

## **The First Pogorelich Recording in 18 Years Beethoven Digital**

Berlin, October 31, 2016 - The legendary pianist Ivo Pogorelich has just released his first recording since 1998, including Beethoven's Piano Sonatas No. 22 in F Major Op. 54 and No. 24 in F-sharp major Op. 78. As announced by the Berlin-based classical music platform Idagio, the recording will be available from November 2nd 2016 exclusively on [idag.io/pogorelich](http://idag.io/pogorelich) and on the Idagio iOS App.

According to pianist Ivo Pogorelich, "In order to reach younger generations, we need to distribute art through the platforms that they use. Idagio offers me as an artist the opportunity to make my recordings available worldwide in a fraction of a second. I find it alarming that young people are constantly staring at their smartphones and speaking through headsets; however, they are also developing excellent instincts in the virtual world and following their intuition. They are an unbiased and attentive audience with great potential for classical music." Idagio founder, Till Janczukowicz, commented: "Idagio is proud to welcome one of the world's most significant soloists to its community of partners, which already includes orchestras such as the Vienna Philharmonic and the Israel Philharmonic. As a purely classical platform, our aim is to combine high quality and human curation with technology, thereby helping musicians, promoters and labels to be better heard in the digital space."

Ivo Pogorelich's unique career began almost overnight in 1980 when he was not admitted to compete in the finals of the Warsaw Chopin Competition. The pianist Martha Argerich angrily withdrew from the jury with the words "he is a genius". Since then, Pogorelich's interpretations have set worldwide standards.

The classical music streaming platform Idagio was launched in 2015 at the Salzburg Festival and offers access to a constantly growing catalogue of high-quality recordings and tens of thousands of hours of music. Idagio is currently available in every country worldwide except for the USA. Through specially developed classical music search functions and curated playlists, as well as an easy-to-use interface, classical music can be enjoyed by aficionados and beginners alike.

**About Idagio:**

The classical music platform Idagio was launched in 2015 and offers access to a constantly growing catalogue of high-quality recordings and tens of thousands of hours of music. The company is managed by Till Janczukowicz (founder) and Christoph Lange (co-founder). The two combine years of experience in artist management, production and the development of exclusive concert series, together with an expert knowledge of the startup scene in regards to music streaming services. With a team of 18, they are programming and creating “the new way to listen to classical music” in the European capital of classical music and startups, Berlin. IDAGIO is currently available in every country worldwide except for the USA. For additional information: [www.idagio.com](http://www.idagio.com)

**Premium Trial Access for Journalists**

*Idagio is a Freemium Model and consists of a free service with fee-based premium contents and features. For journalists Idagio has set up a 30-day free Premium access. The trial membership includes all Premium features such as access to the complete catalogue, offline-functionality and higher sound quality, as well as exclusive access to the new recording from Ivo Pogorelich. The trial membership will expire automatically after 30 days.*

*Registration for Journalists: [idag.io](http://idag.io)*

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**IVO POGORELICH - THE NEW RECORDING**

Pogorelich plays Beethoven

*Sonata for Piano No. 22 in F major op. 54*

*Sonata for Piano No. 24 in F sharp major op. 78*

Exclusively on IDAGIO



[idag.io/pogorelich](http://idag.io/pogorelich)

★★★★★  
Average Rating

Caption: Beethoven digital - Ivo Pogorelich exclusively on [idag.io/pogorelich](http://idag.io/pogorelich)  
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Caption: “the new way to listen to classical music” - Idagio Founder Till Janczukowicz and star pianist Ivo Pogorelich establish their collaboration.  
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