



Association of Performing Arts Presenters

## ***Young Performers Career Advancement 2007*** **January 19-23, 2007**

### **Guidelines for Nominations**

Application Deadline: September 12, 2006

*"I believe that the YPCA program is one of the most eye opening experiences in my life. It was thought provoking and educational. It has provided many new artistic and practical ideas for me to think about, which will help advance my career path. The advice, feedback and insights that I have received from speakers and mentors were invaluable. The performance itself was also a great learning experience in and of itself." - Wendy Law, 2004 Participant*

**Young Performers Career Advancement (YPCA)**, part of the Arts Presenters *Classical Connections* initiative, is a program designed to assist selected classical musicians in the formative stages of their careers by offering opportunities to meet and work with established presenters, managers, agents and artists. The program provides a practical overview of the presenting and touring industry, along with expert instruction in the development of audience engagement skills and the chance to perform in front of a wide array of professionals from the field. Through a national partnership developed with the Sphinx Competition, Arts Presenters also provides an opportunity for a Sphinx Competition alumni artist or ensemble to participate in the program each year. Participants receive:

#### **❖ Mentored Visit**

To one of the world's largest performing arts marketplaces and leadership convenings at the Association of Performing Arts Presenters 2007 Members Conference, where you gain free access and see how the business of presenting works, how relationships are established among presenters, managers and agents and how you build the networks needed to further pursue your career interests. You will learn where your interests connect with the larger presenting and touring industry and vice versa.

#### **❖ Seminar Activities**

Designed to introduce you to the presenters, agents and managers that can help to facilitate your career and guide you through the practical side of life as a touring artist. The seminar faculty includes established managers, presenters, artists and career advisors representing a spectrum of viewpoints on the classical music industry. Each session will be specifically tailored to your needs – helping you to set goals for your long-term career development and create networking resources that last for your entire career.

#### **❖ A Showcase Appearance**

For an audience of the country's most esteemed performing arts presenters, managers, record company representatives and agents at Carnegie Hall.

### ❖ Year-long Access

To a national and international network of performance opportunities. Arts Presenters members range from large performing arts centers in major urban cities, outdoor festival and rural community-focused organizations to academic institutions, artists and artist managers. Open the door to the wealth of knowledge, resources and experience represented in the Arts Presenters network by becoming a member. All YPCA participants must be represented by management or an equivalent support infrastructure that is a member in good standing of Arts Presenters. Visit [www.artspresenters.org/join](http://www.artspresenters.org/join) for details on member eligibility, benefits and services.

### **Important Deadlines for YPCA**

Tuesday, September 12, 2006:	Application Deadline
Monday, October 9, 2006:	Notification of Participation
Thursday, October 26, 2006:	Final determination of artist/ensemble program for YPCA Showcase
January 19-23, 2007:	Arts Presenters Members Conference
January 19, 2007:	Opening Seminar Session
January 20, 2007:	All-day Seminar Session
January 22, 2007:	Showcase Performance
January 23, 2007:	All-day Seminar Session and Wrap-Up

### **Eligibility Criteria**

Selected participants in YPCA 2007 must fulfill the following:

1. For the purposes of this initiative, a young performer is someone in the first ten (10) years of his or her professional performing career and characterized as a classical soloist or ensemble committed to a professional career as a performer(s).
2. Young performers may be soloists, duos or any combination of artists comprising an established ensemble. The ensemble or soloist may be instrumental or vocal; electric or acoustic.
3. Arts Presenters requires that the artist or ensemble be represented by management or an equivalent support infrastructure that is a member in good standing of Arts Presenters and is an attendee at the 2007 Members Conference in New York City. Management members can attend the Members Conference as either delegates or as delegates and exhibitors.
4. Applicant artists must have experience touring and be familiar with the concert booking process in the United States.
5. Applicant artists must be proficient in English. All seminars will be conducted in English.
6. Managers may submit multiple artists or ensembles, but only two artists or ensembles may be selected from any one management agency.
7. Repertory selection, in respect to the showcase, is determined by mutual agreement with the Association of Performing Arts Presenters. Selected artists must offer two program choices for the Showcase and should understand that the same piece cannot be performed by more than one group or artist. Each artist will be given a 15-minute slot to perform. Repertory may not be longer than 15 minutes.

### **Selection Criteria**

Selection criteria for choosing artists or ensembles for participation in YPCA are:

- **Career Track**

Musicians should be able to demonstrate strong professional accomplishments in the first years of their careers to indicate a potential to succeed. They must also have demonstrated ability to think about and plan for their careers in a broad context.

- **Artistic Excellence**

Musicians must be strong performers and be able to demonstrate first-rate musical skills.

- **Commitment to Audience Development**

Musicians must have a demonstrated commitment to audience education for K-12 and adult audiences as well as audiences with pre-existing interest in classical music and those who are unfamiliar with the art form.

- **Diversity of Program**

The YPCA selection committee strives to have represented in the selection of artists and ensembles a spectrum of musical instrumentation, as it is represented in the classical music repertory.

- **Equal Opportunity**

YPCA policy is not to discriminate by reason of race, color, religion, national origin, sex, age, marital status, disability, handicap, personal appearance, sexual orientation, family responsibilities, geographic location, matriculation, political affiliation, source of income, place of business or residence, or any other factor prohibited by law.

