



# OJAI MUSIC FESTIVAL

## CONNECTION

### **What is it that makes the Ojai Music Festival special?**

Some will say it is the extraordinary quality of the artists and concerts; others, the innovative nature of the programming. Many come for the intimate feeling of Libbey Bowl and the stimulating company of "seat neighbors." But everyone agrees, it is the unexpected—encountered by audiences and artists—that distinguishes the Festival. This is the beauty of Ojai: a mix of many ideas, experiences and motivations that brings all of us together each June to share in a weekend of exploring artistic frontiers.

We are truly appreciative of the sense of community that is created by audience members, artists, volunteers, and staff. These connections bind us and allow for ongoing discovery for many years to come.

## The Music Exploration Continues

Since its beginnings in 1947, the Ojai Music Festival has remained unmatched in the international musical landscape. Summer after summer, Ojai has been a home for generations of leading composers, conductors and musicians, including Aaron Copland, Igor Stravinsky, Pierre Boulez, Olivier Messiaen, David Robertson, Peter Sellars, John Adams, Dawn Upshaw, eighth blackbird, Steve Reich, and countless others.

Ojai's nearly 70-year legacy of leading innovative artistic programming is built on creative partnership. Thomas W. Morris, Artistic Director, shapes the long-term artistic vision of the Festival, selecting a different artist (or even ensemble) to serve as the Music Director for each year. The dynamic nature of the individual Festivals' artistic programming makes each a unique experience for both artists and audiences.

The 66th Festival continued this hallmark, welcoming celebrated Norwegian pianist Leif Ove Andsnes as the 2012 Music Director. He invited several artistic collaborators to share the stage, including pianist Marc-André Hamelin, clarinetist Martin Fröst, composer/conductor Reinbert de Leeuw, mezzo-soprano Christianne Stotijn, and the Norwegian Chamber Orchestra.

Together, they presented a Festival program filled with works both familiar and new, illuminating the connections between pieces and across times. The Festival weekend was full of memorable performances, including the West Coast premiere of John Luther Adams' groundbreaking work *Inuksuit* (a free community event), as well as the West Coast premiere of Reinbert de Leeuw's song cycle *Im wunderschönen Monat Mai*, the American premiere of Bent Sørensen's Piano Concerto No. 2, "La Mattina," and Andsnes and Hamelin's spellbinding performance of Stravinsky's two-piano arrangement of *The Rite of Spring*.

And carrying on the tradition, the Festival provided both artists and audiences a rich and immersive experience. This year, the Festival presented 22 programs in just four days, including concerts, symposia, pre-concert discussions, and film screenings, merging diverse perspectives and discovering unexpected insights in the music.



1) Leif Ove Andsnes performs the U.S. Premiere Bent Sørensen's Piano Concerto No. 2, "La Mattina" with the Norwegian Chamber Orchestra, 2) Martin Fröst mesmerizes audiences with Anders Hillborg's *Peacock Tales*, 3) Christianne Stotijn sings for Sunday morning audiences, 4) Reinbert de Leeuw conducts John Adams' *Shaker Loops*, 5) Marc-André Hamelin performs Charles Ives' Piano Sonata No. 2, "Concord"





Steven Schick directs and performs in the West Coast premiere of *Inuksuit*.

**“For decades musicians have been emboldened by Ojai to think creatively and take chances with new music. The festival is short and intense.”**

**—Anthony Tommasini, *The New York Times***

**“... [John Luther] Adams is an obviously kindred Ojai spirit. The whirring and whooshing thingamajigs that opened *Inuksuit* on this glorious afternoon felt like a summoning of the great spirits of Ojai past...The event, of course, fit right in with the decades' worth of unconventional musical adventures for which this festival is beloved.”**

**—Mark Swed, *Los Angeles Times***

### Multi-year Planning

The planning for each Festival begins several years in advance, with Music Directors chosen and confirmed up to five years ahead of their arrival in Ojai. To support the artistic vision of each Music Director, tickets for the upcoming Festival are sold over a year in advance. Early ticket sales for 2013 are already extraordinary and selling over 80% ahead of past seasons. The Music Director for 2013 is noted choreographer Mark Morris, who has comprehensive knowledge of and a passionate belief in music.

