



**COMPOSER . PRODUCER**

**CONCERT**

**PIANIST**

**V A N - A N H N G U Y E N**

**[WWW.VANANHOFFICIAL.COM](http://WWW.VANANHOFFICIAL.COM)**

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## CAREER PATHWAYS in CLASSICAL MUSIC

You play an instrument.  
You're good at it. You learn  
classical music. Then what?

- Traditional path vs paving your own
- Defining yourself
- Social media
- Self releasing vs Recording deals
- Collaboration & networking
- Breaking boundaries



**HELLO  
THERE  
I'M  
VAN-ANH**



**VAN-ANH  
NGUYEN**

# BACKGROUND

## EARLY YEARS

- 13 months old start
- Young Con at 4 years old
- TV features on Kerri-Anne, Channel 7
- A.Mus.A at 9 years old
- L.Mus.A at 12 years old
- Summer Schools in Europe
- National & International competitions

## BUILDING YEARS

- University
- Own concerts
- Own recordings
- Chamber music - playing with peers
- breaking away from this into blurring genres



# WHAT IS CLASSICAL MUSIC?

- Spans hundreds of years
- Current composers
- Avant garde v melodic
- Film score composers
- Bringing it to a relatable level – distractions, short attention span
- Storytelling
- Concert halls vs unconventional spaces

Rank	Album	Artist	Change
1	Mahler: Symphony No. 2 'Resurrection'. Barton: Of the Earth	Sydney Symphony Orchestra, Simone Young	↑
2	Solo Piano	Ludovico Einaudi	NEW!
3	Pride & Prejudice (Music From The Motion Picture) [20th Anniversary Edition]	Soundtrack	↑
4	Complete Decca Recordings	Horst Stein	↑
5	Hungarian Pictures	Janos Ferencsik	→
6	Khachaturian: Piano Concerto	Jean-Yves Thibaudet	↑
7	Introduction to Wagner's Der Ring des Nibelungen	Vienna Philharmonic Orchestra, Sir Georg Solti	↑
8	The Unreleased Recordings	Radu Lupu	↑
9	Rachmaninoff: Piano Concerto No. 3; Tchaikovsky: Nutcracker	Nobuyuki Tsujii	→
10	Orfeo son'io	Rolando Villazón, L'Arpeggiata, Christina Pluhar	↑
11	Chopin Piano Competition 2025 album	Eric Lu	↑
12	Bach: The Well-Tempered Clavier I	Mahan Esfahani	↑
13	become the sky	Sophie Hutchings	↓
14	Tchaikovsky; Stravinsky: Russian Ballet Suites	Andrey Gugin	↓
15	The World Of Hans Zimmer - Part II: A New Dimension	Hans Zimmer	↑

