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NWS BLUE PROJECTS: BUILD, LEARN, UNDERSTAND, EXPERIMENT

NWS BLUE Projects are a combination of leadership and entrepreneurship training and hands-on experimentation for Fellows to gain a comprehensive skill set, alongside their artistic training and orchestral experience.

NWS is on the cutting edge of training orchestral and community leaders of the future by providing essential learning experiences within the fellowship curriculum. NWS BLUE Projects allow Fellows an opportunity to explore passion projects that are relevant to their goals as classical musicians. Many of the NWS BLUE Projects purposefully reach and engage new audiences or deepen the attachment to existing audiences. NWS is the place for Fellows to lead the industry in new audience engagement and innovative programming.

Inside the Music: American Heritage

Live from our Living Room

Midic Winds
NWS BLUE Projects allow all Fellows to pursue musical activism and/or entrepreneurship based on their personal interests. This type of training fosters essential and comprehensive skill sets, putting Fellows at a competitive advantage beyond their time at NWS. Each project begins with a Fellow’s vision driven by their original ideas, from concept to execution. These projects are part of their fellowship training and development as a musician.

All projects, mentor meetings and curriculum were conducted remotely. Many projects that were postponed last season due to the pandemic continued this year and pivoted to an online format. All Fellow-led recitals and concerts were either livestreamed or pre-recorded for a later streaming date. Other projects utilized online platforms via social media, website and app development, YouTube or podcasting services. Fellows connected via Zoom to create their projects, receive coaching and attend workshops facilitated by NWS BLUE Project faculty. This season was also the first to accept applications from NWS alumni, providing NWS BLUE Project funding and mentorship for alumni.

Each NWS BLUE Project is comprised of a team of Fellows, led by a Fellow and mentored by an NWS staff member or professional with experience coaching artists. Fellow team leaders submit a project application and present their proposal to the orchestra and potential mentors. Each team designed their project, created and managed a budget and worked together fulfilling various roles. Mentors coached Fellows and NWS staff provided their support and expertise throughout the season.
THE PROJECTS: OVERVIEW

The following projects are concerts that are part of our yearly calendar and are typically held in person. This season, all NWS BLUE concerts and projects were presented online. Inside the Music and Solo Spotlight series are free chamber music events open to the community. The online series, Live from our Living Room, began in the Summer of 2020 by Fellows who wanted an opportunity to play for audiences during the height of the pandemic. Fan favorites Beer and Brass and Face Off returned this year, both designed for an online audience.

Inside the Music Series

INSIDE THE MUSIC: MUSIC AND MINDFULNESS
Thursday, December 1, 2020 at 7:00 PM ET
Fellow: Carson Marshall
A guided online experience including a centering meditation, and encourage the audience to explore their own experience through a series of sonic meditations including original improvisations, works by J.S. Bach and others.

INSIDE THE MUSIC: THAT SOUNDS LIKE...
Tuesday, January 19, 2021 at 7:00 PM ET
Fellow: Chava Appiah
A lecture recital that will explore certain musical techniques Western classical composers use to appropriate sounds from musical cultures beyond their own.

INSIDE THE MUSIC: AMERICAN HERITAGE
Tuesday, February 9, 2021 at 7:00 PM ET
Fellow: Brendon Elliott
A recital of American music that explores a musical history that’s often left out of the spotlight.

INSIDE THE MUSIC: HOUSE CONCERT
Tuesday, April 6, 2021 at 7:00 PM ET
Fellows: Joo Bin Yi and Jung Eun Kang
Online performance of Baroque and Classical chamber music by NWS Fellows sheltering in place at home in Korea.
SOLO SPOTLIGHT SERIES

SOLO SPOTLIGHT: THE OBOIST
Monday, January 25, 2021 at 7:00 PM ET
Fellow: Victoria Chung
A multimedia recital that portrays the life of a musician before and during Covid-19 through a broad sound world of oboe pieces, as well as colorful visual narrative.

SOLO SPOTLIGHT: PERCUSSIONIST AS SOLOIST
Monday, March 8, 2021 at 7:00 PM ET
Fellow: Marcelina Suchocka
Recital of solo percussion works.

