

Center for the Performing Arts at Penn State

**Classical Music Project
Funded by the Andrew W. Mellon Foundation**

During spring semester 2014 the Classical Music Project (CMP) continued to fulfill its aim of providing opportunities for students, faculty and community members to engage with classical music artists and programs. One measure of the success over the past three years of the project in engaging Penn State students with classical music programs is the significant increase of the percentage of students at our classical music performances, rising from 27% in 2011-12 to 40% of our total audience in 2013-14.

This report includes a summary of CMP residencies and events for the spring 2014 semester and a brief look at future planning for the project.

Major Residency Program

Funds for the 2013/2014 season's Major Residency Program were reallocated to support other efforts including student engagement, curriculum partnerships, the Penn State Campus Project and presentation of the Vienna Concert-Verein Orchestra.

Student Engagement Activities

Classical Coffeehouses: Jeremy Denk 1/28/14 & Cantus 3/31/14

The Classical Coffeehouse series continued in the spring semester with two events. The first coffeehouse was with pianist Jeremy Denk and the second with the male vocal ensemble Cantus. Both events were presented in partnership with the Penn State Alumni Association with support from the Blue & White Society and the Council of LionHearts. The Classical Coffeehouses were held in the Hintz Family Alumni Center's Robb Hall. Complimentary refreshments and Classical Coffeehouse branded mugs were provided for attendees.

CMP team members worked closely with members of the Council of LionHearts to promote the Classical Coffeehouse programs among the student body. Before the Coffeehouse with Jeremy Denk, CMP team members met with a focus group of three Council members and later in the semester attended a Council meeting to discuss student involvement and attendance at these events. Taking action on student feedback obtained from the students, the CMP provided flyers to be distributed to bulletin boards in residence halls.

On the evening of January 28, Jeremy Denk performed various pieces, talked about the music and his experiences as a musician, answered audience questions. There were 111 in attendance including students, faculty, staff and community members. On March 31, Cantus participated in the third Classical Coffeehouse of the 13/14 season. Cantus began the event with by performing several works, continued

by answering questions and concluded by performing by request Franz Biebl's *Ave Maria*. There were 83 audience members in attendance for this event.

An ID swipe system was used at both coffeehouses to gather information on those students who attended the events and feedback surveys were sent to those who swiped their IDs. The students surveyed represented both graduate and undergraduate students across a range of disciplines including Chemical Engineering, Food Science, Art Education and Music. One-hundred percent of those who participated said they would attend another Classical Coffeehouse; comments included:

- "The Classical Coffeehouse is probably the best way I can think of to engage people with visiting classical musicians."
- "It exposed me to music I do not typically listen to."
- "Please have more coffeehouse events like this."

Paterno Fellows Lunch with Honors Series: Jeremy Denk 1/29/13

On January 29, pianist Jeremy Denk spoke with students in the Paterno Fellows program as a part of the Lunch with Honors series. Paterno Fellows are selected undergraduate liberal arts students in their first and second years of study who are on a path to the Schreyer Honors College for their junior and senior years. The noon time event included lunch and a discussion. The lunch was held in an intimate room in Pattee Library and there were 13 students in attendance. In describing Denk's contribution to the lunch, Cathy Wanner, Director of the Paterno Fellows program, commented "He struck a perfect note with students, describing his own undergraduate years and what the Liberal Arts meant to him."



Schreyer Honors College Dorm Concert: Brentano String Quartet 2/20/14

The Brentano String Quartet participated in a dorm concert for students in the Schreyer Honors College and residents of the Honors Living Learning Community; it was held in the lobby of Atherton Hall. The Quartet performed Beethoven's Quartet in D Major, Op. 18 No. 3 and additional short pieces. They also talked about the music played and took questions from the students. The majority of students who attended the dorm concert were not music majors and represented majors such as Biology, Supply Chain Management and Pre-medicine. There were 17 students who attended this informal event.

