

KONCEPT SEVIQC 2024

Program festivala Seviqc nudi okoljem, kjer se dogaja, ob vrhunskem programu stare glasbe tudi kulturno turistične programe, promocijo lokalnega okolja, njegove kulturne dediščine in turistične ponudbe. Slovenijo želi izpostavljati kot pomembno evropsko destinacijo stare glasbe ter kot generator razvoja stare glasbe v širši regiji, še posebej na področju jugovzhodne Evrope.

Krajši opis festivala je na <https://www.seviqc-brezice.si/o-festivalu.2.html>, tabele s statističnimi podatki od 1997 do danes so na <https://www.seviqc-brezice.si/porocilo.html>.

1. PROGRAM FESTIVALA

Program Seviqc 2024 je na povezavi <https://www.seviqc-brezice.si/dogodki.html>. Program bo izvedlo 36 umetnikov iz Argentine, Avstrije, Belgije, Francije, Hrvaške, Italije, Mehike, Nemčije, Slovenije, Španije in Velike Britanije. Moških umetnikov je 14 (38,9 %), ženskih je 22 (61,1 %). Umetnikov s slovenskim državljanstvom je 10 (27,8 %).

2. FESTIVALSKI PREDTAKT

Pred vsakim koncertom bo uro pred koncertom 20-minutni klepet publike z umetniki. Skupaj s tem poteka intervjuvanje vseh umetnikov in posledično sporočilo umetnikov domači in evropski politiki, kot pogled s terena in priporočilo za njihovo delo, če so že v službi ljudstva. Vprašanja umetnikom 2022 sem postavljal z Vesno Volk (Radio Slovenija) in Marino Žlender (Revija Glasna), pri vprašanih 2023 se je pridružila Stanka Dešnik (Krajinski park Goričko). Glej [Pogovori 2022](#) in [Pogovori 2023](#).

Predtakti bi med klepetom in koncertom vključevali ogled lokalne znamenitosti z namenom, da gre za osnovno informacijo, ki bo obiskovalce pritegnila na obisk kraja tudi zunaj festivalskih aktivnosti. Za tak ogled bi bilo le pol ure časa, dovolj za spodbudo.

Možna je programska razširitev predtaktov v delavnice, tudi v povezavi s Seviqc Camp, ki bi jih vodili gostujoči umetniki in kamor bi vabili mlade učence in študente glasbe. Predtakti in Seviqc Camp bi lahko delovali kot enovit organizacijski organizem. Ambicija predtaktov je prispevek v višjo zahtevnost in izobraženost publike.

3. SEVIQC OPEN

Festival bo potekal na več lokacijah slovenske kulturne dediščine. Od 1997 do danes smo program izvajali na 134 različnih lokacijah (109 historičnih in 25 drugih) v 55 slovenskih občinah, vendar smo program lahko nadaljevali le v nekaterih zaradi pomanjkljive in nevladnemu sektorju pogosto neprijazne kulturne politike na državni ravni, na lokalnem nivoju pa smo naleteli na prešibko sofinanciranje in v dobršni meri prešibko razumevanje turističnega in kulturnega pomena programa stare glasbe v prostorih kulturne dediščine. Zato smo se s posameznih lokacij po nekajletnem napornem vztrajanju večinoma umakali. Na te lokacije bi vezali enodnevne turistične pakete z začetno destinacijo v Ljubljani ali Celju, tako da bi obisk različnih koncertnih destinacij omogočili obiskovalcem iz čim

SEVIQC 2024 CONCEPT

The programme of the Seviqc festival offers the environments where it takes place, in addition to a superb programme of early music, as well as cultural tourism programmes, promotion of the local environment, its cultural heritage and tourist offers. It wants to highlight Slovenia as an important European destination for early music and as a generator of the development of early music in the wider region, especially in South-Eastern Europe.

A brief description of the festival is at <https://www.seviqc-brezice.si/about-festival.html>, tables with statistical data from 1997 to today are at <https://www.seviqc-brezice.si/report.html>.

