

A photograph of two dancers, a woman and a man, captured in mid-air against a solid blue background. The woman, on the left, is wearing a white sports bra and black leggings, with her hair flying. The man, on the right, is shirtless and wearing black shorts, with his arms and legs extended in a dynamic pose. They appear to be in the middle of a performance or rehearsal.

CENTER FOR THE PERFORMING ARTS  
**ANNUAL REPORT**

*2010-2011*

RIOULT dancers © 2008 Basil Childers

PENNSTATE



College of Arts  
and Architecture

# LETTER FROM THE DIRECTOR

DEAR FRIENDS,

This has been an extraordinary year at the Center for the Performing Arts at Penn State.

We were honored to receive one of six national Creative Campus Innovations Program grants. At the time, in August 2010, the grant of \$250,000 was the largest the Center for the Performing Arts had received. The project, centered on a multidisciplinary collaboration with Los Angeles dance company Diavolo, began in earnest in January 2011 and culminates in April 2012. In June 2011 we were proud to receive a \$450,000 grant from The Andrew W. Mellon Foundation to support a three-year Classical Music Project. The two grants advance the Center for the Performing Arts to a higher level of national recognition. The projects, with a combined total budget of \$1.25 million from grant funding and partnerships, give us the opportunity to lead the field of university-based performing arts centers through the development of innovative cross-campus programs.

The deeply engaging works we presented on our stages, plus the engagement activities we offered at the University and in the community, reflect the Center for the Performing Arts vision to *enrich lives through inspiring experiences*. From the moving theatre of *The Laramie Project* and its epilogue to the final tour of the Merce Cunningham Dance Company, from the emotionally uplifting story of *THE COLOR PURPLE* to a gripping performance of Monteverdi's *Vespers of 1610*, the season overflowed with performances by renowned artists who connected with audiences in profound ways. The time artists spent on campus and in our community provided unparalleled opportunities for Penn State students and community members to meet, engage, and learn from highly creative individuals.

This annual report provides documentation of the Center for the Performing Arts impact at Penn State and in the central Pennsylvania region we serve. As you review the report, I believe it will be evident that our influence is significant. We can have a major effect thanks to the support provided by the University, the participation of our patrons and partners, and generous financial support from our members, sponsors, and contributors.

THANK YOU!



George Trudeau  
Director, Center for the Performing Arts at Penn State

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# STATEMENTS OF PURPOSE

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## CORE VALUES

- **ARTS LEADERSHIP**—Artistic distinction and exceptional experiences are the cornerstones of the Center for the Performing Arts and are integral to its position of national leadership.
- **PEOPLE FIRST**—We value everyone who benefits from and contributes to the Center for the Performing Arts. We take pride in fostering an environment of mutual respect and teamwork in which everyone's involvement is honored, supported, and appreciated.
- **SERVICE FOCUSED**—We provide our constituencies and partners with a consistently high level of support, access, and opportunities ensuring the greatest possible inclusiveness, diversity, and enrichment for those we serve.
- **CREATIVE INNOVATION**—We seek and promote innovative, provocative, and risk-taking ideas and creative approaches across our organization.
- **COMMITTED STEWARDSHIP**—Our business model, practices, and policies ensure fiscal health, sustain superior facilities, create self-sustaining systems, and support the reduction of our environmental footprint.

## VISION

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*Enriching lives through inspiring experiences.*

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## MISSION

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*The Center for the Performing Arts at Penn State engages and enriches the University and communities through exemplary programs in presentation, education, research, and service.*

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# 2010–2011 PRESENTATIONS

Each performance was in Eisenhower Auditorium, unless indicated as having been in Schwab Auditorium (SA) or Pasquerilla Spiritual Center (PSC).

