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**BROOKLYN PHILHARMONIC APPOINTS ALAN PIERSON ARTISTIC DIRECTOR**

Unveiling bold new artistic mission and new model for urban orchestra

*"A young conductor of monstrous skill"*

— Justin Davidson, Newsday

*"Incontestably a sensational force ... not only extreme virtuosity, but powerful ideas about how to renovate the concert experience."*

— Alex Ross, The New Yorker

New York, January 19, 2010 — The Board of Directors of the **BROOKLYN PHILHARMONIC** has announced the appointment of **ALAN PIERSON** as the orchestra's new Artistic Director, effective immediately. Alan's debut 2011-2012 season will be announced later this spring.

This appointment opens a new era for the Brooklyn Philharmonic as it redefines the modern urban orchestra and its relationship to the community. Today's Brooklyn is a burgeoning mix of music and cultures, an extraordinary hub of creativity. Going beyond the traditional idea of a big symphony orchestra in a marble hall, the new Brooklyn Philharmonic will travel out to the Borough's myriad neighborhoods, partnering with community organizations to develop live events that connect the orchestra with local musical traditions in original and exciting collaborations. In the process, the Brooklyn Philharmonic will also take on many forms—ranging from full-sized symphony orchestra to smaller ensembles—and perform in a variety of genres.

Newly elected Chairman of the Board, **JACK W. RAINEY**, commented: "We have recommitted ourselves to serving New York City's largest and most musical Borough—Brooklyn! Alan Pierson is a brilliant choice to forge this new artistic vision. An exciting and inspiring musician and leader, he is well connected to the breadth of groundbreaking new music being generated in Brooklyn and beyond. Alan has impressive ideas, intellect, experience, and a deep commitment to the Borough—we feel this is exactly what is needed to create the new Brooklyn Philharmonic."

Alan Pierson, 36, has a proven record of successful leadership and imaginative programming. As Artistic Director and conductor of the acclaimed chamber orchestra Alarm Will Sound—called "the future of classical music" by *The New York Times* and "a powerhouse ensemble" by *The Washington Post*—Alan developed a group of young conservatory students into a flourishing organization that filled an important niche, making a widely-seen mark on the contemporary music scene. He will continue to maintain this directorship.

On the podium, Alan has been praised as "commanding" by *The New York Times*, "gifted and electrifying" by *The Boston Globe*, and for his "insouciant virtuosity" by *The Financial Times*. He has appeared as guest conductor with the London Sinfonietta, the Steve Reich

Ensemble, the Orchestra of St. Luke's, Carnegie Hall's Ensemble ACJW, the Tanglewood Music Center Orchestra, the New World Symphony, and The Silk Road Project, among other ensembles. Alan has a remarkable educational background, with degrees in both Music and Physics from MIT (where he developed new algorithms for planetary system dynamics), as well as a Masters in Composition and a Doctorate in Conducting from the Eastman School of Music.

"It is a great honor to be asked to help build the future of the Brooklyn Philharmonic," Alan Pierson stated. "Brooklyn is experiencing a kind of renaissance. Extraordinary things are happening everywhere. My goal is for the Brooklyn Philharmonic to connect with the Borough's vast, unique population through events that celebrate and reflect its incredibly diverse communities, and to do so in a way that involves original music making which will be of interest beyond Brooklyn as well. We will become 'Brooklyn's Orchestra' like never before."

#### Alan's New Role:

As artistic director, Alan Pierson will guide the Brooklyn Philharmonic's overall artistic effort through adventurous new concerts, commissions, and the Philharmonic's extensive education and community programming.

He is designing a new flagship series called *Junctions*, which will bring the orchestra into communities all around the Borough, developing original collaborations with artists that enrich the communities it visits as well as the orchestra itself. These concerts will be free or low-cost, use a variety of indoor and outdoor venues, and will demonstrate the orchestra's ability to make music in any number of styles. Partnership discussions are already underway with enthusiastic community groups from Bedford Stuyvesant, Brighton Beach, Midwood, Downtown, and other neighborhoods.

Alan will further fulfill the Brooklyn Philharmonic's new vision through deeper connections between its performances and numerous educational programs, as well as active participation in marketing and fundraising strategies.

