

LOVE FOR MUSIC: WHERE MEMORY BECOMES LOVE AND LOVE BECOMES HERITAGE.

Music is the language through which memory becomes love, and love becomes heritage.

A Cultural Project Combining the Exhibition

"Reinhardt – Vladigerov: Mutual Influences and Projections"

and a Klezmer Concert by Alexander and Konstantin Vladigerov

PROJECT OVERVIEW

"Love for Music: A Legacy of Love" is a cultural project that brings together two interconnected artistic events: the presentation of the exhibition "Reinhardt – Vladigerov: Mutual Influences and Projections" and a Klezmer concert performed by the grandsons of the great Bulgarian composer Pancho Vladigerov—Alexander and Konstantin Vladigerov.

The project explores the idea of heritage as an act of shared love—a living connection between generations, cultures, and artistic traditions. It presents how musical and cultural influences originating from different European environments can merge into a unique artistic identity, preserved and transformed through time.

At the heart of the project lies the story of Pancho Vladigerov, one of Bulgaria's most significant composers, whose artistic path was shaped by the cultural atmosphere of early twentieth-century Europe, particularly Berlin and Vienna. His years of collaboration with the legendary theatre director Max Reinhardt represent a remarkable chapter of European cultural exchange, where Bulgarian musical identity encountered the modern artistic movements of Central Europe.

The project continues this legacy through the artistic work of Vladigerov's grandsons, Alexander and Konstantin Vladigerov, who reinterpret their family's musical heritage through contemporary forms, combining classical music, jazz, Bulgarian folklore, improvisation, and Klezmer traditions connected to their Jewish ancestry.

Through the dialogue between exhibition and concert, past and present, tradition and innovation, the project reveals heritage not as a static memory of the past, but as a living artistic force that continues to inspire and connect people.

1. DETAILED DESCRIPTION OF THE PROJECT PROPOSAL

The main event of the project is scheduled to take place on 30 September at 6:00 p.m. at the Jules Pascin Cultural Centre, bringing together the exhibition "Reinhardt – Vladigerov: Mutual Influences and Projections" and a live Klezmer concert performed by Alexander and Konstantin Vladigerov.

Project Concept

The project combines the realization of two interconnected cultural events:

- the presentation of the exhibition

"Reinhardt – Vladigerov: Mutual Influences and Projections", which explores a significant period in the life and creative development of the great Bulgarian composer Pancho Vladigerov (Pantcho Wladigeroff), focusing on his years of work in the theatres of Max Reinhardt in Berlin and Vienna;

- a romantic Klezmer concert performed by his descendants, the brothers Alexander and Konstantin Vladigerov, who continue the musical legacy of their grandfather through a contemporary artistic language.

Together, these two events create a dialogue between historical memory and contemporary creativity, demonstrating how cultural heritage is preserved, transformed, and passed on through generations.

The central theme of the project is love as the foundation of heritage—love for family and ancestry, love for artistic expression, and love for the cultural traditions that shape personal and collective identity.

Project Partners

The project will be realized with the exceptional support of the Pancho Vladigerov House Museum – State Cultural Institute, Sofia, as well as with the cooperation and participation of brothers Konstantin and Alexander Vladigerov.

Exhibition Presentation

"Reinhardt – Vladigerov: Mutual Influences and Projections"

About Pancho Vladigerov:

Pancho Vladigerov was born on 13 March 1899 in Zurich, Switzerland. He spent his childhood in Shumen, Bulgaria, where his exceptional musical abilities became evident from an early age. His first public concert took place when he was seven years old, and at the age of ten he began composing his first musical works.

In 1912, Pancho and his twin brother Lyuben Vladigerov received a Bulgarian state scholarship to continue their education abroad. Together with their mother, Dr. Eliza Pasternak, they moved to Berlin, where Pancho created his first significant compositions.

His extraordinary talent was soon recognized by the European musical community. In 1918 and 1920, he was awarded the prestigious Mendelssohn Prize of the Berlin Academy of Arts, becoming one of the youngest composers to receive this distinguished recognition.

