

CULTURAL MEDIA COLLABORATIVE INC.

IN ASSOCIATION WITH MAESTRO NEEME JÄRVI PRESENTS

THE FIRE PROJECT

A LIVE CONCERT

AN ART PERFORMANCE

A FILM DOCUMENTARY

Cultural Media Collaborative Inc. • 303 West 66th Street, Suite 20-HE, New York, NY 10023 • (212) 579-8696 • www.culturalmedia.net



EARTH IS IN FLAMES.
THE FALSE GODS,
ASSEMBLED IN VALHALLA,
THEIR GRAND PALACE IN THE SKY,
PREPARE FOR THEIR END.
IT IS THE WORLD'S RITE OF PASSAGE
INTO A NEW, MORE HOPEFUL EPOCH.





THE FIRE PROJECT

A MAJOR PRODUCTION OF THE FINAL ACT OF RICHARD WAGNER'S

THE TWILIGHT OF THE GODS FROM THE RING OF THE NIBELUNG

COMPOSED OF FIVE INNOVATIVE ELEMENTS.



ELEMENT ONE: THE CONCERT

Maestro Neeme Järvi will conduct the Estonian National Symphony in a stunning performance of the final act of *The Twilight of the Gods*. The music will be accompanied by dynamic film projections and live lighting effects that will bring Wagner's dramatic theatrical vision to life.

The film projections will feature synchronized accompaniment to Wagner's music, using fountains, underwater photography, rings of fire and a galaxy of pyrotechnic designs.

The performance will take place in Birgitta, a medieval convent in Estonia. Visual material for the filmed projections has been commissioned from Estonian environmental performance artist Tõnu Tamm, and will be shot by CMC on location at his farm in Leigo, Estonia.

ELEMENT TWO: THE CONCERT FILM

CMC will produce a film of the live performance for theatrical release and international broadcast.

Neeme Järvi, one of the most recorded and sought after conductors in the world, will return to his native Estonia to lead the very orchestra with which he began his illustrious career nearly half a century ago. A cast of international stature will be joined by the renowned Estonian National Male Choir for what will surely be an inspired performance. The concert film will capture the musicians, the ancient walls of Birgitta animated with lighting effects, and the story-telling imagery projected onto three huge screens.





ELEMENT THREE: THE DVD

DVD for worldwide distribution containing the concert film (element 2) and numerous educational tools to help explore the magical world of Wagner's Ring. These educational tools will include:

- A documentary about Wagner's life and the composition of The Ring of the Nibelung including an overview of his innovative use of leitmotifs.
- An on-screen leitmotif guide to the entire performance. The viewer will be able to see the name of each leitmotif as it is heard in the music.
- Behind-the-scenes footage documenting the making of The Fire Project with interviews of the key collaborators including environmental artist Tõnu Tamm and Maestro Neeme Järvi.

ELEMENT FOUR: THE CURRICULUM GUIDE

Curriculum guide for high school music and humanities classes to help integrate this exploration of a seminal artwork into existing courses.





ELEMENT FIVE: PLAYING WITH FIRE

Replication of the live concert event. Orchestras around the world are seeking opportunities to add tastefully and intelligently conceived visual elements to their concerts. The Fire Project can be replicated in venues across the globe. We will arrange for the equipment and provide the support. This will create numerous opportunities for symphonies to expand their reach and attract younger audiences.



WHY SUPPORT THE FIRE PROJECT?

- For an opportunity to help illuminate and honor the creative spirit by bringing such a masterful and powerful work, enhanced by an innovative cinematographic experience, to audiences around the world.
- To invest in art and education. The educational tools created as part of The Fire Project will allow a new generation to discover, experience and appreciate one of the greatest masterpieces ever created, infusing the work with renewed relevance.
- To help further the mission of Cultural Media Collaborative, a 501(c)3 not-for-profit corporation. The performance film, DVD and replication enterprise will generate a revenue stream to help finance future Cultural Media Collaborative projects, enabling it to continue its mission to inspire and guide the development of cognitive skills needed to appreciate works of art across the cultural spectrum. Your tax-deductible contribution will make an impact for years after the project is completed!

