

Notes

the newsletter of

The National Orchestral Association

Summer Greetings!

The summer season offers enormous opportunities for both large and small organizations to reach wider audiences. Many musical organizations that have been challenged by the current economic environment can find new ways to expand their donor base by offering free or low-cost summer events.

During an economic climate where many families must reduce discretionary spending, low-cost summer events provide a way of reaching entire families seeking affordable summer diversions. In 1930, the National Orchestral Association found its audience by sponsoring low-cost classical music concerts at major venues such as Carnegie Hall. For so many organizations, the summer season provides the perfect environment for outdoor events. Even the most prestigious American classical music organizations, such as the Metropolitan Opera, use the summer season to expand audiences by providing free concerts in the parks. In the 1930s, NOA founder Leon Barzin guest conducted the New York Philharmonic in a summer concert series held at Lewisohn Stadium, which had become a New York tradition, drawing 20,000 people to each concert.

From its early days as a summer arts camp, Interlochen Center for the Arts has grown into a year-round venue for performing arts. It honors its roots by continuing its tradition of free or low-priced student concerts during the summer season. While the rest of the world thinks about summer as a time for sunbathing and outdoor sports, performing arts organizations should consider the summer a time of opportunity, in which new audiences can be reached.

Matthew J. Trachtenberg, President

INTERLOCHEN CENTER FOR THE ARTS

The NOA is proud to contribute to the Interlochen Center for the Arts, founded in 1928 as the National Music Camp. Located in Interlochen, Michigan, the Center hosts a summer festival featuring concerts, plays, art exhibits, readings, film screenings and dance productions. For more information, please visit www.interlochen.org.

LYRIC CHAMBER MUSIC SOCIETY OF NEW YORK BRIDGES BROADWAY AND CLASSICAL IN TRIBUTE TO COMPOSER CHARLES STROUSE



Charles Strouse, Sheldon Harnick, Joan Kretschmer and Eric Kuttner
at Lyric Chamber Music Society of New York concert
Photo courtesy of Kelly Neal

The Lyric Chamber Music Society of New York presented a rare opportunity to hear the classical side of Broadway musical composer Charles Strouse in a concert on April 18. In addition to composing such musical hits as *Annie* and *Bye, Bye Birdie*, Mr. Strouse is classically trained, having studied with David Diamond, Aaron Copland and Nadia Boulanger, and has written orchestral and chamber works, piano concertos and opera. The evening featured his first string quartet, three piano works, and a song cycle based on poems by William Blake. The evening also featured selections from a new musical he is working on with lyricist Richard Maltby based on *North and South*, the classic trilogy of novels by John Jakes. The evening drew both classical music enthusiasts and musical theatre giants, including lyricists Richard Maltby (*Starting Here, Starting Now*), Sheldon Harnick (*Fiddler on the Roof*), and book writer Thomas Meehan (*Annie*).

NOA Executive Director Eric Kuttner was also in attendance, and reported that it was a very exciting event. He noted that a particularly charming part of the evening was when Mr. Strouse took to the piano, and, interspersed with many entertaining anecdotes about his career, performed some songs from his musicals. It was very touching when he sang a number from *Golden Boy* called "I Want to Be With You," and kept looking over to his lovely wife Barbara in the audience. When he got to discussing *Annie* and began singing "Tomorrow," the audience joined in.

Joan Kretschmer, Founder and Artistic Director of the Lyric Chamber Music Society of New York, is continually trying to explore new and innovative ways to bring classical music to diverse audiences, and the NOA is proud to contribute to the Lyric's efforts. NOA Director David Levitman has remarked that "the Lyric is one of those little treasures that brings unique richness to the cultural scene in New York." NOA Director Debra Greenfield noted that "the intimate performing venue chosen by the Lyric enhances the sense of connection with the performing artists." The Lyric's evening exploring the classical work of a musical theatre composer was yet another inspired choice by an organization that is doing so much to make classical music accessible to wider audiences. To contribute to the work of this fine organization, and for more information about the Lyric, please visit www.lyricny.org.

BALLET SCHOOL OF STAMFORD

NOA Director Reka Souwapawong regards the Ballet School of Stamford as a model of community-based training organizations. The School provides professional dance training for children and adults from Connecticut's Fairfield and Westchester counties.

Through its relationship with Stamford Center for the Arts, the Ballet School of Stamford is able to provide unique performance opportunities for its students, with a varied repertoire of original productions and classical ballets. Ms. Souwapawong recalled that NOA founding conductor Leon Barzin partnered with ballet greats Lincoln Kirstein and George Balanchine to create a National Orchestral Association sponsored evening of music and dance called "Adventure in Ballet." This successful collaboration later led the three to found the New York City Ballet. For more information about the Ballet School of Stamford, please visit www.balletschoolofstamford.org.

