

THE
GLENN
GOULD
FOUNDATION



ANNUAL REPORT 2025

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INTRODUCTION

The Glenn Gould Foundation

The Glenn Gould Foundation honours Glenn Gould's spirit and legacy by promoting creativity and helping to transform lives through the power of music and the arts. We reflect the universal power of the arts to bring diverse people together in a spirit of harmony, compassion, and mutual understanding.

Established in 1983 in Gould's home town of Toronto, the foundation is a registered Canadian charitable organization. We extend awareness of Glenn Gould as an extraordinary musician, writer, communicator, and thinker, and we expand his ongoing influence through our various projects and programs.

Our signature activity, The Glenn Gould Prize, is one of the world's premier honours celebrating the arts. The prize advances the social goods and positive impacts exemplified by the work of our laureates. Each prize laureate selects the winner of The Glenn Gould Protégé Prize, a young artist worthy of a wider audience.

Since our founding, we have delivered educational programs and experiences as a force for social advancement to thousands of children, youth, and adults from all walks of life in Glenn Gould's home community of Ontario, across Canada, and internationally.

Our work draws a direct connection between the spirit of creativity embodied by Glenn Gould and its resonance to future generations in Canada and around the world.

LETTER FROM BRIAN LEVINE, CEO

2025 has been a milestone year
for The Glenn Gould Foundation.

This year, for the first time in 42 years, GGF is the recipient of foundational funding from The Government of Canada, a one-time endowment grant of \$10 million, along with multi-year operational funding through 2029. This funding will not only ensure our stability and growth, but reflects an alignment between the work of the foundation and Canada's national priorities. Our signature initiative, The Glenn Gould Prize, has been recognized as a national asset, and as a vanguard contributor to the country's cultural diplomacy, which in these turbulent geopolitical times, is again assuming a significant role on the Canadian policy agenda.

The government of Canada's investment also recognizes our distinctive melding of artistic achievement and social advancement.

We are honoured by this recognition, and feel a powerful sense of responsibility to demonstrate through our work the enhanced public and cultural role that GGF can play, both here in Canada and on the international stage.

Watch for great things from The Glenn Gould Foundation in the years to come! Like Glenn Gould, we are dedicated to going beyond the ordinary in a spirit of relentless creativity.

This is only the beginning . . .

Brian Levine
CEO



THESE LANDMARKS STAND OUT AS ILLUSTRATIONS OF THIS EXPANDED ROLE:



Our first ever jury held outside Canada, and the decision to award Sir Elton John as our 15th Glenn Gould Prize Laureate.



Our first ever festival celebrating the impact of music and music education The Promise of Music — The First World Congress on the Social Impact of Music] (POM): After bringing The Glenn Gould Prize to the World, we brought the World to Canada.



Our successful podcast, The Gould Standard, extended our presence in the social media space and began a new strategic planning process to better equip GGF for the ever-changing environment to which we'll be contributing in future years.

15TH GLENN GOULD
PRIZE JURY



Nominations are open to the general public across the globe, using an online form available on the GGF website. Using a campaign of outreach via email lists, national and international arts organizations, academic institutions and professional associations amplifies the Foundation’s e-blasts, social media and press releases. Canadian embassies and consulates are provided the media release and requested to make these available in the countries of their postings to key media.

SELECTION PROCESS

- Nominations took place Sept. 25 - Dec. 8, 2024. 60 nominees were included in the jury’s briefing book.
- Nominees are presented with full bios, quotes about and from the nominee, a list of previous awards won, and links to further reading.
- Nominees were from the fields of film, literature, music, dance, visual arts, and academics.

NOMINEE NATIONALITIES

- | | |
|-----------------|---------------|
| • Canada | • Denmark |
| • United States | • Japan |
| • China | • Iceland |
| • UK | • Senegal |
| • India | • Israel |
| • Spain | • Afghanistan |
| • Germany | • Portugal |
| • France | • Poland |
| • Russia | |



834 MILLION
impressions

412
discrete pieces of
coverage



Our 15th Glenn Gould Prize Jury took place in London, England;

- In keeping with GGF's commitment (and government of Canada's investment) in our contribution to Canadian cultural diplomacy, it was important to begin presenting elements of the GG Prize process in strategically significant international cities, while still maintaining a firm base in Canada. London is a world cultural capital. Taking our jury process and Laureate announcement to the UK, a country with which Canada has strong historical, economic and cultural ties, was a powerful statement of Canadian cultural identity and Canada's position on the world stage.
- This location made it possible for us to gain the participation of major international artists who were not available to travel to Canada.
- Enhanced access to media for global coverage of the Laureate announcement - resulted in almost 900 million impressions across all media.

The jury featured a distinguished roster chaired by our own Vice-Chair, Rt. Hon. Kim Campbell, former Prime Minister of Canada. The jurors included celebrated actor Jeremy Irons; Bernhard Schlink (author of *The Reader*); BBC Radio 3 and Proms head, Sam Jackson; award-winning British-Canadian visual artist Chris Levine; Martin Katz (film producer and long-time collaborator with David Cronenberg); Inuit filmmaker Nyla Innuksuk; Director of l'Opéra de Paris, Alexander Neef; renowned playwright and screenwriter Lee Hall (*Billy Elliot*, *Rocketman*, *War Horse*, *Victoria* and *Abdul*); celebrated South African soprano Pumeza Matshikiza.

The jury unanimously chose Sir Elton John as our 15th Glenn Gould Prize Laureate.

The announcement of Sir Elton's Laureateship prompted him to respond:

"After spending decades admiring the virtuosity of Glenn Gould's work, I am awestruck and honoured to receive this award."

– Elton John



IMPACT

The 15th Glenn Gould Prize Laureate announcement garnered an 834 million person audience over 412 pieces of coverage. This included media such as MSN, CBC and Billboard, across their websites and social media.

SECTION 2

THE PROMISE OF MUSIC (OCT 6-10 2025)



MISSION

Music changes everything.

