

# CREDIA

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**Where there's an inspiring performance, there's CREDIA.**

**CREDIA's mission is to be a CREATIVE Media for ARTISTS, SPONSORS, and the AUDIENCE.**

CREDIA has planned and produced the concerts of world-class classical music artists in Korea since the company was founded in 1994. Also through artist management of Korean musicians with international competitiveness, we actively support their worldwide activities. CREDIA International considers the world as their stage and will work hard as a classical music management company that represents Korea to add accessibility to the analogue sensibility.

Through Club BALCONY & CIELOS Club we provide a variety of services including concert information, booking services, benefits, and events with artist participation for concert lovers. CIELOS Club, operating to spread the advanced culture of sponsorship in Korea, raises interest in rookie performers, chamber music and contemporary music, and also produces sophisticated VIP events such as the Vienna Philharmonic cruise tour, salon concerts, lectures, etc.

CREDIA Projects proposes concerts and performers to venues, festivals, and art organizations, resulting in over 50 concerts in all parts of the country every year. We have also created corporate events and sponsorships, and have been expanding our scope of activities to consigned management of venues and programming.

CREDIA concerts are not limited to the classical music genre. CREDIA Entertainment's curiosity crosses boundaries from New Age music, jazz, crossover to plays, ballet, musicals and Canadian art circus. One of our New Age pianists Yuhki Kuramoto has had sold out concerts since his debut in 1999.

CREDIA STARSHIP, CREDIA's publishing company, is responsible for producing a variety of contents such as projects for finding new talent, communication with fans, documentation of memorable moments and copyright management. DITTO's past 10 years have been documented as sound recordings, videos and books, and we will make sure the joy of music is well delivered through collaborations with character products, games and exhibitions as we live in a mobile era.

Creative & Credible Media will remember the original intention and work hard to make our world of music a happier one. Thank you.

Jae Ock Chung  
Representative, CREDIA

## CREDIA INTERNATIONAL



### **From creating concerts for legendary maestros to rookies who will be remembered as legends**

The history of CREDIA International began in 1995 with the concerts of Isaac Stern, Vladimir Ashkenazy and I Musici in Korea. Since then, world class orchestras such as the Vienna Philharmonic, Vienna Staatsoper, Chicago Symphony, Royal Concertgebouw, Israel Philharmonic, London Philharmonic, BBC Symphony and Montreal Symphony have performed in Korea through CREDIA and fans have glowed with enthusiasm for maestros including Zubin Mehta,

Seiji Ozawa, Lorin Maazel, Charles Dutoit, Riccardo Chailly, Esa-Pekka Salonen, Christoph Eschenbach, Paavo Jarvi, and more. It was also CREDIA that presented concerts for Gustavo Dudamel with the Simon Bolivar Orchestra and Daniel Barenboim with the West-Eastern Divan Orchestra for the first time in Korea, which attracted international attention.

CREDIA has held concerts to celebrate world-famous Korean soprano Sumi Jo's 20th and 25th anniversaries of her international debut, and other renowned sopranos like Hei-Kyung Hong and Young Ok Shin. We have also successfully hosted

concerts of world's top vocalists such as Placido Domingo, Dmitri Hvorostovsky, Barbara Bonney, Barbara Hendricks, Renee Fleming, Galina Gorchakova and Bryn Terfel in Korea. In 2017, Korean fans have encountered the last concert of tenor Jose Carreras through CREDIA.

The great concerts of maestros Yo-Yo Ma, Evgeny Kissin, Itzhak Perlman, Anne-Sophie Mutter, Misha Maisky, Gidon Kremer, Maxim Vengerov, Murray Perahia, Martha Argerich, Andras Schiff and Kun Woo Paik have continued with CREDIA for 25 years.

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In addition, we've been introducing veteran musicians Joshua Bell, Emanuel Pahud, Pieter Wispelwey, Frank Peter Zimmerman, Midori, Gautier and Renaud Capuçon, and also those referred to as geniuses, Yuja Wang, Yundi Li, Han-Na Chang, Sarah Chang and Goto Ryu to the audiences in Korea.

The two Chopin Galas, which included the performance of Chopin Piano Competition winner, Seong-Jin Cho, has set a record of selling out in the shortest time ever in the Korean history of classical music. CREDIA has always been behind the sensations of K Classic pianist Dong Hyek Lim, violist Richard Yongjae

O'Neill, pianists Yeol Eum Son and Ji-Yong, and violinists Stefan Pi Jackiw, Clara Jumi Kang and Zia Shin. CREDIA is doing its best to support young Korean musicians such as vocal ensemble Rottini, wind instrumentalists Han Kim and Jasmine Choi, emerging cellist Tae Guk Mun and pianist Ji Yeong Mun, along with Ensemble DITTO.

