New Era for Art of Elan Focuses on Building Community Through Music
Three Year BaCH Initiative Launches in November

Twelve years ago, Art of Elan was founded with a clear mission: to pioneer unique chamber music events and bring the excitement of classical music to diverse audiences. After nearly 100 public concerts, 19 world premieres of commissioned works and 21 different venues, they have achieved that and more. As they move into their second decade with a new look, the focus and breadth of impact has expanded significantly. Founder Kate Hatmaker explained that the organization's three-pronged approach now is to act as "arts innovators, music educators and community builders."

To that end, they have refreshed their logo and brand and announced a robust Season 13 under the umbrella of "Hear & Now" that includes a groundbreaking 3-year musical initiative, increased community engagement, new strategic partnerships and a continued commitment to commissioning new work.
"Hear & Now" focuses on contemporary culture and the importance of cultural context in uniting an increasingly diverse, complex, and changing world through music. "As artists and musicians, we don't exist in a vacuum. This season explores where we came from and how it helps illuminate where we are today," Hatmaker explained.

"True to our roots, we remain committed to our signature programming at The San Diego Museum of Art while looking at adventurous and out-of-the-box venues for additional opportunities to share our musical outlook," Hatmaker explained.

The timeless music of J. S. Bach weaves in and out of a season that highlights music from a wide variety of composers and time periods, including several San Diego premieres. The San Diego Museum of Art concert series includes two free pop-up performances in addition to three gallery concerts that showcase the music of Missy Mazzoli, Darius Milhaud, Claude Debussy, and J. S. Bach, among others.

The new 3-year BaCH Initiative (Beyond a Concert Hall) brings the timeless music of J. S. Bach to people in unusual places. This multi-year project is designed to "bring Bach to the people" and share the beauty of his compositions in a variety of more adventurous venues. Hatmaker was inspired by the baroque-era composer for his work's musical complexities and stylistic innovations, as well as the influence he's had on so many other composers and artists.

"Hear & Now" is about 'hearing' things in a more mindful way, no matter where you might be at the moment," said Hatmaker. "I believe it's especially important in this current climate to take a pause each
day and realize how much beauty is literally all around us. The music of Bach is perfect for this kind of exercise and we're excited to see how many different places in the region we can explore through his music."

The BaCH Initiative kicks off in the rotunda of The San Diego Museum of Art on November 19 and will include performances and collaborations with La Jolla Music Society, Mira Mesa High School, and the Centro de Artes Musicales in Tijuana. Hatmaker is currently researching additional outdoor venues that might include parks, college campuses, breweries, and even malls.

More info at artofelan.org/

The San Diego Museum of Art Concert Series, All concerts at 7 pm

"In Spite of All This"
San Diego Museum of Art | Nov. 19
Art of Elan’s 13th season of concerts at SDMA kicks off with a kaleidoscopic journey back to the music of the beloved Baroque composer, J. S. Bach. As part of the newly-launched "BaCH Initiative," which moves the timeless Baroque music "Beyond a Concert Hall" and out into the world of the 21st century, Art of Elan will open this special concert with Bach's second sonata for unaccompanied violin, followed by innovative works by contemporary composers Andy Akiho, David Lang, and Missy Mazzoli.

"Abstract Revolution"
Pop-up, San Diego Museum of Art | Jan. 10
This 20-minute performance is followed by the screening of "Pollock" (movie tickets sold separately)
This thought-provoking performance features two of today's most compelling and sought-after composers: Sarah Kirkland Snider and Pulitzer Prize-winner Caroline Shaw in works for solo cello and marimba.

"Dream of Spring"
Pop-up at San Diego Museum of Art | Feb. 7
This 20-minute performance is followed by the screening of "The Age of Innocence" (movie tickets sold separately)
Immerse yourself in the colorful sound world of French composers Gabriel Faure and Jacques Ibert for this intimate performance that features the sounds of flute, violin and harp.
"Observations"
San Diego Museum of Art | March 10
Taking inspiration from the avant-garde musings of America’s pioneer of Modern Art, Manierre Dawson, this program will fill Gallery 16 with the rhapsodic sounds of composers Willson Osborne, Darius Milhaud, and Mason Bates, as well as the incredibly virtuosic second sonata for solo violin by Belgian composer/violinist Eugene Ysaye.

"Impressions"
San Diego Museum of Art | May 5
Gerald Finzi’s "Interlude for string quartet and oboe" and the Phantasy Quintet by Ralph Vaughan Williams help create the lush sound world of this closing concert that pays homage to the Impressionist movement of the art world. Works by Debussy, J. S. Bach, and Jean Francaix round out the program.

Young Artists in Harmony Student Composition Program
Begins Sept 21 at A Reason to Survive (ARTS) 200 E. 12th Street, National City

Concerts:
November 10, 6pm: San Diego Art Institute, Balboa Park (Tickets $5-10)
December 21, 11am: A Reason to Survive (ARTS) National City (FREE)

Other Art of Elan Concerts and Events
Art of Elan @ LUX Art Institute, Encinitas, 7pm, Feb 13 (featuring the Kontras Quartet)

BaCH @ The JAI, 7600 Fay Avenue, La Jolla, 7pm, March 23

Other BaCH events TBD (in conjunction with Mira Mesa High School / Centro de Artes Musicales in Tijuana)

A full schedule of Art of Élan concerts and programs is listed here: http://artofelan.org/events

Art of Elan is supported by the City of San Diego Commission for Arts and Culture, the County of San Diego, the California Arts Council, the Clare Rose Foundation, the generosity of numerous individual donors and board members, and Art of Élan’s Luminaria Circle, which supports the commissioning of new works.

More info at artofelan.org/

Art of Élan by the Numbers - 2006-2019

- Performed 100 public concerts
- Showcased 312 musicians
- Presented 19 world premieres of commissioned works
- Implemented a highly coveted ensemble-in-residence program
- Participated in 20 unique, cross-disciplinary and collaborative productions
- Completed 5 residency programs in National City at A Reason to Survive (ARTS), including 44 world premieres of works by Young Artists in Harmony students.
- Produced 71 live concert recordings on Instant Encore, which have been streamed over 54,000 times in 28 different countries around the world, thanks to Art of Élan's free music app
Established countless new relationships with adventurous music and art lovers of Southern California

By drawing inspiration from the word élan, which represents momentum, vigor and spirit, and providing an opportunity to connect directly with concertgoers, Art of Élan hopes to engage and energize audiences in new ways.

To further engage new, young audiences, Art of Élan concerts are available via download at Instant Encore

MEDIA CONTACT:

Toni Robin, tr@trprsandiego.com