

KÓDEX

# B U C H A R T I N T S



International Management—Culture Management  
Business, Art and Education  
Nr. 4. 2007 November



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Photo on front page:  
Painting in the Music School, Lamezia Terme, Calabria, Italy by Zsolt Lencsés



Gent, Belgium by elk

## Forewords

“We planned to have an issue on music, however... “ That is how we started our last bulletin. Well, that is what we finally discuss now: the music. In Leiden we remembered on the world famous musician and music pedagogue, Zoltán Kodály in November 2007.

Summarising the lecture we would like to present other music related news and studies that are in progress in the Netherlands and in Hungary, such as news of the *Liszt Ferenc Choir* or an article about *Géza Frid*.

The **Education and Culture 2007-2013 of EU** prepared their proposal for teaching culture managers for cross border art management. The participants and experts of the Vania project will have a common breakfast on 12 December 2007. On the other hand a great kick off was organized in Amsterdam at Felix Meritis with the title of Soul of Europe and Pécs2010. But what is Soul of Europe and Pécs2010?

The Leiden Seminars on Hungarian Cultural and Natural Heritage continues in 2007/2008. You will find our planning in the year of **2007 / 2008 at the Studentcentrum of the Leiden University**, the Netherlands. The next session will be about the *The Famous Hungarian Libraries*, and Dutch-Hungarian cooperation in publication. The Hungarian Film Club presents the movie of *GETNO* on 4 December 2007.

In the *Business* section of the Bulletin we publish our study on *Sustainability*, which was written by the request of Hongarije in Zaken. Regarding to the subject of the article we offer consultation on business excellence and business improvement.

### Soul of Europe

Pécs, European Capital of Culture 2010

“*Pécs - European Capital of Culture 2010, A Soul for Europe initiative (Berlin), The Felix Meritis Foundation (Amsterdam) and civil society organizations in Pécs presented Forum Pécs, A Soul for Europe, The House of Arts, Pécs, Hungary on 10 November 2007 here in Amsterdam in the Felix Meritis, Amsterdam. The goals of the initiative of A Soul for Europe, Forum Pécs is to promote innovative forms of cross-border cooperation and sustainable structures between civil society, the cultural sector and policy makers. The aim is to discuss the ‘culture of democracy’ by reference to practical examples. The initiative A Soul for Europe can contribute experience of its own with this project at the European level. The invited panellists included Members of the European Parliament, among them Doris Pack, Elmar Brok and Gyula Hegyi, Hungarian writer and intellectual György Konrád, filmmaker István Szabó, Transparency International’s Regional Director for Europe and Central Asia Miklós Marschall, the President of the Hungarian Parliament Katalin*

Europe

*Szili, the Hungarian Minister for Culture István Hiller, the Mayor of Pécs Péter Tasnádi as well as the Director of the Stability Pact for South Eastern Europe Marijana Grandits.” – we read in the invitation of Felix Meritis earlier this month.*

The participants of Forum Pécs were discussing the role of the culture in a solid cooperation and the democracy in Europe. The Forum Pécs is not a stand alone initiation. Just like Forum Belgrade, but even on more generic level, the EU Culture and Education 2007-2013 program are to stimulate the society of the European Union for effective cooperation and cooperative networking between the business and cultural sector, and of course the politics. The main issue in these discussions and initiatives is to make the participants of the political, business and cultural worlds recognise their responsibilities and make them commit themselves to the mission of Culture 2007-2013 for a better Europe, for a better world.

Pécs, town in Southern Hungary is working on the preparation of the European Capital of Culture 2010. Besides discussions and artistic projects and presentations we can see other cooperation, for instance, infrastructure and town development. On 10 October 2007, a publication was presented, which summarises the subject of Dutch-Hungarian Architecture symposium held on the “Cultural Quarter as a Strategy of Town Development”. The project is a cooperation of the Netherlands and Hungary. The presentation was in Pécsi Művészetek és Irodalom Háza (House of Arts and Literature in Pécs) by András Mészáros, director of Pécs2010 Management Centre, Jan Kennis, Cultural Attaché of the Netherlands in Hungary, István Tarrósy, publisher together with Balázs Berkecz editor and Mátyás Hübner DLA lector. We can read about the strategy on the website of Pecs2010.

Information:  
[www.berlinerkonferenz.eu](http://www.berlinerkonferenz.eu)  
[www.felix.meritis.nl](http://www.felix.meritis.nl)  
[www.pecs2010.hu](http://www.pecs2010.hu)



## ENCATC Breakfast

12 December 2007

Brussels

The European Network of Cultural Administration Training Centers organised an ENCATC Breakfast Meeting to analyse and debate the ways and effectiveness of teaching cultural cooperation in Europe today. The event takes place on 12 December 2007 in Brussels.

This event offers us the unique opportunity to know more about the final results of the European project VANIA, (Validation and Certification of Training in the field of European Cultural Cooperation Project Management), designed and implemented by one of the most active member of ENCATC, the Foundation Marcel Hicter

(Brussels), in cooperation with Cupore (Helsinki) Evremathia (Athens), International Intelligence on Culture (London) and ENCATC.

[www.encatc.org](http://www.encatc.org)

## Association of EU Border Regions & Ipoly Euregion

Ipoly Euregion is working on the border area of Hungary and Slovakia. Its main focus is to rebuild or reestablish the bridges (infrastructure and culture) on the river Ipoly. The next annual meetings of the Ipoly Euregion is on 3 December 2007 where the current president of the Association of EU Border Region will present.

An extensive study on the border area of Hungary and Slovakia is available at the editors.

