Highlight of BaCH Initiative (Beyond a Concert Hall) Features Epic Violin Performance

Six Complete Suites to be Performed at The JAI, La Jolla

Launched in November, 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. Art of Elan co-founder Kate 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.

On March 23, internationally renowned violinist Johnny Gandelsman invites listeners to join him on an epic 2-hour journey to explore the complete suites for unaccompanied cello by J. S. Bach, performed on violin. This once-in-a-lifetime performance of the complete suites takes place in the intimate cabaret space The JAI, where concertgoers can arrive early to enjoy cocktails and small plates, available for purchase from Snake Oil Cocktail Co, as well as a pre-concert talk with cellist and Baroque specialist Alex Greenbaum.

"It's a huge undertaking and extraordinary individual musical achievement," explained Hatmaker. "It's like running a marathon, but much more pleasing for the audience!"

Rarely performed for the extraordinary effort, talent and focus needed, The Boston Globe recently cheered Gandlesman's showcase. "To write clinically of Gandelsman's phraseology, his cadenza-like approach to tempos, or even to mention that he played the Sixth Suite, remarkably, on a five-string violin, would not relay the spell this performance cast. Weight turned into
weightlessness. The music re-discovered its own origins in dance. And it seemed to speak with the naturalness of a folk song. This was an exquisitely personal vision of Bach, all radical sincerity and glinting light. The audience sat rapt for nearly two hours, until it rose as one."

Performing Bach Suites at MIT. Photo courtesy of Boston Globe

In 2017, world renowned cellist Yo-Yo Ma performed this "impossible" feat at the Hollywood Bowl to great acclaim. According to the Los Angeles Times, "this audience sat in nearly unbelievable rapt attention focused on Ma as each musically complex and austere six-movement suite followed suite."

This unique performance coincides with the release of Gandelsman's new solo album, JS Bach: Complete Cello Suites (Circle Records) featuring JS Bach's complete cello suites, transcribed for violin. Gandelsman's years of experience working with master musicians from various world traditions (Bela Fleck, Martin Hayes, Kayhan Kalhor) brings a refreshing and deeply personal viewpoint to these magnificent works. He is touring 12 cities in the US, Germany, Ireland and the Netherlands.

"I'm very excited to go on the road and share this music with audiences. There's only so much one can learn about a piece of music in a practice room; another 100% is there for you to discover when you are on stage, whether you are playing for an audience of thousands or an audience of one," said Gandelsman.

As a founding member of Brooklyn Rider, Gandelsman returns to the JAI, where his group was presented by Art of Elan last year as part of La Jolla Music Society's grand opening festivities for the Conrad Prebys Performing Arts Center. As a member of the Silkroad Ensemble, Johnny has closely worked with such luminaries as Bela Fleck, Yo-Yo Ma, Mark Morris, and Anne Sofie Van Otter, and has appeared with Bono, David Byrne, Renee Fleming, I'm With Her, and many others.

In reference to his San Diego connections, Gandelsman noted, "Art of Elan founder Kathryn Hatmaker, and her cellist husband Alex Greenbaum have
been dear friends and colleagues for many years. My quartet Brooklyn Rider performed for Art of Elan at The JAI last season, and it seemed like it could be the perfect place to listen to Bach."

The BaCH Initiative kicked off in the rotunda of San Diego Museum of Art in November 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

**Concert Info**

March 23, 2020 at 7pm, pre-concert talk by Alex Greenbaum at 6pm
Drinks and small bites will be available for purchase

- General Admission Seats : $35
- General Admission High Top/Low Top: $75
- Student tickets: $20 available through box office in person or over the phone at 858.459.3728

The JAI - The Conrad Prebys Performing Arts Center
7600 Fay Ave, La Jolla, CA 92037

[Tickets at BaCH @ The JAI](artofelan.org/)
HEAR & NOW SEASON 13 SCHEDULE

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

"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 Françaix round out the program.

A full schedule of Art of Elan 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 Elan's Luminaria Circle, which supports the commissioning of new works.

More info at artofelan.org

Art of Élan by the Numbers - 2006-2020

- 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

Lux Art Institute redefines the museum experience to make contemporary art more accessible and personally meaningful. Through its internationally acclaimed Artist-in-Residence program, Lux has hosted over 60 artists from around the world, including two MacArthur Fellows, in its award-winning LEED-certified Artist Pavilion. In addition, Lux’s Education Pavilion delivers a creative contemporary arts curriculum that includes a regional artist gallery and a robust outreach program that serves local schools, including students of military families and Title I schools.

www.luxartinstitute.org

Toni Robin
TR/PR Public Relations and Marketing
tr@trprsandiego.com
www.trprsandiego.com
858.483.3918