Check This Out Project Descriptions

Check This Out Session #1: Artistic, Education and Technology
June 5, 2014 from 9:00-10:15am

Presentations in the following order:

**Chicago Sinfonietta**
*How “Blue Ocean” programming grew single ticket sales by 30% in one year*

*Jim Hirsch, executive director*

During its current season the Chicago Sinfonietta has presented excerpts of *Swan Lake* choreographed and danced by the FootkWINGZ, Mozart’s *Requiem* sung by a choir in skeleton costumes and masks, and ended a concert with a Bhangra-inspired DJ and a flash mob dance sequence. The results? A 30% increase in single ticket sales, significant growth in concert attendance among people 30-55, and being named Chicago’s “hippest orchestra” by the Chicago Tribune classical music critic. Join executive director Jim Hirsch to learn more about why and how they did this.

*For more information, contact Jim Hirsch at jhirsch@chicagosinfonietta.org*

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**Northwest Symphony Orchestra**
*Connecting to your community through the music of local composers*

*Anthony Spain, music director*

The Northwest Symphony Orchestra has established a vital connection with Seattle, and surrounding communities, through the performance of music by composers from the Northwest. In the past 25 years the orchestra has performed over 130 works by 60 different Northwest composers (including 53 world premieres). This has garnered the NWSO Eight ASCAP awards along with national press. The presentation will focus on the strengths of this programming approach, both musically as well as a business model, and how the NWSO connects to northwest themes, ethnic groups and other artists. Challenges of this programming approach will also be discussed, as well as how northwest composers, and their music, are incorporated into the NWSO’s various education projects with students.

*For more information, contact Anthony Spain at anthonyspain@juno.com*

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**Black Pearl Chamber Orchestra**
*Citywide Side by Side Program*

*Jeri Lynne Johnson, founder and music director*

The Philadelphia area is a region unusually rich in both cultural creators and consumers. In November 2013, Black Pearl created a project called “Citywide Side by Side” that auditioned talented amateur musicians and singers for rehearsals alongside its professional musicians for a performance of Beethoven’s Symphony #9. The choral symphony was chosen to give lawyers, librarians, bus drivers, and others an exciting reason to put the joy of making music back into their lives and maximize the potential for community involvement.
order to emphasize the importance of art and music as part of a well-rounded education and scale the impact of the project, Black Pearl established a partnership with the fiscally-challenged School District of Philadelphia and invited music teachers to participate. In preparation for the performance on June 21st, National Music Day, rehearsals take place in selected Philadelphia public schools to provide additional educational benefit to students in underserved communities.

_For more information, contact Jeri Lynne Johnson at jeri@blackpearlco.org_

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**EarShot**

_Cindi Hubbard, Arts Management Consulting_

From the Berkeley Symphony to the New York Philharmonic, orchestras across the country are working with EarShot to undertake new music readings and composer-development programs. We make it easy for your orchestra to bring outstanding emerging composers to your community. No two EarShot programs are exactly the same and by sharing our experience and best practices we save you money and staff time to maximize impact. EarShot provides a “toolbox” of valuable services including program design, administrative, curatorial, marketing, and production support.

Participation brings your orchestra into a community of like-minded organizations, providing national exposure and making your orchestra eligible for benefits such as subsidized commissions and premiere support, and artist-residencies for EarShot composers. Let EarShot support your orchestra in discovering and nurturing new orchestra music. EarShot is coordinated by the American Composers Orchestra, in collaboration with the League of American Orchestras, New Music USA, and American Composers Forum.

_For more information, contact Cindi Hubbard at cindihubbard@hotmail.com_

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**New West Symphony**  
_SymphoNet Young Artists Competition in collaboration with iCadenza_

_Natalia Staneva, executive director_

In conjunction with arts consulting firm iCadenza, we held our first-ever SymphoNet YouTube Young Artist Competition, first nationwide, internet based competition for young, classically trained vocalists ages 18 to 35. Contestants auditioned via YouTube from across the U.S., resulting in four extraordinary soloists selected to perform in our season–closing Beethoven Ninth concert. The four soloists received a $2,500 performance contract, as well as three months of personalized career consulting with iCadenza. Contestants submitted audition videos on YouTube, three finalists in each voice part were selected by a prestigious panel of music professionals, including Maestro Lehninger. One finalist in each voice category was selected based on the highest number of “likes” received from online voters. Live auditions were held with four judges and Maestro Lehninger. The project yielded extraordinary local publicity and national mentions that strengthened our brand recognition. We expanded our audiences, and increased ticket sales to new audiences. Our YouTube channel received over 10,000 new clicks.