1. PROGRAMME OF THE FESTIVAL

The Seviqc 2024 programme can be found at <https://www.seviqc-brezice.si/events.html>. The programme will be performed by 36 artists from Argentina, Austria, Belgium, France, Croatia, Italy, Mexico, Germany, Slovenia, Spain, and Great Britain. There are 14 male artists (38.9%), 22 female artists (61.1%). There are 10 artists with Slovenian citizenship (27.8%).

2. FESTIVAL UPBEAT

Each concert will be preceded by a 20-minute audience chat with the artists one hour before the concert. Along with this, all the artists are interviewed and the resulting message from the artists to domestic and European politicians, as a view from the field and a recommendation for their work, if they are already in the service of the people. I asked the questions to the 2022 artists with Vesna Volk (Radio Slovenija) and Marina Žlender (Revija Glasna), Stanka Dešnik (Krajinski Park Goričko) joined in the 2023 questions. See [Talks 2022](#) and [Talks 2023](#).

The upbeat between the chat and the concert would include a tour of local attractions with the aim of providing basic information that will attract visitors to visit the place even outside of the festival activities. For such a visit, there would be only half an hour, enough for encouragement.

It is possible to expand the programme of upbeats into workshops, also in connection with the Seviqc Camp, which would be led by visiting artists and where young students and music students would be invited. Upbeats and Seviqc Camp could function as a single organizational organism. The ambition of pre-beats is to contribute to the higher sophistication and education of the audience.

3. SEVIQC OPEN

The festival will take place at several locations of Slovenian cultural heritage. From 1997 to the present, the programme was implemented in 134 different locations (109 historical and 25 other) in 55 Slovenian municipalities, but we could only continue the programme in some of them due to the lack of cultural policy at the national level, which is often unfriendly to the non-governmental sector, and at the local level we encountered too weak co-financing and to a good extent too weak understanding of the touristic and cultural importance of the programme of early music in the premises of cultural heritage. That's why we mostly withdrew from individual locations after several years of strenuous persistence. One-day tourist packages with a starting destination in

več različnih okolij. Izdelavo in trženje smo zaupali turistični agenciji Orel Celje turizem, d.o.o., oziroma ga. Kseniji Orel Šanko. S turističnimi paketi lahko uspešno promoviramo posamezne lokacije in večamo zanimanje za koncerte stare glasbe v prostorih slovenske kulturne dediščine, hkrati pa obiskovalcem koncertov ponudimo turistično, gostinsko in drugo ponudbo lokalno in umestimo kulturni program kot generator turističnega dogajanja.

4. THE BEST OF SEVIQC

To je digitalni album jagodnega izbora najboljših posnetkov vsakoletnega festivala. Radio Slovenija že vsa leta posname vse koncerte Seviqc (ali večino, ko je isti umetnik nastopil z istim koncertnim programom na različnih lokacijah). Dokumentirano od 1997, ko smo festival selili iz Radovljice v Brežice, vsekakor pa (po spominu) že mnogo prej, zagotovo že v osemdesetih prejšnjega stoletja, vendar je ta dokumentacija izgubljena. Ob selitvi smo jo v celoti prepustili Občini Radovljica, ki pa z njo ni ravnala kaj dosti pazljivo. V 2021 smo koncerte posneli tudi vavno (VideoMZ) in povezali našo sliko z radijskim zvokom. Posnetki so šli neposredno v eter (streaming) in so objavljeni na platformi YouTube (dostop preko naše spletne strani, meni ONLINE).

