PRESS RELEASE /

Maia, 12 October 2015

Orquestra Sinfónica do Porto Casa da Música joins Portugal and Spain with the support of Worten and Sonae

WORTEN AND SONAE PROMOTE PORTUGUESE SYMPHONIC MUSIC CONCERT IN SPAIN

• Initiative fosters internationalisation of the Portuguese music, allowing to share experience and knowledge by pairing the *Orquestra Sinfónica do Porto Casa da Música* with Spanish choirs.

• Concert is part of Worten's social responsibility policy, which is set to celebrate innovation and technology through music, and also Sonae's, which views to promote culture and creativity.

• With the support of Worten and Sonae, *Orquestra Sinfónica do Porto Casa da Música* takes 118 musicians to Madrid led by the principal conductor Baldur Brönnimann.

Orquestra Sinfónica do Porto Casa da Música will perform in Madrid, in a unique concert that will count on the participation of the Choir of the Community of Madrid and the Juvenile Choir of the Community of Madrid. This initiative, to take place this Saturday, 15 October, at the National Music Auditorium in Madrid, is promoted by Worten and also relies on the support of Sonae, patron of *Casa da Música*.

Worten has been present in Spain for seven years, where it now operates 52 physical stores and one online store. The brand, currently undergoing a period of expansion, intends for this initiative to foster the internationalisation of Portuguese music and to allow to establish bonds with Spanish music, contributing to share experience and knowledge by pairing *Orquestra Sinfónica do Porto Casa da Música* with Spanish choirs

Miguel Mota Freitas, Worten CEO, states: "Worten has been investing in the promotion of culture throughout the years, stimulating creativity and innovation within society, while allowing for the internationalisation of Portuguese music, namely in Spain, where it has been growing, establishing a strong presence. This concert is yet another example of that work and benefit to the community. This year we are also integrating two choirs from Madrid, in an unprecedented action that I hope continues to be developed in coming years. "

The concert is integrated in Worten's corporate responsibility policy, which aims to celebrate innovation and technology through music, and also that of Sonae's, which seeks to promote culture and creativity within the

For more information, contact:
MARIA JOÃO OLIVEIRA
External Communication / Sonae
T. +351 22 010 4745 // E. mjfoliveira@sonae.pt
DIOGO SIMÃO
Director / BAN Corporate & Media Relations
M. +351 93 652 86 39 // E. ds@ban.pt

several countries where it is present. Every year, Sonae invests about 8 to 10 million euros in corporate social responsibility initiatives, in areas ranging from environmental awareness, education and entrepreneurship, to health and sports, science and innovation and social solidarity and culture, which includes this concert in Madrid that is being promoted with Worten. This performance is also integrated in the initiatives of Sonae Art, the brand that coordinates and concentrates all initiatives related with supporting, promoting and fostering art and culture in Sonae.

A concert that crosses borders

On Saturday, 15 de October, the *Casa da Música* Group and the two choirs of the Community of Madrid will be taking to the stage several classical music pieces, led by the renowned principal conductor Baldur Brönnimann. The performance will include pieces by Ângela da Ponte, La mer soulevée; Luís de Freitas Branco, artificial paradises; Claude Debussy, La mer; Pierre Boulez, notations I-IV and VII; and Maurice Ravel, Daphnis et Chloé Suite # 2.

Benefiting from Worten's and Sonae's support, *Orquestra Sinfónica do Porto Casa da Música* has already performed in several prestigious concert halls, namely in Austria, France, Luxembourg, Antwerp, the Netherlands, Spain or Brazil. Dating back to 1947, the Orchestra has worked with and been led by esteemed musicians of the symphonic scene, now counting with 94 permanent members, which enables it to perform any symphonic repertoire, from the most classical pieces to the most modern ones.

The current principal conductor, Swiss Baldur Brönnimann, has been guiding the orchestra since January 2015 with great versatility, with the ability to conduct a vast musical creation. Baldur Brönnimann studied at the City of Basel Music Academy and at the Royal Northern College of Music in Manchester, where he was later appointed Visiting Tutor in Conducting.

Sonae Art concentrates all cultural initiatives by Sonae and its insignias

The Sonae Art brand concentrates all Arts and Culture social responsibility initiatives, working in partnership with all insignias and subsidiaries, as is the case of Worten for the concert of the *Orquestra Sinfónica do Porto Casa da Música* in Madrid.

The Sonae Art brand is currently associated with projects such as *Casa da Música*, the Serralves Museum and the National Museum of Contemporary Art – *Museu do Chiado*, among others, while also organising its own initiatives or in partnerships, like the Sonae Media Art Award or the Sonae Serralves artists' residencies.

Sonae Art is also Patron of the Resident Groups' Tours of *Casa da Música*, among which is *Orquestra Sinfónica do Porto - Casa da Música,* whose performance in Madrid is exclusively supported by Sonae and Worten.