

Boutique Label ARTARIA's First Release

This release does not have a booklet available, so we have created a PDF with information about the Label, Musicians and Repertoire for your reading pleasure.

My purpose is to make oboe 'cooler' in this State (we have a drastic shortage of oboe students you see) and one of the missions of Artaria is to create videos like pop videos of playing and set with South Australian landscape. Our videos of the Bax Quintet (public domain work) are in production as we speak and will be available soon. I am interested in setting the music to iconic SA landscapes because settlers here have come from all over the world, yet the process of adjustment remains constant.

– **Celia Craig**, Oboist and ARTARIA Executive Producer and Creative Director

THE FIRST RELEASE

Artaria's debut recording features Bax, Britten, Finzi, Vaughan Williams recorded in the highest possible resolution at the newly designed Jeffrey Kong Performing Arts Centre, home of Brighton Secondary School's Government-sponsored Specialist Music Program. The players featured are: Celia Craig – oboe; Elizabeth Layton – violin; Anne Horton – violin; Caroline Henbest – viola and Michael Dahlenburg – cello.



UNIQUE BOUTIQUE RECORD LABEL, ARTARIA

Unique new boutique record label, Artaria, specialising in presenting recordings of gorgeous music featuring the oboe in a range of collaborations – all set within the backdrop of South Australia – have released their debut recording.

With an evocative repertoire recorded in the highest quality and featuring world class players, Artaria's unique approach aims to set the music within the stunning backdrop of South Australia, drawing inspiration from the landscape, heritage and light for a visual age and creating a sensory package for a 21st century audience.

Formed in 2013, Artaria aspires to present the oboe differently, addressing its Endangered status, using an appealing repertoire created for more than the current classical music market with future releases planned to be presented with video, engaging more of the senses and presented for today's audiences.

Founding member, Celia Craig, former Principal player with the BBC Symphony Orchestra, London, and current Principal Oboe of Adelaide Symphony Orchestra, said the concept was inspired while playing the Bax Quintet at Royal Academy of Music.



She said: “I fell in love the Bax Quintet, as it reignited my synaesthesia, exploding into all colours in my head. Vision in terms of colour, landscapes and textures, has always been with me when I perform. And when I perform music with my best possible colleagues the performances have real communication and flow. We believe Artaria provides a new experience of classical music proudly originating in the heart of South Australia.”

Australian cooking legend and food writer Maggie Beer helped suggest the combination after meeting with Celia to discuss the concept. She said: “I was so delighted to meet Celia and to listen to her original idea that resonated so strongly with the story of the Barossa where immigrants from Silesia came to settle here and brought with them their food and music and meshed it with their

new landscape. I could see why Celia was undertaking this project to tap into a tradition of Australian settlers and re-evaluating its meaning in this new setting.”



Celia Craig, Oboist and ARTARIA Executive Producer and Creative Director