

To Rutledge Publishers

Vienna, February 1<sup>st</sup>, 2024

This is to express my conviction that Andreas Sonning's authoritative, comprehensive, and inspiring book on Creative Concert Production and Entrepreneurship is of the highest relevance for the general music world, and especially so for our faculty and students in art, research and education.

mdw as one of the world's leading universities in the field of Music and Performing arts has a very internationally composed students' body. Since a majority of mdw's study programmes are based on a high command of the German language, our international students from around the globe very often choose to learn German as their primary foreign language. A German translation of Andreas Sonning's book as an enormously important and helpful tool would therefore open the access to an internationally multiplying group of excellent young musicians and performing artists who can take this knowledge back to their countries of origin.

Beyond that, a German translation would also be of the highest value for the whole German speaking music scene in general.

Andreas Sonning's concepts are already going to be implemented in practice within the framework of project productions at mdw, f.e. in the upcoming project KlangBild-Klang, an innovative transdisciplinary festival with a strong outreach component.

Sincerely,