<http://www.aebr.net>

*Europe*

## Sustainability: is a fashion, luxury or practicality?

Year to year we have new slogans of campaigns worldwide that want to raise awareness for different issues, such as peace, or save animals or rain forest etc. Recently the word **sustainability** is that has been sewed on all flags of awareness campaigns all over the world, at least in the United States and Europe certainly. Since Al Gore presented his movie *The Inconvenient Truth*, sustainability has become part of our daily life. It does not mean that the awareness started with the movie. By that time large companies have launched different programs and public relation events; they have created policies and embedded those in their processes and production. They run have been running various innovations on solutions for sustainability; or for instance, financial institutions use set of measures of sustainability as criteria for new client take-on offering services. Special funds have been launched in the investment markets. That is for innovation and money... but ...what about our daily life? What is sustainability exactly? Is it a real issue to be bothered or is it only a new series of campaign; and next year a new song will be born? And if it is a real issue, what can us – business people – do about it? Is it only a privilege of large companies; or can small businesses also contribute? Is it a cost issue; or can we ourselves be the beneficiaries as well? What do we have to do for sustainability?

### Sustainability

Paul Hawkins gives the definition of sustainability in his book *The Ecology of Commerce*:

*"Sustainability is an economic state where the demands placed upon the environment by people*

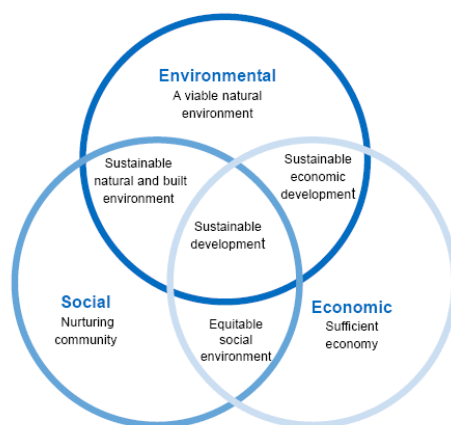
*and commerce can be met without reducing the capacity of the environment to provide for future generations. It can also be expressed in the simple terms of an economic golden rule for the restorative economy: leave the world better than you found it, take no more than you need, try not to harm life of the environment, make amends if you do."*

Reading this many of us can ask whether he does not intend to do for it anyway. Then why is sustainability at one of the highest priority nowadays? Unfortunately, I must say, the “many of us”-group has not represented the majority of the world-society yet, especially not of the business world. However, we should see first how the economic development currently is unsustainable.

We should go back in time with centuries to the Industrial Revolution in the 18<sup>th</sup> century. In the industrial or techno economic development we can see that first the

wood was used as a primary fuel and construction material, than the coal and iron, today oil, gas products and atom energy became dominant. The technologic development made a great launch of mass production and raised the appetite of mass demand on supply. The market forces has modified the human behavior in no time, on such a way that

human beings intended to ignore its negative impact on resources and environment. However, we cannot continue that behavior for a long any more. We can recognize phonemes and signs of the irreversible changes on Earth with unpredictable consequences for the humanity. We can simulate what damage may have been done based on the time reliable information that is available and we can drive a market solution based upon. We might also, realize that many of the predictable or foreseeable impacts occur outside the time ho-

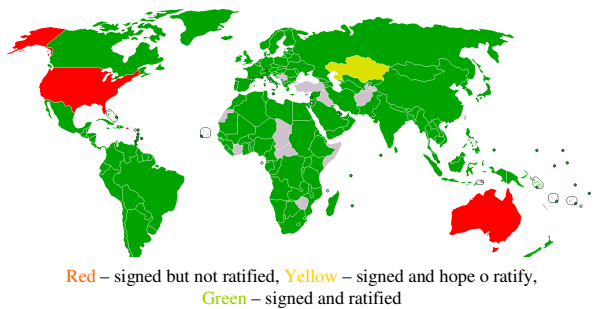


horizon of current political and commercial frameworks. And we must count on them seriously.

We go further with some social and natural phenomena that makes the sustainability issue more serious, and we see the growth without intervention, we might be horrified looking at the result of mathematical calculation... We will not calculate here, by the way.

- **Population** doubled to 6.2 from 1961 to 2001. Forecasts show that the Earth's population will grow to 9 billion by 2050.

- **Climate Change** is a naturally occurring phenomenon. However, an authority on Climate Change is positive about "new and stronger evidence that most of the warming observed over the last 50 years is attributed to human activities." We cannot say that climate change is not inherently negative, but the modern human societies are seems to well prepared to deal with its likely impacts. We also must say that it has been occurred already,



think about the legendary

and archeologically found true highly developed ancient cultures in Africa or in Arabia. Back to the modern time, we must realize that in our global world and economy, the climate change may lead to widespread hardship, species loss and could introduce instability to a range of critical socioeconomic systems.

- **Ecological Diversity** delivers evidences that we have lost 300.000 species on Earth only in the last half century. Scientist report disappearing between 100 and 1000 times faster than before Homo Sapiens evolved in. This rate of loss in diversity may be unappealing to us and may cause ecological instability, but also reduces our option value -- the option we have to take advantage of these species in the future, for medical, economic or other gain. For example, at least 25 percent of all modern drugs originally came

**Business**

from rainforests, and over 2,000 plants have been clinically shown to have anti-cancer proportion.

- **Global energy use** will increase by about 2% per year to 2010. The vast majority of this will come from non-renewable resources such as gas, coal and oil, and more significantly, will create emissions that contribute to global climate change and local air quality problems.

