

media release

25 November 2019

FOR IMMEDIATE RELEASE



TSO and Blundstone announce new partnership and commission - young Tasmanian composer given opportunity of a lifetime.

The TSO and Blundstone proudly announce a partnership between the 2 iconic brands which will see the TSO have a key creative input into the global campaign marking Blundstone's landmark 150th year in 2020.

The TSO and Blundstone have for the first time commissioned young Tasmanian composition student at University of Tasmania Conservatorium of Music, Saxon Hornett, to create a new and exciting piece of music to be recorded by the orchestra and featured in Blundstone's campaign, to be launched in 2020. The collaboration represents each organisations' commitment to nurturing Tasmanian talent and the arts.

TSO CEO Caroline Sharpen said, 'We are thrilled to help Blundstone celebrate this monumental milestone in such a dynamic and significant way. Blundstone's imagination in bringing this partnership to fruition celebrates the iconic status of our organisations in Tasmania and beyond, and our shared commitment to developing and showcasing Tasmanian creativity. Blundstone's determination to put the TSO and a young Tasmanian composer at the heart of their campaign reflects their enduring commitment to the state, and to shining a global spotlight on local talent.'

Composer Saxon Hornett said, 'I am thrilled to be given the opportunity to compose for an iconic Tasmanian brand and for the advertisement and composition to be presented on the world stage. The collaborative experience between myself, Blundstone and the Tasmanian Symphony Orchestra is full of interest and the challenge to compose music that is quintessentially Blundstone is exciting.'

Adam Blake, Blundstone's Global Head of Brand and Design said, 'As a proud Tasmanian family owned business Blundstone has been a part of the history, the evolution and the cultural fabric of Tasmania for very nearly 150 years.

Our impending anniversary presented an opportunity to give forward and to invest in the next generation as well as contribute to the cultural and artistic wealth of Tasmania. We landed on an idea centred around the creation of an original piece of music for our campaign which can be taken to the world. To bring this to life required the vision, collaboration and partnership with other key Tasmanian institutions – TSO and UTAS - both integral to the educational and cultural fabric of our island state.'

We sincerely hope this initiative is just the beginning of an enduring partnership between the three institutions that can continue to invest in the next generation and in celebrating our sense of place and our artistic excellence.'

The piece will be recorded in January 2020 and released with the campaign in over seventy-five countries world wide

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