# TRADITION V OWN PATH

## TRADITION

PRACTICE

EXAMS/COMPS

RECORDING/  
CONCERTS

TEACH/  
ACCOMPANY



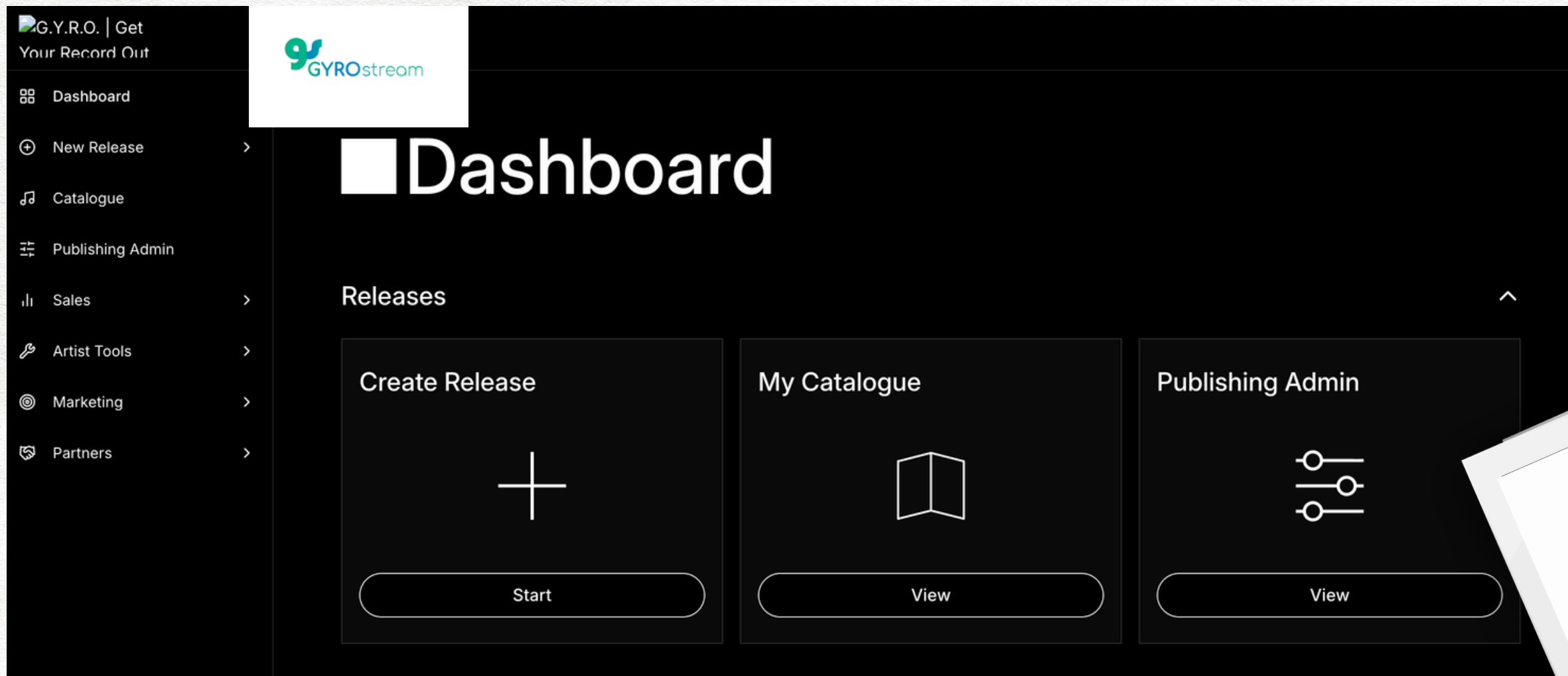
## OWN PATH

CREATE YOUR OWN

DIY CONCERTS

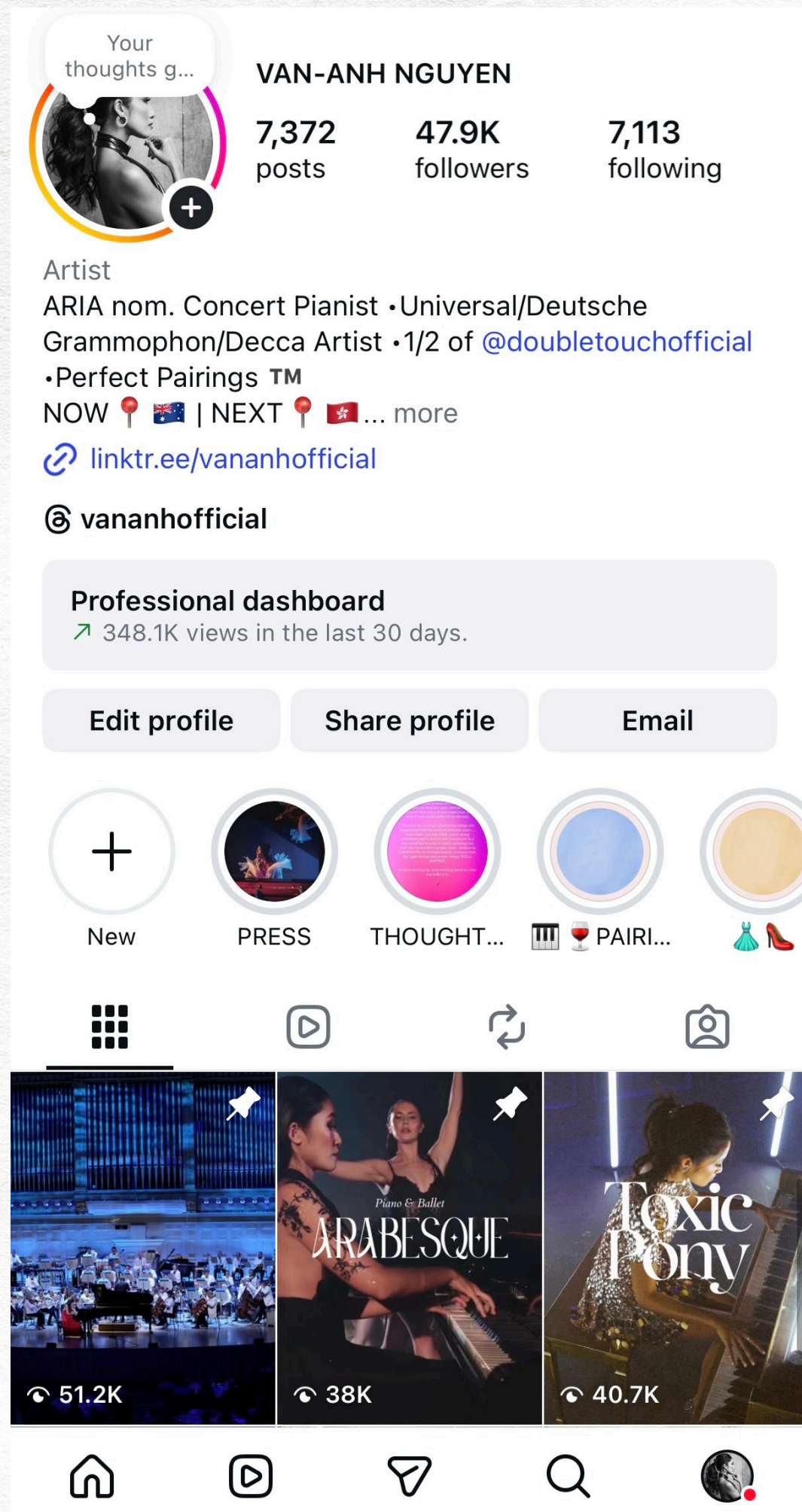
CROWD FUND  
ALBUMS

BRANDING/  
COLLABORATE



# HOW?

- Research venues
- Ticketing: Eventbrite/Humanitix
- Self release: Gyrostream - distributor to all streaming platforms
- Canva: artwork design
- Concept & Theming
- Photoshoots
- Point of difference
- Find like-minded people to collaborate with



# SOCIAL MEDIA & MARKETING

"If a tree falls in a forest and no one is around to hear it, does it make a sound?" - George Berkeley

- Crucial
- Self marketing - social media = free marketing at your finger tips
- website
- Youtube - long format
- IG/TikTok - short format
- Content range between BTS, the making of, performance videos
- With AI being prominent, actually playing is powerful
- Consistency with content
- labels will not look at you without a following
- How many tickets
- How many streams

# RECORD LABELS

- my personal journey of self releasing to signing to a major
- Don't be afraid to send emails, ask the questions
- Independent power
- Label connections



VAN-ANH NGUYEN

*Pop Alchemy*



# COLLABORATE

# & NETWORK



**Hugo Hui**

hugo\_hui\_

81K followers · 125 posts

You follow each other on Instagram

You both follow baileypickles and 15 others

[View profile](#)

20 FEB AT 8:50 PM

Hey!! Thought I'd shoot you a message, would love to do a collaboration video and play some music some time! are you in sydney now or anytime soon?



6:38 PM



Message...



- be open minded
- Strength in numbers, leverage - REACH OUT
- mix genres, branch out - EXERCISE EAR PLAYING
- Don't just practice your pieces. What do you LIKE to play? Try to play by ear.
- HAVE FUN! If you're having fun, if you believe it 10000%, it'll translate.



# LET'S WORK TOGETHER

Thanks for coming and listening.  
Wishing you all the very best in  
your musical journey. Remember  
to always have FUN and do/play  
what sparks JOY!

Please reach out if you have any  
questions!

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