



VOCAL STAGE

A Winning Pitch

Noted vocalist and voice coach **BRYAN WOO** would like to teach Hong Kong to sing in perfect harmony.

Bryan Woo believes that the human voice holds the most expressive form of music. “Within a set of vocal cords exist millions of possibilities,” says Woo, Director of Vocal Stage. An active vocalist himself, he is determined to surprise every client and take the market by storm with high-grade professional vocal training and services.

Success Factors

Established in 2011, Vocal Stage has grown rapidly as one of Hong Kong’s most famous local music academies, with areas of concentration in both classical and pop singing. Its faculty consists of tutors with proper, formal training foundations. All its instructors have a thorough understanding of human voices and vocal pedagogy, demonstrating a professional level of musicianship.

Vocal Stage offers both individual and group singing classes. However, unlike larger group singing classes offered by other music academies, Vocal Stage has limited the number of students to not more than five in each class in order to optimize its instructional value. “Every voice is unique, with different strengths and deficiencies,” says Bryan. “On top of basic techniques, customized training in accordance with students’ aptitude is essential, and should never be neglected.” Bryan restricted the size of classes to make sure every student receives truly immersive coaching.

“Vocal Stage helped quite a number of students win singing contests and enter into professional choirs. Most importantly, it helps them learn perseverance and develop self-confidence. Some of our younger students even further their passion in music by pursuing local and even overseas full-time music degrees.”



With the times

In keeping up with the trends of the music world, Vocal Stage consistently takes the lead with pioneering new class offerings. Right after opening in 2011, a cappella and beatbox courses were introduced to meet the market’s current interests. It had invited Micky Tang (鄧佑剛), an award-winning beatboxer from Vancouver who had grown famous on TVB’s “The Voice 3”, as the show’s beatbox tutor. Vocal Stage also launched its Schools A Cappella Promotion Scheme, subsidizing a cappella teams to give performances and workshop tours at different primary and secondary schools all over Hong Kong and helping them organize their own on-campus a cappella courses.

Seeing the rapid growth of Korean-pop fever among the teenagers and the absence of any K-pop singing classes in town, Vocal Stage took the lead in enlisting Korean tutors to cooperate by forming K-pop singing courses in 2014. The cross-cultural course also inadvertently boosted Korean language instruction in Hong Kong.

Stepping Forward

Apart from instruction, Vocal Stage also takes great effort in offering music production and performance services. With its rising reputation, different companies including Bank of China and China Resources have frequently invited the company to arrange music performances and conduct staff training for special events, for which it receives wide acclaim.

“Winning the honourable Hong Kong Most Valuable Services Awards is an important milestone for our company. Credit goes to our professional team, which has been working devotedly to put our clients’ needs as the first priority. We look forward to meeting bigger challenges and further establishing Vocal Stage as the most popular brand in the industry.” Bryan is determined to further expand the business and make more contributions to the rich music industry and community in Hong Kong. ■

For additional information please visit www.vocalstage.com.hk