

E poi le parole: technology

Technology must be our servant and not our master. The more technology we invite into our lives the harder this is to remember.

Griselda Sherlaw-Johnson, Choral Promotion and Business Development Manager at Oxford University Press, Oxford, UK.

Technology has brought about a golden age of music: opening wide the doors to repertoire discovery, performance dissemination, and compositional innovation. It has connected us all so quickly and efficiently that we must be mindful of its overuse.

Ted Brimeyer, conductor, Urbandale, IA, USA

When I hear the word “technology”, my mind first says “this is not my thing”. But liking words I go to the greek original word; τέχνη, tékhnē, meaning art, and -λογία logía, meaning study. The study of art! And then I get it – the connection between technology and the skill of choir training. One can evolve the other.

Alexander Einarsson, choir conductor, Malmö, Sweden

Technology: the machinery or processes that allow one to accomplish a goal. Technology enhances human skill to allow success. Success can be accomplished at a higher or lower level depending on how appropriate the technology might be (keep in mind that the best technology tends to be the latest one, but in some cases, old technology might prove to be more appropriate).

Cristian Grases, conductor and former IFCM Board Member, Venezuela/USA

For me, "technology" is associated with such a meaning as imperfection, which is having a dream, ambition, many practices, studies, obviously failures, desperation, but strong dedication and, finally, success. Technology is a part of human experience.

Alexander Humala, Artistic Director of the Krakow Philharmonic, Poland

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