

**Sound Out Loud Ensemble**  
**New Arts Venture Challenge Grant Proposal**

**April 5, 2016**

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## **Executive Summary**

### History and Makeup of Sound Out Loud

Sound Out Loud (SOL) is a new music ensemble that recently launched in Madison. SOL is comprised of 7 forward-looking, classically trained musicians, which includes 2 pianists, 1 percussionist, 1 flutist, 1 clarinetist, 1 violinist and 1 cellist. The group is lead by pianists Satoko Hayami and Kyle Johnson, a percussionist Garrett Mendelow.

### Mission

SOL's mission is to create a growing circle of musicians and audiences to share the excitement of the innovative, contemporary language of newly/recently composed classical music through a series of creative concerts and presentations primarily in the city of Madison. SOL also commissions works of young upcoming composers to enrich the repertoire of the genre.

SOL believes that progressive new classical music expands the audience's existing perspectives of music, and therefore further enhances their appreciation toward music in general. SOL also understands that new music's relatable contemporary language helps the audience reconnect with conventional classical music, as inherited by contemporary classical music. Through commitment to contemporary classical music, SOL's hope is to cultivate a sense of freedom toward classical music as well as toward other aspects of life, without the limitation of a conventional concept of music.

### Method

SOL thrives to present high-energy performances of dynamic programs which are intellectually and emotionally inspirational for a wide array of audiences (including both classical music lovers and non classical music lovers). In addition, SOL recognizes the cruciality of making the performances financially accessible to everyone while paying the musicians for their work. The group also engages other performers into playing contemporary music through collaboration with non-SOL members, offering paid performance opportunities.

SOL's performances include interactive and creative introductions and demonstration of the music, which are combined to create wholesome experiences of the music presented. Each performance is customized to the specific audience for each concert venue as much as possible. The performances of SOL take place in concert halls, schools, alternative spaces, and other unexpected places.

SOL has a plan for the next academic year 2016-2017, and the activities can be divided into 4 main categories:

- A series of outreach performances in schools within Madison Metropolitan School District and private schools in Madison
- Concerts in local venues
- Concerts at UW-Madison
- Outdoor pop-up concerts throughout Madison

### Overview for Spring 2016

In April and May 2016, SOL will have 3 promotional concerts as a preparation for next year's season. The first concert will be an outdoor pop-up concert in a courtyard of Mosse Humanities building at UW-Madison campus, followed by an inaugural concert at Mills Hall in the School of Music. The inaugural program will be repeated in a concert at Steinway Gallery of Madison in May 2016. The outdoor pop-up concert will realize a monumental piece called *Music for 18 Musicians* by Pulitzer-prize winning American composer Steve Reich. It will involve 12 guest musicians in addition to the members of SOL. The inaugural concert is a program of music written in the last half of the 20th century and the 21st century (except for one piece from 1944). One piece in the program was written for SOL by Yunkyung Hong, a Madison-based composer from South Korea.

### Funding Request

We are asking NAVC to fund SOL in the amount of \$2000 to allow the group to produce the first 2 outreach concerts at UW-Madison campus this spring. These concerts serve as overall organizational marketing events. They will help the ensemble launch, will allow it to identify potential audiences, and to build relationships with musicians and composers outside of SOL members.

As a startup group, SOL bootstraps itself while it continues to reach out to new audiences, as we seek to convince the general public of the need for a contemporary music group. The non-SOL members who will perform in the outdoor concert featuring *Music for 18 Musicians*, agreed to contribute to SOL at no cost, understanding the group's situation and also because of their love of the piece. For example, one of the percussionists is travelling from Illinois to perform in this project because the masterwork is so rewarding, yet rarely performed. Thanks to their generosity, SOL will be able to execute the plan of the concert, but with the grant, SOL will be able to pay the musicians for their work, and compensate the composer who wrote a piece for the group. It will be a great way to kick off the ensemble, especially because it aims to be financially sustainable for musicians.

