

New Ears, New Eyes

What New Audiences Are Telling Us





New World Symphony

America's Orchestral Academy

Michael Tilson Thomas, Artistic Director



The New World Symphony envisions a strong and secure future for classical music and will redefine, reaffirm, express and share its traditions with as many people as possible.



Text PULSE to 91011 for program and artist information
Twitter: @GlasSymphony or #NYSPULSE



Symphony with a Splash Format

- One hour, no-intermission, narrated performance focusing on a single work or 2-3 thematically related works
- Extended introductory explanations by onstage host
- Projected images, videos and illustrations support commentary
- \$25 ticket, includes two drinks at a 45-minute social gathering after performance with Fellows



Mini-Concert Format

- 30-minute performances, performed three times throughout the night (7:30pm, 8:30pm, 9:30pm)
- All tickets are \$2.50
- Live commentary by one or two Fellows, accompanied by projection of complementary images, videos or illustrations
- Intensity of performance is increased by Fellows' realization that most audience members are new



WALLCAST Concert Format

- Live concerts projected onto façade of our building
- Viewing available from 2.5 acre adjacent park
- Outdoor portion is free
- High-definition sight and sound
- Fellow, conductor and soloist interaction in the park after the concert

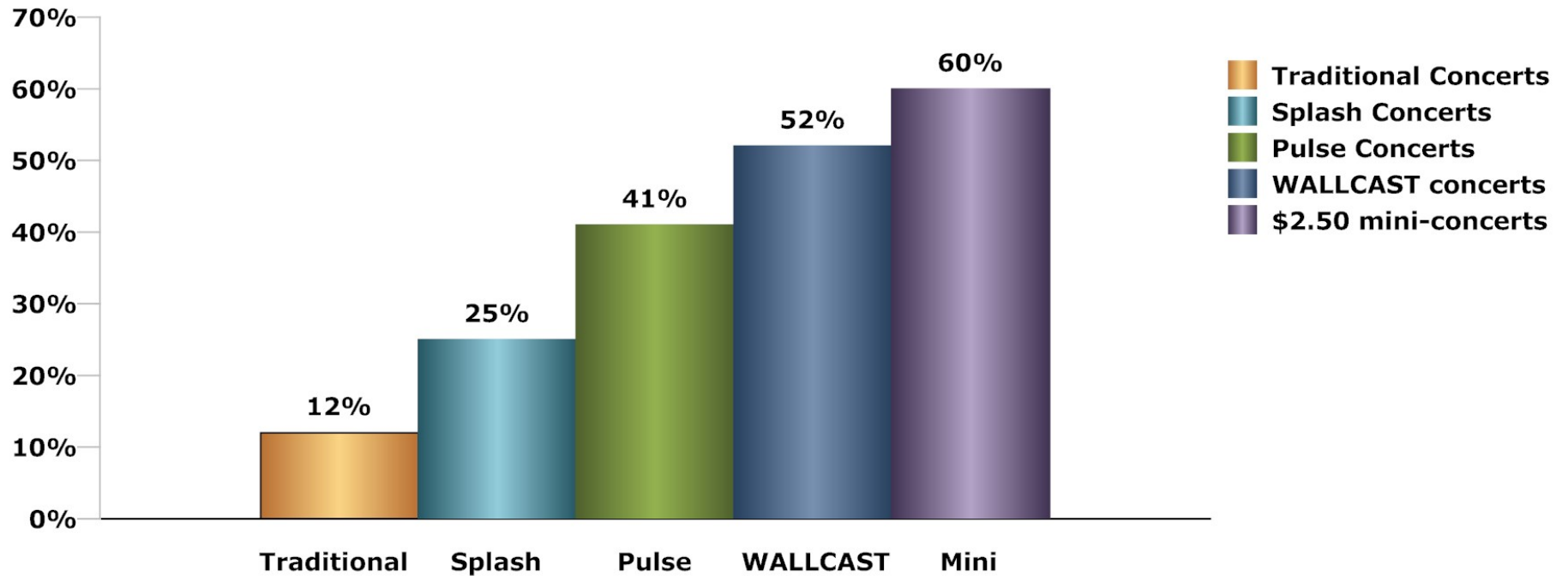


Pulse Format

- 9:30pm – 1:30am
- Classical music (mostly contemporary) presented in an evening-long, late-night social setting
- Four 10-20 minute classical music sets interspersed with DJ-spun electronic music throughout the evening
- Lighting and projected imagery create an active and immersive environment

What Happened?

% of first-time attendees by format



How we make the experience

BETR:

Bring,
Engage,
Test,
Refine

