

# CIOC 2021–24

## ACTIVITY AND IMPACT REPORT



Concours  
international  
d'orgue  
du Canada

Canadian  
International  
Organ  
Competition






# A WORD FROM OUR LEADERSHIP

It is hard to believe it has been 16 years now since the first edition of the CIOC in 2008. Since that time, the CIOC has grown to be one of the world's leading international organ competitions, the largest annual organ festival in Canada, and one of North America's major concert producers dedicated to promoting the pipe organ and its music. Now here we are in 2024, presenting our 6th triennial edition in Montréal, with an incredible international jury and a breathtaking lineup of concerts, competition rounds, masterclasses, and special events.

Among the great privileges that the CIOC holds is not only to provide beautiful music to audiences in Canada and around the world, but to serve as a launchpad for the careers of numerous young, emerging artists. Over the past 16 years, our laureates have gone on to become leading concert artists, university professors, cathedral organists, and true ambassadors for this great instrument. We have had the pleasure of recording five internationally distributed albums for our prizewinners and supporting their careers with concert opportunities all across Canada, from coast to coast.

The community, excitement, and unforgettable music of our festival are always something to look forward to, and 2024 is surely no exception, but there is perhaps no greater joy than the discovery of new talent among the next generation of organists who will shape the future of organ music throughout the world.



**Mary-Beth Campbell**  
Executive Director



**Jean-Willy Kunz**  
Artistic Director





## ABOUT THE CIOC

The **Canadian International Organ Competition (CIOC)** is a world-renowned international cultural organization whose aim is to promote the beautiful art of organ music through competitions, festivals, concerts, educational activities, and career development for emerging artists.

Every three years, the CIOC organizes one of the world's largest and most prestigious international organ competitions. Following a rigorous selection process, 12 of the most promising and talented young organists from around the world are brought to Montréal to compete in three live rounds. They present public performances before a nine-person international jury, on some of Montréal's most iconic pipe organs. The winning candidates are awarded **over \$100,000 in prizes**, including cash prizes, concert engagements, and artist-management contracts. In addition to our triennial competition, the CIOC produces an **annual organ festival** in Montréal each October, featuring dozens of concerts presented by some of the world's most acclaimed organists, including our past prizewinners.

Seeking to contribute to the Canadian cultural fabric and increase performing opportunities for our laureates and partners, the CIOC also presents a year-round programme of concerts (**L'Orgue et son lieu**) and activities in collaboration with various organizations in the organ world. These musical and educational offerings are designed to emphasize the cultural importance of pipe organs – treasures of our heritage – for a wide and diverse audience.





# GRAND ORGAN FESTIVAL and L'ORGUE ET SON LIEU

## OCTOBER IS ORGAN MONTH IN MONTRÉAL

Since 2012, we have proudly presented the annual CIOC **Grand Organ Festival**, showcasing a collection of outstanding concert performances, enriching masterclasses, organ tours, and other activities across Montréal and Québec. Our events feature a diverse array of highly talented and internationally acclaimed artists, including our esteemed prizewinners, jury members, and cherished friends of the CIOC from Montréal and around the world.

- **15 international festivals** to date
- More than **300 festival events**
- More than **150 guest artists** and competition laureates
- **10 new commissions** from Canadian composers
- **Diverse range of styles**, interpretations, and composers

## L'ORGUE ET SON LIEU: THE CIOC ACROSS CANADA

Alongside our acclaimed Grand Organ Festival, the CIOC tours a series of concerts across Canada each year, forming the dynamic **L'Orgue et son Lieu** concert series. This allows us to showcase and champion some of today's most talented and promising young artists, including our competition prizewinners, while bringing organ music to communities of all sizes across the country.