Jeffrey Siegel  
Keyboard Conversations®  
*Chopin for Lovers!*  
Wednesday, September 15 (SA)

*Monty Python's SPAMALOT*  
Tuesday and Wednesday,  
September 28 and 29

*The Laramie Project*  
Tectonic Theater Project  
Wednesday, October 6

*The Laramie Project:  
Ten Years Later, An Epilogue*  
Tectonic Theater Project  
Thursday, October 7

Taylor Eigsti Trio  
with special guest  
Becca Stevens  
Tuesday, October 12 (SA)

Apollo's Fire  
Monteverdi's *Vespers  
of 1610*  
Friday, October 15 (SA)

RIOULT  
Sunday, October 17

*A CHORUS LINE*  
Thursday, October 21

Buika  
Thursday, October 28

Eroica Trio  
Wednesday, November 3 (SA)

Moscow State  
Symphony Orchestra  
Pavel Kogan, conductor  
Jennifer Koh, violinist  
Tuesday, November 9

*New Orleans Nights*  
Allen Toussaint,  
Nicholas Payton,  
and The Joe Krown Trio  
Tuesday, November 16

Natalie MacMaster  
*Christmas in Cape Breton*  
Thursday, December 2

*Runt of the Litter*  
Tuesday, December 7 (SA)

Jonathan Biss  
Wednesday, January 19 (SA)

*Click, Clack, Moo*  
TheatreworksUSA  
Sunday, January 23

*FIDDLER ON THE ROOF*  
Tuesday, January 25

John Scofield and  
Joe Lovano Quartet  
Thursday, January 27 (SA)

An Evening with  
Joshua Bell  
Thursday, February 3

Merce Cunningham  
Dance Company  
Saturday, February 12

Cirque Éloize  
*iD*  
Tuesday, February 15

Takács Quartet  
Tuesday, February 22 (SA)

Tango Buenos Aires  
*Fire and Passion of Tango*  
Thursday, February 24

*THE COLOR PURPLE*  
Tuesday and Wednesday,  
March 22 and 23

Trio Mediæval  
Tuesday, March 29 (PSC)

Dave Brubeck Quartet  
and Ramsey Lewis Trio  
Friday, April 8

*Room on the Broom*  
Tall Stories Theatre Company  
Sunday, April 10

*SPRING AWAKENING*  
Tuesday and Wednesday,  
April 12 and 13

Chamber Music Society  
of Lincoln Center  
*Russian Spirit*  
Thursday, April 14 (SA)

Two scheduled presentations did not reach the Eisenhower stage. The national tour of Lemony Snicket's *The Composer is Dead* was cancelled, while the Center for the Performing Arts withdrew from the Ballet Grand Prix tour due to artistic personnel changes.



# THANKS FOR THE SUPPORT

*We are grateful to these businesses, organizations, and individuals for supporting the Center for the Performing Arts 2010–2011 season.*

## SPONSORS

Platinum \$10,000 and more • Diamond \$5,000 to \$9,999  
Ruby \$4,000 to \$4,999 • Gold \$3,000 to \$3,999 • Silver  
\$2,000 to \$2,999 • Bronze \$1,000 to \$1,999

### PLATINUM

#### AT&T

*John L. Brown and Lynn Sidehamer  
McQuaide Blasko Attorneys at Law  
Penn State Hospitality Services  
TIAA-CREF*

### DIAMOND

*Norma and Ralph Condee Chamber Music  
Endowment  
Corvette America  
Foxdale Village, A Quaker-Directed Continuing  
Care Retirement Community  
Robert and Helen Harvey  
Kranich's Jewelers  
Mount Nittany Medical Center  
Sandra Zarembo and Richard Brown*

### RUBY

*John L. Brown Jr. and Marlynn Steele Sidehamer  
Endowment  
Glenn and Nancy Gamble  
Dotty and Paul Rigby*

### GOLD

*Gay D. Dunne and James H. Dunne  
Don and Mary Ellen Fisher  
Kelleann Foster  
Penn State International Dance Ensemble  
Endowment  
The Village at Penn State Life Care Retirement  
Community*

