

## A billion people around the world have heard the story of a specialist classical music center in Stevns, Denmark

*On the coastline 60km south of Copenhagen, an international school for young elite classical music talents has made their home. Becoming one of the most viral stories to hit the classical music world in recent years, media coverage such as [The New York Times](#) has brought the story of Scandinavian Cello School to over a billion people worldwide. An explosion in interest is due to the unique ethos at the school - achieve a healthy work-life balance, side by side with world class music training. Outreach concerts, outdoor experiences and collective living are all part of their philosophy to create more balanced and ultimately better musicians.*



[Scandinavian Cello School](#) (SCS) is located next to Lund, a historic fishing village which features one of Denmark's oldest harbours. Hosting stunning views from the SCS campus over to the island of Møn, director and international award-winning cellist Jacob Shaw works closely alongside a board of industry leaders in classical music to help promote, support and educate young musical talents

The school has succeeded in bringing classical music to new audiences and in [untraditional surroundings](#). It challenges and strengthens both international and Danish talents that are brought together. A solid foundation for their future is planted whilst on Danish soil through world class teaching, essential networking and a healthy life balance. SCS strengthens the quality of an already strong music scene in Denmark, whilst contributing to the spread of a quintessentially Danish approach to working: High quality training and focus going hand in hand with socializing, good home-grown food and strong respect for individual personalities.

Figures from [Hypefactors](#) show that the story of SCS, which attracts young musicians and supports them each with non traditional methods, has received 1.1 billion unique views in 5 continents- well helped along the way by an event where the cellists played for a herd of Hereford cows in Stevns. On April 25, The New York Times visited, and were so taken by the story that they placed Scandinavian Cello School on their front page. Since then, the article has spread to numerous outlets including CNN, The Guardian, The Sun, Classic FM, Sueddeutsche Zeitung, Euronews, The Late Show, NPR, The Telegraph, El Dia, CBC, France Musique, CPR, The Straits Times, Klara Radio , RTL-HR, TV2, Politiken ...

### **Future plans for a concert hall on campus**

*"We want to be able to expand our activities so that we can do more for classical music, whilst bringing in a new audience who can have a unique artistic experience in unusual settings. SCS should be a place where creatives, artists, philanthropists and many others can come and experience the tranquility of art"* says Jacob Shaw. But there is a serious and ambitious development plan in the pipeline and Jacob Shaw's eyes are on the next goal: a concert hall in the most beautiful rural settings.

With a state of the art designed building boasting spectacular sea views, even more people will have access to classical music, whilst providing a space for the young musicians SCS support to showcase their talent and create individual artistic presentations. World famous architect firm Henning Larsen who specialises in concert halls is already in dialogue with SCS to provide a completely new building on campus that expands their current facilities with a concert hall and the opportunity for conferences and retreats in very special surroundings. This project will cost up to one million euro, and the next step is therefore to bring in more partners who share the vision for the Scandinavian Cello School.

SCS has made a pledge to Danish music life for the future - targeted to the 3 walks of formal Danish music education (music school - MGK - academies) and in 2022 will commence with a specialist program to inspire, educate and motivate a new and upcoming generation of Danish based musicians and audiences.

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[Scandinavian Cello School](#) was founded in 2016 and is located in Stevns, Denmark.

About 150 Danish and international young people apply for a stay at the school every year for personal and artistic development. They get free tuition and an immersive experience at the world's first ever permanent cello center and retreat.

Scandinavian Cello School is an association that has a board of international classical musicians and a director, Jacob Shaw. Jacob Shaw is himself an internationally award-winning cellist and former Professor at Barcelona's Academia Marshall. Today, Shaw and his girlfriend, the classical violinist Karen Johanne Pedersen, are based full time at the school.

Stevns is an area of Denmark in a very active period of development. With a visitor center on the way for UNESCO [Stevns Klint](#) World Heritage and a large number of other initiatives underway, Stevns is an area that has huge potential - and Scandinavian Cello School is proud to contribute and support both local and international developments in the region. // SCS, 6/8/21



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