

CLIENT: BARENREITER

Urtext Campaign aimed at composers



"They said I was a musical genius. Only time will tell."

Bärenreiter Urtext:
Great composers deserve great editions



Unlike today's musical superstars, we have no original recordings of Wolfgang Amadeus Mozart and, over the years, editors have messed about with his notation. But not all is lost. His autograph scores and other sources provide valuable clues about how Mozart wanted musicians to perform his works. Bärenreiter Urtext Editions piece those clues together, adding critical commentaries and practical advice for the modern musician. It's the nearest you'll get to being directed by the composer himself.

 **Bärenreiter** Your next performance is worth it



"I like to think my music will be performed exactly as I intended."

Bärenreiter Urtext:
Great composers deserve great editions



Unlike today's musical superstars, we have no original recordings of Beethoven. What's more, he had notoriously eccentric handwriting, even by the standards of the day, and was forever castigating his copyists. So it takes expertise and a lot of painstaking research to understand and communicate his original intentions. Bärenreiter Urtext Editions present the composer's work as exactly as possible, adding critical commentaries and practical advice for the modern musician. It's the nearest you'll get to being directed by the composer himself.

 **Bärenreiter** Your next performance is worth it



"So I wrote a few tunes. Their legacy is in the hands of my fans."

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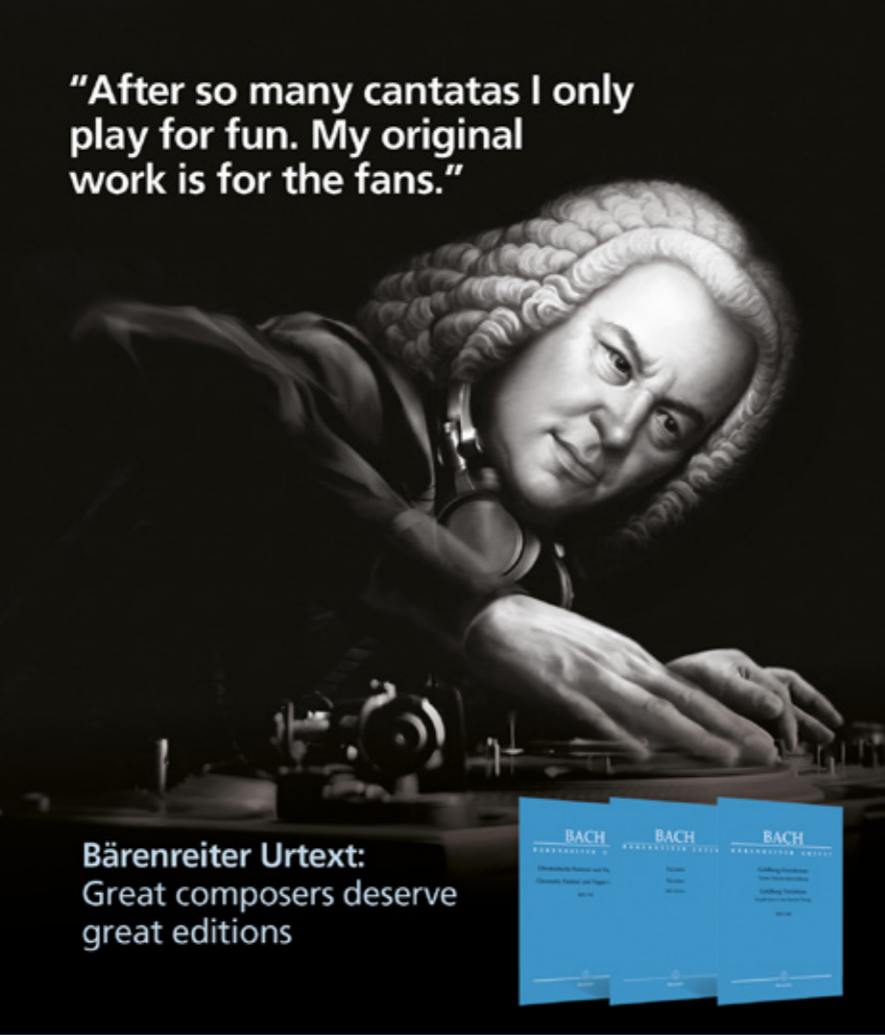
Unlike today's musical superstars, we have no original recordings of Schubert. Things have moved on since he was around and not always for the better: Schubert's original intentions – have been distorted through edits by people who think they know better. Fortunately, all is not lost. Bärenreiter Urtext Editions present the composer's work as exactly as possible, adding critical commentaries and practical advice for the modern musician. It's the nearest you'll get to being directed by the composer himself.

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"After so many cantatas I only play for fun. My original work is for the fans."



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Unlike today's musical superstars, we have no original recordings of Bach and, over the years, editors have messed about with his notation. But not all is lost. His autograph scores and other sources provide valuable clues about how Bach wanted musicians to perform his works. Bärenreiter Urtext Editions piece those clues together, adding critical commentaries and practical advice for the modern musician. It's the nearest you'll get to being directed by the composer himself.



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Your next performance is worth it


"I like the digital age, but nothing compares to the original."



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Great composers deserve great editions



Unlike today's musical superstars, we have no original recordings of Brahms. Things have moved on since he was around and not always for the better. Brahms's original intentions – have been distorted through edits by people who think they know better. Fortunately, all is not lost. Bärenreiter Urtext Editions present the composer's work as exactly as possible, adding critical commentaries and practical advice for the modern musician. It's the nearest you'll get to being directed by the composer himself.



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