### SILVER

*Beating the Odds Foundation & U.S. Foodservice  
(Western PA)  
Designer's Studio  
Hoag's Catering/Celebration Hall  
Bill and Honey Jaffe  
Kish Bank*

*Nittany Eye Associates  
Bud and Carol Rowell  
SPE Federal Credit Union*

### BRONZE

*Herbert, Rowland & Grubic, Inc.*

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*Nina C. Brown Endowment  
Cultural Learning Initiative with McQuaide Blasko  
(CLIMB)  
Helen and Sidney S. Friedman Endowment \*  
Honey and Bill Jaffe Endowment*

\* Future pledged endowment

### ARTS ENDOWMENTS

*Lynn Donald Breon Endowment \*  
John L. Brown Jr. and Marlynn Steele Sidehamer  
Endowment  
Richard Robert Brown Program Endowment  
Norma and Ralph Condee Chamber Music  
Endowment  
Eisenhower Auditorium Endowment  
Glenn and Nancy Gamble Endowment  
Hall-LeKander Endowment  
William E. McTurk Endowment \*  
Penn State International Dance Ensemble  
Endowment  
Gerald B. M. and Sylvia Stein Endowment \**

\* Future pledged endowment

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*\$150 and more*

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Steven and Catherine Holmgren  
William and Suzanne Jenkins  
Patricia Kelley  
Rich Kissinger  
Polly H. Rallis*

The Sturtz-Davis Family  
Kimberly S. Watkins and Family  
Young World Day School  
Frank and Alice Zonts

#### NINA C. BROWN ENDOWMENT

Pamela M. Aikey  
Estate of Nina C. Brown  
Columbia Artists Management, Inc.  
Norma and Ralph Condee  
Ted Giatas, president and chief executive officer  
of McCallum Theatre  
The Sturtz-Davis Family

#### RICHARD ROBERT BROWN PROGRAM ENDOWMENT

Richard Brown and Sandra Zaremba

#### NORMA AND RALPH CONDEE CHAMBER MUSIC ENDOWMENT

Robert and Dorothy Cecil  
Norma and Ralph Condee

#### CULTURAL LEARNING INITIATIVE WITH MCQUAIDE BLASKO (CLIMB)

Tom and Carolyn Schwartz \*

#### HONEY AND BILL JAFFE ENDOWMENT

Honey and Bill Jaffe

#### PENN STATE INTERNATIONAL DANCE ENSEMBLE ENDOWMENT

John Booske  
Elizabeth Hanley and Patrick Kolivoski

\* Future pledge

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B94.5  
ESPN 1450  
FROGGY 98  
Jazz Spectrum on THE LION 90.7 FM  
MAJIC 99  
WJAC-TV

WPSU  
WTAJ Your News Leader  
93.7 THE BUS  
95.3 3WZ

### GRANTS

Association of Performing Arts Presenters Creative  
Campus Innovations Grant Program  
Central Pennsylvania Convention and Visitors Bureau  
Mid Atlantic Arts Foundation  
National Endowment for the Arts  
Pennsylvania Council on the Arts  
University Park Allocation Committee

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Holiday Inn Express  
Penn State Hospitality Services  
Quality Inn  
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Centre County Office of Aging  
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C. Barton McCann School of Art  
Nittany Valley Youth Choir  
State College Area High School  
Tir Na Gog School of Irish Dance

### PENN STATE PROGRAM PARTNERS

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Pasquerilla Spiritual Center  
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School of Theatre  
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Rana and Steve Arnold  
Fred and Joanne Thompson

Tickets for patrons with sight loss were provided by the Sight-Loss Support Group of Central Pennsylvania using a one-year grant from the Pennsylvania Partners in the Arts, administered in this region by Galaxy, Central Intermediate Unit 10.