While these and related indicators report worrying trends, the Earth itself is, of course, a finite ecosystem. Therefore we can conclude that sustainability is a real issue. It might not be at each geographical place at the same level, but definitively it is something that we must recognize independently where we are, where we act. All small contributions count, because accumulating those the ecology may be influenced significantly in a positive way, while ignorance or misinterpretation might result negative scores and irreversible progress globally. It means that doing something for sustainability is not only a privilege, better to say an obligation of the large companies, but it is an obligation of all companies and entrepreneurs and the individuals of our society.

### Measure of sustainability

United Nations issued the "Report of the World Commission on Environment and Development." General Assembly Resolution 42/187 in 1987. Ten years later



the treaty on "stabilization of greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system." was negotiated in Kyoto and signed by 175 par-

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ties, ratified by 135 countries by 2007 with no obligation beyond monitoring and reporting emissions.

The nations of the globe have developed several approaches on sustainability and set up criteria's and requirements for compliance. Research institutes are working on measuring the sustainability and setting up benchmarking that are used for further evolution. For instance, financial institutes for investments are also use benchmarking and methods of measures for their



decision makings.

In Europe an independent institute, the European Sustainable Development Network (ESDN) has been established to publish to compare sustainable evaluation in Europe <http://www.sd-network.eu/>. Here we can see country profiles and progresses in each European country, such as **the Netherlands** and **Hungary**. The levels of sustainability awareness and the measures of the two countries differ significantly.

In the Netherlands sustainability is highly developed both in the governmental program and the business governance; the country is also forerunner in organizing conferences, workshops and multilateral discussions. Recently the government has been working on bills on the minimum measures that all business participants must meet. The business world finds it too high apparently, and a debate is going on. Hungary seems to have lack of competences at least that is what you can see from the country report. I, however, argue with it in a certain sense. The governmental program is not fully implemented, while as great effort is done on the scientific word, innovation in the background.

**Business**

Here we should also con-

sider the wealth of the two countries that they can invest to increase effort and measures of sustainability. The differences of the awareness might be explained with other aspects as well. If you take the independences on nature seeing the geographical position of the two countries, the required minimum measures should be weighted accordingly. Other very important issue is that Hungary has a weaker economy that largely depends on foreigner investments. Here we can find the

conflict of interest, as having the lower governmental requirement on sustainability is pretty attractive for foreign investors and they live with this gap for their own benefit, naturally. Excuses, however, cannot be made. Hungary should take more effort to have active involvement and they should close the gaps urgently and act upon. There are still a lot to do about it.

### **Companies for sustainability**

Sustainability is a responsibility not only at global and/or national level. We, all human beings, are responsible to protect, preserve our environment for the next generation. Besides compliance, measures and benchmarks, we may have a clue on how sustainable we are by a self-assessment. Evaluating the results we might find some changes to implement. A self-assessment can have various dimensions, such as the organization, the policies and the business processes, or the financial results.

For large companies especially, on heavy industries or with specialized infrastructure, contribution to sustainability might be a long term investment. Many of them choose indirect protection like supporting innovation, or foundations, rather than implementing changes in their own production chain. Other institutions implement direct changes like setting up standards for facilities. For instance, Philips introduced mandatory use of energy save bulbs within the company. Producing durable products with high quality should be preferred to mass products with low quality etc.

Medium and small companies should run self-

assessment as well. With the review of the business and supporting processes several opportunities for improvement can be found e.g. reorganization, communication, overlaps, duplications, unnecessary process steps or lack of controls. In their daily practice several opportunities for saving energy and resources can be discovered like computer hours, printed papers, traveling hours and kilometers, energy usage in kilowatts; or prefer recycled or rechargeable products, and a very clear policies on in buying: high quality energy save products only when there is a real need; and so on. Organizing and documenting business policies and processes, educating staff for awareness, the company can reach two goals: contribution to protect our environment and improvement on effectiveness and cost efficiency with rationalizing prompt and constant benefit financially.

## Conclusion

Sustainability, therefore, a real issue and we must take it seriously. We must invest effort on reconsideration and self-assessment. We must be ready to implement changes when a place for improvement has been found. Also financial investment should be made when it must or where we can. Investment on sustainability is not a privilege or luxury, but an obligation of the entire society for our future. All those who signed and act for sustainability are for a better world for the next generation. At the same time they themselves might be the beneficiaries of the high performance, cost reduction and current effectiveness of a thoughtful organization and business excellence.

*By elk*

<http://www.sd-network.eu/>.

<http://ec.europa.eu/environment/eussd/>

[www.kodex.nl](http://www.kodex.nl)

***Business***

## International Management & Culture Management **Kódex Advisory**

**Kódex** Advisory is a Netherlands-based, international and cultural management firm offering services to companies, entrepreneurs, non-profit organisations and individuals in the Netherlands and Hungary, but worldwide to establish, maintain and improve their business relationship in terms of effectiveness, efficiency and sustainability. The firm was founded in 2003. However, we have two decades of experience in economy, finance, policy and business process management, marketing, cultural diversity management and the EU institution.

### Philosophy

We believe that a long-term relationship can be established and the objectives can be reached by real planning, good communication, business excellence and regular control. It is more true when we are acting in other business environment than the domestic. The difference between business culture and market behavior, regulations, administration and culture of the society is a cost issue. Knowing your partner, knowing your clients, their culture, the cultural development and managing the business accordingly is a success factor.

Investment in international and culture management services, therefore, is an opportunity.

Knowing your business we help you to reach your objectives by running researches in your business area, assisting and advice in your business plan, and by setting and/or reviewing your organisation, policies and processes down to work instruction to run a harmonised efficient and effective international business.

Although not explicitly, but we specialised on the Dutch and Hungarian markets. Due to language barriers we also offer language and cultural sessions in

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## **Charity Dinner** **by Hungarian Business Network,**

14 December 2007, Den Haag

*(in Dutch)*

Het Hungarian Business Network wil u graag uitnodigen voor een benefiet diner op vrijdag 14 december ten behoeve van vroeg geboren baby's.