Essence of Joy Performance Exchange & Glee Club Coaching: Cantus 3/31/14

During their residency on the University Park campus, Cantus engaged with two Penn State vocal ensembles, Essence of Joy led by Professor of Music Anthony Leach, and the Penn State Glee Club led by Director of Choral Activities, Chris Kiver. Essence of Joy is a choral ensemble that performs music from



African and African American traditions. The Penn State Glee Club is comprised of male singers from all majors and is the oldest musical organization at the University. Essence of Joy performed two pieces for Cantus, who in turn performed for the students. During the Glee Club coaching the students sang two pieces for Cantus who offered feedback. Cantus then sang for the Glee Club. The event culminated in a collaborative performance of Franz Biebl's *Ave Maria*. There was also time for Q&A with Cantus at each event. Both events were held in the

Pasquerilla Spiritual Center's Worship Hall and were open to the public. There were 55 in attendance at the event with Essence of Joy and 73 audience members at the Glee Club coaching.

Curriculum Partnerships

Following the successful fall 2013 semester pilot of Music 011, "Under the Hood: How Classical Music Works," the course expanded in spring 2014. A second section was added to the online course increasing its total enrolment to 200 University Park students. The course integrates the live performance experience and Assistant Professor of Music, Steven Hopkins, the course developer and instructor, encouraged his students to attend the performances by Jeremy Denk and the Brentano String Quartet to complete a concert review assignment. This spring semester Music 011 also included video recordings of School of Music faculty performing solo and chamber music. Each week over the course of the semester, one or two recordings were released to enhance the course.

This semester also saw the completion of five Orchestral Music listening guides as well as the development and completion of four Chamber Music listening guides. These were added to the eight Opera listening guides that were implemented fall 2013. Each guide includes an overview, listening guide, musical excerpts, and a self-test.

Penn State Campus Project

On April 2, Cantus spent a day of residency events at the Penn State Altoona campus in the second CMP Altoona residency of the 2013/2014 season.

The residency began with an event entitled "Seeking Sonic Space: Science and Serendipity" held in the Misciagna Family Center Titelman Study. The first hour of the event included discussion on the physics of sound led by Professor of Physics, Gary Weisel. Weisel gave a brief lecture and then engaged Cantus in a discussion on Cantus projects that have dealt with the unique properties of sound. There were 34 audience members for the discussion. The second hour of the event included an open rehearsal with Ivyside Pride, a PSU Altoona choral ensemble. Ivyside Pride and community members were led by Steven Knell, Artist in Residence, in a performance for Cantus who then offered feedback and coaching. 24 students and community members participated in the open rehearsal.

The Altoona residency culminated in an evening performance held in the Edith Davis Eve Chapel on the Altoona Campus. The group performed an abbreviated version of their program entitled *A Place for Us*. The event was free but tickets were required and all were distributed and a waiting list was created. Cantus performed to a full house of 130 audience members. A reception was held followed the concert, giving audience members an opportunity to speak with the musicians.



2013/2014 Season / Spring Semester Recap

Jeremy Denk, Pianist

- Jeremy Denk began his residency events with a Piano Master Class on January 28 in Esber Recital Hall. Mr. Denk worked with four piano graduate students and there were 32 audience members at this event. Christopher Guzman, assistant professor in piano, facilitated the master class.
- Mr. Denk participated in a radio interview with Kristine Allen of WPSU Public Radio, which aired on January 29.
- The second Classical Coffeehouse of the 2013/2014 season was held with Jeremy Denk in the Hintz Family Alumni Center's Robb Hall at 8:00 p.m. on January 28. There were 111 audience members for this event.
- On January 29 Mr. Denk participated in the Lunch with Honors series for students involved in the Paterno Fellows program. 13 students attended the noontime lunch which was held in the Pattee Library.
- Jeremy Denk's residency at Penn State culminated with an evening performance at 7:30 pm on January 29 in Schwab Auditorium. The program included music by Mozart and Schumann as well as *Fantasy* by Brad Mehldau, co-commissioned by the Center for the Performing Arts at Penn State through its membership in Music Accord. The performance attendance was 300.

