

KLARA'S DESIGNS

Grants Program & Collaborative Initiatives - Kurt Weill Foundtion of Music

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October 5th, 2025

Executive Summary

Weill Reimagined is a multimedia project proposed by KlarasDesigns Media Collective that uses creative, interactive storytelling to introduce Kurt Weill and Lotte Lenya's music and legacy to younger audiences. A dynamic, design-driven website, filmed performance content, and a social media campaign that tracks modern artists' interpretations of Weill's work are all part of the project.

Our goal is for Weill's music to be something that people can relate to as well as something they can learn about. Younger listeners all too frequently only see Weill in a textbook or a brief performance clip without any background information,

which makes them feel as though his world is remote or "not for them." Weill Reimagined addresses this issue by creating meaningful entry points through the use of digital storytelling tools that younger generations are accustomed to, such as interactive visuals, behind-the-scenes videos, and short-form social media content.

This project both advances and preserves cultural heritage. By providing Weill with a platform in both conventional and digital media, we guarantee that his music will continue to attract new listeners and be relevant for many years to come.

Problem / Opportunity

There has always been humanity, humor, and urgency in Kurt Weill's music. His writings tackle issues of justice, identity, and resiliency that are as relevant now as they were when they were originally composed. Younger audiences, however, frequently feel cut off from the music despite its timeless relevance.

There are several reasons for this:

- **Format barriers:** Classical and theatrical performances are typically presented in formal settings that can feel inaccessible or intimidating to new audiences.
- **Limited digital presence:** Online resources about Weill are either academic in tone or scattered, making it hard for casual listeners to explore in ways that feel approachable.
- **Generational distance:** Without modern storytelling tools, Weill risks being seen as part of the past rather than as an artist whose voice still speaks to our present.

Closing this gap presents an opportunity. Websites, streaming services, and social media are the main digital channels through which younger generations learn about art, music, and culture. We meet them where they are by bringing Weill's music into those settings.

The danger is obvious: Weill's music might only be heard in concert halls, scholarly settings, and by specialized audiences if we do nothing. Younger listeners might never understand the importance and beauty of his work if there are no easy ways to get started. However, if we are successful, we will establish a stream of learning, involvement, and enthusiasm that guarantees his legacy will endure.

Solution / Rationale

Weill Reimagined, a project consisting of two interrelated components that come together to create a comprehensive digital-first experience, is our solution.

1. An Interactive Website

The website will serve as the central hub for discovery. Designed with visual storytelling at its core, the site will include:

- Archival materials that situate Weill and Lenya in history while keeping the tone engaging and approachable.
- Curated sound clips and video excerpts embedded within storytelling modules, allowing audiences to listen while they learn.
- Interactive timelines and infographics that show how Weill's career intersects with cultural, political, and artistic movements.
- Design-rich visuals that reflect modern aesthetics, ensuring that the site feels exciting and current rather than static or overly academic.

In addition to providing information, the website will encourage exploration by enabling users to click, listen, and engage with the

content in immersive ways.

2. Performance & Social Storytelling

Alongside the website, Weill Reimagined will integrate filmed performance and social media storytelling. This includes:

- A concert film featuring contemporary artists interpreting Weill's work. The performance will be paired with a short documentary that captures rehearsals, backstage moments, and artist reflections. This humanizes the music, showing not just the performance but the people behind it.
- An Instagram Story takeover, allowing audiences to experience a "day in the life" of performers as they prepare, rehearse, and perform Weill. This format, already familiar to younger audiences, makes the classical world accessible and relatable.

In addition to providing information, the website will encourage exploration by enabling users to click, listen, and engage with the content in immersive ways.

Because it takes something timeless and makes it immediate, this project is successful. Kurt Weill's music is alive, relevant, and full of emotion that speaks to audiences today. This is the basic, obvious idea at its heart.

Weill's work is presented in unexpected ways, such as interactive web design and Instagram Stories, drawing attention to areas where classical music isn't typically heard. Real actors, real faces, and real voices give the experience a tangible quality that serves as a reminder to viewers that this is more than just history—it is living art.

In order to ensure that the presentation is both imaginative and reliable, the project also incorporates authority from both professional performances and archival materials. Above all, it establishes a human connection. Audiences can experience the emotional weight of the music for themselves by following musicians' journeys and witnessing their passion, joy, and struggles.

Ultimately, narrative connects everything. In addition to being given information, visitors are drawn into a story that starts with curiosity, develops through performance, and concludes with a greater comprehension of why Weill is still relevant.

We are ideally suited to realize this vision because our founder and project lead was raised in a household of classical musicians who performed Kurt Weill's music. This upbringing, combined with our team's expertise as designers and storytellers, gives the project both authenticity and depth. Our work is not only guided by professional skill but also by a genuine connection to the music itself — ensuring it is created with both artistic integrity and heartfelt care.

Cost Analysis / ROI

Service	Cost Estimate	Notes
Website design & development	\$15,000	Interactive, multimedia build
Concert filming & editing	\$12,000	Multi-camera production + post
Social media campaign	\$5,000	Paid promotions + content
Archival rights / licensing	\$3,000	Estimated usage rights
Project management & staffing	\$10,000	Coordination, design, artist support
Total (\$)	\$45,000	

Return on Investment

The value of this project extends beyond financial metrics. With Weill Reimagined, the Foundation gains:

- Expanded reach: An estimated 50,000+ impressions across web and social in the first six months.
- Engagement with younger audiences: Direct interaction through social platforms and partnerships with schools.
- Long-term impact: A permanent, digital-first home for Weill's story that can be adapted for future campaigns.
- Cultural renewal: Ensuring Weill's music remains present not just in archives, but in the daily lives of new listeners.

Assessment / Schedule

There will be two interconnected sections to Weill Reimagined:

Evaluation Metrics

We will measure success using both quantitative and qualitative data, including:

- Website analytics: visitor counts, time on page, and repeat visits.
- Social media engagement: views, shares, saves, and comments.
- Concert streaming numbers: unique views, geographic spread.
- Audience surveys: measuring changes in awareness and perception before and after the launch.

Proposed Schedule

Month 1–2: Planning and design mockups.

Month 3: Website build and testing.

Month 2-4: Concert filming and editing.

Month 5: Website and campaign launch.

Month 7: Collection and reporting of results.

This schedule allows for both careful preparation and timely execution, ensuring the project can be launched within a single calendar cycle.

Call to Action

Kurt Weill's music has always been about people, stories, and the human experience expressed through sound, not just about performances. We need to share that spirit with the audiences who will perpetuate it if we want it to live on.

We're opening the door with Weill Reimagined. By combining social media, live performance, and digital storytelling, we give young people a way to meet Weill where they are and learn why his music is still relevant today.

We invite the Kurt Weill Foundation to support this project. Together, we can give Weill a stage that is both timeless and contemporary, it spans the concert hall, the classroom, and the digital spaces that shape culture today. With your partnership, we can ensure that Weill's voice remains not just remembered, but truly heard by the next generation.

