



ACADEMY
of ST MARTIN
IN THE FIELDS

Our Players
Our Purpose
Our Future

Our Players Our Purpose Our Future

*Sir Neville Marriner,
Founder and Music Director, 1958-2011*



The Academy of St Martin in the Fields believes creative empowerment improves lives. Through the creative freedom of its musicians it shares joyful, inspiring performances and delivers meaningful social impact.

Joshua Bell, Music Director, 2011-present



The Academy of St Martin in the Fields...

- Gives excellent performances around the world, which transcend a more traditional conductor-led model and that deliver a direct connection to audiences.
- Puts the creative empowerment and ideas of its musicians at the heart of everything that it does.
- Harnesses the talents of our musicians to deliver on our social purpose, rooted in the belief that creative empowerment improves lives.
- Builds upon its rich global legacy to foster a music-loving community and continue to inspire audiences around the world.
- Plays its part in the development of the next generation of brilliant, empowered musicians.

Founded in 1958 by Sir Neville Marriner, the Academy of St Martin in the Fields has evolved into a musical powerhouse, an orchestra renowned across the world for its commitment to the musical freedom of its players and the sharing of joyful, inspiring performances.



The Academy of St Martin in the Fields is....

- 60 musicians and staff.
- 100,000 audience members worldwide each year (inc. 10,000 in the UK).
- A worldwide social media following including: 14,600 followers on Instagram; 10,400 followers on Twitter; 32,500 subscribers on YouTube; and 23,000 followers on Facebook.
- Over 100,000 unique visitors to www.asmf.org per month.
- 53,000 followers on Spotify with c2,200,000 monthly listeners.
- 1,000 participants in our Social Purpose programmes.



In 2024-28, we will be:

- **'Player-Led' throughout our work**, focussing on values of creative empowerment, boldness and excellence.
- **Working worldwide with a 'residency approach' in, particularly, the USA, Germany, Spain and Northeast Asia.**
- **A leading member of UK cultural life with performances in London and around the UK** and a measurable sense of delivering on our social purpose.
- Developing **deep, long-term relationships** with excellent soloists and partners.
- Performing a **broad, player-guided repertoire** (including ambitious player-directed programmes, the classics performed exquisitely, new work and commissions), appealing to widest possible audience.
- Securing the **talent pipeline** for the next generation of excellent musicians.
- Building on **work with people experiencing homelessness** as a core part of our social purpose.
- Taking action to cement the fact that ASMF is a **highly desirable orchestra to work with and which nurtures its musicians** to perform at their very best.
- **Building community** and reaching the widest possible audience.

Our Players. Our Purpose. Our Future.

The Academy of St Martin in the Fields connects artists and audiences in a time when aspiration and inspiration are needed more than ever.

We invest in artist-driven as well as social purpose initiatives when others are cutting back. We can do this thanks to an entrepreneurial, flexible and independent funding model that delivers tangible impact, inspiring performances and improved well-being.

We contribute to the variety and vibrancy of classical music as a relevant and living art form and we foster an inspired, music-loving community around the world.

We advocate for the visibility and support of the homeless – in a world where 1 in 50 people in London, alone, are experiencing this plight. We also provide employment and opportunity to a diverse range of individuals working in and around the arts.



You can play a pivotal role in enabling and amplifying the work of the Academy of St Martin in the Fields. Financial support from donors sustains our work and allows us to invest in our performances, our players, new work, new ideas and in activity that fulfils our social purpose. Through their support, donors and sponsors directly empower the Academy of St Martin in the Fields in making a lasting impact on classical music, the arts, and on audiences everywhere.

Donors become members of the ASMF Family and have a fun, involving experience that is tailored according to what interests and inspires them.

They receive exclusive access to performances, behind-the-scenes experiences, and opportunities to engage with our musicians. Donors are recognised and acknowledged for their support, knowing they play a crucial role in sustaining and advancing ASMF's life and work.



We aim to build a firm, independent, foundation for our future and raise over £5m by the 70th anniversary of our first concert at St Martin-in-the-Fields. This will help us:

- Invest in performances, that deliver a connection between our players and our audiences, particularly in the UK.
- Support tours and residencies, worldwide, that build on our rich global legacy.
- Promote projects and programmes that are curated and championed by our players.
- Commission new repertoire specifically for the ASMF and its musicians.
- Continue the exponential growth of our work designed to deliver our sense of social purpose.
- Secure and support the next generation of entrepreneurial, independent musicians.

We can only achieve all of this with your support.