With music education, children grow up to achieve significantly more academically, socially, and interpersonally. They connect better with others and create better lives and careers.

The Promise of Music was a spectacular week of joy and inspiration that celebrates how music making transforms and saves lives across the world.

In addition to participants from around the globe, POM showcased Indigenous Advisors Andrew Balfour, and Sherryl Sewepagaham, and centred the inclusion of Indigenous culture and creators. Special guest Alanis Obomsawin, Our 13th Laureate, presented as part of our Forum along with an ensemble of young musicians from the Iqaluit Music Society.

PARTICIPATION SUMMATION



Over
15 music organizations
from over
20 countries



83 delegates,
involved in
**35 panels, discussions,
and lectures**



15 public performances. Including 2 shows featuring international superstar **AR Rahman**

30

over 30 sponsors and partners

2,560

students and teachers reached through performances at six schools in the GTA

25

over 25 total concerts

5

films Screenings

5

hours of community workshops



\$300K tickets sold



OPENING NIGHT

Monday October 6, 2025 -
Aga Khan Museum

One of the most significant evenings of the festival, the Opening Night was a gathering of all participating artists as well as a ceremony for the public. This was a giant celebration that encouraged relationship building across nations, and mingling between all participants; delegates, musicians, forum speakers, and attendees.

- Ten performances across the entire Aga Khan Museum.
- Opening remarks given by General Romeo Dallaire, and a speech by Viggo Mortensen.

IMPACT

One of the key benefits of POM was the wide array of networks and future collaborations resulting from bringing so many diverse ensembles, thinkers and institutions together in an atmosphere of creative ferment and mutual support. They are now all friends of GGF, and our new and enhanced relationships with them not only extends our reach, but also conveys a powerful and positive message about Canada.

POM events were recorded for the public, scholars and community organizations. These video presentations are being released throughout 2026.

GGF gathered findings from the POM Forums into a 20-page policy paper, which has been used for post-event presentations to provincial ministries of education to promote the concept that ***“music education is a right for every child.”***

PUBLICITY

From Ariel PR Coverage; MSN, CBC and the Globe and Mail Coverage, **189 million impressions across all channels**

 
THE GLOBE AND MAIL*



From Y-Media Group, an exclusive interview with AR Rahman



From The Dave Group, **45,000** new website visitors



11 south asian influencers; three Instagram reel and story posts each, with a ticket link.



SECTION 3

ENDOWMENT

This endowment of 10M was the culmination of a decade of work from the GGF staff and Board. A partnership between the Department of Canadian Heritage and The Glenn Gould Foundation.

The government of Canada made this grant: “for the sole purpose of supporting the ongoing activities of the GGF and ensure its capacity and long-term sustainability. . . [and to] Support the expansion of the stature and visibility of the Glenn Gould Prize, foster collaborations with diverse artists, scholars, and

innovators worldwide, celebrating Gould’s legacy while pushing boundaries in music, technology, and education, as well as elevate GGF’s global presence and enhance its outreach efforts.

SECTION 4

THE GOULD STANDARD 2025



308,000
AR Rahman impressions

56,752
views

14,403
hrs. of watch time

8064
streams

The Gould Standard Podcast is The Glenn Gould Foundation's digital platform for conversations about arts, culture, creativity, and social impact. Hosted by Foundation CEO Brian Levine, the podcast features an average of ten new episodes annually, supplemented by special series and bonus content. Through conversations with distinguished guests from around the world, the podcast explores topics ranging from film, visual art, theatre music, literature, and opera; to education, mental health, leadership, and the role of the arts in society.

In 2023, the YouTube channel had a significant viewership bump after switching to video, and featuring Bollywood Superstar AR Rahman as a guest. Over 2023 the back catalogue was re-published in video, and new podcasts were uploaded in video form.

POM 2025 also resulted in new success with the podcast and 221 new subscribers. This tipped us over the 1000 subscribers mark, meaning we began monetizing the channel. Currently we have 4,100 subscribers, and growing.

2025 Episodes

- Loreena McKennitt - The Traveller
January 16, 2025
- Stephen Fry - Loveable Legend
June 19, 2025
- Dr. Gabor Mate - Trauma, Healing and Music (Part 1) November 20, 2025
- Dr. Gabor Mate - Exploring Music's Primal Power with Gabor Mate (Part 2)
December 4, 2025



The GGF YouTube channel also supported several major Foundation initiatives, including conversations exploring themes central to The Promise of Music, the First World Congress on the Social Impact of Music (POM). Bite-sized promotional reels and all recordings of POM forum sessions were also uploaded to the channel throughout 2025.

A special series entitled *Meet the Jury* interviews were captured for upload to our Instagram, collaborating with the juror themselves on the post. This supplemented the podcast as well as provided hype content for the prize giving. The interviews featured actor Jeremy Irons, former Canadian Prime Minister Kim Campbell, and members of the international jury responsible for selecting the 15th Glenn Gould Prize Laureate.

Overall, The Glenn Gould Foundation's YouTube channel has attracted more than 316,000 views and generated over 19,400 hours of watch time. The channel welcomed more than 1,300 new subscribers and reached audiences in nearly 40 countries in 2025, with particularly strong engagement from viewers in the United States, the United

Kingdom, Canada, and Australia. By making these discussions freely accessible to audiences worldwide, The Gould Standard continues to extend the Foundation's impact beyond the Glenn Gould Prize and other live programming, fostering curiosity, dialogue, and a deeper understanding of the transformative power of the arts.



316,000
views



19,400
hrs. of watchtime



1300
new subscribers



40
countries reached



SECTION 5

OPERATIONAL EVOLUTION

OPERATIONAL EVOLUTION

- Temporary hires for POM resulted in the onboarding of a new full time position. Scott Austin - Creative Campaign and Community Engagement.
- In 2025 The GGF engaged its first dedicated social media professional, Natasha Marchand.
- The organization was finally able to engage our publicity firm Aerial Publicity full time across all our 2025 events.
- Our first Board of Directors Finance Committee was created and convened for the first time. An operating structure was determined.