Biographies

■ Jason Starr – Producer and Director

Mr. Starr has directed over one hundred television programs for broadcast on PBS, CBC, A&E, BRAVO, and European networks. These programs range from classical music and modern dance performances to documentary profiles of artists and cultural issues. His recent documentary, *What the Universe Tells Me: Unraveling the Mysteries of Mahler's Third Symphony*, narrated by Oscar nominee and Emmy Award winner Stockard Channing, won the Maui Film Festival "Visionary Filmmaker Award" and was an official selection of the Montreal International Festival of Films in addition to being a New York Times "Critic's Pick." The film enjoys worldwide broadcast and DVD distribution.

As producer of the nationally broadcast PBS series *Backstage/Lincoln Center*, Jason Starr created two seasons of programs exploring issues of performance and creativity in preparation for concerts aired on *Live From Lincoln Center*. Talent included Emanuel Ax, Alfred Brendel, Sarah Chang, Yo-Yo Ma, Kurt Masur, and members of the New York Philharmonic, the Chamber Music Society of Lincoln Center, New York City Opera and the Mostly Mozart Festival. From 1994-96 Mr. Starr was credited as Segment Producer for the Emmy Award winning *Live From Lincoln Center*. His twelve-part documentary series *Filmmakers* completed two runs on PBS stations around the country.

Mr. Starr's collaboration with renowned maestro Neeme Järvi began in 2006 with a concert video of Mahler's Second Symphony, featuring an all-star orchestra comprising members of the New York Philharmonic, Philadelphia Orchestra, and the Detroit and New Jersey Symphonies for broadcast on PBS. The collaboration has since yielded three additional concert videos: *Liszt's Faust Symphony* and the oratorio *Jonah's Mission* by Rudolph Tobias, both with the Estonian National Symphony; and *An Alpine Symphony* by Richard Strauss performed by the Hague Philharmonic for broadcast throughout Europe on Mezzo TV and in high definition on Euro1080.

Jason Starr also serves as a consultant to academic institutions on the use of television for educational purposes. In both 1993 and 1994 his educational programs won the Golden Apple Award presented by PBS for innovative use of technology for education. He was also the site producer for an international multimedia tour of Eisenstein's film *Alexander Nevsky* with synchronized live performances of the Prokofiev score in venues throughout Europe and the United States.



■ Neeme Järvi – Conductor

Born in Tallinn, Estonia, Neeme Järvi is one of today's most sought-after conductors. His frequent guest appearances are with the foremost orchestras of the world, including the Berliner Philharmoniker, Royal Concertgebouw Orchestra, Orchestra de Paris, Symphonieorchester des Bayerischen Rundfunks, Leipzig Gewandhaus Orchestra, Orchestre de la Suisse Romande, and the major orchestras of Scandinavia. In the United States, where he has resided since 1980, he is regularly invited to conduct the Chicago and Detroit Symphony Orchestras, the Philadelphia Orchestra and the National Symphony Orchestra, Washington, D.C.

In addition to these orchestras 2009/10 sees him open the Bergen Filharmoniske Orkester's season and return to the Royal Scottish National Orchestra, the Göteborgs Symfoniker, the New York Philharmonic and the London Philharmonic Orchestra. He also makes two journeys to China; first, for a tour with Het Residentie Orkest, and then later in the season to conduct the Shanghai Symphony Orchestra and the China Philharmonic Orchestra. In earlier seasons his operatic engagements have included the Metropolitan Opera, the Opéra de Paris (Bastille), San Francisco Opera and the Teatro Colon in Buenos Aires. Soloist collaborations include those with Janine Jansen, Hélène Grimaud, Evgeny Kissin, Lang Lang, Truls Mørk and Radu Lupu.

Neeme Järvi has amassed a distinguished discography of more than 400 discs, and many accolades and awards have been bestowed on him worldwide. He holds honorary degrees from the University of Aberdeen, the Royal Swedish Academy of Music and the University of Michigan and has been appointed Commander of the North Star Order by the king of Sweden.