Until 1932, Vladigerov lived and worked in Germany. During this period, far from his homeland, he created works that combined Bulgarian national elements with modern European musical language. His

compositions, including "Vardar Rhapsody," "Bulgarian Suite," the First Violin Concerto, the Second Piano Concerto, and the Scandinavian Suite, were performed on major international concert stages and established his reputation as one of the most original voices in European music.

About the exhibition:

The exhibition presents lesser-known aspects of the creative biography of Pancho Vladigerov, revealing the early recognition of his extraordinary talent by the European intellectual and artistic community.

Through historical documents, musical manuscripts, theatre programmes, and visual materials, the exhibition explores the artistic dialogue between Vladigerov and the renowned theatre director and producer Max Reinhardt, placing their collaboration within the cultural context of Berlin and Sofia during the 1920s.

The exhibition highlights a period when European modernism, theatre, music, and visual arts were undergoing profound transformation, and when artistic exchange between countries created new forms of cultural expression.

The exhibition is unique in its approach, presenting this remarkable collaboration within the cultural context of Berlin and Sofia during the 1920s. The rise of fascism and the outbreak of war profoundly changed the lives and paths of both Reinhardt and Vladigerov—two artists of Jewish origin—causing many traces of their shared history to disappear and scattering much of the documentary evidence of their collaboration.

Exhibition Curators: Nadya Sotirova and Svetlana Avdala, Exhibition Design: Ivelina Velinova

Concert Presentation:

Klezmer Concert by the Wladigeroff Brothers (Vladigerov Brothers)

Klezmer music is one of the most distinctive and recognizable elements of the artistic identity of the Vladigerov Brothers—Alexander and Konstantin.

As grandsons of Pancho Vladigerov, they consciously explore and develop their Jewish heritage through their maternal family line, the Pasternak family. While their grandfather transformed these influences through the language of classical symphonic music, the twin brothers bring them into contemporary performance spaces, presenting them through an energetic, emotional, and expressive form of Klezmer jazz.

The music becomes a bridge between generations: from the Jewish musical traditions carried by their ancestors, through the classical European heritage of Pancho Vladigerov, to the contemporary world of jazz, improvisation, and global musical dialogue.

About Wladigeroff Brothers (Vladigerov Brothers):

Born on 17 August 1978 in Sofia, they are the grandsons of the legendary Bulgarian composer Pancho Vladigerov (1899–1978) and the sons of composer and conductor Alexander Panchev Vladigerov and actress Velichka Chobanova-Vladigerova.

They grew up in a family with a rich musical tradition, which naturally shaped their early path toward professional artistic expression. They began their musical education at the Lyubomir Pipkov National

School of Music in Sofia and later continued their studies at the prestigious University of Music and Performing Arts Vienna, specializing in jazz and contemporary music.

Alexander Vladigerov is a virtuoso trumpet and flugelhorn player, composer, and arranger, while Konstantin Vladigerov is an outstanding pianist, clarinetist, composer, and arranger.

Together, they have developed a distinctive musical style in which classical traditions, jazz, Balkan rhythms, Bulgarian folklore, and world music meet in a unique artistic expression.

Their concerts are characterized by exceptional virtuosity, freedom of improvisation, and a profound emotional connection with audiences. Each performance becomes an unrepeatable musical experience, created through the dialogue between musicians and listeners.

Over the years, the Vladigerov Brothers have performed at prestigious concert halls and international festivals across Austria, Germany, France, Italy, Switzerland, Bulgaria, and many other European countries. They have collaborated with leading jazz, classical, and symphonic musicians while developing numerous original artistic projects that reflect their distinctive musical identity.

Their most acclaimed albums include *The Wanderer in Love*, *For the Greatest and Little Things*, *Dreaming of Dreams*, *Dedicated Sounds*, and *The Rag Waltz Time*. These recordings feature original compositions inspired both by the rich musical legacy of the Vladigerov family and by contemporary musical trends, creating a unique dialogue between tradition and innovation.

