



PRESS INFORMATION

Three International Creators for Elbphilharmonie's 10th Anniversary The ›Creator in Residence‹ initiative enters next phase – with more than 30 million views to date

Hamburg, 20 August 2026: The Elbphilharmonie is celebrating its 10th anniversary – and, to mark the occasion, is expanding the scope of its internationally acclaimed digital initiative, ›Creator in Residence‹. In the 2026/27 anniversary season, for the first time, three international content creators are taking their millions of followers on a digital voyage of discovery through the Hamburg concert hall: [Clare Yeo](#), the Singaporean pianist trained at the Juilliard School and known online as [@classicallyclare](#), New York-based content creator [Lovie](#) ([@lovie.world](#)), and Canada-based [Rickie Ho](#) ([@maisonrickie](#)), whose video essays, produced through a sociological lens, reach nearly one million followers on Instagram and TikTok. Throughout the entire season, these three creators will each offer their own unique perspective on the Elbphilharmonie and its anniversary season – from the venue's iconic architecture to the Reflektor Festival featuring Rhiannon Giddens, to the music of Ludwig van Beethoven.

Clare Yeo (@classicallyclare) from Singapore bridges the worlds of literature and classical music on her channels. The concert pianist, who trained at the renowned Juilliard School in New York, has been active as a content creator for just one year – and has already amassed around 300,000 followers. Her work has been featured by CNN, BuzzFeed and The Atlantic, among others. With her infectious enthusiasm for books and music, she aims to make culture more accessible to a broad audience. During the anniversary season, her content will focus predominantly on the works of **Ludwig van Beethoven** and the season's central theme, **Prometheus**. As part of the **Elbphilharmonie Visions** festival, which is dedicated to orchestral music of the 21st century, she will also be exploring the question: »Why is modern music worth discovering?«

The music curator and content creator **Lovie (@lovie.world)** was named one of the »Top 25 Breakthrough DJs of 2024« by the magazine Mixmag. The New Yorker is a resident DJ at Public Records and has performed at notable venues including MoMA, the Brooklyn Academy of Music, and the Sydney Opera House. Her musical range spans from 1970s disco and funk through jazz to contemporary bedroom pop – from the cosmic funk sounds of pianist Lonnie Liston Smith to the alternative r&b stylings of Kelela. Whether through her video content or her weekly broadcasts on The Lot Radio, Lovie has built a loyal community with her charisma and personal approach to discovering and sharing music. During the anniversary season, she will be covering the Elbphilharmonie's special programmes on **John and Alice Coltrane** and **Julius Eastman**, as well as the Reflektor Festival featuring **Rhiannon Giddens**.

»I absolutely love this project!« says **Rickie Ho (@maisonrickie)** about the ›Creator in Residence‹ initiative. The Canada-based creator reaches a huge audience on social media with his sharp, incisive analyses. In his videos, he questions the seemingly obvious and brings to light the social codes that shape our everyday lives. In the coming season, Ho turns his attention to the Elbphilharmonie as a 21st-century concert hall: What does an open, modern venue say about our society and our approach to culture? Why do some people dress up in a certain way for classical concerts – and why is there no dress code at the Elbphilharmonie? How does a building like the Elbphilharmonie influence our mood, before a single note has even been played on stage?



In the 2023/24 season, the Elbphilharmonie became the world's first concert hall to establish the position of **Creator in Residence**. This internationally acclaimed and pioneering project began with American pianist and YouTuber **Nahre Sol**. In subsequent seasons, »professional music fan« **Derrick Gee** from Australia and British online curator **Daria Challah** took over the baton and continued the initiative. In total, the videos created during these residencies have generated **more than 30 million views worldwide**.

Note for journalists:

If you would like to meet the content creators in Hamburg and follow them as they work, 11 to 25 October and 5 to 15 November are ideal time periods. Please contact us in advance so we can arrange the respective appointments with you. Remote interviews can be arranged at any time with immediate effect.

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