FINANCIAL SYSTEMS

In order to facilitate the grant reporting, we had to make some changes to our primarily manual system. GGF previously had no visibility into our books until the end of our fiscal year when annual statements were produced. These changes were also necessary to track and report on funding received from the POM project, particularly our three biggest supporters: the Azrieli Foundation, The Weston Foundation, and The Ontario Ministry of Tourism, Culture and Gaming. Each of which contributed over half a million dollars.

The Director of Development created and implemented a system to tackle this issue. First, GGF hired a new bookkeeper, Maggie May from Sonar Accounting. Maggie came with the software and expertise to implement a new financial tech stack - QBO, Plooto, Dext for document management. GGF can now use classes, close the books on a monthly basis, and provide monthly reports to the staff and board.

Next, we continued by reworking and streamlining the chart of accounts which hadn't been updated for many years; implementing and populating a system of classes for project management. Along with these systemic changes, we implemented:

- A payables rhythm at twice a month (10 and 25th).
- A non-manual approvals system in Plooto to reflect our two signature accounts.
- A private banking arrangement with BNC's significant client division.
- New bank accounts in BNC with TD customer support.
- Our first Line of Credit for 200K through BNC in anticipation of POM. This is often difficult for charitable organizations to accomplish.



APPENDIX A

APPENDIX A - BOARD LIST (2025)

- Hon. Christine Elliot, Chair
- The Rt. Hon. Kim Campbell, PC, CC, OBC, QC, Vice-Chair
- Bruce Munro Wright, OBC, Secretary
- Saavin Lidder, Treasurer
- Brendan Calder
- John Dirks, CM, MD
- Hon. Shawn Graham
- Richard Lupien
- Viggo Mortensen
- Carol E. Reiley
- Nada Ristich
- Peter Simon
- Anu Srivastava
- Jayne Watson
- Dana Montalbano

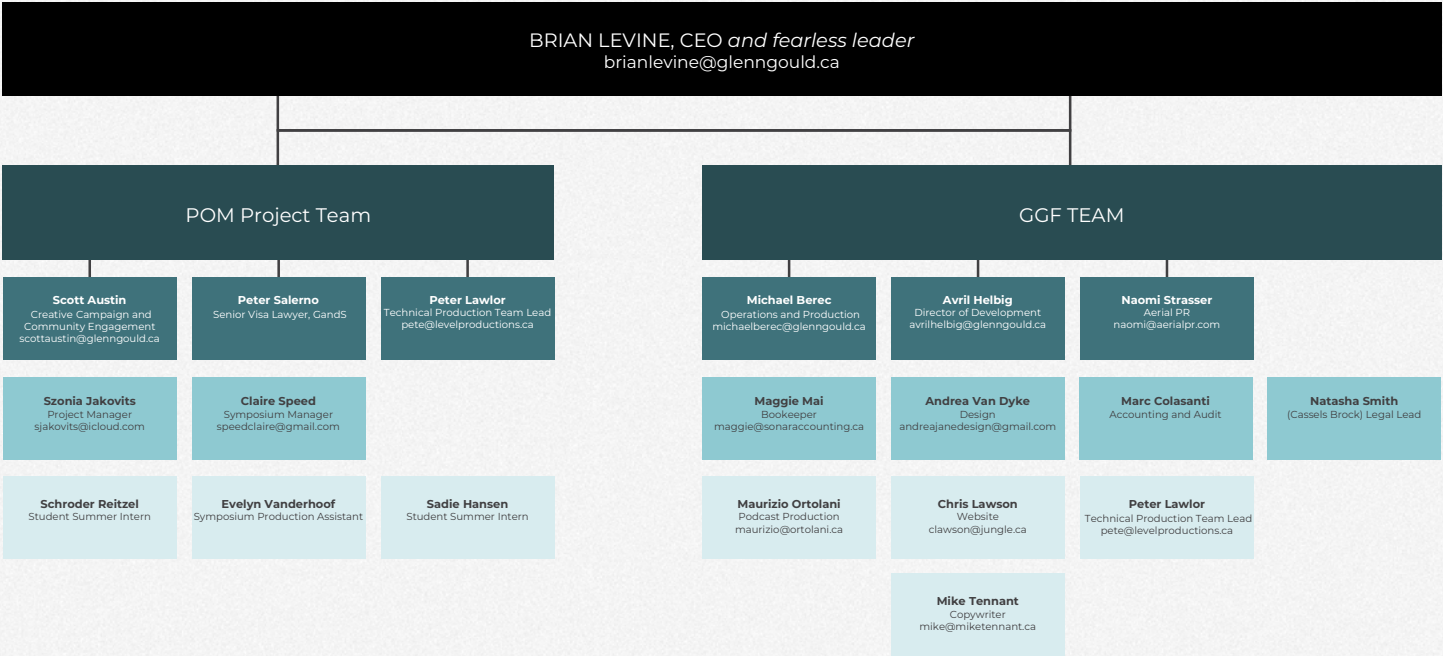
MEMBERS

- Phyllis Clark
- Roger Garland, CM
- Gary Goldberg
- The Rt. Hon. Beverley McLachlin, PC, CC, CStJ
- Glenn Morley
- Juli Morrow



STAFF LIST

THE
GLENN GOULD
FOUNDATION



APPENDIX C

GLENN GOULD 15TH PRIZE



JURY AND ANNOUNCEMENT REPORT BOOK

2025

THE
GLENN GOULD
FOUNDATION



THE GLENN GOULD PRIZE

The Glenn Gould Prize, often referred to as the “Nobel Prize of the Arts,” is one of the most prestigious international awards recognizing a living individual of any nationality or creative field for a unique lifetime contribution that has enriched the human condition through the arts. Established in 1987 by The Glenn Gould Foundation to honour the legacy of the legendary Canadian pianist Glenn Gould, the prize is awarded biennially and includes a CDN\$100,000 cash award for the Laureate, who also selects an exceptional young artist to receive the CDN\$25,000 Glenn Gould Protégé Prize.