Every year, CREDIA has been presenting concerts in Korea for returning groups such as the Vienna Boys' Choir, Libera Boys' Choir, Roger Wagner Chorale and Swingle Singers, as well as producing various family concerts which includes the Disney Concert, Barbie Symphony,

Carnival of the Animals, and more. Through summer youth concerts, outdoor park concerts and concerts for Valentine's Day, White Day and Christmas, we've been sharing the emotional charge of classical music with the broader range of audience. We are also taking part in planning and producing classical music festivals at home and abroad, which includes the ECM Festival, Peace Festival, DITTO Festival, and more.

[www.credia.co.kr](http://www.credia.co.kr)



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### We will be there whenever and wherever there's a need for a stage or sponsorship

Since violinist Midori's concert in Gwangju in 1995, the number of CREDIA concerts and performers across Korea has increased every year. During 2015 and 2016, Dong Hyek Lim, Yeol Eum Son, Ensemble DITTO, Yuhki Kuramoto and Richard Yongjae O'Neill have performed over 10 concerts each year, for more than 50 concerts as a part of the annual national tour. The Vienna Boys' Choir New Year's Concert, Yuhki Kuramoto Christmas Concert and

DITTO Festival in June have become annual traditions, and the number of CREDIA artists being invited to festivals and orchestras is rapidly growing each year.

As a cosigned manager of Hoam Art Hall for 10 years from 2002, CREDIA helped tremendously to revitalize chamber music programs and to find new musicians. Richard Yongjae O'Neill and Sunwook Kim have made their solo debuts at Hoam Art Hall and we've watched Yeol Eum Son, Seong-Jin Cho, Tae-Hyung Kim, Yoojin Jang and many more come alive as stars. The Music Alp Festival has formed the foundation of Seoul

Spring Festival, and Sejong Soloists' permanent program has formed the basis for the Great Mountains Music Festival. CREDIA has not only provided venue management and program consulting to Myeongdong Haichi Hall, Seocho Samsung Auditorium, Great Mountains Music Festival and the Peace Concert, but also introduced Korean concert contents to art management related conferences and art markets such as the ISPA, FACP, APAP, CINAR, etc.

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CREDIA worked very hard for the past 25 years to make concerts to include corporations and to make it part of their culture. Hyundai Card has hosted the Super Concert Series with the Vienna Philharmonic, Chicago Symphony Royal Concertgebouw and Plácido Domingo, and it has also carried out a wide variety of cultural projects such as the Stop & Listen and VIP concerts. CREDIA has also presented lobby concerts in the atrium of the Posco Building in Seoul for over 10 years. Dongsuh Coffee Classic Concerts with

Dongsuh Food will be celebrating their 10th anniversary in 2017. When big events with major companies like Samsung, Korean Air, Hyundai, Daewoo Securities and Lotte, or customized salon events with luxury brands such as Chanel, La Prairie and Porsche meet CREDIA's production, a bigger thrill is delivered to the customers. And by connecting concerts produced by CREDIA with online and offline media sponsorship, we maximize our ability to make it more accessible to a larger number of classical music lovers.

With hopes of giving Korean audiences the thrill of outdoor concerts such as New York Central Park, Hyde Park in London, and Waldbühne in Germany, CREDIA has started its own series of park concerts. Starting with the BBC Symphony in 2010, Sumi Jo in 2011, and the Disney Concert and Piano Paradiso in 2016, CREDIA's park concerts have been held amidst the highest acclaim and considered an exemplary case that best shows the essence of an outdoor concert.

[Our Clients >](#)



## CREDIA STARSHIP



### CREDIA Stars, the star project odysseys begin

With Yuhki Kuramoto, Dong Hyek Lim, Richard Yongjae O'Neill, Ji-Yong, Stefan Pi Jackiw, Ensemble DITTO all of whom have been with CREDIA for more than 10 years, CREDIA was able to adopt to Korea a management system for musicians. Musicians have grown with CREDIA's specialization in artist management and CREDIA Starship was launched to document their activities aside from concerts, through publishing. Richard Yongjae O'Neill has already sold over 100,000 albums and has become not only a best seller but also a steady seller of classical music albums, and Ensemble Ditto

concerts have been made available through live recordings and videos for the fans. Zia Shin, Adriel Kim, Min-Jae Sung, Stefan Pi Jackiw and Ji-Yong have released albums through CREDIA, and concerts like Sumi Jo's 20th anniversary Korea debut and Yuhki Kuramoto's 10th anniversary have been made into DVDs. Ensemble DITTO and DITTO Orchestra's <Holst, The Planet> concert was the first to be made into a 3D video. Ensemble DITTO has produced a music video for each season every year and in 2016, they have taken a step forward to produce a music documentary <Moments of DITTO>. They will be showing it for the first time in theaters at the KT&G Sangsan gMadang Cinema

in June, 2016. In addition, CREDIA has participated in the International Emmy Award winning documentary <Hello?! Orchestra> and engaged in sound tracks and advertisement music.