Vienna Concert-Verein Orchestra



- On February 6 pianist Sebastian Knauer worked with four piano performance students, one undergraduate and three graduate students, during a Piano Master Class held in Esber Recital Hall. The session was hosted by professor of music Steven Smith and there were 34 audience members.
- On February 6 at 7:30 pm in Eisenhower Auditorium, the Vienna Concert-Verein Orchestra performed works by Beethoven and Mozart, conducted by Philippe Entremont. Sebastian Knauer was the featured soloist for Beethoven's Piano

Concerto No. 3 in C minor, Op. 37. There were 705 people in attendance for this concert.

- On February 7, Philippe Entremont worked with two graduate students in orchestral conducting as part of a Conducting Master Class hosted by Gerardo Edelstein, associate professor of music and director of the Orchestra Program. The event was held in Esber Recital Hall with 22 audience members in attendance.

Brentano String Quartet

- The Brentano String Quartet began their residency activities on February 19 with a Strings Master Class. The session, held in Esber Recital Hall, was hosted by Tim Deighton, professor of music (viola). The Brentano String Quartet worked with three student quartets. There were 29 audience members observing the master class.
- At noon on February 20, the Quartet performed at Penn State's Innovation Park for the coolBLUE Community. coolBLUE is an organization that provides social and networking events for Innovation Park employees. The event consisted of a performance and discussion and there were 36 in attendance.
- The Quartet attended Music 463W, *Studies in Music History: 1700-1900*, led by Mark Ferraguto, assistant professor of musicology. The class visit included discussion and Q&A with the Quartet. The Quartet also played the slow movement from Beethoven's Op. 59, No. 2, which had previously been discussed in the class. The class was open to the public and there were 23 students and community members in attendance.



- The Brentano String Quartet performed a dorm concert for Schreyer Honors Students and residents of the Honors Living Learning Community. The concert was held in the lobby of Atherton Hall with 17 students in attendance.

- On February 21, the Quartet participated in the School of Music's Common Hour. Common Hour is a weekly gathering held by the School of Music, which includes performances and discussion by students, faculty and visiting musicians. They played the Elgar String Quartet and

a movement of Beethoven's Op. 95. The event was held in Esber Recital Hall and was open to the public. There were 106 audience members for this event.

- At 7:30 on February 21, the Brentano String Quartet performed the final concert of a three-year series that featured Beethoven's complete string quartets. Their performance in Schwab Auditorium included the quartets in D Major, Op. 18, No. 3; F minor, Op. 95; and E minor, Op. 59, No. 2. There were 345 audience members for this performance.

Cantus

- On March 31, Cantus worked with 120 students from three State College Area High School choir groups; Master Singers, Chamber Singers and Only Men Allowed. The students performed several pieces for Cantus who provided coaching to the students and answered their questions.

Cantus also performed for the students. Robert Drafall, SCAHS Director of Choirs, hosted the session.

- Cantus participated in an event in collaboration with the Penn State Graduate Program of Acoustics to participate in a binaural recording. Victor Sparrow, professor of acoustics, led the session that included a presentation as well as the opportunity to record and listen to a binaural recording. There were 14 in attendance at this event, which was held in Eisenhower Chapel in the Pasquerilla Spiritual Center.
- Cantus then engaged in a performance exchange with Essence of Joy which included performance from both the students and Cantus as well as a question and answer session. There were 55 in attendance and the event was held in Worship Hall in the Pasquerilla Spiritual Center. Anthony Leach, professor of music and director of Essence of Joy, facilitated the session.
- Cantus also worked with the Penn State Glee Club, coaching the group and answering their questions. Cantus also performed for the students and engaged the students in a collaborative performance. There were 73 in attendance for this event held in Worship Hall in the Pasquerilla Spiritual Center. Christopher Kiver, director of choral activities at Penn State, facilitated the session.
- March 31 ended with the final Classical Coffeehouse of the 2013/2014 season. Cantus performed, answered questions and took requests. The event was held in the Hintz Family Alumni Center and there 83 students and community members in attendance.
- On April 1 in Worship Hall in the Pasquerilla Spiritual Center, Cantus performed their concert entitled *A Place for Us*, which explored the theme of freedom, spirituality, family and the concept of home. There were 315 audience members for this concert.
- On April 2 Cantus participated in residency activities at the Penn State Altoona campus. In the afternoon, they participated in an event which included discussion on the physics of sound with professor of physics, Gary Weisel and an open rehearsal with IvySide Pride with facilitated by Artist in Residence, Steven Kenell. There were 58 audience members in attendance for this event which was held in the Misciagna Family Center Titelman Study.
- The final residency event with Cantus was an evening performance on the Penn State Altoona campus in the Edith Davis Eve Chapel. All tickets were distributed and Cantus performed for 130 students and members of the Altoona community.