Het Hungarian Business Network heeft uit een aantal goede doelen gekozen en gemeend dat wij vanuit Nederland een bijdrage kunnen leveren om de zorg voor deze baby's een spreekwoordelijke financiële injectie te geven. Wij hopen dat zoveel mogelijk mensen hieraan deel willen nemen en op deze wijze zoveel mogelijk geld bij elkaar te verzamelen.

Nieuw leven heeft uw steun nodig... Een stabiele en gezonde gezondheidszorg is hierbij van essentieel belang. Hongaarse burgers hebben de afgelopen jaren door middel van talloze stichtingen en fondsen een belangrijke bijdrage geleverd aan de verbetering van de gezondheidszorg. Dit is echter in de praktijk helaas nog niet voldoende gebleken.

De 'Foundation for the protection of fetal life' (Magzati Élet Védelméért Közalapítvány) houdt zich intensief bezig met zorg voor zwangere vrouwen en hun pasgeboren kinderen. Dit is hard nodig omdat het percentage baby's dat niet levend ter wereld komt in Hongarije nog steeds één van de hoogste van Europa is. Hersenbeschadigingen zijn tevens helaas aan de orde van de dag.

In het National Health Center (Állami Egészségügyi Központ) te Budapest probeert deze stichting met beperkte middelen hierin verandering te brengen. Aan devotie en kennis geen gebrek, aan (moderne) middelen en instrumenten des te meer.

Wilt u ons laten weten of u hierbij zou willen helpen? Meldt u dan aan als gast voor dit benefiet diner inclusief entertainment voor

**Business**

het goede doel. De kosten hiervoor bedragen € 75,- per persoon. Het diner zal plaatsvinden van 18:00-23:00 uur in de Idazaal, Juffrouw Idastraat 2, 2501 CA te 's-Gravenhage. Meer informatie over de locatie kunt u vinden op [www.idazaal.nl](http://www.idazaal.nl)

**Het aanmelden voor dit benefiet diner doet u via onze website [www.huchamber.nl](http://www.huchamber.nl)**

Wij hopen zoveel mogelijk van u op 14 december aanstaande met champagne te mogen verwelkomen en u een mooie avond te bezorgen!

Met vriendelijke groet,  
Het HBN Bestuur

*(In English)*

## **Charity Dinner** **by Hungarian Business Network, Den Haag.**

HBN organises a charity dinner on 14 December 2007 to support the **Foundations for the protection of fetal life**, Budapest. (Magzati Élet Védelméért Közalapítvány). The foundation's mission is to take care of the pregnant women and their just-born babies. Unfortunately the number of babies who could not be born in life in Hungary is still one of the highest in Europe. Therefore the foundation's effort and work are highly appreciated and kindly ask for support and sponsors.

**Date:**

14 December 2007 18:00-23:00

**Location:**

Idazaal

Juffrouw Idastraat 2, 2501 CA te 's-Gravenhage.

[www.idazaal.nl](http://www.idazaal.nl)

**Price:**

EUR 75 per person

Registration and information via website:

[www.huchamber.nl](http://www.huchamber.nl)



## Leiden Seminars

2007 / 2008

Hungarian Cultural and  
Natural Heritage

*A meeting points of business, art and education*

### Date of the seminars

6 November 2007:

Film club: Üvegtigris

Presentation: Kodály Zoltán

4 December 2007:

Film Club: Getno

Presentation: Famous Hungarian Libraries

5 February 2008:

Film Club: Sztracsatella

Presentation: Hungarian: an Ancient Language

4 March 2008:

Film Club: Csak sex és más semmi

Presentation: Thermal bath and bath culture

8 April 2008:

Film Club: Állítsátok meg Teréz anyut!

Presentation: Hungarian Renaissance

Changes in program possible. Look for the final program on [Http://kulturhaz.blogspot.com](http://kulturhaz.blogspot.com)

At **18:00 the Hungarian Film Club** presents Hungarian modern and classical films with English subtitle that reflects the society in the given time or period. This year we selected five comedies such as the Üvegtigris (Glass Tiger), Getno, Sztracsatella (Stracatella), Állítsátok meg Teréz anyut! (Stop mother Theresa), Csak sex és más semmi (Just Sex and Nothing Else). The movies are presented with the co-operation of the Hungarian Culture Institute, Brussels.

### 19:30 Discussion and networking

In the pause the participants can discuss and meet. We

expect people and students who are interested in the Hungarian-Dutch business, artistic and cultural life either as a professional or an individual. During the break you can visit small exhibitions on various matters.

### 20:30 Presentation on cultural heritage

The presentations in English or Dutch of the above mentioned topics are held by experts and docents on cultural affairs from the Netherlands and Hungary in cooperation with the Szabolcs-Szatmár-Bereg Museum and Verzarus Advisory.

### Entrée fee:

EUR 7,50 , for students and 65+: EUR 5

Coffee and thee is free

Wine is served. See the local price-list.