- More than **100 events** in every Canadian province and in the USA
- **Multi-concert tours** of BC, Alberta, Nova Scotia, and New Brunswick
- Brings high-quality musical experiences to communities of all sizes, **revitalizing and reinvigorating underutilized heritage venues** from coast to coast
- **Collaborations with local partners** enhance programming and increase tourist potential

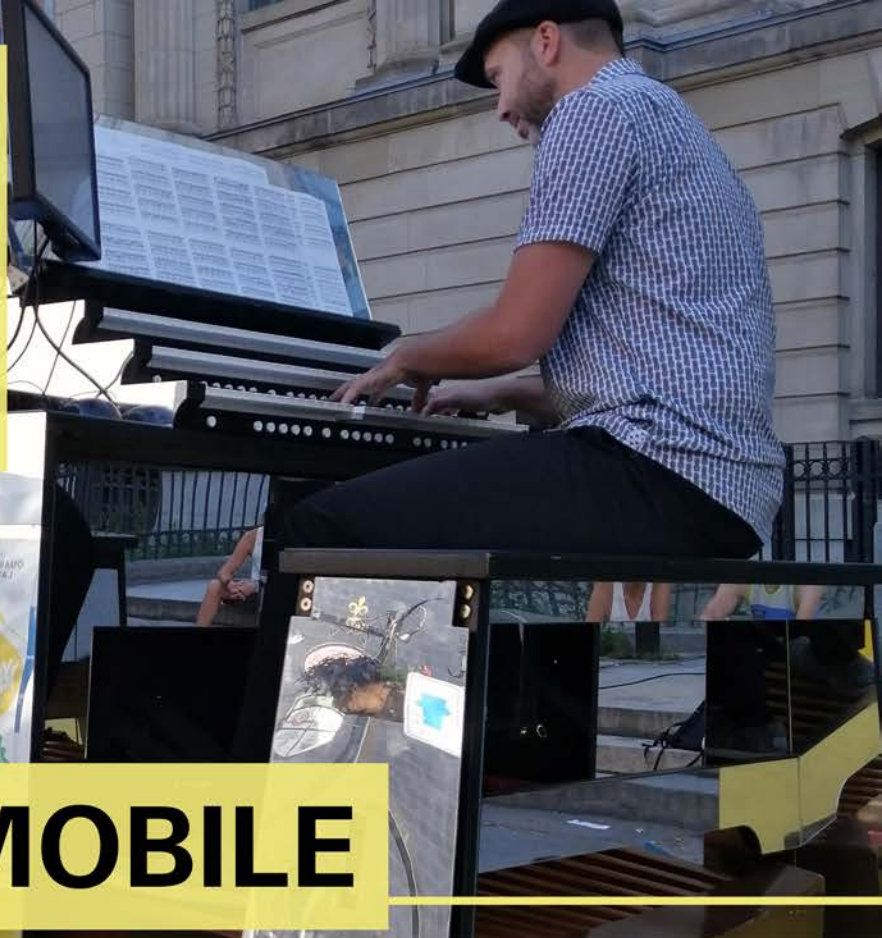
*"The organ is inseparable from the buildings that house it. There's a real link between music and architecture. Organizing concerts in [multiple] venues allows the public to take a different look at our churches, to engage in a kind of musical tourism."*

– Jean-Willy Kunz, CIOC artistic director



*"During Bach-Mobile performances, 'It's so satisfying to connect with younger audience members, and the children's eyes light up when they hear and see an organist playing an unconventional instrument,' says the artistic director enthusiastically. 'Thanks to this instrument, we take the organ out of the church, we take the church out of the organ, and we offer the public an even more varied repertoire.'"*

– La Presse



# THE BACH-MOBILE

In response to the challenges posed by the 2020 coronavirus pandemic, we orchestrated a creative solution to bring music directly to you. Collaborating with the esteemed Montréal design firm, DIX au carré, and backed by a special grant from the Conseil des arts de Montréal, we proudly introduced the **"Bach-Mobile."** With a sleek, yet playful design and state-of-the-art virtual pipe-organ console, the Bach-Mobile allows us to travel around the Montréal region and beyond to present accessible outdoor performances by talented local organists. We seamlessly blend popular and classical genres, integrating other disciplines to offer a unique musical experience that transcends boundaries.

