

Victor Medem Biography

Victor Medem was born in 1977 in Barcelona (Spain) of a German father and Spanish mother. He attended German school and after studies of Film and Audiovisual communication in Barcelona and Paris, he started to work for different media companies (Klassik.com in Cologne, Kirch New Media in Munich and ARTE TV in Strasbourg).

In 2001 he changed his professional path into the music business working as assistant of the artistic director of the *Festspielhaus Baden-Baden*. Later he joined the *Heidelberger Frühling* festival, as responsible for artistic planning where he initiated an era of expansion, creating a focus on string quartet, lied and new music. During his tenure in Heidelberg, the composer Jörg Widmann held his first ever residence at a festival in Germany and the complete cycle of Elliott Carter's chamber music was performed for the first time in Europe.

In 2005, he joined *Ibercamera*, the leading private concert promoter in Barcelona. In his 10 years tenure, he led a dramatic change in the company that is now a leading actor in the music field in Europe. Orchestral touring, artists management and building up new orchestral subscription series in Madrid and Girona. He incorporated many top world-class artists, ensembles and orchestras to the company's roster. Regarding young talents, he gave decisive impulse to the international carriers of Viviane Hagner, Alexei Volodin, Marie-Elisabeth Hecker, Cuarteto Casals, Cuarteto Quiroga and Varvara.

During those years he founded a Young artist's concert platform at Gaudí's Unesco World Heritage *La Pedrera* and the *Cervià de Ter Music festival* and the *Orquestra Da Camera*, formed by Spanish leading instrumentalist of the younger generation.

In 2015, he decided to take a new professional step establishing himself as a freelancer working for different institutions like the Conservatory of Music in Barcelona, the Barcelona Symphony Orchestra, the Revista Musical Catalana and the SWR (South West Broadcasting) in Stuttgart.

In 2016, he took over the general management of the Schubert Society in Barcelona. This institution organizes the *Schubertiada Vilabertran*, a leading lied and chamber music festival in Spain, which has boosted in three years under his leadership (36% sales increase). Besides the festival's complete planning and organization, the Society has started new cycles in Barcelona and Basque Country and has reinforced its educational activities with an international academy led by Prof. Wolfram Rieger (Hochschule für Musik Berlin).

He also coordinates the music division of the Engelhorn Foundation (Zurich). At his proposal, the three main music institutions in Barcelona, Liceu Opera, Palau de la Música and L'Auditori created *Barcelona Obertura*, a platform to promote the town as a destination for music lovers. Joining these forces together, Barcelona is promoted as a leading music town in Europe. In 2019, the three institutions will program, for the first time ever, a joint festival.

In April 2018, he was invited by Karsten Witt, a leading and legendary music manager and impresario in Berlin and former president of the *Deutsche Grammophon* to join his team as a consultant.

He is Master in Marketing direction by ESADE (Barcelona) and SDA Bocconi (Milano).

Since 2015, Medem teaches Arts management at the Universitat International de Catalunya and in 2017 he will direct a Master in Music Administration at the Barcelona Superior School of Music.

He lives in Barcelona with his daughter.

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