SOLO SPOTLIGHT: AMERICAN PIANO PREMIERES
Monday, April 5, 2021 at 7:00 PM ET
Fellow: Thomas Steigerwald
A recital featuring premieres of solo, chamber and small ensemble works.
PERFORMANCE PROJECTS

LIVE FROM OUR LIVING ROOM
Ongoing throughout season
Fellows: Scott Leger, Chava Appiah, Margeaux Maloney, Scott Jackson and Arno Tri Pramudia
Live and pre-recorded chamber music performed by NWS Fellows from their homes in Miami Beach and at the New World Center.

FACE OFF: A BATTLE OF THE INSTRUMENTS
CONCERT FOR KIDS: FACE OFF JR.!
Friday, January 15, 2021 at 7:30 PM ET
Sunday, January 17, 2021 at 2:00 PM ET
Fellows: Angelo Quail, Corbin Castro and Eli Pandolfi
Hosted by DJ Fly Guy, Fellows vie for the win in a classical music competition that has the audience deciding the winner. New this season was a kid-friendly version hosted by NWS alumnus Zach Manzi.

BEER AND BRASS
Friday, April 16, 2021 at 7:30 PM
Fellows: Andrew Abel, Arno Tri Pramudia, Luca Farina, Morgen Low and Corbin Castro
Explore the notes of taste and sound in this adventurous evening that pairs brass quintet works with different beers by Veza Sur. Performance includes world premiere of an NWS commission by Giancarlo D’addona Castro that is inspired by a craft brew.
MIDIC WINDS RESIDENCY
September 2020
Fellows: Johanna Gruskin and Justin Cummings
Alumnus: Russell Rybicki
Wind quintet residency in Kansas that provided live performances and a recital on the Live from our Living Room series. The quintet also commissioned a new work dedicated to Goodland, Kansas.

BRAHMS V. TCHAIKOVSKY: THE STRING SEXTET
Monday, February 1, 2021 at 7:00 PM ET
Fellows: Michael Turkell and Stephanie Block
Alumnus: Nicholas Mariscal
NWS Fellows, alumni and friends put two of classical music’s beloved Romantics head-to-head with their iconic works for string sextet.

SPECTRAL SOUNDS: THE REAL WORLD IN THE SYMPHONY
Friday, March 26, Thursday, April 15 and Thursday, May 6, 2021 at 7:30 PM ET
Fellow: Scott Leger
A series of streamed performances, partnered with an interactive online “concert museum,” that allows the audience to engage with music and sounds featured on the concert program. The program will feature music that is inspired by birds, water and “unnatural” human-made sounds.

EXPLORING WORLD FLUTES
Monday, April 19, 2021 at 7:00 PM ET
Fellow: Jack Reddick
A multi-instrumental recital featuring new and little-known works for different types of flutes from around the world, with a historical description of each one.

UNMUTED: DISCOVERING THE HISTORY OF CLASSICAL MUSIC COMPOSERS AND PERFORMERS OF THE AFRICAN DIASPORA
Saturday, May 1, 2021
Fellows: Chelsea Sharpe and Brendon Elliott
A lecture recital exploring Black composers and musicians through historical context, video animations and performance.

CATACLYSM AND OPTIMISM
Wednesday, June 30, 2021 at 7:00 PM ET
Fellows: Chava Appiah, Katherine Kobylarz, Michael Rau and Gabe Napoli
Join NWS Fellows for an evening of sharing chamber music together through the unique paring of two string quartets by Wolfgang Amadeus Mozart and Dmitri Shostakovich.
ONLINE PROJECTS

The following projects are a collection of innovative ways Fellows used online spaces and digital platforms to show the multifaceted identities of musicians. Themes range from storytelling and promotion on social media, interviews with leading musicians and composers, resources for musicians and music education for K-12 students.

ENCORE FOR HEROES
Fellows: Harry Chang, Stephanie Block, Sophia Bernitz, Clare Bradford, Michael Rau, Sam Pedersen and Dillon Welch
Series of videos featuring classical music’s most beautiful melodies, dedicated to healthcare heroes and frontline workers.

SHATTERING THE CEILING
Fellow: Kelsi Doolittle
A series of conversations empowering women and building community in the classical music industry.

A NEW WORLD OF MUSIC PODCAST
Fellows: Gabe Napoli and Spencer Ingersoll
Conversations with musicians about innovation, creativity and entrepreneurship.

THE ART OF THE MUSIC LIBRARY
Fellow: Matthew Searing
Creation of a method book for aspiring music librarians.