In June, 2016 Richard Yongjae O'Neill released a book about his life and Beethoven's music titled <Our Beethoven>, and his music essay <DITTO> has sold over 30,000 copies. Other publications of CREDIA such as DITTO's photo book <Classic Bohemian> and Young Joo Rhee's <The Trio of My Life> will expand through SNS and as e-books, and will carry on to collaborate with character products, games, exhibitions, and more in the near future.

## Club BALCONY & CIELOS Club

### **150,000 Concert lovers' choice, a stage that deeply moves the audience and reaches beyond the stage**

Club BALCONY was started in 1994 to expand services for concert lovers and has continued to expand the scope of activities with CREDIA. It was the first production agency within Korea to set up a website in 1995, and in the same year published the quarterly magazine Club BALCONY which has issued its 92th edition as of April 2019. In 2016, booking service through the mobile website has become available and Club BALCONY continues to engage in more life styling programs to provide discounts for CREDIA and affiliated concerts, early booking, event invitations, and program and concert information to 150,000 members.

Along with CREDIA International, the Great Mountains Music Festival,

Tongyeong Music Festival, Korean National Ballet, Korean National Contemporary Dance Company, Korean National Opera, KBS Symphony, Universal Ballet Company, The National Theater of Korea, Korean Chamber Orchestra, International Foundation, Kumho Art Hall, JCC Art Hall, Megabox, Vincero, Art and Artists and Stage One are all participating as partners and Rolex, Porsche, Hermes, La Prairie, Van Cleef & Arpels, Longines, Macallan, and Ralph Lauren are in long-term sponsorship of online and offline media. Club BALCONY also operates as an agency for the booking system of Hoam Art Hall, the Great Mountains Music Festival and Myeongdong Haichi Hall, and manages CRM with finance companies and luxury brands by consulting membership management and VIP programs.

Club BALCONY has great respect for audience members in the balcony seats. A balcony seat in a concert hall is inexpensive and you can only

faintly see the facial expression of the performer but those seats hold our patrons' affection and passion for music just the same, if not more. We hope current balcony seat audiences one day take seat in the royal seats and encourage fine art by supporting another audience member in the balcony seat.

CIELOS Club was launched in 2006 to honor the initial mission of Club BALCONY.

CIELOS continues to emphasize individual and private sponsorship and the importance of individual sponsorship to support new musicians, marginalized genres such as chamber music and contemporary music, and to draw young audiences to concerts. CIELOS also provides opportunities to meet and talk with the artists through salon events for VIP members, as well as regular members to participate in various exhibitions, festivals and lectures with the help of increasing number of affiliated companies.

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The Vienna Philharmonic Cruise hosted by CIELOS Club successfully finished its third journey in 2016. Through the Vienna Philharmonic Cruise one can visit the major cities of Europe and attend concerts by orchestra members and top musicians Zubin Mehta, Valery Gergiev, Lang Lang and Thomas Hampson, on board and in prestigious concert halls. CIELOS Club exclusively has offered the cruise to people in Korea and the final voyage was successfully completed in 2018. Through 25 years of tradition since our first culture trip in 1997 with the top 3 North American orchestras, we've expanded to include Beppu Argerich Beppu Music Festival, Czech Prague Spring Festival, Mariinsky White Nights Festival, Great Mountains Music Festival and Tongyeong International Music Festival. Every year we continue to offer lectures on

arts management by influential figures such as the CEO of Walt Disney Concert Hall, Deborah Borda, the representatives of BBC Symphony, Paul Hughes, the chief executive of London Philharmonic, Timothy Walker, and Beppu Music Festival's Kyoko Ito, and more.

By joining the CIELOS Club once, you become a lifetime member and every year members can participate in over 10 events for no extra cost. Other benefits include discounts for yearly ticket packages, early booking, and more.

[www.clubbalcony.com](http://www.clubbalcony.com)

[www.cielosclub.com](http://www.cielosclub.com)



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