The selection of the 15th Glenn Gould Prize Laureate marked a pivotal moment in the history of The Glenn Gould Foundation, as it was the first time the jury convened outside Canada. Held in London, UK, this milestone signified a bold new chapter for the Foundation, reflecting its expanding global reach and enduring commitment to fostering artistic excellence on an international scale.

On March 19, 2025, the distinguished jury gathered at the historic Ironmongers’ Hall in London to deliberate on the next laureate of the Glenn Gould Prize. The jury was chaired by the Right Hon. Kim Campbell, former Prime Minister of Canada, and comprised an exceptional group of individuals from various artistic and cultural disciplines. The panel included Academy, Emmy, and Tony award-winning actor Jeremy Irons; distinguished author and lawyer Bernhard Schlink (*The Reader*); renowned film producer Martin Katz (*Hotel Rwanda*, and a longtime collaborator of David Cronenberg); Alexander Neef, General Director of the Paris Opera; acclaimed screenwriter Lee Hall (*Billy Elliot*, *War Horse*, *Rocketman*); Chris Levine, the pioneering Canadian-born British artist known for his innovative work in light, holography, and

immersive installation art—including the iconic *Lightness of Being*, a holographic image of Queen Elizabeth II; Sam Jackson, Controller of BBC Radio 3 and BBC Proms; and Nyla Innusuk, an Inuk filmmaker, media artist, and virtual reality content creator dedicated to Indigenous storytelling and cutting-edge media.

Following a day of rigorous discussion and careful consideration, the jury selected the 15th Glenn Gould Prize Laureate, Sir Elton John. The announcement was made at a special event at Kings Place, London, on March 20, 2025, bringing together members of the arts and cultural community to celebrate the recipient’s remarkable contributions to the world of creativity and human expression. Hosted by Brian Levine, CEO of The Glenn Gould Foundation, the event featured a discussion mediated by Jury Chair Kim Campbell, who engaged the jurors in a conversation about their deliberations. The discussion was also opened to questions from the audience. Special musical performances were given by pianist Ryan Wang, the 2024 BBC Young Musician, and South African soprano Pumeza Matshikiza.

“After spending decades admiring the virtuosity of Glenn Gould’s work, I am awestruck and honoured to receive this award”

– Sir Elton John.



Sir Elton John, one of the most iconic and influential musicians of all time, has been named the Laureate of the 15th Glenn Gould Prize. After public nominations, the distinction of The Glenn Gould Prize Laureate is awarded by a diverse, international jury of distinguished artists and cultural leaders from music, literature, politics, law, media, visual arts, film, dance, and human rights to an individual whose body of work has enriched the human condition through the arts. They take into account such factors as transcendent excellence, innovation, humanitarian and social contributions, and the influence of their work either on their discipline or the broader culture.

With a career spanning more than five decades, Sir Elton John has not only redefined modern music but has also leveraged his influence to effect profound change in the world.

Sir Elton’s unparalleled artistry has left an indelible mark on the global music landscape. With over 300 million albums sold, and more than 50 Top 40 hits, he is one of only a handful of EGOT winners in history with five Grammy Awards, two Academy Awards, an Emmy Award, and a Tony Award showcasing the versatility and adaptability of his music. His song “Candle in the Wind,” written with lyricist Bernie Taupin, is the best-selling physical single of all time, and his enduring music is the vibrant songbook to millions across generations. Beyond his musical legacy, Sir Elton’s impact on the human condition is immeasurable. Through his music, performance, activism, and charitable work, he continues to prove that his legacy is not just one of artistic brilliance, but of profound humanitarian commitment. He is a

passionate advocate for social causes, with a particular focus on the fight against HIV/AIDS. His Elton John AIDS Foundation, established in 1992, has raised over USD\$600 million to support prevention, treatment, and care for those affected by HIV/AIDS worldwide, making a tangible impact in communities often overlooked. He has been a tireless champion for LGBTQ+ rights, fighting discrimination, removing the stigma surrounding addiction, and advocating for equality. His philanthropic efforts extend to numerous other causes, from championing and supporting new and emerging artists to mental health.

“After spending decades admiring the virtuosity of Glenn Gould’s work, I am awestruck and honoured to receive this award,” said Sir Elton John.

This landmark occasion not only highlighted the Glenn Gould Foundation’s growing international presence but also underscored its dedication to recognizing and celebrating transformative artistic achievements across disciplines and borders.



THE FIFTEENTH GLENN GOULD PRIZE JURY

KIM CAMPBELL - JURY CHAIR

The Right Honourable Kim Campbell PC, CC, OBC, KC, is a former Canadian politician, lawyer and teacher who devotes her time to international work promoting the advancement of women, democratization and causes related to climate change.

After holding elected office at all three levels of Canadian government, Kim Campbell served as Canada's nineteenth and first female Prime Minister in 1993. She was also the first woman to hold the Justice and Defense portfolios and the first to be Defense Minister of a NATO country.

She is a founding member of the Club de Madrid (the largest global forum of former democratically elected Presidents and Prime Ministers) and of the Council of Women World Leaders (current and former women Presidents and Prime Ministers)(Chair Emerita). She was global President of the International Women's Forum.

Trained as a Political Scientist (Soviet Specialist) and a lawyer, in 2014 Kim Campbell created the groundbreaking Peter Lougheed Leadership College at the University of Alberta, serving as its Founding Principal until 2018.

In 2021, Ms. Campbell joined the board of the Glen Gould Foundation and the advisory board of The Vancouver Anti-Corruption Institute, a project of The International Centre for Criminal Law Reform and Criminal Justice Policy (ICCLR).

In 2022 Kim Campbell became a founding member of the Global Commission on Climate Overshoot, chaired by former Director General of the World Trade Organization and European diplomat, Pascal Lamy. (www.overshootcommission.org). The Commission consists of 12 members – former heads of state and government, ministers and experts- whose membership represents the global south and north. The Commission presented its report, Managing the Issues of Climate Overshoot in September 2023 during the UNGA in New York. Ms. Campbell continues to do outreach for the Commission's recommendations and to participate in its ongoing work, which is focusing on health issues and climate change.

