Written by Helen Friday, 13 November 2020 16:50

Bringing the Juilliard Tradition of Excellence to China

An Interview with Alexander Brose Executive Director and CEO The Tianjin Juilliard School



A unique landmark has recently appeared on the Tianjin landscape—the new campus building of The Tianjin Juilliard School in Binhai New Area, which is the first and only branch campus of the Juilliard School in any part of the world. It aims to bring to China Juilliard's traditions and dedication to excellence, and to contribute significantly in raising the competitiveness of classical music education in Asia.

We were privileged to have the opportunity to interact with its inaugural CEO and Executive Director, Mr Alexander Brose.



Before arriving China, Mr Brose was the Vice President for Development at the Aspen Music Festival and School in Colorado, U.S.. In September2017, Mr Brose relocated to Tianjin with his wife and two children, and is now a renowned and active member of the local community. He serves on the Board of Governors of the International School of Tianjin and the Executive Committee of the American Chamber of Commerce's Tianjin Chapter.

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Having grown up in South Korea and Hong Kong, Mr Brose has always had a special affection for the region. His told us of his extensive experience with the San Francisco Conservatory and the important role he played in fostering ties between music communities in the sister cities of Shanghai and San Francisco.



Photographer: Zhang Di

Commenting on some differences he had observed in classical music performances and the education sectors between China and the U.S, Mr Brose said he felt that in terms of audiences, China is unquestionably the future of classical music. He described how Chinese audiences have a large appetite for listening to music, especially high-level classical music, and that it is

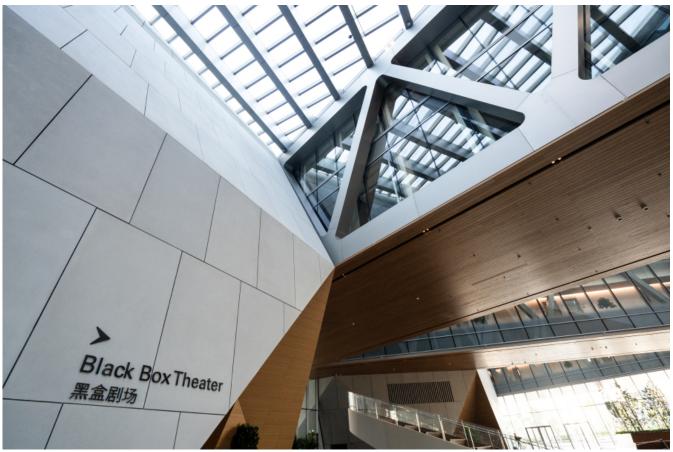
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potentially unparalleled anywhere else in the world. He added that when one sees the young ages of people coming to classical concerts in China and the performance halls filled with people who value the classical performance and education that it's really inspiring.