Interdisciplinary Lecture Series

The Interdisciplinary Lecture Series continued in the Spring 14 semester with four lectures. Three of the lectures were given by visiting scholars and the final lecture in the series was presented by Penn State Assistant Professor of Musicology Mark Ferraguto. The lectures were held in the Lipcon Auditorium in

the Palmer Museum of Art and were free and open to the public. Students enrolled in Music 463W, *Studies in Music History: 1700-1900*, attended the lectures.

- The series began on January 28 with Joseph Straus, distinguished professor of music theory at City University of New York Graduate Center, who presented the lecture *Representing the Extraordinary Body: Stravinsky's Aesthetics of Disability*. There were 21 audience members for the lecture.
- Jürgen Thym, professor emeritus of musicology at the University of Rochester's Eastman School of Music, presented a lecture entitled *Memory as Song, Song as Memory* on February 7. There were 32 in attendance at this lecture.
- Melanie Lowe, associate professor of musicology at Vanderbilt University, was the final guest lecturer of the series. There were 19 audience members present for her lecture titled *Difference and Enlightenment in Haydn's Instrumental Music*.
- Assistant professor of musicology at Penn State, Mark Ferraguto ended the lecture series with a lecture entitled *Are Beethoven's Late Quartets "Autobiographical?"* There were 37 in attendance for his lecture.

CMP Future Planning

Spring semester 2014 was the final semester funded by the original grant awarded by the Andrew W. Mellon Foundation. Thus it was a natural time to evaluate the progress of the project and adapt future CMP plans to these findings. Early in the semester, CMP team members met with the project's partners and supporters across campus to discuss next steps for the Classical Music Project. Partners in these meetings included Student Affairs, Schreyer Honors College, Paterno Fellows, School of Music, College of the Liberal Arts, College of Arts and Architecture, Undergraduate Education, Institute for Arts and Humanities, PSU Altoona, Alumni Association and the e-Learning Institute.

These meetings were essential in reflecting on the challenges and successes of the project and in discovering new opportunities to create a dynamic plan for the future of the CMP. Contingent on renewed support from the Andrew W. Mellon Foundation, the CMP will continue in its mission to provide opportunities for students, faculty and community members to engage deeply with classical music programs and musicians.

In upcoming seasons, the CMP plans to engage six to eight visiting ensembles per season in multi-day residencies and with some artists, in multiple visits over several seasons. We will also initiate a new Student Ambassador Program in partnership with the School of Music. A composer residency program will be added to CMP events. We will continue the Classical Coffeehouse series, the collaboration with Penn State Altoona and our involvement in online courses and tools. A faculty liaison from the College of the Liberal Arts will join the CMP team to forge new opportunities and relationships with Liberal Arts faculty and students.

Reflecting on the challenges encountered in past seasons, the CMP team has elected to discontinue the Interdisciplinary Lecture Series and the Film Series due to difficulties in attracting audiences to these events. The Major Residency Program will also be discontinued in upcoming seasons of the CMP due to the difficulties associated with scheduling a major American Orchestra, as well as the extensive resources required in executing such a residency. Discontinuing these programs will provide opportunities to explore new programs as part of the Classical Music Project.

Over the past three seasons, the Classical Music Project gained great momentum and has provided the Penn State community with unique opportunities to engage in classical music. The CMP will remain nimble, building on established relationships and finding new opportunities to increase engagement across the university, creating an even more robust and sustainable classical music program at the Center for the Performing Arts.