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CHARLOTTE SYMPHONY AND CPCC EXPAND *ORCHESTRA ON CAMPUS* PROJECT

Three-year agreement enables continued artistic collaboration and student engagement

October 10, 2012 | CHARLOTTE, NC- For the next three years, the Charlotte Symphony will continue to collaborate with **Central Piedmont Community College** (CPCC) to produce the multi-disciplinary project, *Orchestra on Campus*. The Charlotte Symphony's educational outreach program seeks to engage students from varying disciplines in the creation of the orchestral experience. Since its inception in 1998, the *On Campus* education concert has evolved into a direct collaboration with various CPCC educational departments, including art, graphic design, advertising, hospitality, and music.

"We are very excited about this unique partnership with CPCC," said Interim President and Executive Director, Robert Stickler. "The partnership strengthens the Charlotte Symphony's role in the community as a major provider of music education and outreach, while nurturing an appreciation of orchestral music in the students who come to see the performance."

"I have high hopes for CPCC's continued collaboration with the Charlotte Symphony. Our new agreement will help us raise awareness of the arts, both at the College and within the greater Charlotte community," said Melissa Vrana, associate dean of arts and communication with CPCC. "This partnership reinforces the College's ongoing effort to serve as Mecklenburg County's cultural resource, bringing quality, affordable and accessible arts programs, like *Orchestra on Campus*, to CPCC for local residents to enjoy."

In line with the collaborative and educational goals of the program, this year's concert features contributions from CPCC's graphic design and visual art students and professors. Graphic design students produced titles, logos, and program books that captured the essence of this year's orchestral selections. The winning design portfolio will be used for this year's concert and the logo will be used this year and for future *On Campus* concerts.

Additionally, visual art students produced original works, also inspired by the program's music, to be projected on a screen during Barber's "Second Essay for Orchestra, op. 17." Further collaboration with **Ellen Ward**, a CPCC art professor and leader of Charlotte's **Urban Sketchers**, will take place during Prokofiev's "Excerpts from Romeo and Juliet Suite 1 and 2." Ward and other artists will "live sketch" the orchestra and the images will be projected onto the screen during the concert. The use of technology engages the students in a multi-sensory way, helping to enhance the concert-going experience.

“Part of the Charlotte Symphony’s educational mission is the belief that music plays a vital role in lifelong learning,” said Chris Stonnell, Manager of Education Programs for the Charlotte Symphony. “*Orchestra on Campus* is an innovative way for us to engage the college-age demographic. By using technology and by bringing our orchestra to CPCC, we hope the concert will break down some of the barriers and misconceptions about classical concerts that may prevent young people from attending one of our events uptown.”

The 2012 *Orchestra on Campus* program will take place on Thursday, October 25 at 7:30 p.m. at Halton Theater on CPCC’s central campus. Guest conductor, **Jacomo Rafael Bairos**, conducts. The concert will feature works by Samuel Barber, Sergei Prokofiev, and living composer Michael Daugherty. **Leonardo Soto**, Principal Timpanist for the Charlotte Symphony, will perform as soloist for Daugherty’s “Raise the Roof.”

Nearly 850 music appreciation students have the opportunity to attend the performance for course credit.

A limited number of tickets are available at the discounted rate of \$12.00 for students and \$20.00 for adults, and are only available by calling 704-972-2000. Tickets can also be purchased at the door on the night of the concert.

About the Charlotte Symphony

Founded in 1932, the Charlotte Symphony aspires to serve the whole community through music that educates, entertains and enriches. As the largest arts organization in Charlotte, the symphony plays to 200,000 audience members each year in 90 concerts featuring classical music to pops. The symphony also reaches more than 12,000 students in 55 schools throughout the area in pursuit of its mission to provide musical education. As the largest employer of individual artists in Charlotte, the symphony generates an annual economic impact exceeding \$15 million. The symphony welcomes contributions; as with most performing arts organizations, ticket revenues cover only about one-third of expenses.

About Central Piedmont Community College

Central Piedmont Community College is the largest community college in North Carolina, offering close to 300 degree and certification programs, customized corporate training, market-focused continuing education, and special interest classes. CPCC is academically, financially and geographically accessible to all citizens of Mecklenburg County. In 2002, the National Alliance of Business named CPCC the Community College of the Year for its response to the workforce and technology needs of local employers and job seekers through innovative educational and training strategies.

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