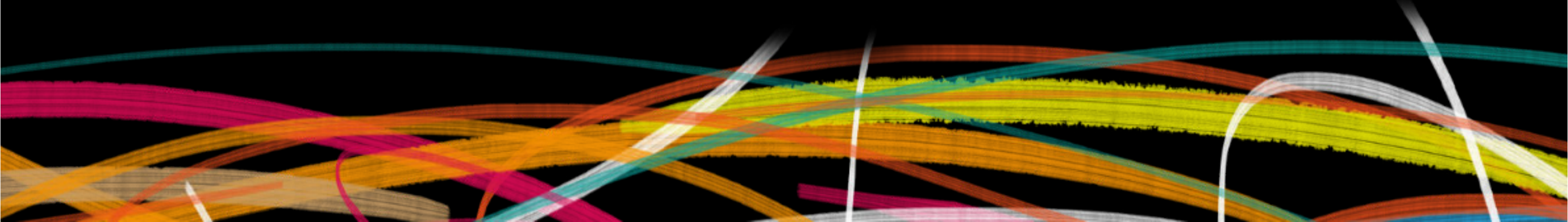
**49.719**

video views on  
Facebook and YouTube

**3.500** flyers & **500** posters distributed  
in 10 cities

**2.000**

concerts leaflets





## 2022 TOUR IN PICTURES



Biserica Reformată, Beclean



Hala Minda, Reșița



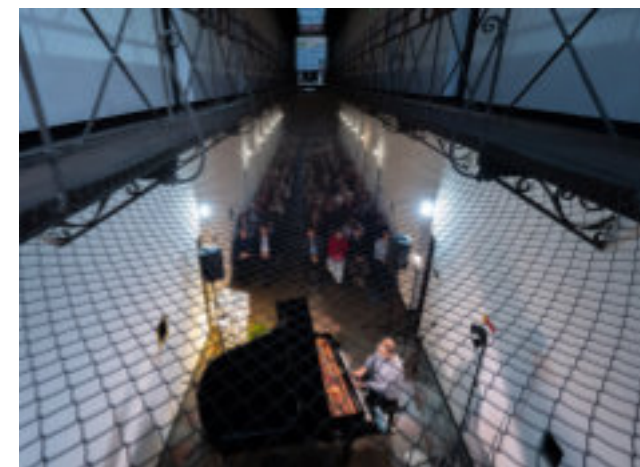
Biserica Evanghelică,  
Făgăraș



FIX Makerspace, Oradea



Mina Petrila, Sala Compresoarelor,  
Petrila



Memorialul Victimelor Comunismului  
și al Rezistenței, Sighet



Rubik Hub, Piatra Neamț



Cluj HUB, Cluj Napoca



Casa Memorială "George Enescu",  
Sinaia



Casa Muzeelor, Iași





## 2023 PLANS

### The theme:

Our 2023 tour will take place under the motto from classic to jazz. The repertoire will be developed around Gershwin's "Rhapsody in Blue", alongside classical pieces and contemporary ones composed by Ciprian Gabriel Pop, Șerban Marcu and Cristian Bence-Muk.

### The plan:

**9** cities and **9** concerts in **9** unconventional venues

**2.000** participants **250** media appearances **500k** campaign reach

**50.000+** views on Youtube Channel Classic Unlimited Explained **1** online playlist on Spotify, Youtube Music and other platforms

## 2023 PLANS

### Cities & Venues

Our concerts take place in special venues, their main characteristic being that they bring together the local community for a common cause, may it be local heritage, active citizenship through culture, entrepreneurship, art & culture or raising awareness on different topics. As music comes from life, we believe it is only natural that the music should be made and heard wherever life happens.

### 2023 plan:

Zazen  
Cluj Napoca

Centrul Istoric  
Roșia Montană

Sala Schmidt,  
Mina Petrila

Podul Sudat  
Reșița

Palatul Cultural  
Blaj

Colonia Pictorilor  
Baia Mare

Castelul Teleki  
Posmuș, Bistrița

Grădina Botanică  
Jibou

Biserica Francis-  
cană, Gherla



## CLASSIC UNLIMITED EXPLAINED

*Classic Unlimited Explained is a story about classical music. The platform transposes in the online environment the music that you can listen to and discover in our annual tours.*

Every year we launch a new online series of 5 to 7 episodes that invites our listeners to discover classical music. The recordings are based on a diverse range of musical works, from Chopin, to music composed by women, jazz in classical music or contemporary pieces, that are explained and later performed on the piano by Bogdan Vaida. In order for these works to come to life even better, the stories and music are completed by illustrations and animations.

## 2022 EVALUATION & 2023 PLANS



CLASSIC  
UNLIMITED

## FIRST SERIES

Our first series gathered 7 episodes based on the musical works of Franz Schubert, Serghei Rachmaninoff, Frédéric Chopin and Johannes Brahms and also of the contemporary composers Cristian Bence-Muk, Șerban Marcu and Ciprian Gabriel Pop, explained and later performed on the piano by Bogdan Vaida.

