

Music

## Rare Violins In Consortium

Building Bridges Between  
Benefactors and Concert  
Artists.

Company Size: 1-10 employees  
Location: New York City, NY, USA

# About In Consortium

Rare Violins of New York established In Consortium, an organization that enables and encourages the relationship between concert artist and benefactor. For aspiring musicians, the opportunity to play a fine instrument can significantly impact their careers. In Consortium leverages its musical expertise and relationships to match musical instruments with the given concert artist's distinctive qualities. In Consortium handles all the maintenance work required of an active concert instrument so that benefactors are spared the hassle, worry, and carrying costs of loaning a fine instrument.

## The Challenge

Violin makers, such as Antonio Stradivari, Guarneri del Gesu, Guadagnini, are famous for producing the best violins the world has ever seen – and heard. Over the centuries, these maker's instruments have graced concert stages, museums, private collections, and recording studios. They are praised for their clarity, richness, and individual sound characteristics. Musicians swoon over the idea of someday playing one of these fine string instruments. However, the growing gap between the cost of these fine instruments and the financial means of musicians who know how to play them has become insurmountable.

Many musicians rely on institutions or benefactors to lend them instruments – finding generous patrons to lend these high-priced and rare instruments can be challenging.

## The Solution

The primary goal was to announce that Rare Violins of New York launched a long-term rare instrument loan platform called 'In Consortium.' We created a website to act as a hub for those looking to get involved with the program, read related news about recent loans, and a means to contact their client relations team. The online presence offers its users a clean and modern layout, paired with specific brand elements and imagery.



## The Results

In Consortium provides a unique philanthropic framework that generates growth opportunities for both artists and benefactors. Musicians have the chance to play a fine instrument, benefactors can effortlessly interact with artists, and audiences can hear history come alive. The website is an addition to In Consortium's framework, connecting users with these unique opportunities.

### Key Features:



Easy Management



Responsive Design



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