ASMF and You

Join our campaign! Your involvement will help us build our future and celebrate our past. You will allow us to mount performances nationally and internationally; invest in our players; invest in new work and new ideas; support work that fulfils our social purpose; and build a firm, independent, foundation for our future.

You will become a member of the ASMF Family and you will have a fun, involving experience that is tailored according to what interests and inspires you the most.

You might like to...

Join our Family

Become a Friend, Section Supporter or Circle Member and enjoy the opportunity to engage more closely with the orchestra and its musicians, building new friendships, attending exclusive events and gaining a special insight behind the scenes of the country's finest chamber orchestra. **Become a member of the ASMF Family today!**

Make a gift to our work in general, attend an event or contribute to an appeal

Whether you **make a donation**, attend a fundraising event, bid in an auction, donate online or contribute in another way, the Academy of St Martin in the Fields will be enormously grateful for your support..

Join our American Friends

It is often said that if you listened to classical music on American public radio in the 70s, 80s and 90s, you would almost certainly be listening to the Academy of St Martin in the Fields. Indeed, the esteemed illustrator Charles Rodrigues famously produced a cartoon with a gentleman sitting beside his radio where the announcer is saying "... played now by the orchestra of the Academy of St Martin in the Fields" and where his trusty parrot finishes the sentence with "Neville Marriner conducting".

Now, under the Music Directorship of American virtuoso violinist, Joshua Bell, ASMF's life and work in the USA goes from strength to strength. **The American Friends (a registered 501c3 non-profit) supports our work around the world** and specifically enables the orchestra's and the Chamber Ensemble's extensive touring programme in North America. **With an events programme designed specifically for the benefit and enjoyment of our American Friends, you are warmly invited to join their number today.**

Become a Corporate Member or Sponsor

The Academy of St Martin the Fields would be thrilled to work with you, your colleagues and your company, so that you can celebrate and support our work whilst providing value that benefits your staff, your colleagues, your brand and your business objectives. We work to build long-term, mutually beneficial relationships with our corporate partners that you will both appreciate and enjoy!

Whilst we tailor each of our corporate partnerships to suit and deliver against our partners' needs and objectives, our Corporate Membership Scheme is designed to provide both flexibility as well as the opportunity to get closer to and to build a relationship with one of the world's greatest ensembles. **Become a corporate partner of the Academy of St Martin in the Fields today!**

Become involved with a specific aspect of our extensive performance programme

The Academy of St Martin in the Fields will be consolidating and expanding its presence in the UK in this period. You might like to support an individual performance, a series, a residency or a tour.

The Academy of St Martin in the Fields is a British orchestra with a major global presence, reaching more audiences around the world than almost any other UK chamber orchestra. We aim to consolidate a global profile with a 'residency approach', particularly in the USA, Germany, Spain and Northeast Asia. You might like to support an individual concert, a series, a residency or a tour. Your contribution will enable us to continue to maintain our global presence and represent the UK around the world.