#### Brooklyn Philharmonic Firehouse Renovation Project

The Brooklyn Philharmonic will have a unique new home: a decommissioned DeGraw Street firehouse in Cobble Hill, estimated to open in summer 2012. The renovation project, awarded to the Brooklyn Philharmonic through a competitive selection process in 2008, is now fully funded through the support of Mayor Bloomberg, Borough President Marty Markowitz, The New York City Council, New York City Department of Cultural Affairs, and the Brooklyn Philharmonic Board of Directors. The DeGraw Street firehouse is a 3,600 SF facility that will be leased by the Brooklyn Philharmonic from the City. Once renovated, it will house a performance space, rehearsal studios, classrooms, and administrative offices for the orchestra and its education partner Create.

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#### **ALAN PIERSON**

Alan Pierson has been praised as "a young conductor of monstrous skill" by *Newsday*, "commanding" by *The New York Times*, and "gifted and electrifying" by *The Boston Globe*. He is the artistic director and conductor of the acclaimed ensemble Alarm Will Sound which has been called "the future of classical music" by *The New York Times* and "a sensational force" with "powerful ideas about how to renovate the concert experience"

by *The New Yorker*. Alan Pierson has appeared as a guest conductor with the London Sinfonietta, the Orchestra of St. Luke's, the Brooklyn Philharmonic, the Steve Reich Ensemble, Carnegie Hall's Ensemble ACJW, the Tanglewood Music Center Orchestra, the New World Symphony, and The Silk Road Project, among other ensembles. He is also Principal Conductor of the Dublin-based Crash Ensemble, and was a visiting faculty conductor at the Indiana University Jacobs School of Music. He has collaborated with major composers and performers, including Yo Yo Ma, Steve Reich, Dawn Upshaw, Osvaldo Golijov, John Adams, Augusta Read Thomas, David Lang, Michael Gordon, La Monte Young, and choreographers Christopher Wheeldon, Akram Khan and Elliot Feld. He has recorded for Nonesuch Records, Cantaloupe Music, Sony Classical, and Sweetspot DVD.

Alan Pierson grew up in Chicago. He graduated from the Massachusetts Institute of Technology with degrees in Physics and Music, and from the Eastman School of Music with a Doctorate of Musical Arts in Conducting.

### **JACK W. RAINEY**

Jack W. Rainey is Senior Vice-President of Government and Community Banking at TD Bank. Jack's roots in business and community life stem back to working in the NYC Mayor's office in the Koch Administration, followed by a term as Executive Director of the Long Island City Business Development Corporation and appointment as Executive Administrator and Dean of Cooperative Education at LaGuardia Community College/CUNY. He became Chairman of the Board of the Brooklyn Philharmonic in November 2010, after serving on the board for four years. In addition, he serves on the steering committee of the Association for a Better New York (ABNY), and sits on the boards of the Variety Boys and Girls Club, the Flushing Willets Point LDC, and the Prospect Park YMCA. Jack is a member of the Government Relations Committee of the NY Bankers Association and is a member of several industry and community organizations.

### **BROOKLYN PHILHARMONIC**

When the first conductor stepped to the podium in Brooklyn in 1857 to launch the Brooklyn Philharmonic, Bizet, Wagner and Berlioz were the strident young voices of new music. De Tocqueville had just departed Brooklyn to warn our European cousins about the mad democratic experiment he'd witnessed in America. Abraham Lincoln's wife hurried to attend the Philharmonic's first concert in Brooklyn's new music hall. And the people of Brooklyn were, as always, defining what it means to really live in our country.

Now 154 years later, the Brooklyn Phil is not only one of the oldest living orchestras in the New World, but with 166 world premiers under its belt, 65 works commissioned from living composers, and the accolades of 22 ASCAP awards, it's also one of the most adventurous and widely acclaimed musical forces in America as well. The *New York Times* calls it "feisty and provocative. *Rolling Stone* raves the Brooklyn Phil is "vital" and "inspired."

In 2011 newly appointed Artistic Director Alan Pierson rebooted the Philharmonic, taking it on the road deep into Brooklyn's famed neighborhoods to connect with the deep and vibrant musical traditions of the people who love it most.

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