- **40+ Events:** The Bach-Mobile has participated in more than 40 events, spreading musical joy throughout various communities.
- **38 Unique Locations:** From parks to public spaces, the Bach-Mobile has made its mark in 38 diverse locations, making music accessible to everyone, everywhere.
- **15+ Partnerships:** Collaborating with over 15 partners, the Bach-Mobile has become a beacon of musical unity, resonating with audiences far and wide.
- **Seamless blend** of popular and classical genres, integrating other disciplines to offer a unique musical experience that transcends boundaries.
- **Playful design** facilitating community engagement and interaction
- **Appeals to all ages**, from children to seniors
- Reaches **under-resourced and under-served communities**, making music accessible to everyone, everywhere.
- Provides **accessible concerts** for people with reduced mobility







# DIGITAL PROJECTS

## WHISPERS: MUSIC THAT CONNECTS US

***Whispers: Music that Connects Us*** is a music and film project connecting organists, composers, singers, ensembles, filmmakers, visual artists, and arts workers from Québec and across Canada. The 65-minute concert film celebrates the geographic, cultural, and artistic diversity of Canada with breathtaking video content and musical adaptations of well-known classical works by Wolfgang Amadeus Mozart, arranged for organ and voice and reimagined through a 21st-century lens.

- Unique organ arrangements of Mozart in classical, jazz, electronic, and popular styles
- New commissions from Canadian composers inspired by Mozart
- Collaboration with more than two dozen organists, instruments, singers, arrangers, composers, and arts workers
- Filmed during the summer of 2022 in 6 Canadian provinces (Newfoundland, Québec, Ontario, Saskatchewan, Alberta, and British Columbia) and in the U.K.
- Released in the spring of 2023 online, with live premiere in fall of 2023

### **Singers:**

Jeremy Carver James  
Reilly Nelson  
Elisabeth St-Gelais  
Charlotte Siegel  
Sarah Templeton  
Asitha Tennekoon

### **Composers & Arrangers:**

Sarah Davachi  
Adrian Foster  
Marc Legault  
Joel Peters

### **Organists & Instrumentalists:**

Rashaan Allwood  
Sarah Davachi  
Isabelle Demers  
Earth World Collaborative  
Ensemble InSpirations  
Valerie Hall  
Rachel Mahon  
Leo Marchildon  
Mark McDonald





## ORGANIST LAUNCHPAD

From February 2023 to March 2024, the CIOC co-produced the video series *Organist Launchpad*, together with the Royal Canadian College of Organists. This series of 26 educational and masterclass videos was supported with a grant from Canadian Heritage and is the first series of its kind with videos on a vast array of topics catered toward professional organists and organ students, aimed at sector resilience and professional development.

- 26 videos featuring organists, educators, and arts professionals from Canada, the USA, and the UK
- Topics ranging from organ technique, choral conducting, improvisation, repertoire studies, concert planning, marketing, business skills, and more
- Presented from a perspective of cultural inclusivity and explorations
- Filmed and edited entirely in Montréal by the CIOC's production team
- To date, more than 29,000 views



ORGANIST  
**launchpad**  
**tremplin** ★  
POUR ORGANISTES

## YOUTUBE PRESENCE & LIVESTREAMING

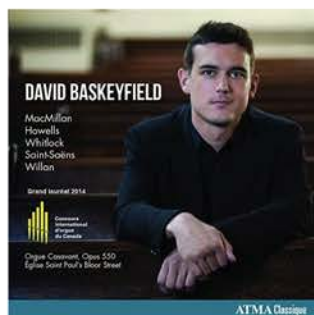
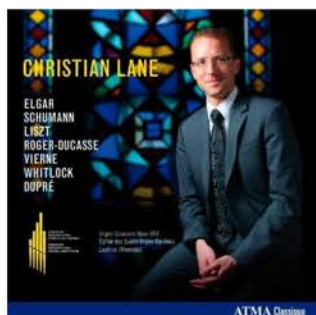
Since our 4th edition in 2017, the CIOC has livestreamed all of our competition rounds and numerous concerts on our social media platforms and YouTube, making these performances accessible to audiences all around the world. To date, our competition livestreams have garnered over 47,000 views and our YouTube channel has more than 200,000 views and nearly 1 million impressions, with content ranging from virtual concerts, artist profiles, music videos, and more.



