

April 4th 2011

Ofer Ein Gal, Pnai Plus

## **The Show of Heightened Emotions**

**In order to keep concert audiences awake, a pianist and Music-Doctor invented a new concept: the audience chooses the program for the evening**

### *Classical Music*

What happens when an ex-Israeli pianist, a doctor for emotions-in-music from The Juilliard School, leaves a concert bored?

He understand that in order to bring young audiences to concerts, one needs a major change in perception and he comes up with the idea of a Shuffle Concert: you store away the suits and adopt a term from the hi-tech industries: to Shuffle, meaning to randomly select, except that in this case the selection is done by the audience.

Eliran Avni is the pianist and originator and with him are five young brilliant musicians, Juilliard graduates, all soloists. So how does it work?

Instead of a program each member of the audience receives a numbered menu with about 40 pieces divided into musical categories: from Baroque, Romantic, Classical and Jazz to Pop, songs from musicals and Israeli music. Avni holds a ruffle and the winner gets to choose one piece, the piece is performed and the whole cycle repeats.

Shuffle Concert will come to Israel as part of the Felicija Blumenthal Festival for Chamber Music, which takes place at the Tel-Aviv Museum and whose chief goal is to present to Israeli audiences successful ex-Israeli musicians who are performing internationally along side other celebrated international musicians in a varied series of concerts. In that respect, Shuffle Concert is the perfect example.

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