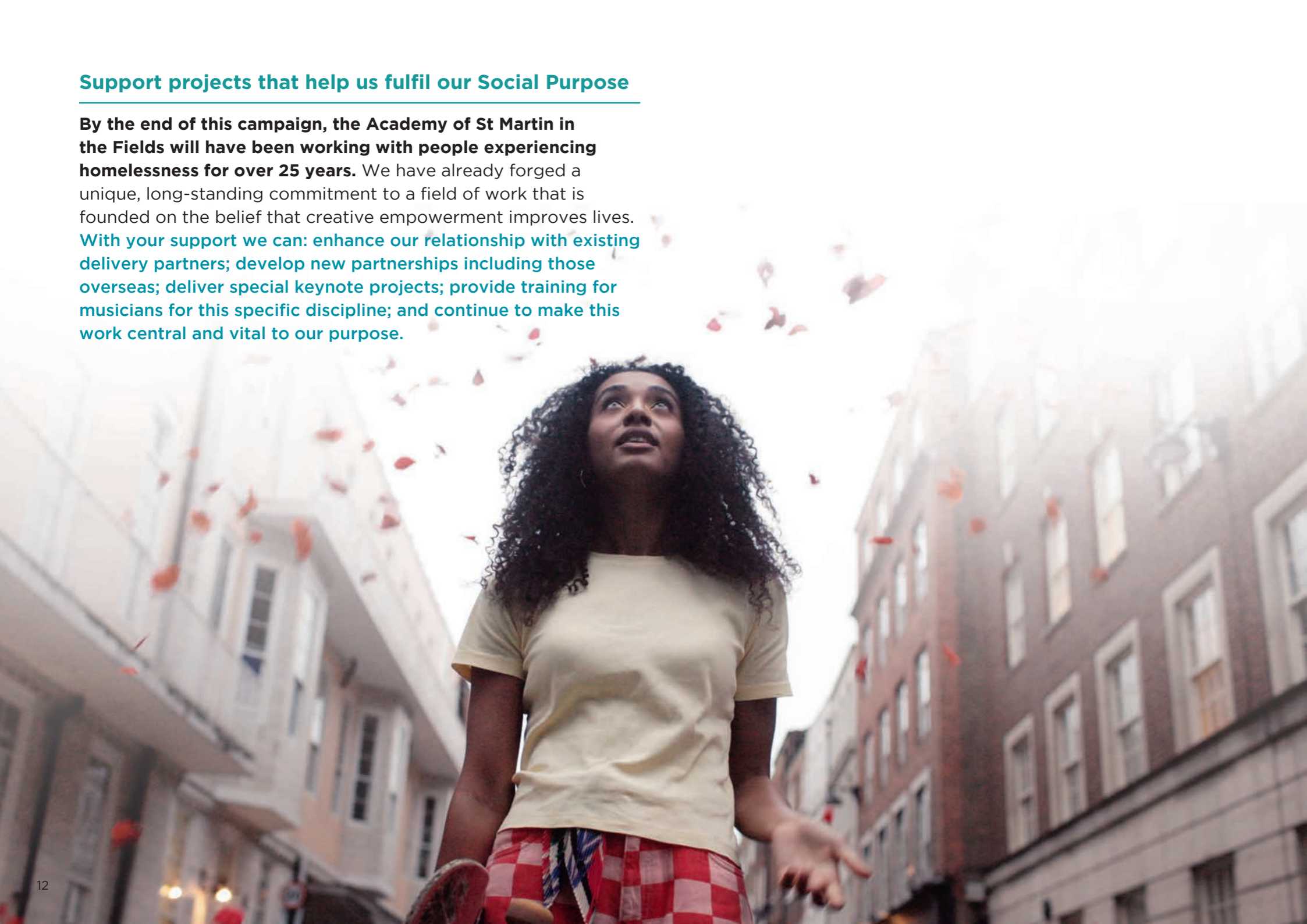
ASMF's first **recording** was for the L'Oiseau-Lyre label at Conway Hall on 25 March 1961. ASMF have since accumulated an extensive discography, and is one of the most recorded chamber orchestras in the world, with over 500 sessions to its name. The orchestra still records extensively to this day **and you would be welcome to both experience and become involved with this important aspect of our legacy and our future.**

ASMF's musicians are proud to be acknowledged as some of the most **collegiate and collaborative artists** at work today. We are proud to be working in the current period with such artists as Beatrice Rana, Khatia Buniatishvili, Julia Fischer, St Martin's Voices, Federico Colli, Jan Lisiecki, Daniel Müller-Schott and Bruce Liu. In addition, we are developing and deepening our relationships with the San Fransisco Conservatory of Music, Yale School of Music, the Bravo Vail! Festival, Miami Chamber Music Society and many more. This sense of collaboration also extends to projects designed to further and deliver our social purpose. **We would be thrilled to attach your support to a project, programme or collaboration that particularly interests you and one which you would like to see grow and develop, thanks to your support.**



Support projects that help us fulfil our Social Purpose

By the end of this campaign, the Academy of St Martin in the Fields will have been working with people experiencing homelessness for over 25 years. We have already forged a unique, long-standing commitment to a field of work that is founded on the belief that creative empowerment improves lives. **With your support we can: enhance our relationship with existing delivery partners; develop new partnerships including those overseas; deliver special keynote projects; provide training for musicians for this specific discipline; and continue to make this work central and vital to our purpose.**



Become involved with our talent development and professional development programmes

We work tirelessly to ensure that the Academy of St Martin in the Fields is a place that supports and nurtures its musicians. From the way in which the schedule is put together through to the opportunity to develop and deliver 'player-led projects', ASMF is an organisation that returns control and autonomy to its players.

We are also deeply mindful of the fact that work must be done, across the industry, to ensure that young people from all backgrounds consider music-making to be a viable career option and that they have access to the education and training required to make that possible. What's more, ASMF continues to work to develop and present itself as an orchestra that young people aspire to joining and to being part of one day.



