

Ing. MgA. Pavel Farský: Animation Strategy: Anthony Philip Heinrich

(shortened version)

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Introduction:

This animation strategy is based on the strategy outlined in my thesis at the University of Economics in Prague in 2011 (thesis title: The Socioeconomic Animation Strategy and Methods of the Anthony Philip Heinrich's Music Work, pp. 62-90, see link: <http://www.vse.cz/vskp/aid/28885>).

Most of the activities were planned in this work, some arose from the situation in music and culture. I study A. P. Heinrich's life and work since 1998, when I started writing my thesis: Piano Work of U.S. Composers. (JAMU, 1999).

The aim of this animation strategy is the economization of Heinrich's musical heritage in the culture of the Czech Republic. Thus, to achieve a state in which the Heinrich's music will be interpreted on Czech stages and awareness of the composer will be vivid to the public.

The strategy still takes into account the tools of the marketing mix (4P) in combination with selected tools (4C) and target groups. Definition of their accuracy and range of activities that have been identified as important for the progress of the animation improved during three years.

The main activities of the strategy lie in the following areas: Cooperation with other organizations and personalities, Concert with a seminar for professionals, Charity concert, Applying for grants, Establishment of website, Foundation of A. P. Heinrich's Society.

The strategy was divided into three stages:

The first phase: from 2011 to 2012 (inclusive)

The second phase from 2013 to 2017 (in 2017 will elapse 160 years since Heinrich's Prague triumph)

The 3rd phase from 2018 to 2021 (2021 will elapse 160 years since Heinrich's death and 240 years since his birth).

If the situation demands change, the change will be flexible to support the main aim (see above).

Evaluation of fulfillment of the strategy:

In the past period (since 2011), almost all planned activities were fulfilled. Instead applying for grants, there were negotiated services to individual activities provided by individuals and organizations free of charge. Many thanks to all for help! There are new challenges thanks to the possibilities offered by the Internet (archives, museums and libraries, YouTube), and the people from different disciplines interested in Heinrich's life and work. Over the past three years has shown that there are practically no physical elements needed for animation process. It is necessary to fill this gap.

Strategy for the period 2015 – (2017) – 2021:

Main areas will be:

- Representative of this strategy will be the International A. P. Heinrich's Society.
- Cooperation with other organisations, institutions, artists, personalities from culture, social and expert life in the E. U. and the U. S. A. Contact will be processed sequentially through email communication, web pages of A. P. Heinrich's Society etc. from October 2014.
- Concerts, seminars and lectures. The peak will be the year 2017, 160th years anniversary of Heinrich's Prague triumph.
- Provision of physical elements of animation process (tomb, memorial plaque, mention of the author in the Czech textbooks and other printed materials or CD unless the interest of the audience is satisfied through YouTube).
- Activities will be conducted under guidance of A. P. Heinrich's Society and also in cooperation with other organisations and personalities. Some activities will be conducted by other organizations, A. P. Heinrich's Society will be in the role of inspirer and supporter.
- During the next period, the International A. P. Heinrich's Society will react to the current situation on the cultural scene, will be open to new offers and challenges.
- Purpose of the Society is promotion and dissemination of art and the human legacy of composer and music organizer Anthony Philip Heinrich (1781 – 1861), originating from Bohemia, later living and working in the USA.
- The purpose of the Society is in accordance with this animation strategy and its aims (see above).
- This animation strategy was set up especially for communication with public organizations, institutions, as well as information for individuals interested in the activities of the International A. P. Heinrich's Society
- Information about the projects will take place: on the website of the A. P. Heinrich's Society (<http://anthony-philip-heinrich.com/>) and Facebook. Contact e-mail address for questions, offers and other communications-related projects is: Heinrich.Society@gmail.com.