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Munich Symphony Orchestra brings „Wolfgang“ to Germany

The successful Dutch app for live classical music enriches the concert experience with real-time subtitles.

The Munich Symphony Orchestra is the first orchestra in Germany which will encourage its audience to use their smartphones during concerts: Starting October 19th the Wolfgang app will be used at six of their subscription concerts at the Herkulessaal in Munich.

The smartphone app, which can be downloaded free of charge, delivers subtitles with descriptions of the music to the smartphone of the listener while the orchestra is playing. These subtitles are timed simultaneously to the music performed on stage. The goal: To enrich the audience's concert experience and to help them listen more closely to the performed pieces.

Wolfgang has been specifically designed for classical music concerts: The smartphone screen emits little light while using the app and also doesn't make any sound. This way the app doesn't disturb other audience members as tests with hundreds of concert-goers in the Netherlands have proven. Wolfgang also leaves enough time to enjoy the music because it delivers short, well-timed sentences.

The initiator behind Wolfgang, the Dutch cultural entrepreneur and author of the book 'Present! – Rethinking Live Classical Music' Johan Idema, wants to renew the classical music experience by using modern technology – so far with great success: In the Netherlands Wolfgang has been used for three seasons by multiple concert promoters, festivals and by now almost all symphony orchestras at concert halls such as the Concertgebouw in Amsterdam and the De Doelen in Rotterdam. The app has been awarded an iF Design Award and a SpinAward for 'Best Digital Service Idea'. So far, the app has been downloaded 15.000 times.

“With the introduction of Wolfgang we want to give digital means a room in classical music concerts and provide our audience with a tool to enhance their concert experience. We are delighted to offer a valuable supplement to the music which is suitable for novice listeners and experienced concert-goers alike”, states Annette Josef, managing director of the Munich Symphony Orchestra.

On October 19th 2018 in the Herkulessaal in Munich the Munich Symphony Orchestra will present the app to a German audience for the very first time. At the first subscription concert of their season Dvořák's Symphony No. 9 can be experienced with Wolfgang's subtitles, which will be followed by five more concerts.

The app can be downloaded for free from the App Store and Google Play store.

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