# PRIZE-WINNER ALBUMS

## RECORDED ON FIVE HISTORIC ORGANS

Each of our competition first-prize winners is offered a professional CD recording and distribution on the Montréal-based ATMA Classique label. To date, the CIOC has produced five albums, recorded at 5 unique locations in Québec and Ontario. This internationally distributed recording becomes an invaluable professional development tool for our prizewinners, while showcasing Canada's historic pipe organs to listeners across the globe. Our most recent album was recorded in May 2023 at the Basilica of Our Lady Immaculate in Guelph, Ontario, and released in October of the same year.







# PIPE DREAMS

## THE CIOC ON THE SILVER SCREEN

In 2017, the CIOC collaborated with Montréal-based documentary filmmaker Stacey Tenenbaum for the production of *Pipe Dreams*. In this riveting, feature-length documentary, filmed in five countries over the span of a full year, Tenenbaum follows five competitors in their journey to the finals of the 2017 CIOC in Montréal. The film offers a deeply personal, humorous, and engaging window into the trials and triumphs of preparing for a major international competition, and it serves as an incredible outreach tool, not only for the CIOC but for the organ world and classical music community in general.

The film was premiered in April 2019 to full-capacity audiences and great praise at the Hot Docs Canadian International Documentary Festival in Toronto. In conjunction with the premiere, the CIOC presented the “Piping Hot Rematch” concert. This event brought together four of the film’s stars to relive the excitement of the competition before a packed audience at St. Paul’s Bloor Street in Toronto. Subsequent theatrical screenings include screenings in Vancouver, Ottawa, Connecticut, New York, and Missouri, as well as a three-week run at the Cinéma du Musée in Montreal. The film has also been screened in China, Taiwan, and Sweden.

The broadcast premiere of *Pipe Dreams* in the United States on PBS covered 97% of the country, providing a total reach of over 1.6-million viewers, as well as 36,703 streams on PBS Video. Canadian broadcasts of the documentary include multiple airings on the CBC's documentary Channel, a special airing on their main channel, and anytime on-demand streaming on CBC Gem. A French-dubbed version is available for viewing on [ici.tou.tv](http://ici.tou.tv)





## PIPE DREAMS IN THE PRESS

Pipe Dreams received extensive press coverage in both local and national publications, including press accolades in the Wall Street Journal and TV Insider, and coverage in Entertainment Weekly, the Los Angeles Times, and The New York Times. In total, press coverage of the documentary generated over 400-million impressions, an estimated \$756,000 in ad value, and a total of 207 placements.

*"Director Stacey Tenenbaum's 'Pipe Dreams,' is an eccentric film about a quirky subject: Organists, the ones who play Bach on apartment-sized instruments, with multiple keyboards, multiple sets of stops (i.e. tone controls) and a full flight of pedals. To the uninitiated, the piano might seem like relative child's play."*

– Wall Street Journal

*"Independent Lens pulls all the stops out, quite literally, in a documentary that goes behind-the-scenes of the 'Olympics of organ playing,' as some regard the Canadian International Organ Competition."*

– TV Insider



# OCTOBER 2024

6<sup>th</sup> edition

## Canadian International Organ Competition



### OUR TRIENNIAL ORGAN COMPETITION

We are proud to host one of the world's most prestigious international organ competitions in Montréal. Every three years, the CIOC invites 12-16 candidates from around the world to compete in three live rounds at historic venues in Montréal, and in 2024 we will hold our 6th edition. The performances are judged by an international jury composed of 9 renowned concert artists from 6 countries.

- Over \$100,000 in cash and career-development prizes
- First prize includes artist-management contract, album recording and distribution with ATMA Classique, and three years of career mentorship with the CIOC
- Esteemed 9-member international jury
- Full month of programming, including competition rounds, concerts, masterclasses, and outreach activities
- Preserving and showcasing cultural and artistic heritage with events in 16 venues throughout Montréal and surrounding regions
- \$2.06 million estimated economic impact for 2024 edition
- All competition rounds livestreamed internationally on our social media
- To date, the CIOC has received 325 applications from talented young organists representing more than 30 countries
- Member of the World Federation of International Music Competitions since 2017

*"The legacy of John Grew (now retired) and the late Noël Spinelli has set the tone of the competition. The cross of North American and French cultures is evident in the organs themselves, but particularly noteworthy was that candidates were given so much time to perform in each round and, I gather, a correspondingly appropriate amount of practice time... [We] got a broad perspective on each performer."*