■ Molly McBride – Co-Producer

Molly McBride has produced many television performance specials including *Duetto Live from the Coliseum in Rome; Isn't This A Time*, a concert/documentary for PBS on the reunion of The Weavers, Peter Paul & Mary and Arlo Guthrie at Carnegie Hall; *A New Century, A New Home* -- Philadelphia Orchestra's gala performance for the opening of the Kimmel Center, for which Ms. McBride was the sole producer and won an Emmy. Since 2004 she has produced the biannual *The Geraldine R. Dodge Poetry Festival* video and for three years she produced the live-broadcast New Year's Eve show from Riverside Church in New York City; the Emmy-nominated *Joshua Bell West Side Story Suites from Central Park*; as well as *Appalachian Journey*, a performance show with Yo-Yo Ma, James Taylor and Allison Krauss. Most recently Ms. McBride was the Executive Producer of media for The Caring World, a pavilion on the Olympic Green in Beijing and the creator and producer of the 2009 Van Cliburn International Piano Competition webcast.

Ms. McBride produced and directed the documentary film, *Mi Mambo!*, about New York Latin musicians; it was recently broadcast on PBS. Other documentaries include: *Silk Road Encounters* – a film about Yo-Yo Ma's Silk Road Project, which aired in Europe and Japan, and *Breaking the Sound Barrier* which follows the work of Dr. Salyaveth Lekagul, winner of the Albert Schweitzer humanitarian prize. Ms. McBride is the Consulting Video Producer/Director for Carnegie Hall's Weill Music Institute. She produces and directs their Global Encounters distance-learning programs, which have linked Zankel Hall in New York City with theaters in Bamako, Mali; New Delhi, India; Istanbul, Turkey and Port of Spain, Trinidad.



■ Tõnu Tamm – Environmental Artist

Tõnu Tamm, the “man behind the curtain” at Estonia’s astonishing Lake Leigo Music Festival, is part Wizard of Oz, part Richard Wagner. Tamm, a biologist and former documentary filmmaker, retired to the Shire-like countryside in 1981, taking his love of music and art with him. He married it with nature by creating his own theater on the water with an imagination and wizardry worthy of the master of Bayreuth. The 10-year-old festival, held in August in hilly south Estonia near Otepää, partakes somewhat of Woodstock too (in venue and length and timing of concerts), but Leigo is far less a happening than the fulfillment of a lifelong dream. Mr. Tamm has been featured in numerous news magazine pieces in print and on European television.

- **Scharff Weisberg Inc. – Technical Producers**

Scharff Weisberg Inc. is, perhaps, the most diverse company in the entertainment technology field, not only in terms of the services but in the markets served. Scharff Weisberg provides audio, video and lighting technologies to the corporate, artistic and theatrical communities. Scharff Weisberg Inc. has an inventory and knowledge of pro audio equipment that has been built over the course of thirty years. Their enormous stockpile of current video-presentation gear, and the expertise to put it to good use, along with a stand-alone lighting division makes them the market leader in quality of service. And finally, their convergence division specializes in the gray areas where audio, video and lighting technologies collide. This combination of technology and experience is utilized by producers, designers, and artists, as well as other perfectly normal folk, to help realize their vision whether it exists on a screen, stage, fashion runway or high-school auditorium. Scharff Weisberg's services might be found at an annual shareholders meeting, a Fortune 500 product announcement, a Tony-award winning Broadway musical, a wildly inventive media piece by a soon-to-be-famous artist or an extravagant benefit gala attended by stars of screen and stage.

- **Roger Woo, Woo Art International – Media Producer**

Roger is a partner and the creative director of Woo Art International (WAI), a New York-based communications design and production company founded in 1981 with brother John Woo. Woo Art creates award-winning visual media for a diverse base of clients in the communications, broadcast promotion and entertainment industries. Woo Art focuses on the development and production of exhibit content and media for museums and special installations. Site-specific installations include: The Japanese American National Museum – Los Angeles; Museum of Jewish Heritage – Battery Park, New York; Nortel Networks Visitor Center – Richardson, Texas; Sotheby's international headquarters – New York; Alticor Visitors Center, Grand Rapids, Michigan; and The CBS Scene, restaurant and bar at the New England Patriots Stadium. The Museum of Chinese In America interactive installation just opened in New York, September 2009. Currently in production are multiple media installations for the National Museum of American Jewish History in Philadelphia, scheduled to open in fall 2010.

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