



MICHAEL AYALA



AISLIN CARPENTER



SAWYER ANN CRAIG



BENJAMIN D'HAITI



JOANNE EVANS



HALEY HOFFMAN



GERBRICH MEIJER



PHILLIP PALMORE



SIRI STORHEIM



ANGIE ZHANG

# FAST PITCH COMPETITION

FRI, JUL 22, 2022, 3:30 PM — LEHMANN HALL

*This afternoon's competition is dedicated to Mary Myers Kauppila and George Myers, and presented in special appreciation of SONOS*

## the FINALISTS

> The presentation order will be announced from the stage.

### **MICHAEL AYALA** *viola*

*San Antonio Chamber Music Initiative*: Chamber music education and performance program for Latinx youth

### **AISLIN CARPENTER** *trumpet*

*Conserve Bloomington*: Community-integrated climate education concert series

### **SAWYER ANN CRAIG** *directing*

*Good Mess Opera Theatre's A Haunting*: a musically immersive haunted house

### **JOANNE EVANS** *mezzo soprano*

*ShedSpace*: an app to book reasonably priced practice spaces

### **BENJAMIN D'HAITI** *trumpet*

*Haptic Sound*: creating sound that you can truly feel

### **HALEY HOFFMAN** *oboe*

*Need for Reeds*: a network creating quality, cost-friendly reeds for those who would not otherwise have access

### **GERBRICH MEIJER** *clarinet*

*Depth of Culture*: using historical context to make classical music performances more understandable and relatable

### **PHILLIP PALMORE** *horn*

*The Exploratorium of Music*: a new venue empowering audiences to experience music on their own terms

### **SIRI STORHEIM** *horn*

*Oslo Music Hub*: a coworking space and creative hub for freelance musicians

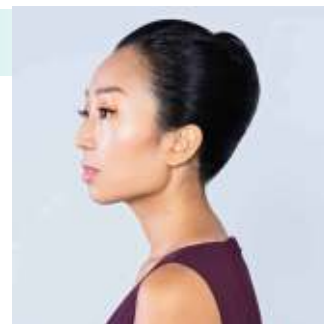
### **ANGIE ZHANG** *solo piano*

*MusicBesties*: an app to elevate interactions between musicians and audience

## the ADJUDICATORS

### **JOYCE KWON** *Singer, Composer & Gayageum Player; General Manager, Tronvig*

With Joyce Kwon's roots in Black American music and Korean traditional music, her songs are folk songs for those in between, folk music of folks of the diaspora: new-American folk. Joyce Kwon recently released her debut album of new-American folk songs, *Dream of Home*, and is currently at work on an EP of original choral compositions. She also serves as the General Manager at Tronvig, a Brand Strategy and Advertising Agency.



### **FRANCISCO J. NUNEZ** *Artistic director/ Founder, Young People's Chorus of New York City (YPC)*

The MacArthur Fellow is a composer, conductor, visionary, and leading figure in music education. In establishing YPC, he has created an awareness of the ability of young people to rise to unforeseen heights of artistry. Mr. Núñez also established YPC National, which has expanded the program to children's choruses beyond New York City. He joins our Sing! artists in partnership with YPC National Lab this week in Santa Barbara. They will perform a world premiere of his work.



### **PATRICK SPENCE** *Chief Executive Officer, Sonos; Music Academy board member*

Patrick joined Sonos as Chief Commercial Officer in 2012. He has played a central role in the development and launch of some of the company's most successful products. Patrick has also led the company's expansion into new territories including China, France, Australia, and Mexico. He also served as the Executive Vice President of Sales and Marketing for RIM/BlackBerry. In 2007, Patrick was named one of Canada's Top 40 under 40.



## ABOUT FAST PITCH

Fast Pitch is an opportunity for all Music Academy fellows to develop ideas that will propel classical music boldly forward. They were asked, “what’s your big idea?” and encouraged **to develop ideas that use innovative thinking and approaches to craft marketable solutions to challenges in classical music and beyond.**

Throughout the Festival, training sessions provided inspiration and guidance to fellows as they designed, positioned, and pitched creative ideas for new ventures.