Kim Campbell resides in Florence, Italy with her husband, Hershey Felder.

(www.hersheyfelder.net)



ALEXANDER NEEF

Alexander Neef, born in Germany in 1974, studied Latin Philology and Modern History at the University of Tübingen. He began his career as a production manager at the Salzburg Festival before joining the RuhrTriennale as an artistic administrator. From 2004 to 2008, he served as Casting Director at the Paris Opera under Gerard Mortier. Neef was General Director of the Canadian Opera Company (2008–2020), where he developed major co-productions, welcomed world-renowned artists, and commissioned new operas. He also revitalized the COC Ensemble Studio and launched its competition. In 2018, he became Santa Fe Opera's first Artistic Director. Appointed Director Designate of the Paris Opera in 2019, he assumed the role of Director General on September 1, 2020. In 2018, he was awarded the Order of Merit of the Federal Republic of Germany.



BERNHARD SCHLINK

Bernhard Schlink, born in 1944 in Großdornberg, is a legal scholar and former judge. He taught law at several universities and served on North Rhine-Westphalia's constitutional court (1987–2006). He advised on Germany's post-reunification constitution. Schlink debuted as a novelist in 1987 with *Self's Punishment*, co-written with Walter Popp, and later expanded it into a crime trilogy. His best-known work, *The Reader* (1995), explores guilt and memory in postwar Germany and was adapted into a 2008 film. His other notable works include *Flights of Love* (2000), *Homecoming* (2006), and *Olga* (2018). He has received numerous awards, including the WELT-Literaturpreis (1999) and Germany's Order of Merit (2003). He lives in Berlin and New York.



NYLA INNUKSUK

Nyla Innuksuk is a filmmaker, producer and comic book writer. Working in mixed media allows Nyla to channel her passions for technology and genre storytelling among mediums that include interactive graphic novels, film, television and synthetic experiences. Originally from Nunavut, Nyla currently lives in Toronto. Nyla co-created the teenage superhero Snowguard, a member of Marvel's Champions League with her friend Jim Zub. Innuksuk's first feature slash/back is a sci-fi adventure about a group of 14-year-old girls from a remote Arctic community who take on an alien invasion. The film premiered at SXSW in March, 2022. *Trapped*, a short horror film shot specifically for a 24K resolution, 7 foot high, 270 degree screen, premiered at the 2022 Venice Biennale. Nyla's current projects include a feature-length documentary about the Franklin Expedition produced in partnership with the National Film Board, and a second narrative feature titled *In The Heart of the South*.



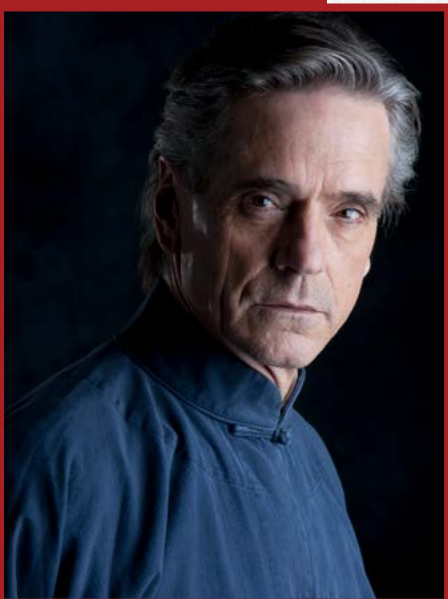
CHRIS LEVINE

Chris Levine is a UK-based light artist known for creating meditative works that enhance perception and awareness. His iconic portrait *Lightness of Being* of Queen Elizabeth II was hailed by the National Portrait Gallery as one of the most evocative royal images. He has also created portraits of Kate Moss, Naomi Campbell, Grace Jones, and the Dalai Lama. Levine's multidisciplinary collaborations include Massive Attack, Hussein Chalayan, and Swarovski, with his work exhibited at institutions such as the National Portrait Gallery, V&A Museum, and New York's Museum of Arts and Design. In 2021, he held a landmark exhibition at Houghton Hall, and his *Molecule of Light* sculpture was featured at Noor Riyadh in 2023 and 2024.



SAM JACKSON

Sam has nearly 20 years of experience in broadcasting and the recorded music industry, collaborating with top classical and jazz musicians. Before joining the BBC as Controller of Radio 3 and the Proms, he was EVP of Global Classics & Jazz at Universal Music Group. Passionate about music education, he has served on The Music Commission, is a board member of Trinity Laban, and a trustee of Help Musicians and the Young Classical Artists Trust. He also sits on the Royal Philharmonic Society Council and is an Honorary Fellow of the Royal Academy of Music. Named one of the 100 most influential people in arts and culture by The Hospital Club, Sam began his broadcasting career as a BBC Proms runner at 19. After studying Music at York, he spent 15 years in commercial radio, leading Classic FM, Smooth, and Gold. He has also authored best-selling books on classical music.



JEREMY IRONS

Jeremy Irons, an Academy Award-winning actor for *Reversal of Fortune*, has also won a Golden Globe, Emmy, Tony, and SAG Award, along with an Honorary César and Premio Europa Per il Teatro. On stage, he has performed with the Bristol Old Vic, Young Vic, Royal Shakespeare Company, National Theatre, and on Broadway, winning a Tony for *The Real Thing* (1983). His film highlights include *The French Lieutenant's Woman* (1981), *The Mission* (1986), *Dead Ringers* (1988), *The Lion King* (1994, as Scar), *Die Hard with a Vengeance* (1995), *Batman v Superman* (2016), and *House of Gucci* (2021). He also executive-produced the environmental documentary *Trashed*. On TV, Irons starred in *Brideshead Revisited* (1981), *Elizabeth I* (2005), *The Borgias* (2011), and *The Hollow Crown*. He will appear in *The Count of Monte Cristo*, *Palestine 36*, and *The Morning Show* (Season 4). Faber Publishing has released his reading of T.S. Eliot's *Complete Works*.