In an extension of its innovative approach to programming, the Festival often grants audiences glimpses into the programming process. The 2014 Music Director, pianist Jeremy Denk, attended the Festival this year to get a sense of the experience as an audience member. Later in the weekend, he joined American Public Media's *Performance Today* host Fred Child and subscribers at an exclusive breakfast to share his Festival thinking and answer questions from patrons, receiving feedback that will influence what he does in 2014.



Top to bottom:  
Leif Ove Andsnes,  
Mark Morris,  
Jeremy Denk.

## 66<sup>th</sup> Ojai Music Festival BY THE NUMBERS

**4**  
FESTIVAL DAYS

**91**  
ARTISTS

**9**  
CONCERTS

**9**  
TALKS & LECTURES

**12**  
FREE EVENTS

**7**  
SOCIAL ACTIVITIES

**6**  
VIDEO STREAMED CONCERTS

**3,015**  
STREAMING VIEWS

**11,319**  
TOTAL ATTENDANCE



Norwegian Chamber Orchestra performs Leoš Janáček's String Quartet No. 2, "Intimate Letters" at the 66th Ojai Music Festival on June 8, 2012 in Ojai, California.

## Future Festivals

68<sup>th</sup> Ojai Music Festival  
June 12-15, 2014

69<sup>th</sup> Ojai Music Festival  
June 11-14, 2015

70<sup>th</sup> Ojai Music Festival  
June 9-12, 2016

## Festival Community

The Ojai Music Festival enjoys a loyal, committed and informed base of enthusiasts. Ojai audiences are not afraid of the new and unfamiliar—on the contrary, they seek it out. Each year, they come to the Festival wanting to be engaged and challenged; they come expecting to gain new insights.

The Festival contextualizes nearly every aspect of the audience experience by providing a high level of access to artists and rehearsals. This sparks engaging conversations not only between patrons but among artists and the audience as well.

**“This has been a magical week for me and for all of us on stage...Ojai has the best audience in the world.”**

—Leif Ove Andsnes

## A Community of Artists

The 2012 Festival’s community of artists was fostered by Leif Ove Andsnes’ thoughtful programming. By mixing and matching artists throughout the entirety of the Festival, Andsnes encouraged exciting collaborations and developed an ensemble approach to music making.

Even after the Festival, artist alumni continue this example of collaborative efforts in their own careers. Music Director Dawn Upshaw brought together composer Maria Schneider and the Australian Chamber Orchestra for the world premiere of Schneider’s *Winter Morning Walks* in 2011. The partnership continued beyond Ojai to include a US tour with the ACO and Upshaw, culminating in a recording project. 2009 Music Director eighth blackbird premiered *Slide*, by Rinde Eckert and Steven Mackey, at the Festival. Their work didn’t stop there—they continued to develop the piece over three years, winning a Grammy Award for Small Ensemble Performance in 2012 for the recording *Lonely Motel: Music from “Slide.”*

## Digital Initiatives

With multi-year support from the James Irvine Foundation, the Festival has continued to invest in and expand its capabilities within the digital world. The Festival has worked hard to ensure that it remains able to embrace the possibilities it offers in the coming years.

### ACCOMPLISHMENTS

Revised website using a content management system making it more accessible and user friendly

Invested, for the second year, in our online box office

Hired a social media coordinator to expand the bandwidth of our presence on social networks such as Facebook and Twitter

Launched “Ojai Virtual” during the Festival, allowing us to offer free live video streaming of the main Festival concerts

Hosted live chats during Festival concert video streams

**“I love music in general and the expansive palette of musical offerings at Ojai. It gives me a sense of renewal. It is one of the most important and meaningful activities I engage in all year. I leave a different person each year.”**

—William Duxler, donor and subscriber since 1982



Top: Ojai Music Festival audiences express their enthusiasm at the Sunday evening concert. Bottom: Music Director eighth blackbird, Rinde Eckert, and Steven Mackey perform *Slide* in 2009.

**“This daring project [*Slide*] would not have been possible without your support. It is only because of the vision of arts champions such as yourself [Ojai Music Festival] that groups like eighth blackbird are able to take large risks like *Slide*.”**

—eighth blackbird, 2009 music director, after winning a Grammy for small ensemble performance for the CD, *Lonely Motel: Music from “Slide.”*

## Multi-year Artistic Initiatives

- Expand breadth of styles and presentations across and within Festivals
- Build upon the musical and intellectual framework of the Festival
- Deepen and widen the relationships with the Ojai Music Festival’s patrons and beyond
- Continue evolving the Festival’s legacy of artistic excellence

## Sustaining the Vision

The Festival is fortunate to have a diverse base of support from individuals, volunteers, foundations, and corporations. Together they provide the cornerstone for the innovation and artistic excellence that makes the Festival such a vital cultural asset in Southern California and beyond.