Lunchtime gatherings and “Batting Practice” sessions offer fellows many chances to practice and refine their pitches. The Music Academy thanks the supporters and alums who offered their professional expertise as advisors: **Ellen Barger, Jonathan Bishop, Margaret Cafarelli, Mally Chakola, Sarah Corliss, Amanda Crider, Casey Molino Dunn, Hayden Felice, Dean Jackson, Byron Mayes, Lisa McCollum, Joshua Ramirez, Scott Reed, Emily Zacarias, and Jennifer Zacharias.**

Today’s ten finalists were chosen from 22 fellow submissions. All finalists received a cash award of \$1,000.

## HOW THE COMPETITION WORKS

- Each of the ten finalists will have three minutes to make their pitch.
- They will receive questions from the adjudicators.
- At the conclusion, the audience will be given instructions on how to vote by phone.
- The jury will utilize the audience vote in their deliberations.
- Today they compete for a **grand prize of \$5,000.**

## THE INNOVATION INSTITUTE

A pipeline for leadership in new ideas, projects, and programs, the Music Academy’s **Innovation Institute** is focused on the future of classical music and beyond. In addition to the Fast Pitch Competition, a wide array of other exciting opportunities has been available to fellows this summer:

### Training Sessions

- Topics include *Crafting Your Big Idea* led by **Casey Molino Dunn**, *Prototyping an Idea to Reality* led by **Perry Klehbahn**, *Positioning Your Projects* led by **Joyce Kwon**, and *Developing Projects that Engage Communities* led by **Jazmín Morales**
- Leaders from noted institutions – including Lincoln Center for the Performing Arts and Stanford’s Design Thinking School – offered hands-on, career-advancing workshops focused on developing ideas and projects

### Insight from Entrepreneurs

- *Business & The Creative Mind* conversation with Sonos CEO **Patrick Spence**, plus an opportunity to visit Sonos headquarters with **Ryan Purdy**, Senior Manager US Hardware Labs, and **Conor Watson**, Acoustical Operations Engineer
- **Dale Franzen**, lyric soprano, discussed founding California’s Broad Stage and becoming the lead producer of *Hadestown*
- 2022 Alumni Enterprise Awardees were in residence, sharing tips for successfully securing \$20,000 project grants from the Music Academy

# THE INNOVATION INSTITUTE

## Performance Competitions including Innovation

Award packages for the **Solo Piano, Duo, and Marilyn Horne Song competitions** all include a \$1,000 innovation stipend.

- Competing fellows submit a short proposal detailing their approach to add one or more innovative artistic or production element to their recital, which is shared with the judges and included in the adjudication of the competition.
- Fellows are encouraged to consider and detail how they might use Hahn Hall's expanded technical capabilities, especially lighting, projection, video cameras, and sound recording and amplification possibilities. Or, fellows can include novel approaches to audience interaction, program notes, and other uses of technology.
- Innovation workshops throughout the summer will help inspire fellows to consider unique ways of presenting their recital. Individual brainstorming meetings with the Vice President of Innovation are also offered to strengthen submissions.

## Alumni Enterprise Awards

The Innovation Institute prepares entrepreneurial fellows to apply for the Music Academy's Alumni Enterprise Awards. The 2023 applications will open this autumn. All Academy alumni are invited to submit their innovative ideas to create opportunities and solve problems in the industry and beyond, with supportive awardee grants up to \$20,000.

### THE INNOVATION INSTITUTE TEACHING ARTISTS

**Clive Chang** *Executive Vice President, Chief Advancement & Innovation Officer, Lincoln Center*

**Casey Molino Dunn** *Vice President of Innovation & Program Development, Music Academy*

**Dale Franzen** *Founding Director & Creator, The Broad Stage; Broadway Producer*

**Erik Hanberg** *Author & Media Entrepreneur*

**Perry Klebahn** *Adjunct Professor & Director of Executive Education, Stanford d.School*

**Joyce Kwon** *Singer, Composer & Gayageum Player; General Manager, Tronvig*

**Jazmín Morales** *Chief of Staff, The Juilliard School*

**Kristin Chesnutt Oro** *Product Manager, Augmented Reality, Apple*

**JD Schramm** *Writer, Educator & Communications Coach*

**Patrick Spence** *Chief Executive Officer, Sonos*

**Kathryn Velcich** *Head of Learning Experience Design, Stanford d.School*

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