ARS ANTIQUA

The NOA is pleased to be continuing its support for a unique American music organization devoted to performances of 17th and 18th century music on historical instruments. Ars Antiqua enjoys a devoted following of musical enthusiasts who are attracted to the organization's innovative programming and outstanding musical performances. Each performance incorporates a unifying theme that is designed to provide a cohesive experience incorporating both music and historical perspective. The organization's April 21st performance entitled "Apollo's Grove – Handel and the Pleasure Gardens at Vauxhall" featured the music of George Frideric Handel with opera arias performed at Vauxhall Gardens in London, followed by a buffet of English cheeses and vintage port. NOA Director Reka Souwapawong noted that "in addition to featuring performances by 18th century music specialists, this unique organization strives to provide all-encompassing musical evenings that evoke the historical period of the music." Ms. Souwapawong stated that the Westchester-based organization has become an important resource for those seeking exposure to music of the 17th and 18th centuries. She praised the organization's Artistic Director, Mark Kramer, for working tirelessly to bring a truly unique experience to classical music audiences. For more information about this exciting organization, please visit www.ars-antiqua.org.

PARK CITY PERFORMING ARTS FOUNDATION

The National Orchestral Association is pleased to continue its assistance to the Park City Performing Arts Foundation. From the Aspen Santa Fe Ballet to Melissa Etheridge to a Sound of Music sing-along, this organization is responsible for a wide range of performances at the Eccles Center, Park City's premier performing venue.

NOA Director Judy Jackson noted that "the Park City Performing Arts Foundation has consistently presented performances of the very highest caliber." NOA Director Ralph Gates noted that "every year this organization expands its outreach to local communities by providing a diverse and exciting lineup of entertainment." We are grateful to NOA Directors Jackson and Gates for identifying ways in which the NOA can contribute to the cultural life in Utah. For more information, please visit the Foundation's website at www.ecclescenter.org.

STECHEER AND HOROWITZ

NOA Director David Levitman praised the Stecher and Horowitz Foundation's commitment to furthering the education and fostering the next generation of talented young pianists, to help sustain and preserve the essence of our cultural life. He noted that this organization directly serves pianists ages 14-22 by identifying emerging talent through its annual New York Piano Competition. Mr. Levitman recently attended a gala benefit evening celebrating the organization's 52nd anniversary and the 10th anniversary of the New York International Piano Competition. Guests for the gala evening were entertained by competition winners, and Mr. Levitman noted "the extraordinary talent on display evidenced the unique place that the Stecher and Horowitz Foundation enjoys as a developer of young talent."

The NOA is pleased to salute this fine organization in its efforts to provide mentoring, career guidance, artistic development and performance opportunities for young artists. For more information about the Stecher and Horowitz Foundation, please visit www.stecherandhorowitz.org.

CONDUCTORS GUILD

The NOA was pleased to provide a contribution to the Conductors Guild in support of a conducting workshop held on March 5-7, 2012 hosted by the Cleveland Institute of Music. In the past, the NOA has been privileged to partner with the Conductors Guild and other organizations to co-sponsor various conducting seminars featuring the methodologies of the late Leon Barzin. In the Spring of 2010, the NOA was delighted to have the opportunity to partner with Florida State University's College of Visual and Performing Arts in sponsoring conducting workshops. A very successful conducting workshop held October 19-22, 2008 at West Chester University College of Visual and Performing Arts featuring the technique of Maestro Leon Barzin, was co-sponsored by the Conductors Guild and the National Orchestral Association. NOA Director Grace Vance noted that "it is important for aspiring conductors to be exposed to conducting technique developed by NOA founding conductor Maestro Leon Barzin. Supporting various conducting seminars gives the NOA an opportunity to include Maestro Barzin's valuable conducting insights." For more information about the Conductors Guild, please visit www.conductorsguild.org.

CONCERTS IN THE HEIGHTS

This organization is continuing its extraordinary program of classical music concerts performed exclusively in the Washington Heights community of New York City. Bringing classical music to underserved communities is an important initiative for the NOA, and no organization does it better than Concerts in the Heights. The company, founded by violinist Monica Bauchwitz, presents monthly chamber music concerts designed to expose neighborhood residents to quality music they might not otherwise have access to, helping to develop new audiences for the art form. Programs range from classical repertoire to contemporary works by living composers. They are interactive, with discussions and opportunities for questions before the concerts, followed by informal post-concert receptions open to all attendees. Each program in the ten month series is offered twice: a daytime educational performance for local schoolchildren (ages 9-13), as well as senior citizens, and an evening performance for the larger community. For more information, please visit www.concertsintheheights.org.