– Martin Baker (international jury member, 2021)



# AWARDS & PRIZES



## 1st Prize \$25,000 CAD

Plus:  
Recording and distribution of a CD  
under the ATMA Classique label

3-year career management  
services for North America by  
Karen McFarlane Artists

3-year career-development  
program by the CIOC

## 2nd Prize \$15,000 CAD

## 3rd Prize \$10,000 CAD

## Special Prizes (\$5,000 CAD each)

### GÉRARD-COULOMBE BACH PRIZE

Awarded by the jury after the Final Round for the best overall interpretation of works by J.S. Bach through all rounds of the competition (excluding the preliminary round).

### ROYAL CANADIAN COLLEGE OF ORGANISTS RAYMOND-DAVELUY PRIZE

Awarded by the jury for the best interpretation of a Canadian composition performed during the semi-final or final round.

### GASTON-LITAIZE PRIZE

Awarded by the jury after the final round for the best interpretation of the imposed work by Gaston Litaize.

### SPINELLI PRIZE

Awarded for the best overall programme.

### RICHARD-BRADSHAW AUDIENCE PRIZE

Awarded following a vote by the audience for their favourite organist among the competition finalists.

*"We provide [our competitors] with opportunities, contacts and tools to launch and carry on their career, and we love to see them evolve in the organ world. Several past competitors decided to settle in Montreal. I like to think that they found here everything they needed to fuel their musical ambitions. Every edition of the CIOC adds something new, so stay tuned for October 2024!"*

– Jean-Willy Kunz, CIOC artistic director



# 2024 INTERNATIONAL JURY



**KEVIN BOWYER**  
UK



**ISABELLE DEMERS**  
Canada



**HANS-OLA ERICSSON**  
Sweden



**BERNARD FOCCROULLE**  
Belgium



**MARNIE GIESBRECHT**  
Canada



**JEAN-WILLY KUNZ**  
Canada / France



**OLIVIER LATRY**  
France



**KIMBERLY MARSHALL**  
USA



**DAVID HURD**  
USA

## 2024 PRELIMINARY JURY



**KEN COWAN**  
Canada



**ISABELLE DEMERS**  
Canada



**JOHN GREW**  
Canada



**KOLA OWOLABI**  
Canada



**DAMIN SPRITZER**  
USA





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*CIOC stands not just as an event but as a cultural and economic force, connecting audiences, artists, and regions worldwide. Join us in our journey to elevate the world of organ music, leaving an indelible impact on communities, economies, and cultural landscapes.*

## THE CIOC IN NUMBERS

- Festival Year Operating Budget (2023): \$579,000
  - Public (government) funding 28%
  - Sponsorships and donations 38%
  - Earned revenue 33%
- Competition Year Operation Budget (2024): \$900,000

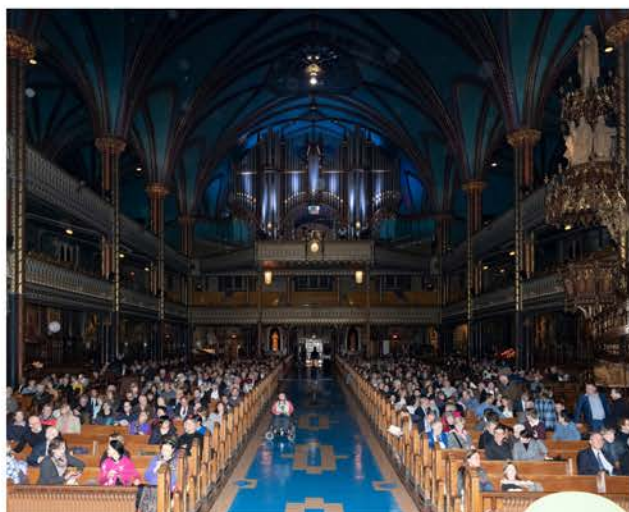
## SOCIAL MEDIA

- Weekly email newsletter with 2,000 subscribers
- Social-media reach of 4,000 followers and subscribers
- 200,000 YouTube views and nearly 1 million impressions

## TOURISM AND INTERNATIONAL IMPACT

- Partners and links to over 30 countries
- Loyal and refined public, with above-average spending power.
- Candidates and jury members from 24 countries for the 2024 edition
- Active social-media presence
- Events livestreamed on social media
- Dozens of journalists and concert promoters attending our competitions

- Estimated Hotel nights: 3364 (\$756,900)
- Tourist Discretionary Spending: \$403,680
- Estimated economic impact (2024 edition): \$2.06 million
- Great potential for collaboration in different regions with focus on cultural/gastronomical/heritage tourist activities.
- International network thanks to membership in the World Federation of International Music Competitions.