# MEMBERS

*We appreciate the support of Center for the Performing Arts members during the 2010–2011 fiscal year.*

*Leadership Circle \$3,000 and more • Director's Circle \$1,500 to \$2,999  
Encore Circle \$1,000 to \$1,499 • Advocate \$500 to \$999 • Partner \$250 to \$499 • The Jazz Train \$200 and more • Friend \$150 to \$249 • Debut Circle \$50 and more*

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David Yocum  
Gyunghoon Yoo  
Dave and Loretta Zehngut



## NINA C. BROWN ESTATE ESTABLISHES \$100,000 PERFORMING ARTS ENDOWMENT

The Center for the Performing Arts at Penn State has a new source of funding for classical music thanks to the generosity of longtime supporter and Penn State Artists Series Director Nina C. Brown. The estate of Brown, who died in March 2010, has established a \$100,000 Nina C. Brown Endowment for the Performing Arts.

The endowment provides continuing support for presentations of Beethoven's string quartets and other chamber music at the Center for the Performing Arts.

"Nina Brown and I talked when she last visited campus in 2006 about her interest in establishing an endowment to support future presentations of Beethoven string quartets," says George Trudeau, director of the Center for the Performing Arts. "Nina had a passion for chamber music and particularly the Beethoven quartets. I am touched that Nina included a provision in her estate to put this endowment in place. The Nina C. Brown Endowment will ensure that future generations have the opportunity to hear these great works and is a truly fitting legacy for this arts pioneer."

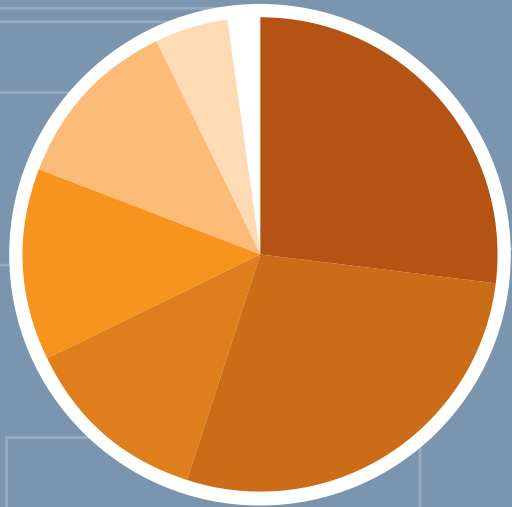
Brown was born in Paris in 1922. She lived in England and was an officer transport and ambulance driver during World War II. In 1945, she met

and married Raymond H. Brown, who went on to become director of choral music at Penn State. Together the couple shared a love of music, theatre, dance, poetry, and travel until he died in 2001.

The Center for the Performing Arts has its roots in the Artists Series, which began in 1957. From its inception and for nearly three decades until her retirement in 1985, Brown directed the presenting organization. The first season featured appearances by the Cleveland Symphony Orchestra, American Ballet Theatre, and jazz pianist Dave Brubeck. Since then, the Artists Series and the Center for the Performing Arts — formed in 1985 from a merger of the Artists Series and Auditorium Management — have presented a who's who of twentieth- and twenty-first-century music, theatre, and dance artists from six continents. ■

*The Center for the Performing Arts  
2010–2011 season was dedicated to the  
memory of Nina C. Brown.*

*For more information about the endowment  
or to contribute to it, contact Dave Shaffer,  
assistant director for special programs at  
the Center for the Performing Arts, at 814-  
863-1167 or [DaveShaffer@psu.edu](mailto:DaveShaffer@psu.edu).*