A central place in their artistic work is dedicated to the legacy of their grandfather, Pancho Vladigerov. Rather than simply preserving his music, Alexander and Konstantin reinterpret it through a contemporary artistic language, building a bridge between tradition and modernity.

One of their most remarkable projects is the creation of live musical accompaniment for classic Charlie Chaplin silent films—a tribute to a tradition that Pancho Vladigerov himself embraced during the early twentieth century, when he improvised live music for silent film screenings in Berlin.

In this way, every screening becomes a unique artistic event in which music is created in real time, responding spontaneously to the emotions, rhythm, and dramatic action unfolding on screen.

Today, the Vladigerov Brothers are among the most successful Bulgarian musicians on the international stage. Through their extraordinary musicianship, creative freedom, and deep respect for their family's artistic heritage, they continue the legacy of one of Bulgaria's most distinguished musical dynasties, demonstrating that music transcends borders and possesses the power to connect generations, cultures, and historical eras.

2. PROJECT OBJECTIVES

The project seeks to demonstrate how cultural heritage is preserved through love—love for family, for memory, for artistic creation, and for the traditions that shape cultural identity.

By bringing together the exhibition "Reinhardt – Vladigerov: Mutual Influences and Projections" and the Klezmer concert performed by Alexander and Konstantin Vladigerov, the project creates a dialogue between historical memory and contemporary artistic expression.

It explores how characteristic elements of Jewish musical culture intertwine with the artistic traditions of Bulgaria, Austria, and Germany, giving rise to a cultural legacy that continues to evolve across generations.

The project aims to demonstrate how heritage is created, preserved, and passed on through love.

By bringing together the exhibition and the concert into a single artistic experience, the project highlights the continuity between historical memory and contemporary creativity. It reveals how characteristic elements of Jewish culture—particularly its rich musical tradition—interweave with the cultural influences of different European countries to create an enduring artistic legacy.

The project seeks to:

- preserve and promote the cultural heritage of Pancho Vladigerov within a European context;
- present Jewish musical traditions as an integral part of Europe's shared cultural heritage;
- strengthen intercultural dialogue through music, history, and visual arts;
- encourage appreciation of cultural diversity and artistic exchange;
- demonstrate how heritage evolves through reinterpretation by new generations while remaining faithful to its origins;
- inspire audiences to understand heritage not only as memory, but as a living cultural process.

At the heart of the project lies the belief that love—for family, for one's roots, and for art—is the bridge that allows cultural memory to cross generations.

3. ARTISTIC CONCEPT AND PROJECT RATIONALE

Love is the invisible force that connects early twentieth-century Berlin, Jewish traditions, Pancho Vladigerov's classical symphonic language, and the contemporary Klezmer jazz of his grandsons.

Within this remarkable family story, love appears in three interconnected forms.

[Love for One's Roots and Family /The Genesis of Jewish Poem](#)

Pancho Vladigerov's Berlin years were marked by profound nostalgia and deep affection for his family. His mother, Eliza Pasternak, made an extraordinary sacrifice by leaving Bulgaria and accompanying her sons to Germany, enabling them to receive an outstanding European musical education.

This devotion profoundly influenced Vladigerov's artistic development.

His engagement with Jewish liturgical and synagogue motifs was not merely a stylistic choice; it reflected his deep respect and love for his maternal family heritage.

His composition Jewish Poem can therefore be understood as more than a work written for Max Reinhardt. It is a musical tribute to his ancestors and to the warm, melancholic spirit of Eastern European Jewish culture embodied by his mother.

Klezmer – The Music of Human Emotion

The Klezmer tradition embraced today by Alexander and Konstantin Vladigerov is a musical language shaped by love, longing, joy, and sorrow.

Within Jewish culture, Klezmer accompanies life's most meaningful moments—celebrations, weddings, family gatherings, and remembrance. It possesses the unique ability to express profound grief and exuberant happiness within the same musical phrase.

