CASE STUDY #2

Grand Rapids Symphony
Building Community through ArtPrize

Summary: Grand Rapids Symphony planned their EarShot readings amidst the city’s 2018 ArtPrize festival. ArtPrize is an annual, 18-day international art competition which takes place in Grand Rapids, Michigan. The Symphony closed the reading rehearsals to the public but performed the works 4 times as part of the ArtPrize competition. The widely-publicized performances were held in an art museum that was open to the street with speakers amplifying the orchestra’s music on the sidewalk, encouraging passersby to come in and participate. The readings consisted of 2 rehearsals & 4 short concerts (for a total of 4 services), and spanned 5 days.

Outcomes:
- Over 2,000 new contacts added to symphony’s mailing list
- Commissioned new work from one of the participating composers
- Work by a participant composer won an ArtPrize competition award, amplifying the symphony’s visibility
"EarShot was one of the most meaningful experiences I have had as a composer. The program was structured in such a way that facilitated making connections that go deeper than networking. The level of care that I felt on every organizational level made the week into a true celebration of music, community, and humanity."

-EarShot Participant Composer

"EarShot provided an invaluable opportunity for me to gain experience working with a professional orchestra as a composer. It was clear that the musicians, orchestra staff, and mentor composers were committed to the development of each of the participants' work. I look forward to utilizing their feedback not only in the piece that was workshopped but also in future pieces that I will compose."

-EarShot Participant Composer