

PianoFestArad

# KEYS OF INSPIRATION

Dec. 2023

# A celebration of piano, inspiration & the next generation



**International** piano festival for pianists, young students, teachers, and enthusiasts



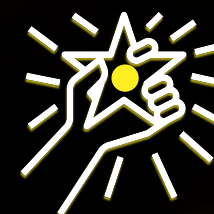
Established by **Dr. Michal Tal**, the festival started online in 2020- 2021 and later evolved to on-site events in 2022 & 2023



Offers exceptional young students the opportunity to learn from world-renowned pianists and mentors



Located in the south of Israel, cultivates cultural life in the Negev



Provides piano lessons and valuable life lessons







# From piano lesson to life lesson



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# Our mission is to bring together young pianists from around the world





# The Sound of Music



# Our values



## EXPERIENCE

### **Students - Teachers**

- An experiential meeting point between young people and great artists
- Enabling professional dialogue at a high level on key pedagogic issues
- Bringing senior international teachers to the local piano community



## EMPOWER

### **Local - Global**

- Positioning the Negev on the international cultural map
- Connecting talented students in the geographic and economic periphery to teaching at the highest levels



## ELEVATE

### **Aspiring - Professional**

- A source of inspiration for students and teachers in Israel
- Professional discourse, international advancement





# Festival highlights



- Master classes & individual lessons
- Concerts by internationally renowned piano teachers & students
- Professional lectures and discussion panels
- Enrichment, empowerment and conversational workshops
- Guest artists - winners of the Arthur Rubinstein competition
- Scholarships for outstanding students
- Concerto competition & gala concert with the Beer Sheba Sinfonietta



# Income sources



- Donations
- Municipal support
- Students' fees
- Ticket sales

# Allocation of Funds

- Scholarships for outstanding students from peripheral areas
- Artists/ teachers' fees
- Pianos, equipment and technical support
- Marketing and promotion
- Production, staff & administration costs





# A symphony of support



## Contributors

- Arad Municipality
- The Jewish Federation of Greater MetroWest
- The Deborah Meyer Foundation
- Private donors
- Commercial Companies

## Collaborations

- Arad Conservatory
- The Felicja Blumenthal Music Center Association
- The Israel Sinfonietta Beer Sheva
- The Arthur Rubinstein Society

# The people backstage



**Dr. Michal Tal**  
CEO, Artistic Director

Initiator, founder and artistic  
director of Pianofest Arad  
Pre-eminent international  
pianist and pedagogue

[www.michaltal.co.il](http://www.michaltal.co.il)



**Mr. Ohn Cohen**  
Partner CEO

Director of the Arad  
Conservatory, teacher  
and classical guitar player



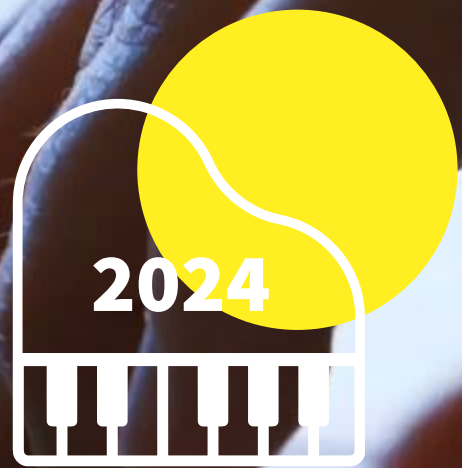
**Mrs. Varda Badet**  
Business Consultant

Senior business and financial  
consultant for enterprises

Former EVP at Leumi Bank







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**Harmonizing hearts, inspiring communities**