

PRESS RELEASE

L O S   A N G E L E S

# MASTER CHORALE

## LOS ANGELES MASTER CHORALE ILLUSTRATES ITS ROLE AS “THE VOICES OF L.A.” IN NEW SEASON IMAGERY

**Singers and Guest Artists Photographed in Iconic Los Angeles Locations**

**Subscription tickets to the 2017/18 season available now**



Clockwise from top left: Alannah Garnier, Adam Faruqi, Caroline McKenzie, & Will Goldman.

(Los Angeles, CA) March 6, 2017 – For 53 years, the Los Angeles Master Chorale has proudly represented the voices of L.A. as a resident company of The Music Center and, since 2003, the choir-in-residence at Walt Disney Concert Hall. This message is amplified in its new



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2017/18 season materials featuring Master Chorale singers and guest artists photographed in iconic Los Angeles locations.

Union Station, Griffith Observatory, the L.A. River, downtown L.A., Echo Park, and the Dorothy Chandler Pavilion feature in photographs by [Arnaud Pyvka](#) in a campaign created by branding agency, [Base Design](#). Details of the 2017/18 concerts were announced in February. Full season details are available at [lamasterchorale.org](http://lamasterchorale.org). Subscription tickets to the new season are available now. Single tickets to concerts will go on sale August 7. In addition to print copies, a digital version of the season brochure is available to view [online](#).

Los Angeles Master Chorale singers feature in photographs taken in downtown L.A. and Echo Park used on four alternative 2017/18 season brochure covers. The singers featured are: Alannah Garnier (soprano), Adam Faruqi (tenor), Will Goldman (bass), and Caroline McKenzie (soprano.)

Master Chorale singers also feature in the artwork illustrating Orff's decadent ***Carmina Burana*** that will open the new season on Saturday, September 23 and Sunday, September 24. The photo was taken in the newly-refurbished Kendall's Brasserie located in The Music Center that is a popular restaurant for the singers, as well as for Los Angeles Master Chorale audience members. The image captures the party spirit of the tavern scenes in the music and features soprano Kelci Hahn and bass Dylan Gentile.

Baritone Luc Kleiner donned an elaborate custom-made skull and was photographed in the Arts District to illustrate the **Día de los Muertos** concert to be conducted by María Guinand on Saturday, October 29. Featuring music by Latin American composers and themed around death and celebration, the concert takes place the weekend of the city's vibrant Día de los Muertos (Day of the Dead) celebrations. The concert also coincides with the expansive Pacific Standard Time LA/LA initiative led by the Getty.



Assistant Conductor Jenny Wong is featured in the artwork for the **Bach: The Six Motets** concert on Sunday, December 10 that will herald her solo conducting debut in Walt Disney Concert Hall. The photograph uses the distinctive mirrors in the Dorothy Chandler Pavilion at The Music Center to show Wong's reflected face, visually representing the use of double choir in the motets. It will be the first time the Los Angeles Master Chorale has performed all six motets on one concert program.

Composer Ellen Reid illustrates the **Reid & Riley** concert. Reid's *dreams of the new world* will receive its world premiere performance on Sunday, May 13, 2018. The piece is a co-commission between the Los Angeles Master Chorale and The Choir of Trinity Wall Street (New York) and poetically explores westward expansions and the forging of new frontiers. Reid was photographed on the terrace of one the city's most recognizable landmarks, Griffith Observatory, capturing panoramic city views and alluding to the astronomical explorations of Reid's piece.

The Los Angeles River is featured in the artwork for Handel's biblical oratorio **Israel in Egypt** performed on Sunday, February 11, 2018. Detailing the exodus of the Israelites and the plagues inflicted on Egypt, the river symbolizes the crossing of the Red Sea and captures the feeling of journeying to seek new, safer, shores. The photo was taken in January following a series of winter storms meaning that, uncharacteristically, there was water in the river bed. This concert will feature work by Syrian/Armenian visual artist Kevork Mourad who will create artwork live from the stage.

An evocative image of two of Union Station's distinctive art deco waiting room chairs standing empty captures the themes of life, love, death, and loss of the magnificent **Brahms Requiem** that will close the season on Saturday, June 9 and Sunday, June 10, 2018. This



program also features works by Pulitzer Prize-winning composers David Lang and Caroline Shaw.

Holiday programs are illustrated with a 1964 Ford Galaxie car decorated with festive lights photographed on a palm tree-lined street, capturing the distinctive quirkiness of Christmas in L.A. while two community sing projects, Big Sing L.A. and Big Sing California are illustrated with a photo of Artist-in-Residence **Eric Whitacre** on a Malibu beach in a photo by Marc Royce.

It is the second season the Los Angeles Master Chorale has worked with Base Design. The company previously created a branding campaign for the current 2016/17 season, including a custom font called “Voices” designed to evoke the mechanics and feeling of the human voice. It also captured striking images of Los Angeles Master Chorale Artistic Director Grant Gershon in concert featured in the season brochure and promotional materials.

In addition to the ticket brochure, the new imagery can be viewed online at the recently re-launched Los Angeles Master Chorale website, [lamasterchorale.org](http://lamasterchorale.org).

## **ABOUT LOS ANGELES MASTER CHORALE**

The Los Angeles Master Chorale is widely recognized as one of the country’s leading professional choruses and one of Southern California’s most vibrant cultural treasures. Hailed for its powerful performances, technical precision, and artistic daring, the Master Chorale is led by Artistic Director Grant Gershon and President and CEO Jean Davidson. It is a founding resident company of The Music Center and the choir-in-residence at Walt Disney Concert Hall. Chorister positions are highly sought-after and the professional choir is a diverse and vocally dynamic group showcasing the many voices of L.A.

Presenting its own concert series each season, the Master Chorale performs choral music from the earliest writings to contemporary compositions striking a balance between innovation and tradition. It also regularly performs with the Los Angeles Philharmonic at Disney Hall and the Hollywood Bowl. Praised for its definitive performances, the choir is committed to recording the choral repertoire and has also featured with Gershon on the



soundtracks of many major motion pictures. It is further heard beyond the concert hall via broadcasts by Southern California's Classical KUSC.

Committed to community engagement and fostering music education in schools, the Los Angeles Master Chorale's education programs include Voices Within that encourages young people to write and perform their own songs, an oratorio project for high school students, and the annual High School Choir Festival, which brings teenagers from throughout the Southland to perform in Walt Disney Concert Hall.

[www.lamasterchorale.org](http://www.lamasterchorale.org)

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