Ironmongers' Hall
Shaftesbury Place
Off Aldersgate Street
Barbican, London, EC2Y 8AA

JURY DAY



ANNOUNCEMENT DAY

Kings Place, Hall One
90 York Way, London N1 9AG



QUOTES FROM OUR JURY



“

Art doesn't make us better people but it widens our horizon, it widens our world. It has the chance to lead us out of political narrowness, social narrowness and by that brings us together. It was such an honour and joy to be on this jury.

BERNHARD SCHLINK



“

Creativity, imagination and the arts keeps the circuits open. And that way we can grow and evolve. Anything that encourages imagination and the creative spirit has got to be good for mankind... I got goosebumps during the process.

CHRIS LEVINE



“

It's wonderful to be on a jury with people of very specific talents of their own, because everybody sees it from a different perspective. Sees the situation from a different perspective. Sees the artist from a different perspective. It was a remarkably happy day.

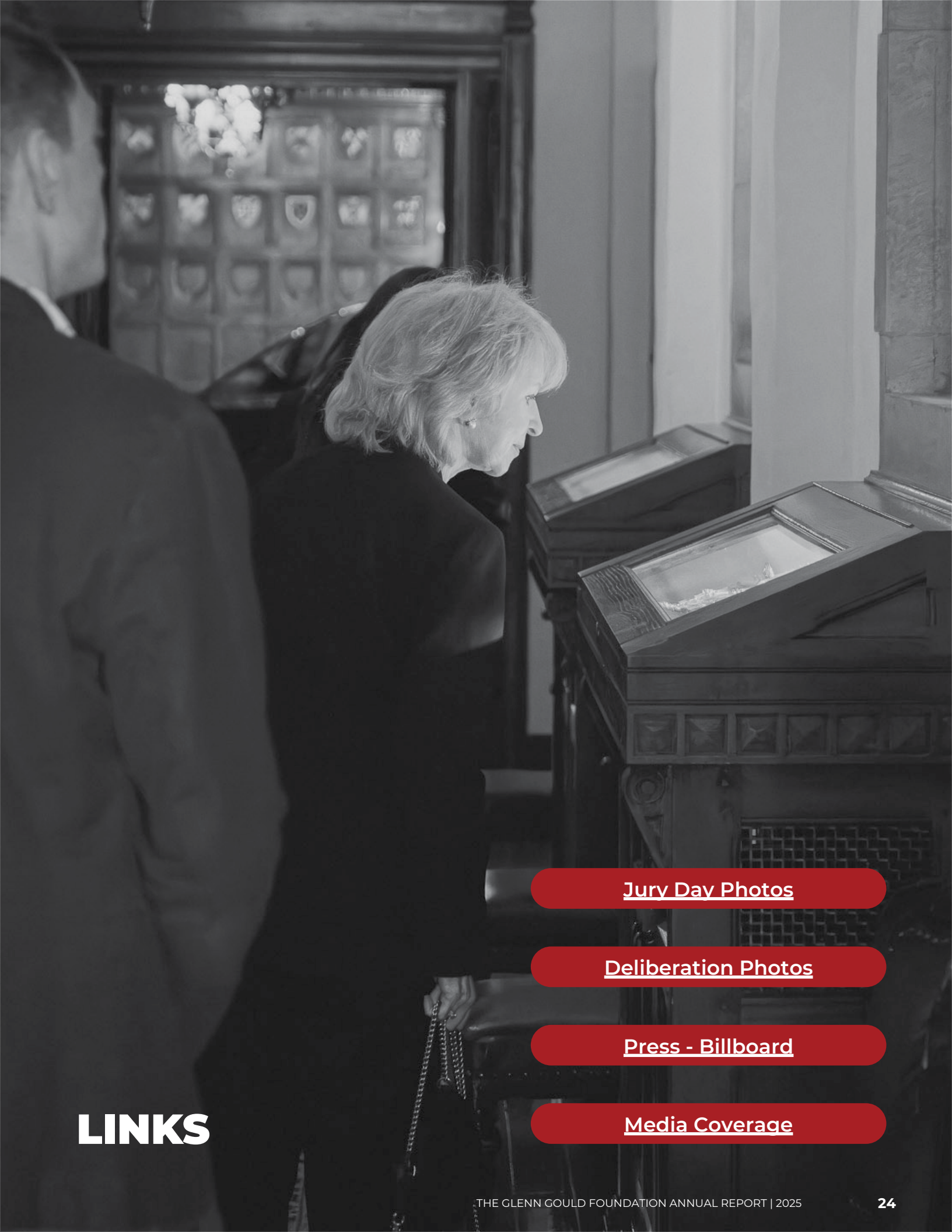
JEREMY IRONS



“

I have a huge admiration for Elton because I've seen how much behind the scenes he supports other artists. He goes out of his way to support young artists who are just starting out and struggling. I've seen him over the years transform people's lives. He's exemplary in the way of giving back both musically and his immense generosity.

LEE HALL



[Jury Day Photos](#)

[Deliberation Photos](#)

[Press - Billboard](#)

[Media Coverage](#)

