



Juan Montoya

Abstract

One of the main problems in the current academic/classical music scenario is the dramatic change of audiences in the recital halls. In some places, depending on their demographics and geographical location, the audience has shifted from the general public to one specific age group. In some places, the shift was strictly limited to people in the academic world. In other places the shift did not occur in a successful way, so the concert halls are always more than half way empty.

What can we do as composers, music educators, and performers, to bring people to the recital halls again? What can we do to reach the whole community with good quality music? In my presentation I explore this dilemma, based on what I think we, as a society, and we as musicians, did wrong in the past to place the academic music where it is right now, using a theory called 'The Theory of the Funnel'.

Bio

Juan Montoya is a Colombian conductor who has been the recipient of several scholarships and prizes, including various invitations as guest conductor and several prizes as a Pianist and Composer.

He has been the music director and assistant conductor of several music organizations around the world. He has been collaborating with world class Maestros such as Claus Peter Flor, Kevin Field and Edo de Waart. Nowadays, he is working under the guidance of Maestro Vance George from the San Francisco Symphony Orchestra. From 2010 until 2015 Juan Montoya lived in Malaysia, country where he conducted different orchestra such as Bentley Repertoire Symphony Orchestra, Music Director of the UiTM Symphony Orchestra, Assistant Conductor for the MPYO- Malaysian Philharmonic Youth Orchestra , and the Music Director of the ETE Encounters Training Ensemble , all housed at the Dewan Philharmonic Petronas, Petronas Twin Towers in Kuala Lumpur. He also worked with the Malaysian Ministry of Education.