



Deutsche Grammophon and CAvi-music announce strategic partnership across label & catalogue



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LTR.: Markus Kettner, Senior Product Manager Catalogue & Premium Label Services, DG; Dr Clemens Trautmann, President Deutsche Grammophon; Dr Andreas von Imhoff, Avi-Service for music; Anja Rittmüller, Vice President Catalogue & Operations, DG; Johannes Gleim, Director Heritage, DG

Yellow Label has partnered with CAvi-music's rich catalogue of bespoke music titles and albums featuring some of the finest established and young artists

CAvi-music founder, record industry veteran Dr Andreas von Imhoff, to retain strong connection to the label

Berlin, 7 March 2023. Deutsche Grammophon (DG) is pleased to announce that it has formed a strategic partnership with **CAvi-music** recordings that will work across its rich catalogue and artist roster. The independent label, founded in 2005 by **Dr Andreas von Imhoff**, will continue to develop its critically acclaimed catalogue of carefully curated chamber music titles and other adventurous and innovative albums – many of which feature emerging talent – which will be released by DG. Overseen by DG's newly created Premium Label Services department, the alignment reinforces the Yellow Label's strategic commitment to young artists and will expand its repertoire range.

CAvi-music's ethos is reflected in every detail of its hand-selected productions, ensuring that artists are matched with their ideal repertoire, personally involved in each project and given the support

they need to deliver outstanding performances. Among its releases are recordings by established artists such as Elena Bashkirova, Dina Ugorskaja, Antje Weithaas, Menahem Pressler, Lars Vogt and André Schuen (who signed to Deutsche Grammophon in 2019), ensembles such as the Armida Quartet, Berliner Barocksolisten, Kölner Kantorei, Amatis Trio, Linos Piano Trio and Trio di Clarone, and rising stars such as pianists Sophie Pacini, Alexander Gadjiev, Severin von Eckardstein and Herbert Schuch, cellist Julian Steckel, and vocalists Katharina Konradi and Konstantin Krimmel. Its catalogue also includes Adam Fischer and the Düsseldorfer Symphoniker's ongoing and award-winning Mahler Symphony cycle, a recording of the complete Scriabin piano sonatas by Anatol Ugorski (who has an extensive discography with DG, too) and world premiere recordings of less well-known songs by Liszt, as well as encompassing some fascinating live recordings from the "Spannungen" Chamber Music Festival and cooperation with the special series devoted to the Ruhr Piano Festival.

Dr Clemens Trautmann, President Deutsche Grammophon, looks forward to the future development of CAvi-music as a significant addition to the Yellow Label's portfolio. "I am delighted that Andreas von Imhoff and Deutsche Grammophon will be working together in a spirit of mutual cooperation to ensure CAvi-music's long-term growth, especially on digital channels," he comments. "CAvi-music's catalogue is of exceptional quality and depth, an achievement for which we congratulate Andreas. This strategic partnership illustrates the fact that Deutsche Grammophon's new Premium Label Services unit, under the leadership of Anja Rittmüller, Johannes Gleim and Markus Kettner, can offer a trustworthy and dynamic new home for outstanding independent productions."

Having studied musicology, theatre and art history, concluding with a doctoral thesis on the piano works of Bernd Alois Zimmermann, Dr Andreas von Imhoff went on to work for EMI for 27 years in a variety of posts. His roles with the label covered everything from directing its classical music department in Germany to working in international marketing and European distribution logistics.

In 2004 he established his own company, Avi-Service for Music, to provide specialist services for classical performers and their record labels, before launching CAvi-music the following year. He will remain closely involved with the label in the fields of A&R, production and operational distribution.

"It was a great moment for the CAvi-music artists and myself when conversations between the market leader in classical music recordings and our independent label first started," notes Andreas von Imhoff. "I'm very proud that in the 17 years since I established it, we have achieved such high levels of quality and recognition that both the label and its individual spirit will be able to live on. I'd especially like to thank Clemens Trautmann and his team for the atmosphere of friendliness and trust, and I look forward to continuing to help shape the label's future."

About Deutsche Grammophon

One of the most prestigious names in global classical music since its foundation in 1898, Deutsche Grammophon has always stood for the highest standards of artistry and sound quality. Home to the greatest artists of all time, the famous yellow label is a beacon to which music lovers all over the world look for outstanding musical interpretations, audio recordings and visual productions. Highly dedicated to the development of new repertoire in arts music, Deutsche Grammophon fosters and promotes a whole range of popular contemporary artists and eminent composers. The label also

prides itself on its innovative use of the latest technology to provide music digitally to audiences worldwide.

Deutsche Grammophon's current artist roster boasts some of the most distinguished figures in classical and contemporary music today, including Martha Argerich, Daniel Barenboim, Gustavo Dudamel, Elīna Garanča, Hélène Grimaud, Evgeny Kissin, Lang Lang, Anne-Sophie Mutter, Andris Nelsons, Yannick Nézet-Séguin, Murray Perahia, Maurizio Pollini, Grigory Sokolov, Bryn Terfel, Daniil Trifonov, Rolando Villazón and Krystian Zimerman, as well as Joep Beving, Hildur Guðnadóttir, Dustin O'Halloran, Agnes Obel, Víkingur Ólafsson and Max Richter. In addition, the label's catalogue represents the cultural legacy of whole generations of maestri and features recordings from many of the finest artists in music history, including Claudio Abbado, Leonard Bernstein, Pierre Boulez, Vladimir Horowitz, Jóhann Jóhannsson, Herbert von Karajan, Carlos Kleiber, Mstislav Rostropovich and Andrés Segovia.

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