

## **FORD MADE IN AMERICA Fact Sheet for Round II**

September, 2008

***Ford Made in America* capitalizes on the signature strengths of America's smaller-budget orchestras: passion and deep local roots.**

- The largest commissioning consortium of symphony orchestras ever assembled started as a grass-roots effort by smaller-budget orchestras.
- Thanks to the involvement of the League of American Orchestras, Meet The Composer, and Ford Motor Company Fund, Ford Made in America features performances of a single new work in all 50 states along with activities to stimulate community connections and learning.

**The project is paying big dividends for musicians and their communities. Following are some of those dividends:**

**The consortium creates the opportunity for smaller-budget orchestras from all 50 states to premiere new work by living composers of national stature -- America's smaller-budget orchestras are going after the "goodies."**

- In the program's first round, Joan Tower's "Made in America" was heard by 75,000 people, a record for a new piece of orchestral music. The work earned three Grammy awards including Best Classical Composition and Best Classical Album.
- For Round II, the world premiere of Joseph Schwantner's "*Chasing Light...*" will be given on September 20, 2008 by the Reno Chamber Orchestra in Reno, Nevada. (midi realization available on request)
- "*Chasing Light...*" will be given 70 performances by 58 orchestras over 18 months (08-09 and 09-10 seasons). 38 are repeat orchestras. None could manage this big a project alone. (pdf. is available of Google performance map)

**By providing natural entry points into the music, Ford Made in America is shattering myths about new music.**

- Tower's focus on "America the Beautiful" enhanced audience connection to the new composition.
- This year's piece is inspired by composer Joseph Schwantner's poem, "*Chasing Light...*" which evokes images of light falling on the mountains around his New Hampshire home.
- Schwantner grew up listening to jazz and blues, won a Pulitzer Prize in 1979; his Percussion Concerto is one of the most performed orchestral works of past decade.

**Fun activities for students also are aligned with national music standards, enabling schools to easily identify connections with current curriculum.**

- Students from elementary through high school and college age are drawn into the musical experience through CD and DVD exposures, artistic projects, and discussions about creativity.
- These activities exemplify how cultural organizations are working to fill in the arts education gaps that exist in many of our nation's public schools.
- This year's educational elements are linked to the national standards in No Child Left Behind, enhancing the likelihood of participation.
- Orchestras will offer workshops on links between poetry and music or on building and playing instruments from recycled materials.

**Many audience members are experiencing their first exposure to orchestral music by a living person.**

- “Living composers give audiences the creative connection human beings want,” says Heather Hitchens, executive director of the New York State Council on the Arts and former president of Meet the Composer.

**Ford Made in America is energizing musicians by providing them with new musical challenges and by furnishing them with access to the composer’s mind.**

- “We can’t ask questions of Beethoven,” says Reno Chamber Orchestra bassist and executive director Scott Faulkner.

**Ford Made in America is building momentum for orchestras within their communities.**

- An independent evaluation of Round I concluded that performing a new piece by a living composer enhanced the sense of connection among participating orchestras and built momentum within orchestras and communities for performing new music.
- Orchestras reported that pre-and post-concert conversations, master classes, and other activities with the composer energized musicians and audiences and strengthened bonds with communities.
- For Round II, Committees of Honor will oversee outreach and promotional opportunities in 8 communities over two seasons. These committees, organized by Ford Motor Company Fund and the orchestras, will include prominent civic and business leaders, legislators, and arts and service agency representatives.

**[fordmadeinamerica.org](http://fordmadeinamerica.org) offers YouTube features, a composer’s blog by Joseph Schwantner, and a tool kit for educators, and an interactive “find a concert” map.**