### **Event Plan**

- **Pop-up Concert on April 29, 2016 in the courtyard of Humanities Building, UW-Madison**

This lunch-time, outdoor pop-up concert will take place in the courtyard of Humanities building of the university, performing *Music for 18 Musicians* by Pulitzer-prize winning American composer Steve Reich. It will involve 18 musicians, including 12 musicians other than the members of SOL.

The music requires 1 violin, 1 cello, 2 clarinets doubling bass clarinet, 4 women's voices, 4 pianos, 3 marimbas, 2 xylophones and metallophone (vibraphone with no motor). Since the performance is outside, pianos will be substituted by electronic keyboards. The performance will be amplified as instructed in the score, and also as needed for the acoustical balance of the whole ensemble in the courtyard. There are electrical outlets in the courtyard. The courtyard space will be rented through the School of Music, as well as most of the amplifiers, microphones and extension cords. 3 of the keyboards will be borrowed from 3 supporting individuals, and one from School of Music. Some of the keyboard percussion instruments (marimbas, xylophones and vibraphone) will be borrowed from School of Music percussion studio. All the performers agreed to be a part of this concert for free.

This concert serves as a promotion on UW campus for the SOL inaugural concert on the next day as well. There will be volunteers distributing flyers around the courtyard during the performance, also posters will be placed around the Humanities building, East Campus Mall, and University Club, showing the information of the upcoming concerts.

- **Inaugural Concert on April 30, 2016 in Mills Hall, Mosse Humanities Building, UW-Madison**

SOL will present a program of music written in the last half of the 20th century and the 21st century except for one piece from 1944. This concert's program is completely different from the outdoor pop-up concert on the previous day. The program showcases not only the wide range of musical expressions, but the versatility of the group members. For example, SOL's cellist Brian Grimm will be playing, depending on a piece, bass guitar and various traditional Chinese instruments (gaohu, pipa, guqin, prepared/experimental guzheng) besides cello.

The program includes

- Chris Cerrone's sextet *South Catalina*,
- Tristan Perich's *qsqsqsqsqqqqqqqq* for 3 toy pianos,
- Andre Jolivet's *Chant de Linos* for flute and piano duo,
- Frederic Rzewski's *Coming Together* for the entire ensemble (open instrumentation)
- In addition, the program will feature a new piece written for SOL by Yunkyung Hong, a Madison-based composer from South Korea.

The concert will be video recorded by a professional recording staff and will be used as a demonstration sample of the ensemble in the future. The rental fee of the Mills Hall was an in-kind donation from Wes Warnhoff, clarinet professor of School of Music. Some of the percussion instruments will be borrowed from the percussion studio of the School of Music, thanks to the support of Professor Di Sanza.

## Audience Analysis

For the pop-up outdoor concert, the audience will be the people who are around the Humanities building and walking by the area for lunch break. The purpose of having a concert outdoor is to catch as many ears as possible who otherwise would not have encountered the performance.

For the indoor inaugural concert in April 2016, audience will mainly be SOL members' friends and family members as well as their colleagues and contemporary classical music enthusiasts. SOL is hoping that the outdoor pop-up concert will bring some additional audience to the concert as well.

## Timeline for the project, including Planning and Implementation

December 2015	Sound Out Loud formed
January 2016	First meeting with all the members of SOL Mills Hall and Humanities courtyard booked
February 2016	Search for guest musicians for Music for 18 Musicians starts
March 2016	Rehearsals started for the SOL inaugural concert Yunkyung Hong's piece completed
April 2016	Continue rehearsals and meetings within SOL Rehearsal for <i>Music for 18 Musicians</i> starts April 22 3pm - Performing excerpts from the inaugural concert program at Live@WSUM - Madison Student Radio April 29 11:30am - Pop-up outdoor concert at Mosse Humanities Building courtyard April 30 8pm - Inaugural indoor concert at Mills Hall, School of Music
May 2016	May 13 7:30pm - Concert at Steinway Gallery of Madison
Proposed Timeline moving forward	
June-August 2016	Contact MMSD schools to schedule outreach performances/presentations Planning for next programs Contact composers for commissioning works
Fall 2016	Outreach performances/presentations at MMSD schools
Spring 2017	One pop-up concert Concert at Memorial Union