PHOTO: EVELINA HEPP

From ensuring that our programmes and projects are those that everyone wants to be a part of, that our rates of pay are competitive and our working conditions are supportive, the Academy of St Martin in the Fields and its particular brand of player-focussed music-making is something that you can support and be a part of by joining our campaign.



Endow a Role

ASMF has an impressive track record of securing support for individual ‘chairs’ within the orchestra itself. Donors and supporters develop a unique and personal relationship with the player that they have attached their support to whilst helping us deliver upon our pledge to **nurture our musicians** so that they can perform at their very best. **We aim to have all of our orchestral chairs endowed by the conclusion of this campaign.**

During the course of this campaign we would also like to endow three of our arguably most important roles in the organisation. The first is these is, of course, the role of Music Director. Joshua Bell celebrates his 15th anniversary as Music Director of the Academy of St Martin in the Fields during this period. Joshua is an inspiring figure to audiences and musicians alike and, of course, plays a pivotal role in the orchestra’s future success. Our CEO, Annie Lydford, joined us in 2022 and is charged with ensuring ASMF thrives, in every sense, in the coming period. Callum Given, our Head of Social Purpose, has a unique role in delivering ASMF’s social purpose and in ensuring that everything that we do reflects what we believe in as an organisation. **We would warmly welcome support for each of these roles and to give you the opportunity to get a unique and exclusive insight into the specific workings of ASMF’s life.**

Support new commissions or player-led projects

The Academy of St Martin in the Fields remains committed commissioning new works that explore and develop the artform. The most recent example, Matthew Taylor’s Horn Concerto No. 2, performed by Stephen Stirling, was received to great acclaim and we expect Vince Mendoza’s new work for Joshua Bell, Douglas Marriner and the Academy of St Martin in the Fields to be a particular high point of our centenary celebrations in 2024. **We would welcome your support for this vital aspect of our work in the coming period.**

In addition, ASMF has been championing **a new approach to developing and delivering projects proposed by its players.** Sir Neville Marriner was an entrepreneurial musician who empowered other musicians to realise their ideas and ambitions. These projects could include: new commissions; the chance to play different and more challenging repertoire; education or community initiatives; or concerts in particularly notable or meaningful locations. We believe this endeavour to be the only initiative of its type in the UK and it aims to address the lack of autonomy reported by British orchestral musicians. **We would welcome your support as we launch this new initiative – The Marriner Projects – in the Marriner Centenary Year.**





Leave a Legacy

Remember the Academy of St Martin in the Fields in your will and leave a gift of music to the next generation.

The Academy of St Martin in the Fields is firmly established as one of the world's leading chamber orchestras and we intend to continue for many years to come. Making a bequest to the Academy of St Martin in the Fields will help us to ensure that future generations can enjoy our work in all its forms.

Bequests can be made directly to the Academy of St Martin in the Fields (Registered Charity Number 289294) and can be made either for the benefit of ASMF's work in general or can be directed towards a specific area that is particularly important to you. Gifts can be for a specified sum or a proportion of your residuary estate. Bequests to a charity such as ASMF can be an effective way to reduce your inheritance tax.

If you have already made a will, you can add a codicil to make an addition or change to benefit the Academy of St Martin in the Fields should you wish.

Remember the Academy of St Martin in the Fields today.

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The Academy of St Martin in the Fields believes creative empowerment improves lives. Through the creative freedom of its musicians it shares joyful, inspiring performances and delivers meaningful social impact.

In 2024-28, we will be :

- Giving more than 80 concerts around the world every year.
- Building our residencies in San Fransisco and Miami and beyond.
- Tripling our investment in Social Purpose programmes and making them central to our day-to-day lives.
- Working with Jan Lisiecki, Khatia Buniatishvili, Bruce Liu, Alexandra Dariescu, Augustin Hadelich, Timothy Ridout, Anthony Roth Costanzo and Julia Fischer, amongst others.
- Reaffirming our place in UK cultural life with keynote concerts in London, a refreshed relationship with the Church of St-Martin-in-the-Fields and extensive UK touring.
- Undertaking New Commissions, Marriner Projects and Fellowships.
- Building community and reaching the widest possible audience.

Thank you for your support!

“democracy” “camaraderie” “family”
ASMF Players

“Just one more exemplary performance from an orchestra which has been exemplary from the start”
Boston Globe

“Decades after its recording heyday, the Academy of St Martin in the Fields is still a name to conjure with”
The Daily Telegraph

“I have played with almost every orchestra around the world. There is none quite like the Academy of St Martin in the Fields”
Joshua Bell



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