### Classic Unlimited Explained in numbers

- **52,887** viewers on Youtube in one month
- **69.880** impressions on Youtube  
(91.5% from YouTube recommending our content)
- **35.654** unique viewers on Youtube
- **25.000+** Facebook reach
- **4.046** hours watched time on Youtube Channel

### Artists Team:

**BOGDAN VAIDA** – pianist / storyteller

**VLAD ANCA** – video editing

**ILEANA SURDUCAN & ALEX BÖJTJE** – illustrations and motion graphics

**PAUL BUCOVESAN** – graphic designer

### We are online on:



[YOUTUBE](#)



[TIDAL](#)



[SPOTIFY](#)



[WWW](#)





## SECOND & THIRD SERIES

### THE SECOND SERIES:

- To be launched on **February 2022**
- Theme: **classical music and femininity**
- Episodes: **4**
- **50.000** views on YouTube and SM in the first 2 months
- **25.000+** Social Media reach

### THE THIRD SERIES:

- To be launched on **December 2022**
- Theme: **from classic to jazz**
- Episodes: **4**
- **50.000** views on YouTube and SM in the first 2 months
- **25.000+** Social Media reach

# CLASSIC FOR KIDS



## 2023 PLANS



# ABOUT CLASSIC FOR KIDS

Classic for Kids is a music education project for children and parents.

We want to get kids to discover, enjoy and play music. That is why we developed this special series of workshops and tailor-made concerts as a source of creativity, inspiration and joy for the entire family.

## What we do:

- Tailor-made concerts for kids and families. We use programmatic music, storytelling, cartoons and interactive presentations.
- Happy Music Makers Workshop, a musical experience through play and improvisation, using techniques specific to the "Orff Schulwerk" method.
- Classic Explained for kids, an addendum to our Classic Explained platformed for kids.



# PLANS FOR 2023

6 concerts & workshops      6 cities / 3 counties      3 artists

1.000 kids & families      1st series of Classic Explained for Kids 4 episodes      100 media appearances

200k campaign reach      20.000+ views on Youtube Channel Classic Unlimited Explained

1 online playlist on Spotify, Youtube Music and other platforms





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## CLASSIC TIMELINE

### January – February

Classic Unlimited Explained,  
second series launched

### April – June

Classic for Kids

### October

Classic Unlimited Tour 2023

### November – December

Classic Unlimited, third series launched

### All year

Classic Unlimited After Work

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## THE TEAM

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### Pianist & founder

Bogdan Vaida graduated from the Academy of Music in Cluj and continued his studies in Germany at the Hochschule für Musik Freiburg. He played and lived for a long time in Freiburg, where he started the Klassik Mittendrin in 2015.

Since 2015, Bogdan Vaida has performed more than 100 concerts in the most unexpected places in Romania, Germany and Switzerland as part of the Klassik Mittendrin and Classic Unlimited tours.

Through these projects, he has tried to bring music closer to people, even to those less used to traditional concert halls or philharmonics, on one hand playing in places where everyday life takes place (workshops, shops, offices, etc.) and on the other hand telling the public stories about the things that inspired composers to write their masterpieces.



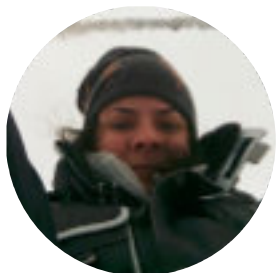
## THE TEAM



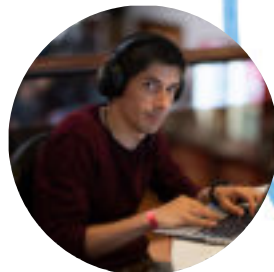
**MEDA COROVEI**  
Project manager



**RADU HOTIMA**  
Tour Manager



**ANAMARIA MEZA**  
Composer



**CLAUDIU STANCIU**  
Marketing advisor



**VLAD ANCA**  
Photo & Video Manager



**CRISTIAN-BENCE MUK**  
Composer



**BIANCA ȘOMLEA**  
PR Manager



**CIPRIAN GABRIEL POP**  
Composer & Musical advisor



**ȘERBAN MARCU**  
Composer

## SUPPORT US

### Become our partner!

Become our sponsor and support us in our effort to bring classical music to everyone!

### Host a concert!

Host a Classic Unlimited After-Work concert for your team!

### Send a concert to a local community in need!

Support a Classic Unlimited concert or Classic for Kids Events in a community you're interested in!



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## CONTACT US

If you are interested in supporting us or getting a concert at your place, get in touch with us.

**MEDA COROVEI**

meda@classicunlimited.ro

0040 728 295 222

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### FIND OUT MORE ABOUT US:



[www.classicunlimited.ro](http://www.classicunlimited.ro)



[FACEBOOK](#)



[INSTAGRAM](#)



[YOUTUBE](#)



[SPOTIFY](#)