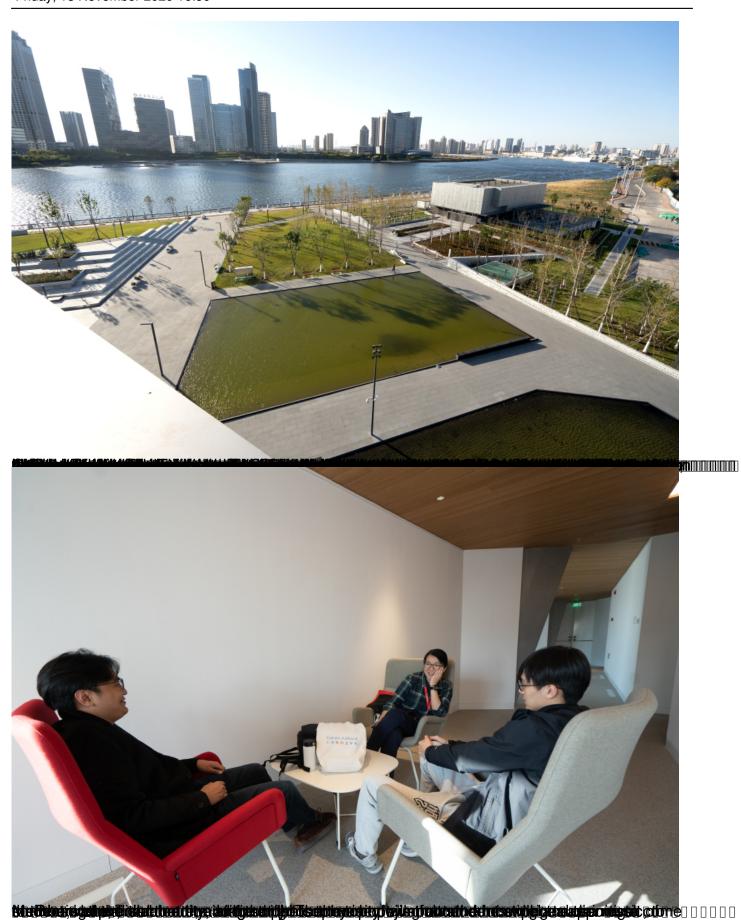


Mr Brose also explained that classical music training is very different in the West and in China, since the approach to teaching and the way people learn is very different. The Tianjin Juilliard School is bringing a Juilliard-style approach to music education in China which is not found anywhere else in the country right now. He pointed out that there are phenomenal conservatories of music in China, but they offer a different approach. The majors at The Tianjin Juilliard School were selected very carefully so that they were not in direct competition, but would rather enhance and complement the already existing wonderful programs offered in China.

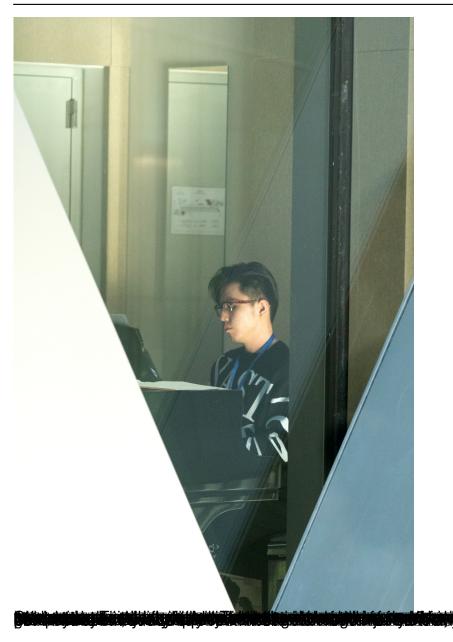
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At The Tianjin Juilliard School, the students enjoy a supportive, nurturing and respectful environment, and they experience a very different approach to music education.





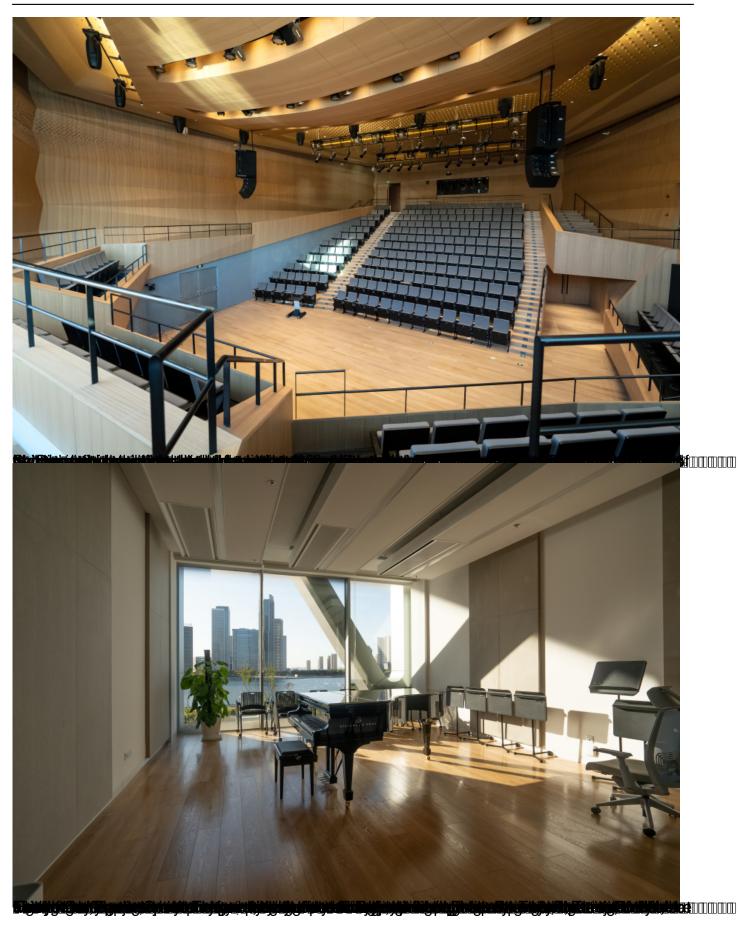




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