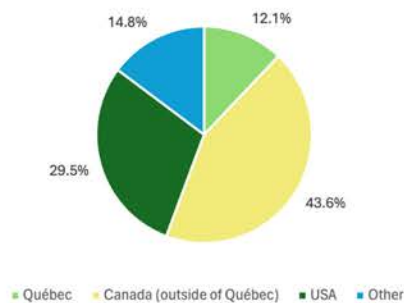


# TOURISM IMPACT



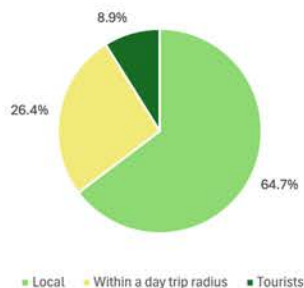
## GEOGRAPHIC ORIGIN OF TOURIST ATTENDEES

Geographic origin of tourist attendees



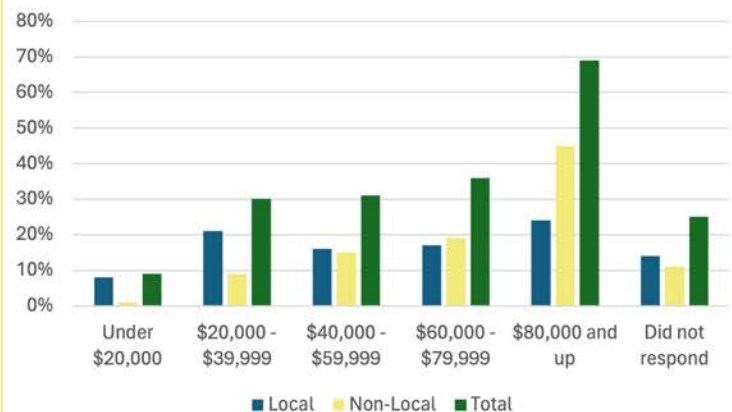
## GEOGRAPHIC ORIGIN OF ALL ATTENDEES

Geographic origin of all attendees



## HOUSEHOLD REVENUE OF ATTENDEES

Household income of festival attendees



\*Data and charts taken from independently commissioned survey of clientele and origin for 2017 edition (most recent pre-pandemic competition)







# Maximizing Your Impact: CIOC's Visibility Opportunities

Unlock unparalleled exposure for your brand by partnering with the CIOC. We offer a diverse array of visibility options tailored to elevate your presence and enhance your connection with our vibrant community.

## ADVERTISEMENT OPPORTUNITIES

Advertise prominently in our printed programme books, with options ranging from full-page spreads to quarter-page features.

## LOGO PLACEMENT

Showcase your brand with pride on our programme-book sponsor and partner page, as well as on our website's dedicated sponsor and partner page.

## DIGITAL REACH

Gain visibility in our weekly newsletter, reaching 2,000 subscribers, and enjoy mentions on our thriving social media platforms with a combined following of 4,000 on Facebook, Instagram, YouTube, and LinkedIn.

## EVENT PRESENCE

Position your brand strategically with roll-up banners at events, capturing attention at the point of entry or on stage.

## LIVE RECOGNITION

Receive live recognition as the emcee delivers heartfelt thank-you messages during our live competition rounds.

## SCREEN TIME EXCELLENCE

Elevate your visibility through advertising and promotional spots on our giant screen, strategically placed before and after concerts, during intermissions, and between performances.

## TANGIBLE CONNECTION

Connect with our audience on a personal level through pamphlet distribution to concert attendees.