### Location:

Leiden University , Studentencentrum Plexus, Spectrumzaal rood

Address: Kaiserstraat 25, 2311 GN Leiden

Route description: [www.routenet.nl](http://www.routenet.nl)

### Plots of the Movies

**Üvegtigris** by Iván Kapitány and Péter Rudolf (2001)  
This film tells the story of a few uneventful days in the life of six pals. Lali, a great fan of America, owns a sandwich stand on the side of the road, called The Glass Tiger. Gaben pinches cars; Fox is a petty swindler; Sanyi a half-wit homeless; Coco can't shut up about getting some dough and going to America; Slimmy keeps playing the saxophone, despite the others' frayed nerves. Gaben talks Lali into buying an old Chevrolet Impala, the real American dream. After the long escapade of getting the car, Lali doesn't even get the chance to try the Chevy out, because a truck completely demolishes it. Fox in the meantime is looking excitedly for the "Wreck", what he has been trying to sell for big money. .... Written by [gabbbor@freemail.hu](mailto:gabbbor@freemail.hu)

**Getno** by András Salamon (2004)

Following the promise of the American *Education*

can Dream, Jancsi Major and his family move in a whirlwind from Budapest to Las Vegas. Upon arrival they immediately step through the mirage of wealth and opportunity to find themselves on the outskirts of Las Vegas, packed into Grandpa Jenó's doublewide trailer. As they struggle to assimilate into life in America, the family comes face-to-face with the bonds that hold them together and with the forces that try to push them apart. In the end, we find the Major men back in a world they never truly left behind, while the women of the family continue to cultivate their new lives. Their plight proves the universal truth that the greatest obstacles to achieving personal happiness lie only within ourselves. *Written by www.getno.hu*

**Sztracsatella** by András Kem (1996)

The main character in this film (Karmester=Conductor) leads the orchestra of the Hungarian radio nowadays. He works too hard and after he is up for 6 days, his nerves get exhausted. He gets to a hospital. While the examinations are in progress we know that he has worked in foreign country for years and he hasn't found his place in Hungary yet. He has a wife, who is a successful dentist but their marriage touches bottom nowadays. In the hospital the conductor and the doctor, who is a pretty, intelligent woman, fall in love. But there are a wife and a son ... *Written by Kornel Osvart {kornelo@alphanet.hu}*

**Csak sex és más semmi** by Krisztina Goda (2005)

Dóra is 33, an art director in a theatre, realised on a day that his fiancé has a wife and a child. She got fed up with men, and she decides that she wants a child and to grow his up alone. So, she starts to look for donors ....

**Állítsák meg Teréz anyut!** By Péter Bergendy (2004)



Kéki Kata is a lucky woman. She is an attractive woman. Wherever she enters, she draws the attention of all men. She is a loving mother, and a brother wished to be loved, and she has three good friends. Even, she has a trustful friend, who hardly can wait to be promoted being a fiancé, a husband, a the father of their child. Everything is there to have a successful life, which, however, is not the case. Kata Kéki is not happy as we thought. It is because all these are not she wishes to have, and she is just looking for and looking for the real one, the true one....

**Next in Leiden**

4 December 2007

Film Club: GETNO

Presentation :

**Hungarian Famous Libraries,**

a virtual excursion in the old and modern libraries in Hungary with reference to those collections and works that were published in cooperation of the Netherlands and Hungary back to the 15th century.

*See you in Leiden*

Csilla Tordai , Szilvia Cseh & Eva Lilla Kronauer

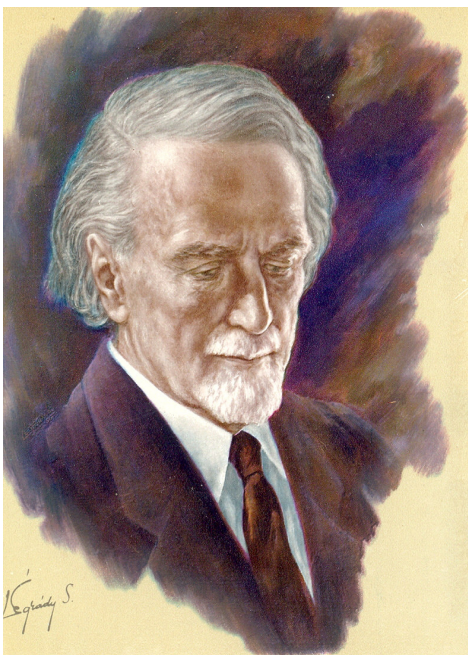
*Education*

# Kodály Zoltán

## Memorial Presentation

(1887-1967)

### Method or Concept?



Zoltán Kodály  
(1887-1967)

Leiden, 6 November 2007

Ferenczyné dr. Ildikó Ács opened the memorial presentation about Zoltán Kodály with interpretation of three numbers: 125, 40 and 80. All the three numbers refer to an anniversary in the life of Kodály, the world famous Hungarian musician, music

pedagogue and philosopher. Zoltán Kodály was born **125** years ago. He died **40** years ago, and he conducted one of his most famous work, the *Psalmus Hungaricus* **80** years ago, here in the Netherlands, in the Concertgebouw, Amsterdam.

The presentation was to give a picture on Zoltán Kodály in his complexity and genuity with reference to the internationally known elements We heard thoughts about his childhood, but the later developed concept for children and their educative development, about the importance of the country life, studies and trips at home and abroad, that all had played significant role in his personal and professional development. In the presentation of the life work of Kodály, his folkmusic research got into the focus. Furthermore, his conceptual composition works. Kodály's objective was to bring the Hungarian folkmusic into the concert halls. We must remember that only the *verbunkos* i.e. military recruiting music had been recognised as Hungarian music at that time.

Another piece of his art was emphasised, namely the *Psalmus Hungaricus*. This was the work that made him recognised as a composer and made him famous worldwide. Dr. Ács drew the attention of the audience to a very special attribute of the compositions. She showed the phenomom of *akrostikon*,

**Education** and with its help she formed an ancient sequinti song from the first tones of the

basic melodies.