OPEN BOOK PERCUSSION RESOURCES
Fellow: Charlie Rosmarin
A free online educational resource for percussionists, featuring blog posts, interviews, videos, and recommended readings.
MUSICIAN’S LIFESTYLE BLOG: THE MARLEA NOTE
Fellow: Marlea Simpson
Lifestyle blog for musicians that covers fashion, beauty, health, fitness and music

@FELLOWSOFNWS
Fellows: Kathryn Bradley and Michael Turkell
Create an NWS Fellows page on Instagram to be run by Fellows in order to share their stories and expand NWS’s global reach. Follow @FellowsOfNWS.

VIA: VIRTUAL INCLUSION ARTISTS + MIAMI MUSIC PROJECT
Ongoing throughout season
Fellow: Corbin Castro
Alumnus: Christopher Robinson
VIA artists continue to engage musicians from communities underrepresented in classical music through a new partnership with Miami Music Project.

ORCHESTRAL EXCERPT DIGITAL COMPANION
Fellow: Ethan Hoppe
Fellow-created website that serves as an audition preparation resource.

SOCIAL MEDIA SYMPHONY
Fellow: Scott Leger
Led by Horn Fellow Scott Leger, Fellows experiment and create a variety of social media content for YouTube and Instagram.

PBUZZ BOOTCAMP
Fellow: Arno Tri Pramudia
Online workshops about brass fundamentals for young instrumentalists

INTERACTIVE CONCERT PLAYBOOK: A MUSICIAN’S GUIDE TO ENGAGING AUDIENCES
Fellow: Thea Humphries
A research project that will culminate in an Audience Engagement guide for interactive performances and series of resources for performers.

BRASS QUINTET PLAY-ALONG
Fellow: Jessica Elder
Educational play-along resource for students wishing to perform brass chamber music with others while ensembles are unable to gather during the pandemic.
NWS AND SEATTLE PUBLIC SCHOOLS PARTNERSHIP
Fellow: Antonio Escobedo
A partnership between NWS and Seattle Public Schools on educational resources and guides for student musicians and teachers during the pandemic.

THE COLLECTIVE QUARTET
Fellow: Stephanie Block
Alumni: Drew Comstock, Christopher Robinson and Alex Gonzalez
The string quartet is recording a series of interviews with underrepresented composers and remote recordings of their pieces.

INSIDE THE SOUND
Sunday, May 16, 2021 at 4:00 PM
Alumnus: Johnathan Smith
Take a journey Inside the Sound with former NWS Audio Engineering Fellow Johnathan Smith, who now works as an Audio/Visual Engineer at the New England Conservatory. This event will reveal a behind-the-scenes glimpse inside the sound of New World Symphony’s online concerts and a unique opportunity to learn more about audio engineering professions and the artistry behind recording and mixing.

COLLEGE TRACK MENTORSHIP PROGRAM
Fellows: Bee Ungar, Gianluca Farina, Kevin Ritenauer, Levi Jones and Eric Windmeier
NWS Fellows are paired with local Black and brown student musicians providing instrument lessons and guidance as they prepare for college.

BLACK REFLECTIONS: THREE CONVERSATIONS ON RACIAL JUSTICE IN MUSIC
Fellow: Michael Martin
This three-part panel discussion on Black artistry covers the historical and social context of Black musicians’ participation in concert music, their personal experiences, and how a just and equitable future might be reimagined. Panelists include Black artists, activists, scholars, and executives in classical music and jazz.

Black Reflections Series Panelists
NWS BLUE PROJECT MENTORS

Christina Bonatakis
Richard Brown
Cassidy Fitzpatrick Carlson
Eduardo Delgado
Lisa Husseini, Lisa Husseini, LLC
Terell Johnson
Theresa Leonard, Aspen Music Festival and School
Michael Linville
Elyse Marrero
Nicole Newman, Yoga for the Arts
Theo Reyna
Charlotte Schou
Marte Siebenhar, Cultured Innovations
Kewan Smith
Justin Trieger
Paul Woehrle

