

PRESS RELEASE (LONG VERSION)

Stevns, Denmark – 6th May 2025 / For immediate release

A Decade of Innovation: Scandinavian Cello School Welcomes New Director

As it prepares to celebrate its landmark 10-year anniversary in 2026, the internationally renowned [Scandinavian Cello School \(SCS\)](#) enters an exciting new chapter. Founder **Jacob Shaw**, who has led SCS since its creation in 2016, now steps into the role of *Artistic Director*, while **Anna Boysen Lauritsen** has been appointed as the new *Director*.

Located on *The Musical Farm* - a self-sufficient micro-farm near the UNESCO World Heritage Site Stevns Klint, one hour south of Copenhagen (Denmark) - SCS has gained global recognition for its pioneering approach to classical music education. Each year, the school welcomes more than 150 young musicians from around the world, offering elite musical mentoring in a setting that blends artistic excellence with sustainability, personal development, and community engagement, with a special focus on mental health and work-life balance.

Under the last 9 years of Jacob Shaw's visionary leadership, SCS has become a creative force in the cultural world. **From viral success - like the 2021 cello concert for cows, featured on the front page of the [New York Times](#) and seen by over 2.1 billion people** - to the long-term mentorship of young artists now earning international recognition, alongside a thriving local outreach program and concert series, SCS has redefined what a modern music institution can be. Widely praised in the press, **it is seen as a pioneer in building artistic communities grounded in sustainability, collaboration, and shared purpose.**

Jacob Shaw, Founder and Artistic Director:

"What began as a simple idea – to rethink how to support young musicians – has grown into something truly special. It's been incredible to watch it grow into a place that means so much to so many. I'm proud of what we've built together, and with Anna leading the way and a strong new board on the horizon, I'm excited for everything the next decade will bring."

The new Director, **Anna Boysen Lauritsen**, brings a deep understanding of SCS's core values, along with strong experience in cultural leadership and fundraising - including her previous role at Copenhagen Phil, where she was responsible for fundraising, innovation and partnerships. Her appointment ensures continuity of SCS's vision while opening new paths for strategic development and international collaboration.

Anna Boysen Lauritsen, Director:

"I am incredibly grateful for the opportunity to lead the continued development of the Scandinavian Cello School along with Jacob and the new board-to-come. I admire the school's values and its holistic approach to talent development, where time spent working the land and being in nature at The Musical Farm is just as important as the many hours in the practice room. Over the next decade, we will be working towards a business model that allows us not only to continue our work with young musicians and the management of the small organic farm, but also to become a financially sustainable cultural institution supported by different revenue streams."

To support the transition, in June 2025 five experienced professionals will be announced to join the board of SCS and bring deep insight from across culture, sustainability, science, and the arts - strengthening the school's leadership as it moves into its second decade.

SCS's holistic educational model has already shaped the careers of numerous alumni who have gone on to win major international prizes, secure positions in professional orchestras, and release commercial recordings. Several of these success stories will be featured in an **upcoming international documentary**, produced by **Good Company Pictures** and co-funded by the **Danish Film Institute** and **Creative Europe**, which will be released in 2026 to coincide with the school's 10-year anniversary.

SCS also runs an active YouTube channel featuring a growing library of high-quality video content that offers a window into life at the school. The channel includes performance highlights, behind-the-scenes footage, interviews with guest artists and students, as well as episodes from the ongoing series "[The Musical Farm.](#)" This series documents the unique daily rhythm of the school - from intensive rehearsals and lessons to farming, cooking, and community events - capturing the holistic spirit that defines SCS. In collaboration with **Evidence Classics (Little Tribeca)**, selected young artists from SCS also have the opportunity to record debut singles and albums, distributed internationally and further expanding their reach and visibility.

SCS is part of MERITA+, a Creative Europe project supporting cross-border innovation in chamber music, with a grant of €2.8 million over the next 4 years. At home in Stevns, SCS is an active member of the UNESCO World Heritage partner program and works closely with local collaborators, which brings sustainability, cultural heritage, and a strong sense of place into everyday life at the school. Through regular outreach concerts in harbours, farms, libraries, schools, and historical venues, SCS reaches new audiences and helps lay the foundation for the next generation of classical music listeners.

As the Scandinavian Cello School looks ahead, its mission remains unchanged: to empower the next generation of musicians to thrive artistically, personally, and professionally - in harmony with themselves, their communities, and the world around them. Later this year, SCS will unveil its 10th anniversary programme, featuring new national and international collaborations, infrastructure and development initiatives, and a long-term vision to build on the legacy of its first decade.

ENDS

[Photo download link](#) (credit included in file name)

For press inquiries, interviews, or media materials, please contact:

Anna Boysen Lauritsen

director@scandinaviancelloschool.com

Founder & Artistic Director: Jacob Shaw / jacob@scandinaviancelloschool.com

Director: Anna Boysen Lauritsen / director@scandinaviancelloschool.com

Pastoral Lead: Karen Johanne Pedersen / karen@scandinaviancelloschool.com

Technical Direction: Jan Flessel / jan@scandinaviancelloschool.com