# TikTok reshapes classical music with humour and inclusivity for a new generation



The world of classical music is experiencing a remarkable transformation, largely driven by the social media giant TikTok. Historically perceived as a realm bound by tradition and elitism, classical music is now being redefined for a new generation, demonstrating how the medium of social media can broaden access and engagement. In particular, platforms like TikTok enable younger audiences to interact with classical music in innovative ways.

At the forefront of this movement are musicians such as TwoSet Violin, an Australian duo composed of Brett Yang and Eddy Chen. Their unique fusion of serious musicianship, humour, and relatability has resonated with millions. Boasting over 1.3 billion views on their YouTube channel and an impressive following on TikTok, they exemplify how digital platforms can create new pathways for classical music to flourish. Their comedic sketches alongside virtuosic performances resonate with a younger demographic, proving that classical music can be both entertaining and accessible.

TikTok’s algorithm values immediacy and personality, aspects that starkly contrast with the historically slow-burn appeal of classical compositions. Yet musicians are adapting creatively: they are looping iconic musical phrases, partaking in trending challenges, and providing candid insights into their artistic processes. Pianist Chloe Flower, for example, captivates audiences by reimagining contemporary hits from artists like Beyoncé and Cardi B through a classical lens, effectively bridging the gap between classical and popular music. This innovative approach demonstrates that classical musicians can thrive amidst contemporary music trends, thus reaching a broader audience while still maintaining the integrity of their art.

Moreover, these digital platforms have also democratized access to the classical music world, providing opportunities for artists from diverse backgrounds who might not otherwise have the chance to showcase their talents. With low barriers to entry, musicians can build careers that intersect digital content, live performance, and even advocacy. This shift is particularly noteworthy in Australia, where organisations like the Australian Youth Orchestra and the Melbourne Symphony Orchestra are actively engaging younger audiences through dedicated TikTok channels. They aim not only to introduce classical music to new listeners but also to foster a sense of community among young classical music enthusiasts.

As TikTok continues to reshape how audiences discover and enjoy music, questions remain about whether this ‘TikTokification’ of classical music is a fleeting trend or indicative of a more enduring cultural shift. While some purists may resist the idea of classical pieces accompanied by playful filters or set to viral memes, many see this evolution as evidence of vibrancy and relevance. As younger audiences engage with classical music, even in 30-second snippets, the tradition demonstrates its ability to adapt and thrive in the digital age.

The ongoing journey of classical music on social media platforms encapsulates a broader cultural shift towards inclusivity and innovation. Notably, initiatives like TikTok's collaboration with Anna Lapwood and BBC Proms to rejuvenate the #ClassicalMusic hashtag highlight the potential of these platforms to introduce classical sounds to new generations. As classical music undergoes this reinvention, it not only retains its historical significance but also evolves into a form that resonates with today’s digital-savvy audiences.

As we observe these developments, it becomes clear that the ongoing dialogue between the old and the new is essential for the survival of classical music in contemporary culture. Embracing the playful nature of platforms like TikTok could ensure that the rich tapestry of classical music continues to thrive, captivating and inspiring future generations.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6
2. Paragraphs 1, 2, 4
3. Paragraphs 1, 2
4. Paragraphs 1, 2
5. Paragraph 1
6. Paragraphs 4, 5
7. Paragraphs 4, 5

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.artshub.com.au/news/features/the-tiktokification-of-classical-music-2796556/> - Please view link - unable to able to access data
2. <https://www.artshub.com.au/news/features/the-tiktokification-of-classical-music-2796556/> - This article discusses how TikTok is transforming the discovery of classical music among young audiences. It highlights the rise of artists like TwoSet Violin, who blend virtuosic performance with humor and relatability, amassing over 1.2 million followers on TikTok. The piece also explores how musicians are adapting to TikTok's algorithm by creating engaging, short-form videos that mix classical music with contemporary trends, thereby reshaping the classical music landscape in the digital age.
3. <https://www.classical-music.com/features/artists/who-are-twoset-violin-all-you-need-to-know-about-the-youtube-stars> - This article provides an overview of TwoSet Violin, a classical comedy duo consisting of Australian violinists Brett Yang and Eddy Chen. It details their rise to fame through their YouTube channel, which, as of February 2022, had over 3.5 million subscribers and 1 billion views. The piece also notes their significant presence on social media platforms, including 1.3 million Facebook followers and 33.4 million likes on TikTok, and their live performances and tours since 2016.
4. <https://www.bbc.com/news/world-australia-66381403> - This BBC News article explores how TwoSet Violin, formed by Australian violinists Brett Yang and Eddy Chen, have become one of the biggest classical music acts online. With over 7.5 million followers across social media platforms and more than 1.3 billion views on their YouTube channel, the duo has shown how the classical music community can attract new audiences through innovative and entertaining content.
5. <https://www.thestrad.com/news/twoset-violin-calls-it-quits-after-eleven-years/18751.article> - This article reports on TwoSet Violin's announcement to end their creative partnership after eleven years. The duo, comprising Australian violinists Brett Yang and Eddy Chen, shared their decision on social media, expressing gratitude for the support they've received over the years. The piece reflects on their journey from YouTube stars to influential figures in the classical music community.
6. <https://newsroom.tiktok.com/en-gb/tiktok-partners-with-anna-lapwood-and-bbc-proms-to-relaunch-classicalmusic> - This TikTok Newsroom article discusses TikTok's partnership with Anna Lapwood and BBC Proms to relaunch the #ClassicalMusic hashtag. The initiative aims to introduce new generations to classical sounds by featuring artists like Andrew Lloyd Webber, Alexis Ffrench, Esther Abrami, and Lang Lang, who use TikTok to interact with fans and share exclusive behind-the-scenes content.
7. <https://www.euronews.com/culture/2022/08/12/tiktok-classics-why-has-tiktok-re-recorded-its-iconic-songs-with-an-orchestra> - This Euronews article examines TikTok's initiative to re-record popular songs with a classical orchestra, resulting in the album 'TikTok Classics'. The project features 18 hits that gained popularity on the platform, reimagined with classical arrangements by the Babelsberg Film Orchestra of Germany. The piece highlights TikTok's role in reshaping popular culture by blending classical and contemporary music.