### **Selection Process: Review Committee**

Applications are reviewed by a committee of Arts Presenters members and representatives from the classical music field according to the above-described selection criteria. Generally the committee selects four to five soloists or ensembles to participate in the YPCA program. The committee will not select more than two soloists or ensembles from any one management company or agency. In a separate process and according to the above-mentioned criteria, the Sphinx Organization selects a Sphinx Competition alumni artist or ensemble to participate in the YPCA program.

All YPCA artists are required to participate in the Arts Presenters Members Conference and will receive complimentary Conference registration from Arts Presenters.

### **Travel and Housing**

All YPCA participants must be able to provide their own round-trip transportation and local transportation. Participants should indicate on the application form whether or not they would need a travel subsidy to participate in the YPCA program.

Housing for four nights (Friday, January 19, 2007–Tuesday, January 23, 2007) in a double occupancy room at the New York Hilton & Towers will be provided for each out-of-town participant. Each room will house two YPCA participants.

Participants will pay for their own meals and miscellaneous expenses.

### **Accompanist**

Accompanists will be granted the modest honoraria of \$150. The accompanist must be confirmed by the soloist and have his or her contact information submitted to Arts Presenters by Monday, November 20, 2006.

### **Application Process**

Completed applications with all required support materials must be received by Arts Presenters by Tuesday, September 12, 2006 at 5:00 p.m. EST.

Completed applications with support materials should be sent to: Association of Performing Arts Presenters; ATTN: YPCA; 1112 16<sup>th</sup> Street NW, Suite 400; Washington, DC 20036.

Selected artists will be notified of acceptance no later than October 9, 2006.

### **About Arts Presenters**

The Association of Performing Arts Presenters is a membership organization, dedicated to bringing performing artists and audiences together in every place and way imaginable. The association achieves its goal by providing visionary thinking, professional development, resource sharing, and advocacy, in support of its members and all those who create and disseminate the performing arts.

### **About *Classical Connections***

Formed in 1996, Arts Presenters' *Classical Connections* program seeks to provide artists, presenters, managers and agents with forums for professional development and networking as well as stimulate opportunities and development for classical music within the touring and presenting field.

Arts Presenters *Classical Connections* program goals are the outcome of Arts Presenters' strategic planning process (2001-03). These goals guide the program's content for the next few years:

- Cultivate understanding between artists, managers, presenters, agents, composers and educators about each parties' role within a larger ecology – drawing a full picture of needs, potentials and circumstances;
- Aid Arts Presenters members in the creation of innovative marketing and cultural participation strategies for the effective engagement of audiences in classical music;
- Identify and build opportunities for composers, recitalists and small ensembles within the Arts Presenters membership, with a particular focus on the contributions of people of color to the artistry and audiences of classical music;
- Provide artists with the training to enter, build and sustain a career in a complex market that neither resembles nor is reflected within the conservatory, college or university experience.

### **About Sphinx Organization**

This year marks the third year of Arts Presenters' partnership with the Sphinx Organization. The Sphinx Organization is a national nonprofit organization founded in 1996 to help overcome the cultural stereotypes surrounding classical music and to address the isolation and limited access that young African-Americans and Latinos face in the classical music world in music schools, as professional musicians and as classical music audiences. The Sphinx Organization provides extensive K-12 education programs throughout the country, hosts a competition and professional development program for Black and Latino musicians, and has The Sphinx Symphony Orchestra

comprised of top African American and Latino professionals from around the country including past and current members of the New York Philharmonic, Los Angeles Philharmonic, Met Opera Orchestra, St. Louis Symphony and other orchestras.

### **About the Arts Presenters and Sphinx Organization Partnership**

Arts Presenters and Sphinx collaborate in order to fulfill their mutual goals and visions of a performing arts field where there is equal opportunity and access for artists and audiences of all ethnicities including the Black and Latino communities. This collaboration includes the participation of Sphinx Organization Founding President Aaron Dworkin as a Co-Chair of Arts Presenters' *Classical Connections* Advisory Committee and the development of an Arts Presenters' career development seminar for artists participating in the annual Sphinx Competition. The seminar is offered in conjunction with the Michigan-based competition every February. In addition, one soloist or ensemble who has participated in one of the past seven Sphinx Competitions will be selected to participate in the 2007 YPCA programs following a rigorous screening and selection process undertaken by Sphinx Competition jurors that parallels the above-described selection criteria. Sphinx winners and alumni who are not selected through this process are encouraged to apply to YPCA using this application process.

### ***Classical Connections* Advisory Committee:**

(current as of March 2006)

Aaron Dworkin, Co-Chair  
The Sphinx Organization

Mike Ross, Co-Chair  
Krannert Center for the Performing Arts

Jon Aaron  
Aaron Concert Artists

Mary Lou Aleskie  
International Festival of Arts & Ideas

Jean Cook  
Future of Music Coalition

Martha Bonta  
IMG Artists

Amy Lam  
Celebrity Series of Boston

Charlotte Schroeder  
Colbert Artist Management

Barrie Steinberg  
Frank Salomon Associates

John Steinmetz  
Bassoonist, Composer

**Program Facilitators:**

Angela Myles Beeching  
New England Conservatory of Music

Robert Winter  
University of California, Los Angeles