The world knows Kodaly as a music pedagogist. We heard about his most significant studies and publication, but also his personal role in the organisation of the Hungarian music education and its implementation of the national basic kindernursery and basic school system. Through famous statements of his various studies and publications we could follow his professional development from the folkmusic through the choir music up to the institutionalised music and singing education. He went even deeper. He recognised the importance of the level and quality of the music pedagogist. Kodály made a *100 years plan*. This plan was to establish the Hungarian music culture with the tool of music education that has the following thesis: children should learn to read and write music first. To rationalise this, Kodály worked out the so-called *relative solmisation* as the most appropriate method

### Dr. Ildikó Ács, Ferencziné

A docent of the Sing & Music Faculty at the Nyiregyháza High School, Hungary.

She graduated at the Liszt Ferenc Music Academy 1989 as a docent and choir conductor. She finished faculty of solo singer at the University of Debrecen. She received her DLA (master-doctor)-degree of conductor of music-performance at the Liszt Ferenc Music Academy, Budapest, Hungary in 2006.



As a docent of the Sing & Music Faculty at the Nyiregyháza High School, Hungary, she has classes on music theory, conduct, choir conduct and vocal. Since 1993, she is the conductor of the Gaudemus Choir, Nyiregyháza.

#### Conductor Awards

2000. Debrecen, Lantos Rezső-award  
2004. Nagykálló, Conductor's special award  
2006. Nagykálló, Conductor's special award

#### International Choir Awards:

1995. Budapest – Silver Diploma  
1997. Besztercebánya (Banska Bystrica, Slovakia) – Silver Diploma  
2000. 19th Bartók Béla International Choir Concur – 2nd price.

#### Hungarian Choir Festivals

2002. Kállai Duet Choir Festival, Nagykálló – Nívó-award  
2004. Kállai Duet Choir Festival, Nagykálló – 1st Price  
2006. Kállai Duet Choir Festival, Nagykálló – Grand Price

#### Choir Qualifications

1995. Festival Choirs  
2001. Concert Choir cum laude degree.

#### Premières and performances:

2002. Erdős Jenő: Choimusic in the Province of Szabolcs-Szatmár-Bereg – book  
2000. Horváth Barnabás: Hát Anna hol jár? (Where might Anna be?) – première  
2002. Horváth Barnabás: 21 Children choir – première

#### International presentations

1997. Namur (B), az IFCM 15th Anniversary  
2000. Altea (E), az IFCM Choir Conduct's Conference.  
2001. Rostock (D), Hochschule für Musik und Theater, Muziekpedagogie.  
2006. Liverpool (UK), Discoveries in Music Intenzív Program.  
2006. Würzburg (D), 26. Bundesschulmusikwoche.  
2006. Timmendorfer Strand (D), Maritim Musikwoche.  
2007. Rostock (D), Hochschule für Musik und Theater, Muziekpedagogie.

of learning the singing with no false tones.

He used the collected Hungarian folksongs as study or practicing materials. Jenő Ádám, one of his student



helped him to complete the method out of his concept. He was the one, who wrote the book of his the contemporary method and made the singing books for all 8 classes of the elementary school. The presentator emphasised that it was important to understand and to distinguish clearly between the concept and the method. Kodály established the concept and the necessity of the singing to have, to preserve and to promote culture, however, Ádám was the one, who worked out the method, which later was implemented word-wide in the music and singing education. Therefore, we should introduce two terms: **Kodály-concept**, which is more his thoughts and thesis on music pedagogy, and the **Ádám-method or Hungarian-method**, which is a teaching itself.

The audience could listen to various motives of authentic music pieces, Kodály-compositions with typical Hungarian music motives and variations of folksongs. In general, the participants of the Leiden Seminars on Zoltán Kodály could receive a picture and useful information on Zoltán Kodály, a scientist and collector of folksongs, a composer and a music pedagogue, whose name is known worldwide thank for his genius and professionalism.

based on Ferencziné dr. Ács

ARTicle

## Zoltán Kodály Biography

- 1882** born on 16th December in Kecskemét (Hungary)
- 1900 – 1904** studies at the Conservatory in Budapest
- 1904** trips to Bayreuth, Munich and Salzburg
- 1905** beginning of folk music research together with Béla Bartók.
- 1906** publication of the first collection of folks songs *Twenty Hungarian Folks Songs*
- 1906/07** move to Paris and Berlin where his compositions are strongly influenced by Debussy
- 1907 – 1940** Professor of theory and composition at the University of Music in Budapest
- 1908** trips to Switzerland and Italy Kodály works as a critic for several Budapest newspapers and foreign magazines
- 1910** first concert performances in Budapest and abroad of *1<sup>st</sup> String quartet op. 2, Piano music op. 3, Sonata for violoncello and piano op. 4* etc. marries the composer and pianist Emma Sándor who was his student
- 1917** publication of the study *Pentatonik in der ungarischen Volksmusik*
- 1918** first performances of *Duo op. 7, Solo sonata op. 8, song cycle Verspätete Melodien op. 6, 2nd String quartet op. 10*
- 1919** leave from teaching for two years
- 1921** world premiere of *2 Gesänge op. 5*
- 1923** commission to write a composition for the 50th anniversary of the union of Buda und Pest (together with Bartók) – creates the work *Psalmus Hungaricus op. 13* and the world premiere takes place in the same year. This composition earns him world-wide recognition.
- 1925** publishes ideas to reform teaching methods in singing and sight-reading
- 1925 – 1932** cycle of folk music arrangements *Magyar népzene*, published in 10 books more works about folk music follow
- 1926** world premiere of *Háry János* in Budapest
- Ab 1927** conducts in Hungary and abroad
- 1945** President of the State Art Council
- 1946/47** guest trips to England, USA and former Sow-jet Union
- 1946 – 1949** President of the Hungarian Academy of Sciences
- 1957** In honour of his 75th birthday he receives an honorary doctorate from the University of Budapest
- 1958** Member of the Belgian Academy of Sciences
- 1961** appointment as chief editor of the scientific gazette ‘*Studia musicologica*’
- 1967** Zoltán Kodály dies on 6th March in Budapest



# Liszt Ferenc Choir in the Netherlands

The Liszt Ferenc Choir has given regularly concerts in numerous places in the Netherlands and all round in



Europe for more than 15 years.

