ABSTRACT

DISSERTATION: Georg Philipp Telemann: *Douze Solos, À Violon ou Traversière*: Recording an Entrepreneurial Interpretation

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This dissertation demonstrates the value of applying entrepreneurship and business strategies to the formation and future career development of a non-traditional ensemble, specifically pertaining to the creation of a self-produced commercial CD. My innovative ensemble, Trio Novissimo, performs works of the late baroque and early classical periods with the non-traditional instrumentation of modern violin with horn and organ/harpsichord as the continuo. As the violinist in the ensemble I sought out violin repertoire that lends itself to a new interpretation using the unique sound of our trio. I chose to self-produce a recording of four works from Georg Philipp Telemann's rarely performed *Douze Solos, à Violon ou Traversière*; Telemann himself was an entrepreneur who strove to make his music accessible to the largest possible audience, and the dramatic emotional content of these particular pieces is ideal for the wide sound palette of my trio. Further, this dissertation contains a description of all stages of my recording process (preparation and venue decisions, recording set-up, editing, mastering, and production) and a complete business plan for the ensemble. The process of planning all business aspects related to the professionalization of the trio gave me valuable insight into the need for a commercial CD for the ensemble, as well as providing direction and concrete goals for Trio Novissimo's future. All aspects of a formal business plan are described and applied to the trio,
including: company, service, and product description; customer; competitive analysis; marketing plan; operations plan; development plan; critical risks; and financial plan. In creating the business plan for Trio Novissimo, trends in innovative chamber ensembles were studied and applied. Music students and newly formed ensembles may find value in having an example of a complete business plan for musicians. Artists wishing to self-produce a CD may be guided through the necessary steps and equipment required to successfully complete a recording.