

## Baltic Musical Seasons Foundation: Latvia has the Potential to Become the Most Popular European Cultural Tourism Destination

Thursday 30 March, 2017

A  
press conference timed for the launch of the **Baltic Musical Seasons** project, which should become one of the brightest events in the cultural life of the Baltic region and the entire Europe, was held in Riga. Within the framework of the project, it is planned to hold important international events in the field of classical music art in Latvia.

To  
implement the project, the Foundation of the same name was established. Its founders of which are large Latvian and foreign businesspersons and patrons of art.

At  
the event, the Organisers presented the program of the first concert cycle, told about the plans and ideas for the development of the project and shared their goals.

The  
press conference was opened by the chairman of the Board of Trustees of the **Baltic Musical Seasons** Foundation, the well-known businessman and philanthropist Guntis Ravis: "We are proud of the Latvian opera and classical music stars, whose talent is recognised all over the world – **Elina Garanca, Kristine Opolais, Gidon Kremer, Andris Nelsons** and many others. However, I believe that the time has come to take the next step and designate Latvia on the European map as a competitive, valuable cultural destination. If we can ensure the high-quality offer and become the best in the region, both connoisseurs of art and the state budget will benefit from it. This will be an excellent alternative to the usual summer festivals in Jurmala, as our project is called upon to promote high art in the long term," he said, stressing that Latvia has the potential to become the most popular European destination of cultural tourism.

In  
turn, the art director of the Foundation, director Andrejs Zagars promised that not only the debut concert season, but also the further program of the **Baltic Musical Seasons** will be eventful and interesting.

"During  
the next events, the Latvian audience will have the opportunity to hear great artists on our stage for the first time, and the Foundation's strategy for the next year will allow us to significantly expand the genre's boundaries, and will present many pleasant surprises not only to connoisseurs of classical music, but to the admirers of modern art as well. We plan to henceforth cooperate with legendary musicians, choreographers and theatre directors from around the world," Zagars assured.

The  
director of the **Baltic**

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## *Musical Seasons*

Foundation Alexander Gafin noted that thanks to the financial support of the founders of the Foundation, the price policy of the events will be democratic, which will allow local and foreign connoisseurs of classical music to enjoy extra-class concerts, regardless of material wealth. In addition, he expressed confidence that the project will be successful and will gain popularity not only in Latvia but also in Europe.

Chairperson  
of the Board of the company *ART Forte*

Julija Locmele also attended the press conference. She stressed the importance of the established Foundation for the popularisation of classics in Latvia and the opportunity to finance major projects.

The  
first concert cycle will be opened on the 3<sup>rd</sup>  
of June in the *Dzintari*  
concert hall by the tour of the legendary Italian conductor **Riccardo Muti and his Luigi Cherubini Youth Symphony Orchestra.**

*In addition, the summer program includes performances by other brightest stars of the world classics: the magnificent opera divas **Elina Garanca and Hibla Gerzmava, Kristine Opolais, Lawrence Brownlee and Sarah Coburn, one of the best trumpet-players on the planet Chris Botti, incomparable violinist Joshua Bell and pianist-virtuoso Denis Matsuev.***

*The founders of the Foundation and members of the Board of Trustees: Guntis Ravis, Mikhail Fridman, Pyotr Aven, Arkadiy Sukhareenko, Alexander Gafin, Yuri Shefler and Leon Zilber.*

**Tickets  
for the concerts of the *Baltic Musical Seasons*  
are available in the city's box offices and on the website  
[www.bilesuparadize.lv](http://www.bilesuparadize.lv).**

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