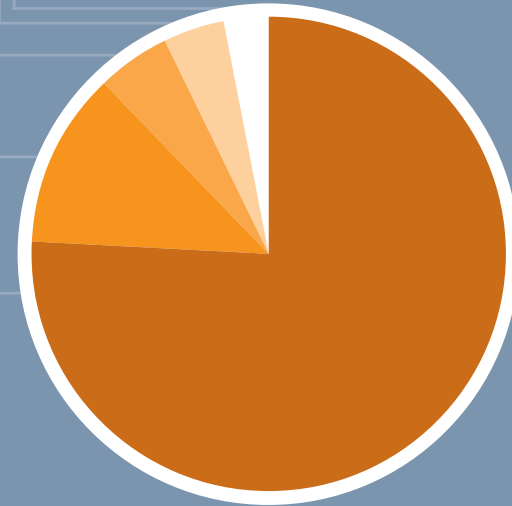
## INCOME

- 28%** UNIVERSITY SUPPORT
- 27%** TICKET SALES
- 13%** RENTALS
- 13%** CONTRIBUTED
- 12%** OTHER \*
- 5%** SPECIAL PROGRAMS AND PROJECTS
- 2%** ENDOWMENT/INTEREST

\* Includes performance program advertising, concession sales, ticketing services, and other miscellaneous income.

## EXPENSES

- 76%** PROGRAM AND EVENTS
- 12%** GENERAL AND ADMINISTRATIVE
- 5%** SPECIAL PROGRAMS AND PROJECTS
- 4%** EQUIPMENT AND CAPITAL IMPROVEMENTS
- 3%** DEVELOPMENT



## INCOME AND EXPENSES FOR FISCAL YEAR

The Center for the Performing Arts organizational budget totaled \$3,702,460. Seventy-two percent of revenues were earned and contributed through tickets sales and services, facility and equipment rentals, performance program advertising, concession sales, fundraising, grants, and endowments.

## COMMUNITY ADVISORY COUNCIL

*chair* Robert Martin  
*vice chair* Alfred Jones Jr.  
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Patricia Best  
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Rick Bryant  
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Vaughn Shirk  
Susan Steinberg  
Nancy VanLandingham  
Nina Woscob  
*student* Julian Haas  
*representatives* Douglas Lohman  
Brant Markley  
Bram McGinnis

## VOLUNTEER EVENT STAFF ADVISORY BOARD

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Jean Bloom  
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Paul Hartley  
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Marlynn Pupo  
Jan Raupach  
Colette Rozo

## CENTER FOR THE PERFORMING ARTS STAFF

**George Trudeau**  
*director*

**Lea Asbell-Swanger**  
*assistant director*

**Connie Gensimore**  
*finance director*

**Tracy Noll**  
*sales and development services director*

**Laura Sullivan**  
*marketing and communications director*

**Amy Dupain Vashaw**  
*audience and program development director*

**Pamela Aikey**  
*contracts/logistics coordinator*

**Shannon Arney**  
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**Erik Baxter**  
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**Shannon Bishop**  
*downtown ticket center manager*

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*sales and development accounting coordinator*

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**Medora Ebersole**  
*education programs manager*

**Lisa Faust**  
*audience services manager*

**Ben Hammel**  
*production supervisor*

**Deanna Heichel**  
*assistant finance director*

**Tom Hesketh**  
*events manager*

**Christine Igoe**  
*ticket manager*

**Tony Intorre**  
*information technology specialist*

**Urszula Kulakowski**  
*art director*

**Peg Lucas**  
*marketing information coordinator*

**Sherren McKenzie**  
*group sales coordinator*

**Jennifer Pencek**  
*associate editor*

**John Mark Rafacz**  
*editorial manager*

**Wanda Scaife**  
*assistant to the director*

**Dave Shaffer**  
*assistant director for special programs*

**Mark Tinik**  
*production supervisor*

**Brenda Zucco**  
*financial assistant*



## CONNIE GENSIMORE RETIRES



*after thirty-seven years at Penn State*

Connie Gensimore, who retired in April 2011 from her position as Center for the Performing Arts finance director, had served Penn State with distinction in a number of administrative positions of increasing responsibility.