_For more information, contact Natalia Staneva at nstaneva@newwestsymphony.org_
Gannon University and the Erie Chamber Orchestra  

Oculus Rift – Music, Video Games and Virtual Reality

Steven Weiser, general manager

The Erie Chamber Orchestra (ECO) will give a short demonstration of a music themed video game developed in conjunction with the Barber National Institute (BNI), a local center that teaches students with a variety of disabilities including autism spectrum disorder, intellectual challenges, mental health disorders, vision, hearing and physical impairments. This game is being showcased on a new virtual reality technology called the Oculus Rift. This device, which can be seen at [http://www.oculusvr.com](http://www.oculusvr.com), offers the player the opportunity to literally step into a fictional world. Once wearing the headset, all motion of the head is tracked by the hardware, giving the player the sense of physically being able to move and look around. A joystick is utilized to facilitate motion. The BNI has given us two criteria to follow in creation of the game, and ECO musicians will be involved in the recording of music for the game.

- Game is being designed as a collaboration with the experts from the BNI to ensure its compatibility with their students and their wide-ranging situations.
- Game itself can run 100% by a teacher who can watch on a mirrored screen and control all motion, allowing even the most disabled students the opportunity to walk around in the virtual world.
- Simplest version of the game will function as a “virtual field trip” with music for the most disabled of students.
- A more detailed version will be created to help higher functioning students solve problems as presented to us from the staff at the BNI.

For more information, contact Steven Weiser at weiser002@gannon.edu

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The Miracle of Music Project  
The 21st Century Concert Experience

Dr. Edward Bilous

Dr. Bilous will discuss ways orchestras and performing arts organizations can develop innovative concert events through collaboration and new technology. The presentation will include multimedia projects he developed at the Center for Innovation in the Arts at the Juilliard School. He will also include excerpts from the Miracle of Music, a series of music education programs and experiences developed for the Kauffman Center for the Performing Arts and with the support of the Muriel McBrien Kauffman Foundation. The Miracle of Music will feature animated projection design and interactive performance technology and is designed to link schools and performing arts centers locally and globally.

For more information, contact Ed Bilous at eb@edwardbilous.com

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Threshold Acoustics LLC  
Supporting Diverse Programming

Carl P. Giegold and Dawn R. Schuette, partners

Most orchestras present masterworks, new music, orchestral pops and popular music in a single concert venue. A building and its theatrical, lighting, audio, and video systems must respond to the disparate needs
of these events quickly and with consistent quality of presentation. Each organization, together with its building, responds to its own set of priorities and circumstances, so there is no single formula for success. We will present several approaches to adapting buildings and systems to meet the challenges of such diverse programming.

For more information, contact Carl Giegold at cgiegold@thresholdacoustics.com or Dawn Schuette at dschuette@thresholdacoustics.com

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**Berlin Phil Media GmbH**

*Digital Concert Hall*

**Robert Zimmermann, CEO**

Berlin Phil Media GmbH is the company behind the Digital Concert Hall of the Berliner Philharmoniker. In this unprecedented online concert venue, all concerts of the Berliner Philharmoniker are broadcast live online and later become available within a video archive. The Digital Concert Hall documents almost in its entirety the artistic work of the Berliner Philharmoniker and its musical partners – from principal conductor Sir Simon Rattle to famous guest conductors and soloists. Acclaimed directors take the helm of the Digital Concert Hall productions inside the video studio in the Berlin Philharmonie. Seven remote-controlled HD cameras have been installed in the Philharmonie in Berlin which, along with excellent audio technology, ensure that the experience is as authentic as it is thrilling. Learn more [here](#).

For more information, contact Robert Zimmermann at r.zimmermann@berliner-philharmoniker.de