

Check This Out Project Descriptions

May 29, 2015 from 8:45-10:00am

Cincinnati Symphony Orchestra

LUMENOCITY®: Celebrating community while blazing new trails

Presenter: Meghan Berneking, director of communications

In the summer of 2013, the Cincinnati Symphony Orchestra first presented LUMENOCITY, which marries a live orchestra performance with 3-D image mapping projection on the façade of the CSO's home of Music Hall, the first program of its kind in the Western Hemisphere. The result was an unexpectedly popular phenomenon, gathering over 20,000 fans for each performance at a newly-revitalized public park in the middle of a neighborhood undergoing massive transformation, Cincinnati's Over-the-Rhine. What began as a welcome celebration for the CSO's new Music Director, Louis Langrée, became an opportunity to celebrate the entire community. The groundbreaking innovation of the program itself, the outdoor, public nature of the event, the festival-like atmosphere (featuring local food and beverage vendors, crafts, artisans, other arts groups and more) and accessible repertoire generated new audiences for the CSO as well as tremendous economic impact for the neighborhood while cultivating community pride

For more information, contact Meghan Berneking at mberneking@cincinnati-symphony.org

For videos and photos, visit lumenocity2015.com

El Sistema Impact around the World and Here

Presenter: Eric Booth

El Sistema, from the success in Venezuela, has spread to 62 countries, with 113 programs in the U.S. In researching a 2016 book on this subject, I have visited Sistema programs in 25 countries, always looking for and finding powerful ideas to invigorate U.S. orchestras. Different countries are accomplishing unprecedented change through Sistema programs: South Korea has invested in developing teaching artists across the country (as well as 30 new orchestras in three years); The Philippines is developing a ladder that enables kids in ghettos to join an orchestra and as they improve move to better orchestras right into pre-professional and professional—all funded by corporations; Kenya is coordinating the education efforts of a variety of orchestras and now has profound diversity in their nation's top symphony; and learn why the Royal Liverpool Philharmonic proclaims their Sistema program has permanently transformed the way they do business and think of themselves and their future.

For more information, contact Eric Booth at eeebbb@aol.com

The Philippines: <http://www.angmisyon.com/>

Kenya: <http://www.artofmusic.co.ke/>

Liverpool: <http://www.liverpoolphil.com/193/in-harmony-liverpool/social-action-through-music.html>

Illinois Symphony Orchestra Guild of Bloomington-Normal

Scouts and Symphony: A Partnership

Presenter: Elaine Cousins, volunteer and board member/vice president for education and community engagement

Who wouldn't want to increase concert attendance, make a contribution to their local community, and introduce children to the joy of music? The Illinois Symphony Orchestra (ISO) Guild's project "Scouts and Symphony: A Partnership" did just that. The 3-fold project involved

- inviting the Girl Scout Council of Central Illinois to sell ISO concert tickets to their constituents
- the ISO donating 50% of the proceeds from ticket sales to the local Girl Scout council.

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- organizing and delivering a workshop to prepare the scouts for the ISO concert and to meet all the requirements for the Girl Scout Musician Award.

This session will share information on the Illinois Symphony Orchestra's Girl Scout partnership and the fun and engaging educational workshop delivered by Illinois Symphony Orchestra Guild volunteers.

For more information, contact Elaine Cousins at Elainec@umich.edu

To obtain a copy of the slides you can use and modify in your own Girl Scout Workshop and for a copy of The Complete "How To" Guide for a Girl Scout Musician Badge Workshop:

<http://www.americanorchestras.org/board-members-volunteers/volunteers.html#girlscouts>

Philharmonia Orchestra

iOrchestra: Reaching audiences beyond the traditional music venue

Presenter: Luke Ritchie, digital director

The Philharmonia's productions have toured the world, and their latest project iOrchestra has added a cutting-edge mobile installation, MusicLab, which allows them to offer a portfolio of interactive digital experiences that can be tailored to different venues or events.