Vse koncerte bomo v že utrjenem sodelovanju z Radiom Slovenija in povezavi z našim video snemanjem najprej neposredno prenašali, takoj za tem pa bomo posnetke vsakega koncerta objavili na YouTube. S pomočjo umetnikov bomo evropsko javnost obvestili o glasovanju. Ker bo tisti ansambel, ki bo prejel največ točk, dobil glasbeni album, si bodo umetniki prizadevali za široko promocijo teh posnetkov in s tem festivala Seviqc Brežice. Ker so vsi koncerti na visoki umetniški in izvajalski ravni, je težko odločati, kaj je bolje. Glasovanje pa bo povedalo, kaj je najbolj zanimivo. To sicer pomeni, da akcija ne bo slonela na umetniški argumentaciji, ampak promocijski, kar je za slovensko kulturo tudi zelo dobro. Končno lahko z večjo promocijsko močjo vsako leto kasneje napravimo še boljši in atraktivnejši program. Gostujoče umetnike tudi sicer izberemo po precej zahtevnem postopku selekcije, kar rezultira v odlične programske predloge (ki jih večine zaradi omejenega obsega žal ne moremo sprejeti) in dober festivalski program. To glasovanje, ki ga ne bodo spodbujali le umetniki, ampak tudi mi pri naši publikli, bo prvovrstna promocijska akcija. Umetniku, katerega koncert bo prejel največ glasov javnosti, bomo posnetek koncerta objavili v glasbenem albumu z imenom The Best of Seviqc. TBS bo izšel vsako leto po isti izvedbeni proceduri. Druga možnost je, da napravimo kompilacijo tistih posnetkov, ki jih je javnost ocenila z največ točkami. Kompilacija bi bila kot osebna izkaznica festivala bolj zanimiva, če omejimo število umetnikov na manjše število, bo kompetenca, ko si bodo umetniki prizadevali h glasovanju (promocijski vidik je pomemben), še vedno zelo aktualna. Vsakoletni glasbeni album bomo mednarodno distribuirali na vseh pomembnih glasbenih pretočnih platformah (Amazon, Deezer, Spotify, Tidal, YT Music, ZKP RTV portal ipd.).

5. SEVIQC INKUBATOR

Seviqc Inkubator tvori dve programski platformi. **Seviqc Tour** je dvomesečni video konferenčni brain storming stanja, problemov in ambicij. **Seviqc Camp** je aktivno srečanje umetnikov v času festivala Seviqc. Cilj je aktivnejši pristop ciljno

Ljubljana or Celje would be tied to these locations, so that visitors from as many different backgrounds as possible could visit different concert destinations. We entrusted the production and marketing to the tourist agency Orel Celje turizem, d.o.o., or Mrs. Ksenija Orel Šanko. With tourist packages, we can successfully promote individual locations and increase interest in early music concerts in the premises of Slovenian cultural heritage.

4. THE BEST OF SEVIQC

This is a digital album of a strawberry selection of the best recordings from each year's festival. Radio Slovenia has been recording all Seviqc concerts for years (or most of them when the same artist performed with the same concert programme in different venues). Documented since 1997, when we moved the festival from Radovljica to Brežice, but certainly (according to memory) much earlier, certainly already in the 1980s, but this documentation has been lost. When we moved, we left it entirely to the Municipality of Radovljica, which did not treat it very carefully. In 2021, we also recorded the concerts on video (VideoMZ) and connected our image with the radio sound. The recordings went directly to the air (streaming) and are published on the YouTube platform (access via our website, menu ONLINE).

All concerts will be broadcast directly in the already established cooperation with Radio Slovenia and in connection with our video recording, and immediately after that we will publish recordings of each concert on YouTube. With the help of artists, we will inform the European public about the vote. Since the ensemble that receives the most points will get a music album, the artists will work to widely promote these recordings and thus the Seviqc Brežice festival. Since all the concerts are at a high artistic and performing level, it is difficult to decide which is better. The vote will tell what is the most interesting. This means that the action will not be based on an artistic argument, but on a promotional one, which is also very good for Slovenian culture. Finally, with greater promotional power, we can make an even better and more attractive programme every year. The guest artists are also chosen according to a rather demanding selection process, which results in excellent programme proposals (most of which unfortunately we cannot accept due to the limited scope) and a good festival programme. This vote, which will be encouraged not only by the artists, but also by us in our audience, will be a first-class promotional campaign. The artist whose concert will receive the most public votes will have the recording of the concert published in a music album called The Best of Seviqc. TBS will be published every year according to the same implementation procedure. Another option is to make a compilation of those recordings that the public rated with the most points. Compilation would be more interesting as an identity card of the festival, if we limit the number of artists to a smaller number, the competence will still be very relevant when the artists strive to vote (promotional aspect is important). We will distribute the annual music album internationally on all important music streaming platforms (Amazon, Deezer, Spotify, Tidal, YT Music, ZKP RTV portal, etc.).

