

## **Barclays Wealth sponsors innovative “Music and Money” festival in the City**

- **Includes a unique open outcry-driven “Reality Opera”**
- **Features talks by prominent finance practitioners, scientists and composers**

Barclays Wealth has announced it will be the key sponsor of the “Music and Money” festival, in which two areas of endeavour – finance and music – which are normally poles apart, will be brought together creatively. Co-organised by composer Alexis Kirke and behavioural finance specialist Dr. Greg B Davies, the festival will be played out in the City of London over the course of an evening in Autumn 2012.

Combining cutting-edge classical and pop music performance with talks in the style of the “TED” (Technology, Entertainment, Design) conferences, the event promises to be a unique and fascinating mix:

- Dr. Davies, an internationally renowned expert on behavioural finance, will talk on finance and emotion
- Acclaimed opera director Alessandro Talevi will speak on music patronage
- Professor Eduardo Miranda will speak on using sound to monitor and analyse stock markets

There will also be two musical performances:

- The opera *Open Outcry*, by Alexis Kirke, in which 16 operatic performers trade real money and compete for profits in an artificial market by singing to each other and thus creating music which acoustically expresses the behaviour of the market in real time
- A DJ, musician and video mixing performance, during which live data from the Tokyo Stock Exchange will be incorporated into an audio-visual extravaganza

Speaking of the sponsorship announcement, Alexis Kirke, who is a researcher at Plymouth University, said:

*“Greg and I are delighted that Barclays Wealth will be supporting this event. I am a composer and artist by profession, but have worked as a Wall Street ‘rocket scientist’ in a previous career and have always found the financial markets inspiring and their dynamics beautiful. I see a trading floor as similar to an orchestra pit full of semi-improvisational performers. The patterns of prices and markets are like the patterns of musical notes. And the main driver of significant market movements is not rationality but emotions and the*

*communication of emotions – a process at the heart of music as well. What struck me is how few people have also considered the beauty, emotionality and musicality of markets and finance.”*

Speaking for Barclays Wealth, Lisa Worley, Global Head of Marketing, said:

“This is an exciting opportunity to support a novel idea that brings together music and finance in an unusual and creative way. Barclays Wealth operates at the cutting edge of behavioural finance, which enables us to tailor clients’ portfolios very specifically, and this festival represents a fascinating extension of this science.”

**This is a sponsorship announcement. More details about the event itself will be made available in a separate release closer to the time.**

**Notes to editors:**

- Alexis Kirke is available for interview directly through [alexis.kirke@plymouth.ac.uk](mailto:alexis.kirke@plymouth.ac.uk)
- Greg B Davies is available for interview through Barclays Wealth – please contact Will Bowen, Head of Media Relations: +44 20 3134 7744, [will.bowen@barclayswealth.com](mailto:will.bowen@barclayswealth.com)

**About Barclays Wealth**

Barclays Wealth is a leading global wealth manager, and the UK's largest, with total client assets of £169.5bn, as at 30 June 2011. With offices in over 20 countries, Barclays Wealth focuses on private and intermediary clients worldwide, providing international and private banking, investment management, fiduciary services and brokerage.

Barclays Wealth is the wealth management division of Barclays.

Barclays is a major global financial services provider engaged in retail banking, credit cards, corporate and investment banking and wealth management with an extensive international presence in Europe, the Americas, Africa and Asia. With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs over 145,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

**About Plymouth University**

Consistently ranked as one of the leading universities in the UK, Plymouth has a strong record of excellence, enterprise and innovation across its teaching and research activities and is distinguished by its long-term engagement with business and the community. Celebrating its 150th anniversary in 2012, the University enjoys outstanding links with employers and plays a key role in civic and regional leadership.

With around 30,000 students, including those studying higher education at its partner colleges throughout the South West, the University is one of the largest in the UK. It enjoys a high rate of graduate employment and has recently invested more than £150 million in its estate and facilities to enhance the student experience and support world-class research.

Plymouth has embedded sustainability across its operations, and in 2010 was named by People & Planet as the UK's number one green university. It is a founding partner in the Peninsula College of Medicine and Dentistry and is the leading provider of Higher Education in Cornwall.

For more information, please visit [www.plymouth.ac.uk](http://www.plymouth.ac.uk)