The purpose of the Choir was to promote general

understanding of the full creative and historical significance of Ferenc Liszt and the Middle European music throughout the Western World. Each year they have participated festivals. During this period they have published 10 CD's. The choir wanted to celebrate Liszt, his influence and his ideals. Liszt and his all kinds of artistic vision were not very known because vast areas of his output remained virtually unperformed. Of course, everybody knows Liszt's importance as a pianist and as a composer for piano, but he was also a composer of "lieder" and choral music. That explains the name of the choir.

Throughout its history the choir has endeavored to bring the ideas and philosophy of Liszt into the contemporary setting to understand and to promote the choir music. The other Hungarian composers' works like Béla Bartók, Zoltán Kodály and Mihály Mosonyi can be found on the wide repertoire of the choir, as well. However, suddenly the always pleasant cue and with high quality concerts have been stopped.

Last year we could not hear about concerts or any performances of the choir. Couple of weeks ago we, the friends of the choir received a notice of cancellation of the choir.

We asked the former chorus master, Péter Scholcz about the reason of stopping this successful and very important choir.

*Article*

As a pleasant surprise he was not given an retrospect of the past 15 years but he was talking about the new plans of the choir.

The musicology and musician Scholcz has affirmed the change of the board that caused a year break in performance of the choir. He immediately added that this did not mean stopping the work of the choir. As of 2008 the choir has a new board. On the base of the original principle and under the old name the 20 members of the choir are going to continue the work.

Their first concert is going to be in January in Cologne, Germany. The famous Cologne Cathedral gives place for a closing commemoration of the birth /1207 / of Saint Elisabeth, the probably most enduring, beloved, and popular saint in Europe. The choir with an orchestra are going to perform the oratorio, which Liszt completed in 1862. Liszt took the tragedy of the Hungarian Princess, the daughter of the Hungarian King András II. in main role. The princess, who lost her husband was ejected from the house by her mother-in-law. She lost her children and died in poverty.

Péter Scholcz stayed as the chorus master. As of September 2007 he is also an artistic manager of the Hungarian Palace of Arts. He told us that the new board of the choir had an interesting and multiple plan for the coming year. Concerts in the Netherlands and in Hungary are already scheduled. The successful Liszt Ferenc Choir is going to remain an important representative of the Middle European choir music in the Netherlands and in Europe.

All about the coming programs read more on [www.lisztferencchorus.nl](http://www.lisztferencchorus.nl)  
[www.lisztkring.nl](http://www.lisztkring.nl)

*By dr. Csilla Tordai*

## Géza Frid 1904-1989

In this bulletin we focus on famous Hungarian musicians. It is not very well known that the Dutch composer Géza Frid, one of the most popular musicians in the Netherlands after World War II was born in Hungary. He gave more than 2000 concerts over the whole world and wrote about 100 compositions.

On the commemoration of 10<sup>th</sup> anniversary of his death the Frid Association was founded in Amsterdam. Péter Scholcz, a musician and a musicology is the president of the association. He told us that their main target was to bring Frid's ouver into focus by promoting his music.

As a child Frid got his first music lesson from his mother in Máramarossziget. At age of 6 he could study at the Ferenc Liszt Academy of Music in Budapest. There he was taught by Béla Bartók (piano) and Zoltán Kodály (composition). After his father's death the family could not provide this expensive school. During this very hard period Frid started to teach piano and played in small orchestras. The turning point of his life was a 2-year contract here in the Netherlands. He played in Bertalan Székely Orchestra who lived here with his Dutch wife. Frid at age of 25 had chosen Amsterdam as his final home.

He had an optimistic character with good sense of humour, so he could find his way here easily. He played a very active role as a society man also in the political life. He got married but he could not get a Dutch passport. The war weird him out, but luckily he could make a successful new start after 1948. Until his old age he had traveled and gave concerts. He worked as a journalist, followed the political life with interest and he occupied various managerial positions in the music world. He visited Moscow in 1963 as the first Dutch musician after the war. He went back to Márama-

*ARTicle*

rossziget—to the most beautiful place of the

world, according to him—only in 1971. He was 70 when first he visited America. There he gave 40 concerts. After this trip he had been focusing on composing music for more than 15 years. He died at age of 85 in a sad accident.



We can find back his wide interest in everything in his music. He wanted to get free from the mundane bound; he followed the space flight with great interest. Although he composed a tonal music he firmly believed that the atonal world is going to be the further in the music world.

The Frid Association works on to promote this cosmopolitan musician. They made and published the first Géza Frid CD, the Choral Works in Budapest in November 2005. The Liszt Ferenc Choir with the conductor, Peter Scholcz, the pianist, Hanna Devich and the mezzosoprano, Greetje Nijhoff, recorded the works for the CD in the Hungaroton Studio in Budapest. The association organized also Frid's memorial concerts in Bergen and in Amsterdam a few years ago. During the Spring Festival in Hungary they arranged concerts, seminars and performances. Péter Scholcz spoke about the further plans. The associations is busy to organize a new concert. This is going to be held in Rotterdam in February 2008 to place this multiface erudite composer, musician into the interest again.

