

## Press Information

### Wanted: Brave Concert Concepts for a New Audience

**YEAH! Young EARopean Award – Europe's first competition for music mediation & outreach heads into its third round**

**The competition for the Young EARopean Award – in short: YEAH! – is on! Starting on March 5th 2014, YEAH! will be on the lookout across Europe for modern concert formats and participative music projects that use innovative ways to make music attractive for young people and the young at heart. YEAH! wants to support European music culture that is modern and open and stands for creativity and quality.**

Outstanding productions and projects from music pros for children, teenagers and multigenerational target groups will be competing for a total prize money of 40,000 euro in two categories: *Performance* and *Process*.

#### **Category Performance**

Modern stage- and concert formats from all over Europe that attract their audiences to music through creative performances. Concerts and musical theatre projects of all kinds of formats may apply for this category.

#### **Category Process**

Participative mediation events and workshops for children and teens, or for all ages, that focus on encountering and creating music - independently of presentation or performance.

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.

In addition to applying online, please send in five DVD copies of a live recording of the production/project to the competition office.

**Entry deadline is June 30th 2014.**

For more information and registration please go to [www.yeah-award.com](http://www.yeah-award.com).

For advice or answers to your questions, please send an email to [yeah@jungeohren.de](mailto:yeah@jungeohren.de) or phone +49 30 5300 2945!

The award ceremony will take place in early summer 2015 at the YEAH! festival in Osnabrück, Germany. The festival adds a wonderful podium to the competition, spotlighting young and up to date concert formats. YEAH! has established itself as a lively platform for professional exchange in the European education and outreach scene.

The YEAH! Award is a biennale and takes place every two years. Its international jury is made up of experts on European music.

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

**YEAH! Young EARopean Award**  
**c/o netzwerk junge ohren e.V.**  
Zossener Str. 65  
D-10961 Berlin  
[www.yeah-award.com](http://www.yeah-award.com)

press contact:  
Susanne Wienemann  
[s.wienemann@jungeohren.de](mailto:s.wienemann@jungeohren.de)  
+49 30 53 00 29 45

contact for applicants:  
Stephanie Heilmann  
[yeah@jungeohren.de](mailto:yeah@jungeohren.de)  
+49 30 53 00 29 45