Gensimore began her Penn State career in 1974 at Purchasing Services as a mail clerk and staff assistant. A few years later, she began a more than six-year position as secretary to the director of Printing and Communication Services. In 1984, she became administrative aide for Printing and Administrative Support Services, and two years later was promoted to supervisor in Mailing and Addressing Services. In 1989, she became accounting and personnel coordinator and later that year administrative manager for the Office of Telecommunications.

She joined the Center for the Performing Arts as finance director in 1993. Her supervision resulted in balanced budgets despite the challenges of an unpredictable internal and external financial environment. Gensimore's ingenuity and resourceful-

ness served her well in the senior leadership position. Her responsibilities included oversight of the Marketing and Communications Department.

As human resources liaison, Gensimore provided support to her colleagues through major projects such as development of a staff handbook, Position Information Questionnaire reviews, a climate survey, and the transition to the competencies program.

Gensimore assisted Penn State York with developing the financial operation for creation of the Pullo Family Performing Arts Center.

As a member of the Major University Presenters consortium of twenty arts centers from throughout the United States, Gensimore took a leadership role in the collection and analysis of financial data.

In recognition of her contributions to the Center for the Performing Arts and the College of Arts and Architecture, Gensimore received the college's Staff Award for Outstanding Service in 2010. ■



## WORKFORCE

28

FULL-TIME  
EMPLOYEES

PART-TIME  
EMPLOYEES

77

133

STUDENT  
EMPLOYEES

125

VOLUNTEERS

## PRESENTATIONS AND PARTICIPATION

### COMMUNITY EVENTS: 16

*Journey of Courage*, Nittany Valley Symphony, Ballet Theatre of Central Pennsylvania, Central Pennsylvania Festival of the Arts

### RENTALS: 2

Goo Goo Dolls and Straight No Chaser

### ACADEMIC PRESENTATIONS: 201

includes 176 Esber Recital Hall concerts

### UNIVERSITY PRESENTATIONS: 52

### STUDENT-SPONSORED EVENTS: 28

### TOTAL EVENTS: 348

includes all events in all supported venues

### TOTAL ATTENDANCE: 90,407

includes only public events in Eisenhower and Schwab auditoriums

### GROUPS: 132

63 Penn State-related, 69 public

*Center for the Performing Arts presentations are only included in the TOTAL EVENTS and TOTAL ATTENDANCE categories.*

Production crew members on the set of *Difference Makers: Life Lessons with Paterno & Krzyzewski*.

## EISENHOWER BECOMES ESPN STUDIO FOR PATERNO-KRZYZEWSKI SHOW

On June 20, 2011, Eisenhower Auditorium became an ESPN television studio complete with live audience, ESPN commentator Rece Davis, and two of the most well-known coaches in college athletic history. The occasion marked the first meeting between then Penn State coach Joe Paterno and Duke University's Mike Krzyzewski. The taped interview, *Difference Makers: Life Lessons with Paterno & Krzyzewski*, included questions from members of the audience at Penn State and at Duke via a link provided by Cisco Telepresence technology. The taping also included a panel discussion with Matt Millen and Michael Robinson, who played football for Paterno, and Jay Bilas and Jay Williams, who played basketball for Krzyzewski.

The idea for the program, sponsored by The John Curley Center for Sports Journalism, a unit of Penn State's College of Communications, came about several years ago. But coordinating the cooperation of Penn State Intercollegiate Athletics, Duke Athletics, and ESPN took time. Selecting the venue to host the event did not.

Eisenhower staff members already had a history of involvement with university large event management and some experience with television



production primarily through a long association with WPSU. The ESPN experience was significantly different, though, since it involved the production of a non-Penn State program and required a marketable product that would interest an audience beyond those affiliated with either university.

The window of opportunity to make the program happen was small. Production staff members had three days, Friday through Sunday, for the stage of Eisenhower to be transformed into a studio environment complete with a set, designed specifically for the Monday taping, which included a live audience as the backdrop and multiple camera locations in the auditorium's seating area. Combining the needs of lighting and audio for television recording and those same elements for the live audience was a challenge.