*By dr. Csilla Tordai*

Read more [www.geza.frid.nl](http://www.geza.frid.nl)

The CD is available [www.hungaroton.hu](http://www.hungaroton.hu)

## Dutch—Flamand Exhibition in Budapest

### Luc Tuymans exhibition

14 December 2007 - 10 February 2008

Múcsarnok / Kunsthalle

1146 Budapest, Dózsa György út 37

The very first presentation of Luc Tuymans' works in Central-Europe will be in the cities of Budapest, Warsaw and Munich as a result of an ongoing organising work and enthusiastic will of the participating partners the Múcsarnok / Kunsthalle Budapest, Zachęta Warsaw and Haus der Kunst Munich. Following the influence of the artist, mostly the Hungarian and the Polish audience is expecting with a big desire the possibility to see a retrospective of Luc Tuymans in the countries where his artistic issues brings up many local questions about history, memory and its contemporary expression.

Luc Tuymans is born in Mortsel, Belgium in 1958, at present lives and works in Antwerp. Luc Tuymans inspired a generation and generated a style. His way of representing reality is related to art history, where the painterly qualities played a key role in the medium. The subjects chosen for his works are based on research of different questions of history society and culture. Luc Tuymans own key works of grouping his artworks are balancing between aesthetical and theoretical issues: The loss of the painting, Time, Presence, Vanitas, Symbolism, The genre painting, a logic of it's own, Betrayal, Reparations, The gap, Disappointment, Radiance, Metamorphosis, Representation, Failure, Embitterment, Disgust, Ego ornament. The content can at times be based on historical facts or material, but these are reworked in a way that they do not repeat themselves.

[www.mucsarnok.hu](http://www.mucsarnok.hu)

[www.zeno-x.com](http://www.zeno-x.com)

Source: [www.hollandnagykovetseg.hu](http://www.hollandnagykovetseg.hu)

## Anna van Duin

### Vooraankondiging workshop "Afscheid" 2008

#### Op zaterdag 12 januari

houd ik weer de workshop Afscheid. Door middel van een leporello, een vouwboekje, geef je vorm aan een afscheid, met alle verschillende aspecten die daarbij horen. Je kunt stempelen, collage maken, schilderen of tekenen, wat je wilt.

De donderdagavond daarvoor, op 10 januari, zal ik enkele technieken demonstreren, zodat je alvast je gedachten kunt laten gaan over de uiteindelijke vorm en wat je daarvoor nodig hebt.

De kosten zijn 130 euro, inclusief materiaal, koffie en thee. Lunch zelf meenemen.

Maximum aantal deelnemers: 4.

Opgave graag voor 1 januari.

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Vác, Hungary

# SPOTLIGHTS

20STE-EEUWSELIED

Liederen vertellen verhalen. De sfeer van de tijd van Elgar komt tot leven in geprojecteerde schilderijen, de liederen van Szymanowski blijken in samenhang een aangrijpend liefdesverhaal te vertellen en de liederen van Alma Mahler worden geplaatst in de geschiedenis van haar turbulente huwelijksleven.

### Songs of Sir Edward Elgar

gecombineerd met schilderijen van tijdgenoten

Amanda Roccoft *sopraan*

Konrad Jarnot *bariton*

Reinild Mees *piano*

di 23 okt 07 • 20:15 De Doelen • Rotterdam

zo 28 okt 07 • 12:00 Muziekcentrum Frits Philips • Eindhoven

di 30 okt 07 • 20:15 Kleine Zaal Concertgebouw • Amsterdam

wo 31 okt 07 • 20:15 Dilligentia • Den Haag

### Een sprookje voorbij

geënceneerde liederen van Karol Szymanowski

Claudia Barainsky *sopraan*

Pascal Pittie *tenor*

Reinild Mees *piano*

Serge van Veggel *regie*

zo 2 dec 07 • 14:30 Dilligentia • Den Haag

vrij 7 dec 07 • 20:15 De Doelen • Rotterdam

zo 9 dec 07 • 20:15 Kleine Zaal Concertgebouw • Amsterdam

### Van Alma aan Gustav

liederen en dagboekfragmenten van Alma Mahler

Maria Riccarda Wesseling *mezzosopraan*

Tom Jansen *acteur*

Reinild Mees *piano*

Frans Weisz *regie*

ma 7 april 08 • 20:15 Rosa Spier Huis • Laren (N.H.)

zo 13 april 08 • 20:15 Kleine Zaal Concertgebouw • Amsterdam

di 15 april 08 • 20:15 Dilligentia • Den Haag

do 17 april 08 • 20:15 De Doelen • Rotterdam

seizoen 0708

VOOR PROGRAMMA-INFORMATIE

[WWW.20STE-EEUWSELIED.NL](http://WWW.20STE-EEUWSELIED.NL)

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Hungarian—Dutch relationship :**

Hongarije in Zaken  
[www.hongarijeinzaken.nl](http://www.hongarijeinzaken.nl)

Hongarije Vandaag  
[www.hongarijevandaag.nl](http://www.hongarijevandaag.nl)

Hungarian Investment  
[www.itd.hu](http://www.itd.hu)

International Culture Activities in the Netherlands  
[www.sica.nl](http://www.sica.nl)

Most Magyarul  
[www.mostmagyarul.nl](http://www.mostmagyarul.nl)

Embassy of the Hungarian Republic in Den Haag  
[www.hungarianembassy.nl](http://www.hungarianembassy.nl)

Embassy of the Royal Netherlands  
[www.netherlandsembassy.hu](http://www.netherlandsembassy.hu)

Chamber of Commerce in the Netherlands  
[www.kvk.nl](http://www.kvk.nl)

Chamber of Commerce in Hungary  
[www.mkik.hu](http://www.mkik.hu)

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