When the Vladigerov Brothers perform Klezmer music, they continue the same passionate love of life that inspired their grandfather during his creative years in Berlin. Their clarinet and trumpet become voices that speak directly to the human heart—at one moment tender and nostalgic, at another joyful, vibrant, and full of celebration.

Heritage as an Expression of Shared Love

Perhaps the most moving aspect of this story is the dialogue between generations.

Alexander and Konstantin Vladigerov perform their grandfather's music not out of obligation, but out of admiration, gratitude, and genuine affection for his artistic genius.

Their own creative work represents an ongoing conversation with his legacy, enriching it with new artistic perspectives while preserving its spirit.

The optimism, humour, warmth, and vitality that characterize their performances demonstrate that cultural memory is best preserved not through distance or solemn reverence, but through joy, creativity, and shared human experience.

In this way, Pancho Vladigerov's musical heritage continues to live—not only in archives and concert halls, but also in the creative imagination of a new generation of musicians who transform memory into living art.

4. EUROPEAN ADDED VALUE AND CULTURAL SIGNIFICANCE

The project Love for Music: A Legacy of Love contributes to the preservation and promotion of Europe's shared cultural heritage by presenting the artistic legacy of Pancho Vladigerov within the broader context of twentieth-century European cultural history.

Through the intertwined narratives of the exhibition and the concert, the project demonstrates how artistic creation transcends national borders and historical divisions, fostering dialogue between cultures, generations, and artistic traditions.

At its core, the project reveals the profound connections between Bulgarian, Jewish, Austrian, and German cultural heritage, illustrating how these diverse traditions have enriched one another and given rise to a remarkable artistic legacy that continues to inspire contemporary audiences.

By bringing together historical documentation and live musical performance, the project creates a meaningful dialogue between memory and contemporary artistic expression. It shows that cultural heritage is not confined to museums or archives; rather, it remains a living process, continuously reinterpreted and renewed by each new generation.

The project also emphasizes the significance of Jewish cultural heritage as an inseparable part of Europe's common cultural identity. Through the artistic journeys of Pancho Vladigerov and his grandsons, audiences encounter a compelling example of how cultural memory can be preserved while remaining open to innovation, dialogue, and contemporary interpretation.

Beyond its artistic dimension, the project promotes intercultural understanding, mutual respect, and appreciation of cultural diversity. It encourages audiences to recognize music as a universal language—one capable of overcoming historical, geographical, and linguistic boundaries while creating shared experiences rooted in emotion, memory, and human connection.

Ultimately, the project affirms that heritage is not merely something inherited from the past. It is something consciously nurtured, reimagined, and passed on through creativity, education, family, and love.

Target groups

Particular attention will be given to young audiences by presenting cultural heritage in an engaging and contemporary format, demonstrating that historical memory and artistic traditions remain relevant and meaningful in today's society. Through the dialogue between exhibition and live performance, the project encourages curiosity, intercultural understanding, and appreciation of Europe's shared cultural legacy.

Conclusion

LOVE FOR MUSIC: WHERE MEMORY BECOMES LOVE AND LOVE BECOMES HERITAGE is more than a cultural programme combining an exhibition and a concert. It is a story of continuity—of artistic values, family memory, and European cultural dialogue.

From Pancho Vladigerov's creative years in Berlin and Vienna to the contemporary performances of Alexander and Konstantin Vladigerov, the project traces a living artistic journey spanning more than a century. It reveals how music preserves memory, how memory becomes love, and how love, in turn, becomes heritage.

Through the meeting of historical research, visual storytelling, and live performance, the project invites audiences not only to discover an extraordinary musical family, but also to reflect on the enduring power of culture to connect people across generations, identities, and borders.

In celebrating the legacy of the Vladigerov family, the project celebrates the very essence of European culture: diversity, dialogue, creativity, and the shared human capacity to transform memory into living art.