

classical podium. music school. café/bar.

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undercurrent

re-

introducing classical music, in Rotterdam

structure

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podium, **non profit entity** (stichting)

music school
profit stream 1
(b.v.)

café/bar
profit stream 2
(b.v.)

podium

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[classical music is cool](#). in undercurrent we create an inclusive community of musicians, conservatory students, and classical music lovers. a community that can exist in a modern, fun environment.

undercurrent is a music venue that removes high-class artifacts from the classical music experience. as [multiple research shows](#) they are often the reason why many people choose other types of music performances over classical ones.

this literally means that, in undercurrent, you're allowed to drink a beer during the performance, you can look whatever you feel like, and you can leave the performance any moment without feeling being judged for it.

the concerts take place in a way that they [don't create a feeling of being too long](#); there are frequent intervals between the pieces which allow the audience to rest, reflect on the music and connect with the musicians and fellow listeners.

school & café

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the podium life is supported by the music school and the café.

the school is also a bootstrap capital in the startup phase, the existing students of [five/quarters studio](#) are the foundation that allows us to start growing in a new direction, by keeping the same high standard of music education.

the café is playing a crucial role in creating the sense of community. open during lessons-time, it creates a space for the students (and walk-in visitors) to study, work, and see friends, in a classical music setting. during the performance times the café offers drinks and food to the audience.

both school and café are 2 additional streams of revenue that contribute to integrating classical music into everyday life of Rotterdammers.

values

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in undercurrent,

we value sustainability and quality over profit making.

we publish yearly reports that show our price-making policy.

we give opportunities to historically underrepresented members of society.

we choose local, ethical, and sustainable suppliers.

we configure our business processes to have low and/or no impact environmentally.

we ensure our services are accessible for people with disabilities.

we do not discriminate and welcome everyone.

market

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35% of classical music streamers worldwide are under 25 years old, yet 80% of classical music concerts audience are older than 40 years old.

at undercurrent we are creating an inclusive space where young people can connect with classical music and become a part of the community.

our audience, our students and our customers are young Rotterdammers, with curiosity towards classical music. conservatory students, young professionals and entrepreneurs, artists, university graduates, new parents, music aficionados make up the majority of our market.

low price policy stimulates people with lower income to explore classical music scene, as an audience and as students.

we intend to reach our audience through universities, and social media campaigns, including collaborations with other local brands. we also expect growth in the first year, by just being a cool place, and having lots of word-of-the-mouth advertisement.

competition

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today, in Rotterdam there are some venues that stage classical music, however none of them offers the same experience as undercurrent would

[De Doelen](#) - one of the most famous concert halls in Europe. the size of the name and the brand doesn't allow De Doelen to create a barrier-less classical music experience.
[older audience, higher prices, un-cool environment](#)

[Stichting Muzikc](#) - small foundation that stages 6 performances a year in a church setting. follows the traditional style of a classical music performance on a smaller scale.
[older audience, un-cool environment](#)

[Batavierhuis](#) - project created for young musicians to live together and have a community. no particular music genre, mostly small concerts for their friends fdgdg gdg.
[young audience, lower prices, cool environment, no participation](#)

spaces

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undercurrent would be best realized in an industrial setting, in central Rotterdam, close to Codarts (conservatory of Rotterdam) or other developing neighborhoods like Oude Noord or Delfshaven.

we are looking for spaces of [300-400m2](#). some spaces and locations we would love to have are:

[Hofbogen](#)

[Fenix Food Factory](#)

[Hilton Art Space](#)

[Diepeveen](#)

undercurrent is supported by an architect, and a construction company that can start working is soon as the space is confirmed.











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