



## Ansøgning om arrangementsstøtte (musik)

Arrangementet	
Genrer	Klassisk
Yderlig beskrivelse af genrer	
Arrangementets titel:	screen (mad scenes)
Startdato:	24-10-2025
Slutdato:	25-10-2025
Antal koncerter:	3

<b>Sted</b> The Lab Cph Studio 7 Vermundsgade 40B, 1. Floor, 2100 København	
Foregår arrangementet flere steder? (Hvis ja, se bilag):	Ja

Baggrundsinformationer	
Ønsket støttebeløb i kroner:	20000 kr.
Navne på deltagende kunstnere/grupper:	Vocalist Daniel Rosenberg, Violist/Violinist Njord Fossnes, Cellist Hedda Aadland, Clarinetist Kristopher Nash, Flutist Otilia Zielke Johannsen, Pianist Louise Schrøder, Percussionist Tomáš Bazo and Vocalist Litha Ashforth.
Evt. relevant link til projektet:	

Kort projektbeskrivelse
<p>screen (mad scenes) opens with a new short theatre work written by Daniel Rosenberg called recursion - a purgatory barista loop, where a service worker is tormented by a parade of micro-aggressive customers. The loop evokes classism, xenophobia, and emotional dissociation in capitalist systems.</p> <p>The central work is a new staging of Peter Maxwell Davies' 8 Songs for a Mad King. This version integrates live filming and meme-making, encouraging the audience to break the social contract of the theatre, and engage with their phones. Audience members are encouraged to only engage online, and resist the temptation to be present despite the performance unraveling before them. At the climax, the technician's computer is violently destroyed—ritually rejecting digital overstimulation. The full exploration of our dark immersion into digital technology, and the henceforth rejection of it, aims to allow audience to embrace and rethink their relationship with technology and mobile devices.</p> <p>The production closes with a no-tech chamber arrangement of the Mad Scene from Donizetti's Lucia di Lammermoor, emerging from the shadows</p>

Formidling af projektet
The concert will be announced on August 9th, 2025, accompanied by a press release. A targeted Public Relations and Marketing campaign will begin immediately afterward, with a



strong emphasis on digital outreach and earned media. With additional support, we plan to engage a freelance publicist to help amplify visibility.

Our aim is to attract both seasoned classical music audiences and younger Copenhageners less familiar with the genre. The Halloween theme—combined with accessible ticket pricing—broadens our appeal and allows for new entry points into contemporary opera. We anticipate reaching audiences similar to those of Copenhagen Opera Festival, Festival and Friends, CPH Stage, LiteraturHaus, and Sort/Hvid, while also drawing in event-seekers interested in immersive or seasonally themed experiences.

Our digital campaign will use Meta Business Tools and Google Ads to micro-target relevant audiences, and we've also allocated funding for a wild postering campaign across Copenhagen to reinforce local visibility.

Information om ansøger	
Ansøgers navn	