Their large-scale installations RE-RITE and Universe of Sound give visitors the unique experience of being inside an orchestra. As digital interactive exhibitions, they can be hosted in museums, universities, car parks and tents, breaking the different sections of an orchestra into separate rooms, allowing visitors to walk through each section at their own pace, seeing and hearing each element of the orchestral experience.

iOrchestra is the Philharmonia's largest project to date, combining their digital productions with live concerts, school concerts, education workshops & local community-led events. Running over 2 years across the South-West of the UK, they reached 45,000 people in their first year, and hope to have reached 100,000 by July 2015.

For more information, contact Luke Ritchie at Luke.Ritchie@philharmonia.co.uk

iOrchestra: <https://www.youtube.com/watch?v=0ITDhBcypDg>

The Phoenix Symphony

The Sound of Speed: A case study for an innovative ground-up fundraising event and concert

Presenter: Todd Vigil, director of marketing

The Sound of Speed is a one-of-a-kind event that celebrates the collision of cars, music and popular culture including movies, commercials, NASCAR and F1 racing. The 2014 inaugural event began with a "Pit Road" Street Festival, presented by the world-famous Barrett-Jackson Auction Company, and featured over \$100 million in rare and collector cars, food trucks, bars and music, with appearances from NASCAR celebrities like Jeff Gordon. Attendees were then invited inside Symphony Hall for a ground-up original production created by The Phoenix Symphony. The multi-media concert featured cars in movies, commercials and culture; an emotional tribute to fallen NASCAR drivers; and a celebration of Phoenix International Raceway's 50th Anniversary Season. The inaugural Sound of Speed event delivered a large number of "new to file" attendees, numerous new sponsors, a model that can be replicated in cities throughout North America and one of our highest grossing fundraisers of all time

For more information, contact Todd Vigil at tvigil@phoenixsymphony.org

Video: <http://youtu.be/yqCPRFDfp68>

Images: <https://www.dropbox.com/sh/vnastccjew8wy56/AABzGcUIdAL5BsVTImvoczdZa?dl=0>

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Richmond Symphony

Voices of Survival – A Lesson in Targeted Community Collaboration

Presenter: David Fisk, executive director

On January 27, 2015 the Richmond Symphony (RSO) held “Voices of Survival” as the culmination of a year-long partnership with the Weinstein JCC and the Virginia Holocaust Museum. The concert featured music by Holocaust-era composers, videos from survivors (now resident in Richmond) a 200-member chorus drawn from universities across Virginia; and it was broadcast on WCVE public television on Yom HaShoah April 15, 2015. The concert was artistically powerful and innovative as an example of targeted audience development as it exposed the RSO to new audiences and provided a rallying event for Richmond’s Jewish population. It also opened doors to new sources of funding – raising over \$130,000 for the project, including \$30,000 in ticket sales. The project was so successful that some project funders have already pledged to the Symphony long-term – both for annual giving and funding additional partnerships among the three institutions.

For more information, contact David Fisk at dfisk@richmondsymphony.com

Spokane Symphony

Symphony + Terrain: Uncharted Territory

Presenter: Brenda Nienhouse, executive director

On March 13, 2015 the Spokane Symphony held a one-night-only arts event called “Symphony + Terrain: Uncharted Territory.” Music Director Eckart Preu collaborated with local electronic and hip-hop bands to create original works based on Handel’s Water Music. The alternative concert format was enhanced by local visual artists who created stunning settings with video screens, colored lights and handmade fauna and flora decking the walls and ceilings of the raw downtown warehouse space where “Uncharted Territory” was staged and sold out. While the Symphony and indie bands were giving a roof-shattering performance together, the back rooms of the space were filled with visual artists painting new works on the walls so audiences could witness the creative process. Embracing nearly all artistic disciplines, theater performers also staged dialogues authored by a local writer. This artistic alchemy was a grand collision that engaged new audiences, strengthened our local arts sector and helped remind our community and beyond why Spokane is an attractive place for innovative people to live and work.

For more information, contact Brenda Nienhouse at brendanienhouse@spokanesymphony.org