

Renewal of SWF

Half a century, the end of a cycle?

- When it was founded in 1969, the SWF set itself the goal of perpetuating the artistic legacy of WF
- A considerable amount of recordings were released, initially on LP and then on CD from 1981 onwards
- Dozens of lectures were given and studies were published
- If this objective was achieved, one can only note a notable slowdown in the activity of the association
- Due to a lack of renewal, other WF societies disappeared: Wilhelm Furtwängler Society of America, Wilhelm Furtwängler Society UK, Wilhelm Furtwängler Society of Hungary, Association Suisse Wilhelm Furtwängler

The facts that challenge us

- The SWF: declining membership, average age over 55
- WF recordings are all widely available on YouTube, CD, download, sometimes of excellent quality
- By 2024, all official WF recordings will be in the public domain
- Increasing lack of awareness of past conductors, even among musicians...
- Lack of interest among young people in "non-digital" recordings

➤ How to get the younger generation to listen to and like WF?

The SWF must ask itself questions

- What is its usefulness and purpose?
- Should it find synergies with the remaining associations?
- What more can it bring to its recordings than simply putting them online?
- Is there still a chance of finding unreleased material?
- How can it be made attractive to the younger generations, without whom the future is compromised?
- Is its status as a simple cultural association still appropriate?

In this context, our list proposes 1 / 2

➤ Transforming the SWF into an absolute international reference

- Website
 - Revised and improved with more regular publications
 - Integration, in the long term, of other languages: German, Spanish, Italian, and if possible Japanese and Chinese
 - Enriched content for the media, discography, iconography, etc.
- Opening the society to all the skills necessary to achieve new objectives, in particular a community of contributors, whether or not they are members of the SWF
- Deepen the links with foreign societies

In this context, our list proposes 1 / 2

- Linking sites on WF to social networks
- Creation of a YouTube channel and use of any media that can widen the audience of the SWF
- Contacting any media or organisation that can contribute to the knowledge of WF

➤ We therefore invite you to an in-depth transformation led by a renewed and rejuvenated Executive Board. What better way, indeed, to pay tribute to WF on the 70th anniversary of his death, which will be commemorated in 2024.