



VIRTUOSO MUSIC CENTRE

In Pursuit of Excellence

ELVIS CHEUK has devoted himself to traditional culture propagation and inheritance through classical music instruction, building an institution of solid repute.

Elvis Cheuk gave classical music instruction in primary and secondary schools before establishing Virtuoso Music Centre in 2003. Around that time, studying classical music instrument became a highly popular pursuit, especially for students looking to prepare themselves further for school admission interviews.

Drawing from his expertise, he opened the centre in Fanling, New Territories, to offer premium music education to students of all ages. It currently has a faculty of several instructors and holds after-school and evening classes to individuals and groups.

The First Years

The company mainly focused on violin lessons at its initial stages. To ensure effective learning progress and the appropriate method for violin performance, it set up a progress report mechanism to follow up on students' individual cases. It also enforced a tutor-training program for ensuring a sustained high quality of teaching skills for its faculty, and updating its curriculum.

"In the past, there was quite an abundance of teaching quality in the industry," says Elvis Cheuk. "Obviously, a qualified teacher can produce an excellent performance, but it is more important that the students are able to understand the relevant techniques and absorb knowledge."

The year 2005 saw a surge of competitor institutions entering the market, accompanying a spike in interest for classical music instruction. This took place concurrently with the creation of Virtuoso Music Centre's academic-based string orchestra.

"Besides the purpose of concert participation, it aims to improve our



Virtuoso Music Centre Chief Executive Officer Elvis Cheuk.

students' sight-reading skills, audio sensitivity, and team members' cooperation. It also provides a platform for encouraging a richer exchange between team members."

By the end of 2011, the company remained one of the few strong institutions in operation.

Full Spectrum

Virtuoso Music Centre offers a holistic approach toward classical music education. This includes courses in both western classical as well as traditional Chinese instruments. Beside its academic-based string orchestra training are music theory and composition courses.

Additionally, the company offers instruments consultation. It provides professional advice to customers for selecting suitable instruments. "I believe that since a high quality instrument is absolutely important, our service can facilitate technical improvement and enhance music performances during concerts."

Virtuoso Music Centre also has its own violin-making consultants along with other professional instrument makers for producing tailor-made instruments, such as the handmade violin brand Delicato. "Every tailor-made instrument must be verified by our chief instrument consultant to ensure its quality. We are not only focused on the material, but also the tone colour adjustment of instruments."

Hong Kong's cultural inheritance in classical music education is alive in Virtuoso Music Centre. "Our success is based on our teaching philosophy, 'To motivate and enlighten people through their learning.'" ■

Virtuoso Music Centre courses include:



- Violin/ Viola/ Cello/ Piano
- Flute/ Clarinet/ Classical Guitar/ Acoustic Guitar/ Electric Guitar
- Music Theory/ Composition
- Chinese Flute/ Erhu/ Zheng/ Pipa
- Aural Training/ Piano Accompaniment
- Examination Preparatory Course
- String Orchestra Training
- School/ Institutional Training

For additional information please visit virtuosomc.com