## Key Personnel

**Satoko Hayami** is a Doctor of Musical Arts candidate in Collaborative Piano at UW-Madison, and a recipient of Paul Collins Wisconsin Distinguished Fellowship. She gained a Master of Music degree in Piano Chamber Music & Accompanying at Rice University in 2014, having already received a master's degree in Collaborative Piano from the Cleveland Institute of Music. She is active both as a collaborative and solo pianist, performing in venues such as Kennedy Center for the Performing Arts in D.C., Harris Hall in Aspen, CO, and Cleveland Museum of Arts. She participated in numerous summer music festivals including Aspen Music Festival & School, Banff Summer Festival and Corsi Internazionali di Musica in Urbino, Italy.

As a pianist since elementary school, **Kyle Johnson** has devoted most of his life to music. Born and raised in Lexington, Kentucky, he is now based in Madison, Wisconsin, where he is a DMA degree candidate in piano performance at the UW, studying under Christopher Taylor. Kyle's performance experience includes concerts with the Boston New Music Initiative, the Longitude Contemporary Chamber Ensemble, and many solo recitals in the Northeast and Southern U.S. He has been a fellow at the Brevard Music Festival, New England Conservatory's Summer Institute for Contemporary Performance Practice, and Pianofest in the Hamptons. As a pianist body

double, his hands are featured in the movie *Stoker*, starring Nicole Kidman (score by Philip Glass, released March 2013). Teaching instruction has come from Robert Marler, Hugh Hinton, Peter Serkin, and Paul Schenly.

**Garrett Mendelow** is an American percussionist with a focus on contemporary percussion performance practices and new music in both solo and chamber music settings. He has appeared in national and international venues throughout the United States and Europe, and was a prize winner at the biannual Tromp Percussion Competition in Eindhoven. Performances include a premier of the “Double Standard” percussion concerto with Colin Currie and the Britten Sinfonia, a tour with the Cross-linx Festival in Holland, a performance with SO Percussion and Alexandre Esperet of “Timber” by Michael Gordon, and European and North American premiers of “Ecotones” by Matthew Burtner.

**Financial Plan/Budget**

Pop-up concert in UW Humanities Building courtyard (April 29, 2016)

Fee for 18 musicians ( \$75 x 12 )	\$0 (\$900 – see the note 1)
Fee for audio technician for amplification	\$150
Scores, rights, rental fees	\$800
Performance space rental fee	\$0 (\$50 – see the note 2)
Instruments rental fee	\$0 (thanks to the support from Percussion Professor Di Sanza)
<b>Total</b>	<b>\$950 (\$1900 – see the note 3)</b>

Inaugural concert at Mills Hall (April 30, 2016)

Marketing (posters, cards, radio)	\$100
Recording costs	\$150
Commission fee for the new work by Yunkyung Hong	\$0 (\$250 - see the note 4)
<b>Total</b>	<b>\$250 (\$500 - see the note 4)</b>

Total cost of the 2 promotional concerts at UW-Madison	\$1200 (\$2150 - See the notes 3 and 4) -See the note 5
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Note 1 – Thanks to the generosity of the 12 guest musicians outside of SOL members for their contribution to the concert at no cost, SOL is able to execute the plan of this pop-up concert. However, if we are approved of this grant, SOL will be able to pay for the 12 musicians for their work.

Note 2 - In-kind donation from Professor Warnhoff.

Note 3 – Without the donations from Note 1 and 2, the cost would be \$1900.

Note 4 - Yunkyung Hong donated her work that she wrote for SOL to the ensemble. SOL would be able to pay for her work if we are approved of this grant.

Note 4 - Without the donations from Note 1 and 2, the total cost of these two concerts will be \$2150.

Note 5 - The total cost of these two concerts (\$1200) is covered by lead members’ yearly Collin’s Fellowship Research Funds from School of Music.

SOL has a plan for the next academic year 2016-2017, and the activities can be divided into 4 main categories: Concerts at local venues, concerts at UW Music School, outreach presentations/performances in schools within Madison Metropolitan School District and pop-up concerts. The estimate of the expenses is the chart below.

