



PRESS INFORMATION

YouTuber Nahre Sol reaches 13.5 million people with her Elbphilharmonie content

First season with ›Creator in Residence‹ comes to a successful end

12 August 2024: The US YouTuber Nahre Sol became ›Creator in Residence‹ for an entire season at the Elbphilharmonie, bringing her 750,000 or so subscribers digitally along with her for the ride. Two videos posted at the weekend in collaboration with Ensemble Resonanz have now brought her successful residency to an end. Over recent months in Hamburg, Nahre Sol has explored the soundscapes of Gustav Mahler and Franz Liszt, had the art of North Indian flute music introduced to her, spoken to star violinist Anne-Sophie Mutter about the music of John Williams, and retraced the journey of a concert grand piano from the timber yard to the Elbphilharmonie stage. So far, the videos created during her residency have been viewed 13.5 million times across all platforms. Nahre Sol's video about the Elbphilharmonie organ alone reached more than 825,000 people, while her encounter with the solo harpist of the NDR Elbphilharmonie Orchestra, Anaëlle Turret, was clicked 4.3 million times. As well as the many videos on Nahre Sol's own channels, exclusive content was also featured on the Elbphilharmonie's digital channels.

A year ago, the Elbphilharmonie became the first concert hall in the world to pioneer the role of ›Creator in Residence‹. This new digital initiative was launched in collaboration with the internationally acclaimed YouTube star and pianist Nahre Sol. She first started uploading videos to YouTube while studying piano at the renowned Juilliard School in New York. Around 750,000 subscribers now watch along as the young American explores all facets of music. She is also an active content creator on Instagram and TikTok. In two new videos with Ensemble Resonanz, she demonstrates beyond doubt just what a talented composer and arranger of music she is too. The Creator in Residence for the 2024/25 season will be announced in September.

Reactions to the videos in the community:

»You're such a passionate and articulate explainer/explorer of music. With more people like you acting as an informed but approachable interface to classical music for the masses, classical music adoption might just become a lot more widespread.«

»Classical music badly needs young people who tend a bridge between tradition and progress through modern means of communication, and institutions who support them. I salute every prestigious institution and artist who grasp the opportunity those modern means offer as an educational tool.«

»I think there are so many people who are learning about and appreciating music of all kinds because of your work.«

»It's amazing that classical music content creators are getting recognized in this way – this is an achievement for all classical musicians.«

Press Contact:

Dr. Martin Andris, Jan Reuter and Selina Demtröder
Media Relations
Tel: +49 40 357 666 458 / -275 / -249
presse@elbphilharmonie.de
www.elbphilharmonie.de/presse