5. SEVIQC INCUBATOR

The Seviqc Incubator consists of two programme platforms. The **Seviqc Tour** is a two-month video conference brainstorming of the situation, problems, and ambitions. **Seviqc Camp** is an active gathering of artists during the Seviqc festival. The goal is a more active approach of targeted artists in their promotion, while also

opredeljenih umetnikov pri njihovem uveljavljanju, hkrati pa tudi vpliv na gradnjo publike. Cilj je medsebojno povezovanje slovenskih umetnikov, povezovanje slovenskih in evropskih, produkcija novih programov in nastanek novih ansamblov za staro glasbo. Koncept Seviqc Inkubator se je izoblikoval v posvetu z umetniki slovenske scene stare glasbe, ki jih podpira Seviqc. Projekt smo 9.10.2023 prijaviili na razpis Ministrstva za kulturo JPR-KPOK-24-25.

6. POVZETEK

V povezavi s festivalom bi bil lahko Seviqc Camp glavni generator vloge kraja v razvoju domače scene stare glasbe ter na mednarodnem področju jugovzhodne in širše Evrope. Ker je Ars Ramovš kadrovsko močno omejen, tudi če ga kadrovsko okrepimo, so finančne možnosti verjetno prešibke za uspešno in prodorno delovanje. Zato je nujno povezovanje z lokalnimi javnimi zavodi in lokalnimi nevladnimi organizacijami. Če bi oblikovali posvetovalno in operativno telo, v katerega bi povabili tudi turistične delavce, bi oblikovali širok sklop kulturno turističnega delovanja. Financiranje bi morali zagotoviti dovolj stabilno, da bi ob vsakoletnem konsenzu lokalne skupnosti omogočilo trajno in stabilno delovanje programa.

Viri financiranja bi bili:

- Ministrstvo za kulturo,
- Sredstva lokalnega proračuna,
- Sredstva LAS: v nekaterih okoljih smo že člani lokalnih skupščin in društev, v drugih si bomo za to prizadevali. V nekaterih okoljih lahko naš program prijavljajo na sredstva LAS naši partnerji lokalnega okolja.
- Pridobivanje sponzorjev bi bilo lahko ob podpori lokalne skupnosti dovolj opazen del sofinanciranja.

Klemen Ramovš

influencing audience building. The goal is the mutual association of Slovenian artists, the association of Slovenian and European artists, the production of new programmes and the creation of new ensembles for early music. The Seviqc Incubator concept was developed in consultation with the artists of the Slovenian early music scene, who are supported by Seviqc. On October 9, 2023, we submitted the project to the tender of the Ministry of Culture JPR-KPOK-24-25.

6. SUMMARY

In connection with the festival, Seviqc Camp could be the main generator of the place's role in the development of the local early music scene and in the international field of Southeastern and wider Europe. Since Ars Ramovš is severely limited in personnel, even if we strengthen it, the financial possibilities are probably too weak for successful and penetrating operation. Therefore, it is necessary to connect with local public institutions and local non-governmental organizations. If we were to form a consultative and operational body, to which we would also invite tourism workers, we would form a broad set of cultural tourism activities. Funding should be sufficiently stable to enable the permanent and stable operation of the programme with the annual consensus of the local community.

Funding sources would be:

- Ministry of Culture,
- Funds from the local budget,
- LAS resources: in some environments we are already members of local assemblies and societies, in others we will strive to do so. In some environments, our programme can be applied for LAS funds by our local environment partners.
- Acquiring sponsors could be a sufficiently noticeable part of co-financing with the support of the local community.

Klemen Ramovš