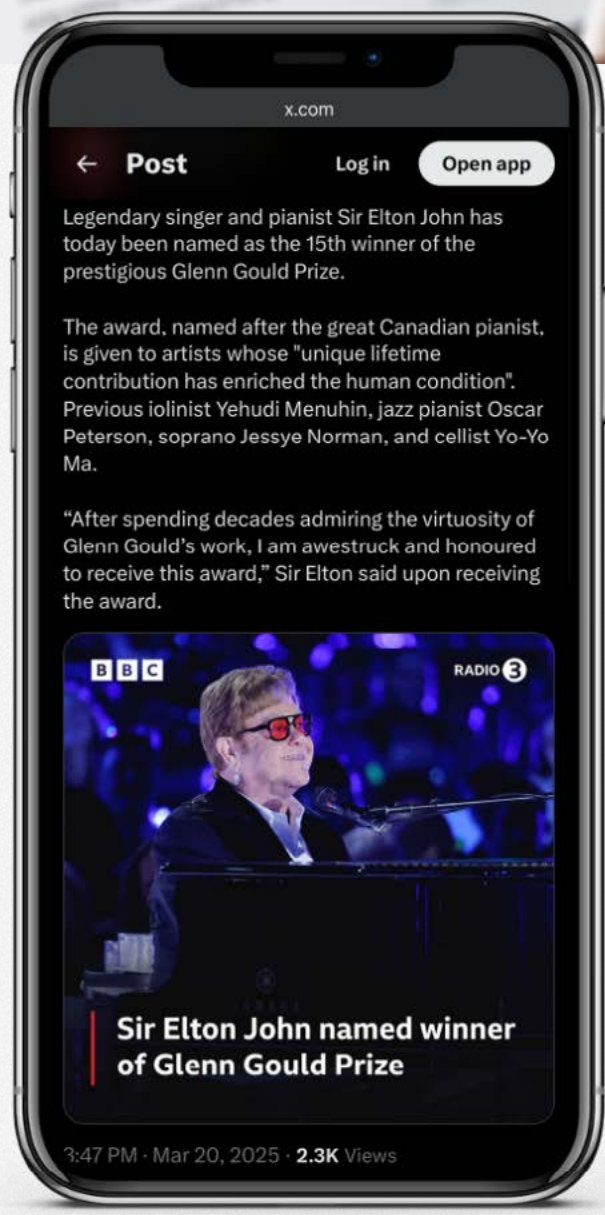
LINKS



JURY PUBLICITY REPORT
(Aerial PR)
<https://aerialpr.coveragebook.com/b/68cdc5d94677a1d1>

Once again the @GlennGouldFndn has broken barriers and recognized true genius. With Sir Elton John as this year's The Glenn Gould Prize Laureate I am more proud than ever of the work done by the Foundation and the support many of us worked so hard to get from the Government of Canada.

– ROB OLIPHANT





THE PROMISE OF MUSIC

THE FIRST WORLD CONGRESS
ON THE SOCIAL IMPACT *of* MUSIC

POM Mission

Music changes everything. With music education, children grow up to achieve significantly more academically, socially, and interpersonally. They connect better with others and create better careers for themselves.

The Promise of Music is a spectacular week of joy and inspiration that celebrates how music making transforms and saves lives across the world.

The Glenn Gould Foundation

Established in 1983 in Toronto, the foundation is a registered Canadian charitable organization. We extend awareness of Glenn Gould as an extraordinary musician, writer, communicator, and thinker, and we expand his ongoing influence through our various projects and programs.

Our signature activity is the biennial Glenn Gould Prize is awarded to an individual who's body of work has enriched the human condition through the arts.

MEDIA PARTNERS



FUNDING PARTNERS



VENUE PARTNERS



ENDORSED BY



SPONSORS

The Azrieli Foundation
The Hilary and Galen Weston Foundation
The National Bank
The Jackman Foundation
The Asper Foundation
Robert and Ellen Eisenberg
Henry White Kinnear Foundation

John M. Beck
Silber Family UJA Federation Legacy Fund
S.M. Blair Foundation
Foundation Sibylla
Foundation Famille Lupien
The Michael and Sonja Koerner Charitable Foundation
Air Canada
Tim Hortons

OCT 6-10 2025

THE FIRST WORLD CONGRESS ON THE SOCIAL IMPACT *of* MUSIC



WRAP REPORT

POM MISSION

Music changes everything. With music education, children grow up to achieve significantly more academically, socially, and interpersonally. They connect better with others and create better careers for themselves.

The Promise of Music is a spectacular week of joy and inspiration that celebrates how music making transforms and saves lives across the world.

THE GLENN GOULD FOUNDATION

Established in 1983 in Toronto, the foundation is a registered Canadian charitable organization. We extend awareness of Glenn Gould as an extraordinary musician, writer, communicator, and thinker, and we expand his ongoing influence through our various projects and programs.

Our signature activity is the biennial Glenn Gould Prize is awarded to an individual who's body of work has enriched the human condition through the arts.

ARTISTS AND CONCERTS



12 EDUCATIONAL SHOWS



4 SHOWS The Nanji Family Auditorium
Aga Khan Museum

6 SCHOOLS Reached in the GTA

2,560 STUDENTS AND TEACHERS



PERFORMANCES INCLUDING...

Dan Brown's *Wild Symphony*
Koerner Hall

narrated by **VIGGO MORTENSEN**

15

PUBLIC PERFORMANCES



INCLUDING 3 SHOWS WITH

AR RAHMAN

**15+ MUSIC
ORGANIZATIONS**

**FROM
OVER 20
COUNTRIES**

OPENING NIGHT CELEBRATION

10 PERFORMANCES
ACROSS THE ENTIRE
AGA KHAN MUSEUM

OPENING REMARKS

by **GENERAL
ROMEO DALLAIRE**

DELEGATES AND FORUMS



83 DELEGATES

35



**PANELS
DISCUSSIONS
AND LECTURES**

HOSTED AT...

CHRYSLIS

Toronto
Metropolitan
University

INCLUDING...

