

Idiaal! Artist Management



Two years ago I took a big step: starting up Idiaal! Artist Management, an Amsterdam-based agency, specialising in personal management for young concert and opera singers. After having had a range of "regular" jobs, such as personal secretary to a major art collector, organising different kinds of events and working with Johan Cruyff, the former football player I decided to dedicate myself to what I really loved: classical music.

An open application letter led to a wonderful job: programming the Amsterdam Grachtenfestival. Around 90 chamber music concerts in 5 days, all taking place in mansions, on roofs, terraces or boats in the city centre of Amsterdam. Next year I will be programming it for the 5th consecutive year.

Three years ago De Nederlandse Opera needed an extra hand with Artistic Administration. I helped out Peter de Caluwe and ever since I have been entrusted with the co-ordination of all auditions for soloists.

And then, my own agency! I represent the bloom of the Low Lands: tenor Marcel Reijmans, soprano Francine van der Heijden, mezzos Tania Kross, Margriet van Reisen, Helena Rasker, and baritones Marcel Boone and Quirijn de Lang. They all strive for the same goals which I, as an agent, try to achieve: highest quality, being co-operative, creative and trustworthy, taking chances when needed. Singers should concentrate on singing, I take care of the rest.

I still cherish the network of my previous jobs, and especially the close relation between opera and football that can lead to strange affairs, for instance to a most unusual event that took place in the Concertgebouw last season. All chairs were removed, grass and goals were put in, NPS filmed everything for international broadcast, and Ajax, AS Roma and an all-star football team including Romario and Gullit played their games under the crystal chandeliers. Marcel Reijmans, the best tenor in Holland at present, sang 'O sole mio' to warm up the players. Members of the Choir of De Nederlandse Opera acted as rather cultivated hooligans. A wonderful event, broadening horizons of all those involved. Wasn't there a conference last spring, called: "Music.....a sporting chance" ?