FACULTY

Siggi Bachmann
Rafael Baldwin
Francisco Joubert Bernard, Louisville Orchestra
Tamika Bickham, TB Media Group LLC
Katherine Bormann, The Cleveland Orchestra
Rebekah Diaz, Diaz Inclusion Consulting
Larry Dressler, Blue Wing Consulting
Kathleen Drohan
Mark Grisez, Columbus Symphony
Lisa Husseini, Lisa Husseini, LLC
Blake-Anthony Johnson, Chicago Sinfonietta
John Kieser
Martha Levine
Amelia Nagoski, Western New England University
Maureen O’Brien
Karla Donehew Perez, Catalyst Quartet
Bryan Rider
Elizabeth Rowe, Boston Symphony Orchestra
Charlotte Schou
Edward Shumsky, Chair, NWS Board of Trustees
Rochelle Skolnick, American Federation of Musicians
Meredith Snow, International Conference of Symphony and Opera Musicians and Los Angeles Philharmonic
John Michael Smith, Regional Orchestra Players Association
Roberto Toledo

PARTNERS

American Federation of Musicians
Blue Wing Consulting
International Conference of Symphony and Opera Musicians
Miami-Dade Public Library
Miami Music Project
Regional Orchestra Players Association
Seattle Public Schools
Veza Sur
NWS BLUE Projects were made possible with support from the Maxine and Stuart Frankel Foundation, which provided a generous two-year gift of $250,000. Their gift provided an expanded education focused on media, technology and digital spaces for the Fellows. The funding also supported additional technology for Fellows and secured support for projects led by NWS alumni.

All teams were required to create and manage their project’s budget. Amounts ranged from $100 to $10,000 depending on the needs and goals of each project.
ASSESSMENT

NWS staff conducted evaluations this season via anonymous surveys collecting both quantitative and qualitative data. The purpose of the surveys was to evaluate the overall effectiveness of the program for the Fellows during the 2020-21 season and also of the NWS BLUE Project curriculum. The surveys were not designed to evaluate the Fellows themselves. The following data should be considered with the context that creative and entrepreneurial leadership for early-career young musicians can often be an emotional and challenging experience. Learning is not linear, especially for musicians who come from a conservatory-training background and are embarking on entrepreneurial work for the first time. Another note for consideration is that these surveys were taken during a tumultuous time in the arts. The effects of the pandemic had Fellows face postponed orchestra auditions, financial cutbacks in all areas of the performing arts, the fear of entering an uncertain job market, and the realities of social, political and historical issues that are now front of mind in the current zeitgeist.

Three identical surveys were distributed throughout the year. Fellows were asked to rate themselves from 1 – 5 (the highest score) in the following categories:

- **Design Thinking**
- **Budgeting**
- **Marketing and Communications**
- **Fundraising**
- **Job Acquisition (Resumes, Cover Letters and Job Interviews)**
- **Negotiation**

Fellows were also asked to rate themselves on their post-Fellowship employment readiness and on acquiring or creating new work opportunities as professional musicians.

ASSESSMENT RESULTS

- 64 Fellows completed the assessments
- 9 Fellows reported this was their first year in the NWS BLUE Project curriculum
- 55 Fellows participated in projects from previous years
- An overall reported increase in 5% in Design Thinking and a 1% increase in Budgeting
- A 4% overall increase in Fellows’ confidence in the areas of acquiring work opportunities and job preparedness
- A 2% increase in overall confidence in post-Fellowship job opportunities
- Fellows who had participated in a previous year reported, on average
  - a 27% higher level of knowledge in curriculum topics
  - a 4% increase in job confidence
ONLINE ENGAGEMENT METRICS

Platforms used: NWS website, YouTube, Facebook. Viewing stats as of June 30, 2021.

Inside the Music Series: 3,397 views
Solo Spotlight Series: 8,180 views
Live from our Living Room Series: 23,924 views

INDIVIDUAL PROJECTS:

• Black Reflection Series: 7,422 views
• Encore for Heroes Series: 1,393 views
• The Marlea Note:
  • YouTube: 126 subscribers, 15 videos with 2,196 views
  • Facebook: 369 likes, 375 followers
  • Instagram: 1,175 followers
• Fellows of NWS Instagram: 621 followers
• Shattering the Ceiling:
  • YouTube: 6 videos with 337 views
  • Facebook: 279 likes, 289 followers
  • Instagram: 270 followers
THE FUTURE OF NWS BLUE PROJECTS

- Expansion and continuation of alumni-led projects and curriculum
- Inclusion of training in media technology, digital platforms and digital storytelling
- The option for Fellows to focus on a specific track within the NWS BLUE Project curriculum
- A project incubator/grant program option for applicants
- The continuation of a hybrid curriculum and projects
- EDIB project requirements and training for Fellows

Solo Spotlight: The Oboist