Music and AI: Threat or Blessing

TOD MACHOVER MIT Media Lab

Remarkable Human Creativity

JOSHUA COHEN Apple University

On the Power of Music and Media

JAMIE BERNSTEIN

Trauma, Childhood and Musical Pathways to Healing

DR. GABOR MATÉ

Music in Exile: the Struggle to Preserve Culture

DR. AHMAD SARMAST

Policy, Action and Activism

ROBERTA GUASPARI



Dr. Gabor Maté



Jamie Bernstein



Dr. Ahmad Sarmast



Roberta Guaspari

MARKETING AND PUBLICITY



Y MEDIA GROUP

**EXCLUSIVE
INTERVIEW WITH
AR RAHMAN**

500 000+
IMPRESSIONS
Weekly Newspaper

1.5 MILLION+
IMPRESSIONS
Television and Radio

THE DAVE GROUP

45 000
**NEW
WEBSITE
VISITORS**

7 MILLION
IMPRESSIONS
Radio

400 000+
YOUTUBE VIEWS
4000+
CLICKS

AERIAL PR COVERAGE

**MSN, CBC AND
THE GLOBE AND
MAIL**

48
**PIECES OF
COVERAGE**

189 MILLION
IMPRESSIONS
All Channels

SOCIAL MEDIA **11** SOUTH ASIAN INFLUENCERS



**3 INSTAGRAM REEL
AND STORY POSTS,
EACH WITH A TICKET
LINK**

COMMUNITY OUTREACH



**5 HOURS OF
COMMUNITY
WORKSHOPS**



Lil Buck Community Workshop

Nia Centre for the Arts

The National Ballet School of Canada



In Conversation with Chilly Gonzales: a Live Virtual Event

Ted Rogers Cinema

5

FILM SCREENINGS

TED ROGERS CINEMA

INCLUDING...

'SING SING' DIR. GREG
KWEDAR

AS WELL AS...

FREE + DISCOUNTED

TICKETS TO COMMUNITY
BIPOC ORGANIZATIONS



WITH SPECIAL GUEST
The Glenn Gould Foundation's
13TH PRIZE LAUREATE



ALANIS OBOMSAWIN

INDIGENOUS INCLUSION

POM INDIGENOUS ADVISORS

ANDREW BALFOUR

Musician/Scholar and Composer

SHERRYL SEWEPAGAHAM

Musician/Scholar and Composer

PARTICIPANTS

ROSARY SPENCE

MARIE GAUDET

ELDER DAVID SERKOAK

THE IQALUIT MUSIC SOCIETY

NAI EEGEESIAK

Song Keeper

Knowledge Keeper

Forum Speaker

IMS IMAA Program

SPONSORS + PARTNERS



FUNDING PARTNERS



VENUE PARTNERS



**GREAT
CANADIAN**
ENTERTAINMENT

**Toronto
Metropolitan
University**



AGA KHAN MUSEUM

LAC Living
Arts
Centre
MISSISSAUGA

ENDORSED BY



MEDIA PARTNERS

Y MEDIA
GROUP



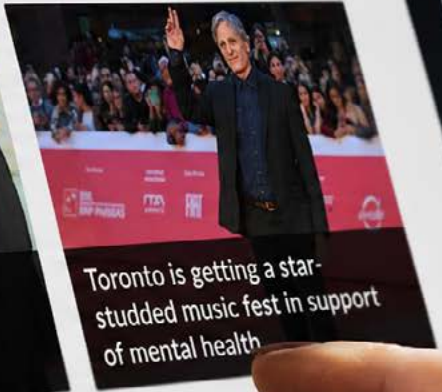
**THE
GLOBE
AND
MAIL**

SPONSORS

The Azrieli Foundation
The Hilary and Galen
Weston Foundation
The National Bank
The Jackman
Foundation
The Asper Foundation

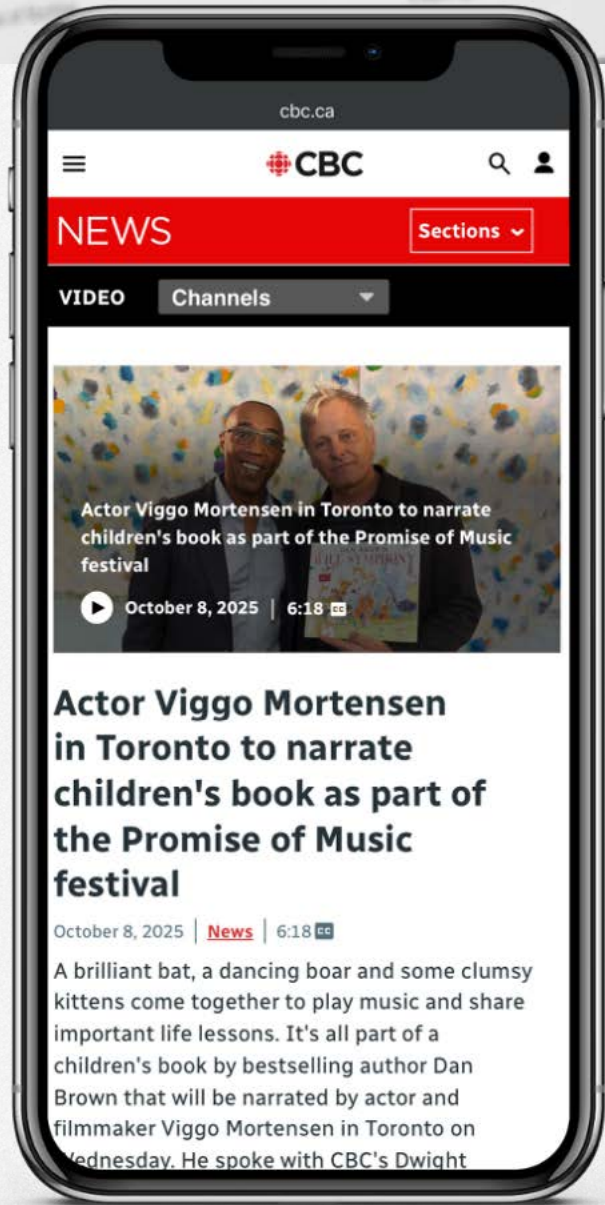
Robert and Ellen Eisenberg
Henry White Kinnear
Foundation
John M. Beck
Silber Family
• UJA Federation Legacy Fund
S.M. Blair Foundation

Fondation Sibylla Hesse
Fondation Famille Lupien
The Michael and Sonja
Koerner Charitable
Foundation
Air Canada
Tim Hortons



POM PUBLICITY REPORT
(Aerial PR)
<https://aerialpr.coveragebook.com/b/14f470d9fe563c2d>

The Promise of Music brings stories of music from around the world to Toronto
– METRO MORNING





PODCAST ANALYTICS

