

How?

The most important aspect of the concept is **organised group discussions of the audience members after the concerts**.

Audience members are encouraged to share their experiences of the concert: how they felt, what the music depicted for them, what they didn't quite understand. They can present their opinions in a welcoming atmosphere and gain deeper insights into the pieces by hearing others viewpoints. No one is obligated to speak, they can skip a round and join in when they feel ready to share.

Why?

Loneliness is as harmful for one's health as **obesity** or **smoking 15 cigarettes per day**.

Loneliness is a wide-spread problem affecting many people among us:

- **50%** of adults in the UK report feeling lonely at least some of the time

Chronic loneliness:

- **7%** of respondents in UK report feeling lonely **most or all of the time**.

For whom?

This initiative is for anyone looking to build meaningful relationships, share their opinions, or simply connect with others. It could be particularly impactful for elderly audience members who live alone, as well as for young people seeking a stronger sense of belonging within their local community.

Outcomes

For the community: an increase in life satisfaction. **Better mental** and **physical health**, a sense of belonging, companionship. Additionally, an improved ability to understand and analyse musical works, leading to a deeper appreciation of the pieces.

For the orchestra: a growth in **ticket sales**, particularly if this practise is continued regularly - as people start to form communities and friendships through these events, they will become regular concertgoers who are passionate about the Orchestra that cares about their opinion and well-being.

Practicalities

Concert timing

To allow ample time for discussions, it would be ideal to either schedule a shorter concert (maximum 1 hour without an intermission) or hold the concert earlier in the day—weekends, for example, could be especially suitable for this format.

Small groups

The audience members will primarily work in small groups of 5-15, depending on the level of interest to participate in the discussions.

Conductor Kont will personally facilitate and guide the group's activities with the help of the orchestra and hall staff. As the Artistic Director of the Contemporary Music Organisation Tartu Sound and an experienced event organiser, Ms. Kont has spent the past decade successfully planning and executing a wide variety of concerts.

Sources:

https://www.campaigntoendloneliness.org/facts-and-statistics/?fbclid=IwY2xjawJkoc1leHRuA2FlbQIxMAABHqHAuCq5jRXiTfYpCskbjLeEmTJvTXZJdLRP2A1rM5259_1D_KL4YOtJeSjS_aem_WOCLP4eRznQBGadvQT4L5w