About “Citywide Side by Side”

Adult amateurs from across Philadelphia are invited to rehearse and perform side by side with Black Pearl’s professional musicians for a performance of Beethoven’s Symphony No. 9 at the Dell Music Center.
Behind the Concept

• “adult amateurs”
• “side by side”
• “Beethoven 9”
• “Philadelphia”
• “Dell Music Center”
Why adult amateurs?

• Plethora of kids programs in existence
• Kids can’t vote and they don’t have any money.
Why side by side?

Side by side aspect important for breaking down the barrier between the orchestra and the audience- rather than just working with the amateurs in one large ensemble by themselves- like orchestra fantasy camp
Why Beethoven 9?

- It’s a well known and beloved work
- “Ode to Joy” is an optimistic, engaging theme
- Choral aspect increases the number of amateurs who can participate
Why Beethoven 9? Marketing!!!!

Inviting people from across every part of Philadelphia, known as the City of Brotherly Love, makes a nice tie in to the “Ode to Joy”’s theme of universal brotherhood. I developed a campaign of “What makes you joyful, Philadelphia?” #joyPHL
Why the Dell?

• Historic venue (first summer home of the Philadelphia Orchestra) in east Fairmount Park
• In the heart of the underserved Strawberry mansion neighborhood
• Recent renovations at venue and increased investment in area public transportation, park infrastructure signal the beginnings of an economic revitalization for the area
• Black Pearl as the most diverse professional orchestra in the country is an ideal ambassador to bring classical music back to the venue
Lessons learned

• Have multiple contingencies ready to go
• Necessity of partnerships
Opportunities

• Chance to build new relationships through “community partners”

• New relationships with community partners have led to increased and more diverse funding
To see other fun iConduct!™ videos and to hear performances,

VISIT US ONLINE
www.blackpearlco.org

LIKE US ON FACEBOOK
Black Pearl Chamber Orchestra

FOLLOW US ON TWITTER
@BPCOMaestra
@Tweet_BlakPearl