The Festival continues to increase both its earned and contributed revenue. This past year, the Festival explored a special giving opportunity for donors to impact specific projects. In the spring, donors were able to “adopt” musicians performing in the free community event of John Luther Adams’ *Inuksuit* which assembled 48 musicians from Southern California consisting of music students, teachers and professionals.

Learn more about the Ojai Music Festival at [OjaiFestival.org](http://OjaiFestival.org)



## Residencies and Partnerships

The collaborative spirit remains essential to the growth and endurance of the Festival. Partnerships occur throughout the organization, including *Ojai North* with Cal Performances at UC Berkeley. More than just a sharing of resources, *Ojai North* represents a combining of artistic ideals and aspirations. The combined efforts of Ojai's legacy of artistic innovation and Cal Performances' tradition of groundbreaking productions creates a joint force that allows artists to achieve more than could even be imagined by each organization separately.

The 2012 Festival also introduced a new partner to the Ojai Family, American Public Media, in an inaugural residency—the first of its kind for the Festival. Fred Child, host of *Performance Today*, was in attendance throughout the Festival, recording interviews with the artists and concerts that will be rebroadcast throughout the year.

Photos this panel (clockwise from top to bottom): Jeremy Denk (left) and Fred Child talk about 2014 at the special 2013 subscriber breakfast at the Ojai Valley Inn & Spa; Laura Walters works with kindergartners in the schools; intern Susie Ruth works with the Festival box office; more than 1,000 people attended the free community event of John Luther Adams' *Inuksuit* at Libbey Park.

## Education and Outreach

The Ojai Music Festival strives to foster the next generation of artists, professionals and audiences by increasing access to music performance and music education opportunities within the community through its *BRAVO!* music education program, internship program and community outreach programs

### **BRAVO!**

The *BRAVO!* music education program provides arts education to all elementary and secondary school children in the Ojai Valley, as well as two schools in the greater Ventura County area. Through interactive artist residencies, the *BRAVO!* program integrates music with core academic subjects and gives students a firm foundation for the participation in and enjoyment of music for the rest of their lives.

**“Pairing my special education class with typically developing peers has helped so that my students have models to demonstrate how to do the motor movements during the songs... I appreciate the repetition with language and the phonemic awareness that Education Through Music promotes. I feel so fortunate that my students with disabilities are able to participate in this amazing program.”**

—Kindergarten Teacher (Education Through Music)



### **Arts Management Internship Program**

This year, the Festival welcomed a record 13 interns to participate in its growing internship program. The program offers college and graduate students hands-on experience in the world of music production, business and non-profit administration. Working in departments across the Festival, from patron services, marketing, and production to administration, business, and special events, interns work alongside leaders in the field to gain invaluable knowledge and experience.

### **Community Outreach**

In addition to its six main concerts, each year's Festival also includes several events offered free to the community. The 2012 Festival opened with a performance of John Luther Adams' *Inuksuit*, performed by 48 musicians stationed around Libbey Park in downtown Ojai, as well as free film screenings, late night concerts and pre-concert lectures with Festival artists, giving access to the general public.

Even prior to June, the Festival hosted preview events held in Ojai, Los Angeles, Ventura, and Pasadena for free. These well-attended gatherings, which included both the committed and the curious, received an early inside glimpse of the 2012 programs, led by Artistic Director Thomas W. Morris and ArtsJournal.com founder Douglas McLennan.



### **BRAVO! BY THE NUMBERS**

2,084  
PUBLIC SCHOOL STUDENTS SERVED

14,472  
MULTIPLE IMPRESSIONS

500  
FREE WORKSHOPS

ALL K-1 Students  
RECEIVED ETM PROGRAM



**Join us for the  
67<sup>th</sup> Ojai Music Festival  
June 6-9, 2013  
Mark Morris, Music Director**

Renewal series packages on sale now  
to ensure your same seats

New series packages on sale in  
November 2012

Single tickets available in  
March 2013

Learn more about  
the Ojai Music Festival at  
**OjaiFestival.org**.

Join in the Festival conversation



Watch Festival videos



**OJAIMUSICFESTIVAL**

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