## EXCLUSIVE INSERTS

Gain premium exposure by including inserts in gift packages distributed to jury members, candidates, and gala attendees.

By partnering with the CIOC, you not only support our vibrant musical community but also position your brand for maximum impact. Choose the visibility options that align with your goals and join us in creating an unforgettable experience for our audiences.



# OUR PARTNERS

In harmony with our diverse partners, CIOC creates a symphony of collaboration, shaping the future of organ music and fostering cultural connections.

## MEDIA PARTNERS

La Scena musicale  
Choir and Organ  
The American Organist  
Organ Canada  
Radio Ville-Marie  
Orgues nouvelles  
Ludwig van Montréal

*"Crossover projects increase awareness and reach a new and larger audience... Education of young organists is so important. I strive to inspire my students and show them that the organ [presents] many opportunities. Young organists are the future of our profession."*

– Jean-Willy Kunz (CIOC artistic director)

## EDUCATIONAL PARTNERS

The Schulich School of Music of McGill University  
Université de Montréal  
Conservatoire de musique de Montréal

## ARTISTIC PARTNERS

The American Guild of Organists  
Les Amis de l'orgue de Montréal  
Les Amis de l'orgue de Québec  
Les Amis de l'orgue de l'Estrie  
Ascension of Our Lord Church  
Ashtanga Yoga Montréal  
Association Gaston Litaize  
ATMA Classique  
Basilique Notre-Dame de Montréal  
Casavant Frères  
Cathédrale Christ Church de Montréal  
The Church of St. Andrew and St. Paul  
Cinéclub de Montréal  
Le Concours d'orgue de Québec  
DIX au carré  
Église de l'Immaculée-Conception  
La Fédération québécoise des amis de l'orgue

Festival Accès Asie  
Le Festival international du film sur l'art  
Le Gesù  
The Growlers  
Juget-Sinclair facteurs d'orgues  
Karen McFarlane Concert Artists  
One Equall Musick Vocal Ensemble  
Oratoire Saint-Joseph du Mont-Royal  
Orchestre symphonique de Montréal  
Orgues Létourneau  
Royal Canadian College of Organists  
Les Rugissants  
Le Saint-Jean-Baptiste  
Salle Bourgie  
Sir Ernest MacMillan Memorial Foundation  
La Société des orgues de Maisonneuve  
Festival Bach de Montréal

## PUBLIC PARTNERS



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CONSEIL  
DES ARTS  
DE MONTRÉAL

Montréal





## CIOC TEAM

**JEAN-WILLY KUNZ**

CIOC Artistic Director Jean-Willy Kunz is the Organist in Residence of the Montreal Symphony Orchestra. In addition to playing both with the Orchestra and in recital, he sees to the development and showcasing of Casavant's op. 3900 installed at the Maison symphonique in Montreal.

Kunz has premiered numerous pieces for organ and orchestra, and for solo organ. A highlight among his many solo performances at the Maison symphonique was a 2017 recital presented in collaboration with NASA, which allowed for the first-ever Earth-Space organ duet. His interest and versatility in different styles are reflected in the projects he has been involved with, and his discography includes 15 recordings, reflecting the broad range of his musical influences.

Kunz studied with Louis Robilliard and with Mireille Lagacé, before completing a doctorate in organ performance at McGill University with John Grew. He is Professor of Organ at the Conservatoire de musique de Montréal.



**MARY-BETH CAMPBELL**

Mary-Beth brings more than 20 years of experience in university administration and project management from two of Canada's prominent music schools – McGill University and the University of Toronto.

She has coordinated several Visiting Artist Programs and has led the planning and execution of numerous conferences and special events bringing together distinguished performers, researchers, and partner institutions from around the world. As Dean's Office Director, she contributed to multi-year strategic planning and reporting exercises, managed academic and administrative HR, led the implementation of strategic workforce planning, and oversaw scholarships, grants, and award dossiers.

Mary-Beth completed both her undergrad and master's degree in Vocal Performance at McGill University and performed for many years as a soloist and chamber musician specializing primarily in early music. Working with renowned chamber ensembles such as Le Studio de musique ancienne de Montreal and La Chapelle de Quebec, she recorded frequently and has toured in Canada, the United States, and Europe.



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CIOC

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