Concerts at local venues (ex. Concert at Memorial Union next spring)

Cost: Fees for 8 Musicians (\$250 per musician) or equivalent Scores, rights, rental fees Transportation (gas) Rehearsal space rental fee	\$0 (\$2000 - see the note 6) \$0-500 (see the note 7) 30-60c/mile (see the note 8) \$0 (see the note 9)
Potential Income: Set-fee from the venue	TBA - depends on the venue

Concerts at School of Music

Cost: Marketing (posters/flyers, social networking sites) Scores, rights, rental fees Recording Cost	\$100 \$0-500 (see the note 7) \$250
Income: Ticket sales (students and under 17yrs old: free, general: \$10)	Estimate: \$400 (\$10 x 40 tickets)

Outreach presentations and masterclasses

Cost: Transportation (gas) Meal for 7 musicians Honorarium for 7 musicians (\$100 per musician per presentation)	30-60c/mile (see the note 8) \$100 \$0 (\$700 - see the note 6)
Income: Payment from MMSD schools	TBA

Pop-up concerts

Fee for guest musicians Fee for audio technician for amplification Scores, rights, rental fees Performance space rental fee	\$75 per musician \$150 \$0-500 (see the note 7) TBA
Income: Promotion	\$0

Note 6 - While the long-term goal of SOL is to be able to pay ourselves for performances and the amount of work that goes to them, the members expect to work for free while it reaches out to the new audiences. If this application is approved for the grant, the potential excess after paying the commissioning fee for Yunkyung Hong and the guest musicians for the upcoming pop-up concert will be used to pay its members.

Note 7 - When renting or buying a score, it usually comes with performance rights. Depending on a piece, the cost varies but generally it is less than \$500. When commissioning a new piece to a composer, SOL offers \$250 to the composer.

Note 8 - Depending on how far the location is, as well as how many instruments and equipment SOL has to bring, 2 cars will be necessary.

Note 9 - Since most of the members of SOL are students at School of Music, as long as the rehearsals are held at the school of music, they don't cost anything.

### **Marketing**

- **Flyers distributed at the outdoor pop-up concert**

Staffs will be distributing flyers around the performance site. The flyers will list the upcoming event information as well as the website information and a note to encourage to "like" SOL Facebook page to keep track of the group.

- **Sound Out Loud website**

The website will be launched in mid-April, and it will be the main resource of the ensemble. The site will have summary of the SOL, biographies of the members, sample recordings, photos, event calendar, and a page where the visitors of the page can sign up for email newsletters.

- **Facebook page**

Through this page, SOL will be able to stream the information on upcoming events and keep the followers of the page engaged in the ensemble on Facebook.

- **Pop-up outdoor concert itself**

Since the pop-up concert will be held outdoor during the lunchtime in the courtyard, which is near the East Campus Mall (where large crowds routinely pass by), the concert itself will be an advertisement for the group.

- **Radio appearance on April 22 – Live@WSUM. host Emili Earhart, Madison Student Radio (WSUM 91.7)**

Radio personality at Madison Student Radio, Emili Earhart agreed to have SOL on her weekly Friday show on April 22, a week before the pop-up concert and inaugural indoor concert. Some of the recorded samples from rehearsals will be played, and some of the members will perform excerpts from our planned April 30th program during the live show, as well. In addition, the group will be able to talk about its mission and plans as well as excitement about launching the ensemble.

### **Troubleshooting**

The primary challenge SOL expects to continue to face is to find and/or create sustainable financial resources to pay the musicians for their time and work fairly. We will continue to apply for grants. If SOL were to become a non-profit organization 501c(3), we will be able to ask for individuals for support.

### **Work samples of lead members**

Satoko Hayami (audio) <https://soundcloud.com/satoko-hayami/sets/demo>

Garrett Mendelow (audio) <https://soundcloud.com/nsperc1989>,

(video) <https://www.youtube.com/watch?v=KONsMHu3No4&list=LLS53ezJRNTZffiFwulF8ow&index=14>

### **Attached Files**

1. Resume: Satoko Hayami
2. Resume: Kyle Johnson
3. Resume: Garrett Mendelow