

Brussels Philharmonic with Leo Burnett Brussels

Flagey neighbours to support communication choir and orchestra

Early February Leo Burnett Brussels started working for Brussels Philharmonic, one of Belgium's most important symphonic orchestras and Oscar winner for their soundtrack to 'The Artist' by film director Michel Hazanavicius. Leo Burnett will create actions and campaigns to promote both Brussels Philharmonic and the Flemish Radio Choir. The collaboration took off immediately.

Leo Burnett's mission is to broaden the audience of Brussels Philharmonic with activating ideas that will recruit well beyond the typical audience for classical music. The orchestra's appearance as band of the week in Belgium's television hit 'De Laatste Show' is a fine example of that strategy. Brussels Philharmonic have been the center of attention in the past few weeks thanks to the numerous awards won for their film score to 'The Artist', French film director Michel Hazanavicius' silent film effort. French composer Ludovic Bource wrote the music that was played and recorded by Brussels Philharmonic. Recently they picked up a Golden Globe Award for 'The Artist's' acclaimed soundtrack, but their ultimate achievement to date is their amazing Oscar win for Best Original Score.

About Brussels Philharmonic

Brussels Philharmonic was established in 1935 under the aegis of the public broadcasting network. The orchestra has performed with leading conductors and soloists and in the course of its existence has created new works by world-famous composers such as Stravinsky, Messiaen and Francesconi. The work of Brussels Philharmonic centered on a number of series in Brussels, both in Flagey, where it rehearses in Studio 4, which ranks among the best in the world in terms of acoustics, and in BOZAR, the Centre for Fine Arts. In the past, the orchestra also recorded the soundtrack to Martin Scorsese's film classic 'The Aviator'.

About The Flemish Radio Choir

The Flemish Radio Choir was founded in 1937 as a professional chamber choir by the Belgian public broadcaster of the day. Today, the Flemish Radio Choir has grown into an exceptionally high-quality ensemble that is attracting attention both at home and abroad. The 24 professional singers rehearse and frequently perform in Studio 1 of the celebrated Flagey building in Brussels under the leadership of Hervé Niquet. They perform all over Europe.

Brussels Philharmonic and The Flemish Radio Choir are both institutions of the Flemish Community.

About Leo Burnett Brussels

Since October 2008 Leo Burnett Brussels is run by Managing Director Barbara Vangheluwe. The agency has a staff of 40 and is situated in the modernist Flagey building in Ixelles, Brussels. Early 2012, Leo Burnett Creative Directors Tom Loox and Jorrit Hermans were awarded Belgian Creatives of the Year at the annual Merit Awards. Leo Burnett Brussels creates remarkable local campaigns for big brands such as P&G, Fiat, Jeep, Heinz, Ixina and Samsung.



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