The crew required to produce the show exceeded 100 with representation from Center for the Performing Arts and ESPN staffs, rental equipment vendors, Penn State security, and free-lance camera and television audio operators. Center for the Performing Arts part-time wage payroll staff members worked more than 1,000 hours combined during the three set-up days and the shooting day.

The full-time Center for the Performing Arts events staff was integral to the final product's success and relied on well-established relationships with the Bryce Jordan Center staff, University Police Services, University Transportation Services, and the Office of Physical Plant to exceed the expectations of ESPN and the Curley Center.

New relationships with Penn State Intercollegiate Athletics staff members were forged and some Center for the Performing Arts student employees made connections with professionals in a variety of disciplines in the television industry. It was an excellent learning experience for our student employees and a challenging opportunity for the full-time staff to do something different.

The recorded program was broadcast in two parts on June 30, 2011. The first hour aired on ESPN with an additional thirty minutes of question-and-answer following on ESPNU. The Center for the Performing Arts received positive feedback from those in attendance. But the most exciting responses came from former event staff student employees who said they were proud of their history with the Center for the Performing Arts and how well represented the venue was in the program. ■



## TOM AND CAROLYN SCHWARTZ SHARE 2011 DISTINGUISHED SERVICE AWARD

*L-R: George Trudeau, Carolyn Schwartz, Tom Schwartz, Barbara Korner. A girl shows off her craft creation at a Kids Connections session before TheatreworksUSA's performance of Click, Clack, Moo.*

The Center for the Performing Arts named State College couple Tom and Carolyn Schwartz, long-time supporters and members of the fine arts presenter, recipients of its 2011 Distinguished Service Award.

McQuaide Blasko Attorneys at Law created an endowment in 1999 to provide support for various Penn State programs, including the Center for the Performing Arts. Tom Schwartz was president of the law firm at the time and played a significant role in ensuring the Center for the Performing Arts would be a major beneficiary.

The McQuaide Blasko Endowment supports the School-Time Matinees program, which in the 2010-2011 season attracted more than 5,000 students from forty-five schools in nine counties, plus weekend matinee performances for family audi-

ences. The couple, members of the Center for the Performing Arts at the Director's Circle level, also helped arrange early activation support — annual gifts by the law firm in addition to the endowment contributions that began providing financial assistance until the endowment became fully funded last year.

In 2010 the couple also made a personal charitable gift annuity donation to Penn State — designated to the McQuaide Blasko Endowment — that provides for an eventual contribution to the endowment in their names.

“Tom and Carolyn Schwartz are great advocates and friends of the Center for the Performing Arts,” says George Trudeau, director of the Center for the Performing Arts. “Their commitment to providing legacy support for our children and family



programs helps to ensure that future generations will have the opportunity to attend, enjoy, and be enriched by performances at the Center for the Performing Arts.”

Tom Schwartz, a native of Bellefonte, graduated from Penn State in 1969 with a bachelor’s degree in history and from The Dickinson School of Law in 1972. For thirty-three years, he was a senior partner at McQuaide Blasko. In addition to his law practice, Schwartz was involved with the management of the law firm and served as its president from 1999 to 2003. In 2005, he became general counsel and executive vice president for Claysburg-based NPC, Inc., a privately owned printing services company. In 2008, Schwartz became president of State College-based Immersion, Ltd., an NPC subsidiary.

A Valley Forge native, Carolyn Schwartz earned an associate’s degree at Centenary College. She became office administrator of Immersion, Ltd., in 2008 after spending more than thirty-six years as a paralegal, twenty-five of those years with McQuaide Blasko. She has volunteered with the United Way and Special Olympics, and she served on the Center for the Performing Arts Community Advisory Council.

“Tom and Carolyn are among our closest friends at the Center for the Performing Arts,” says Dave Shaffer, Center for the Performing Arts assistant director for special programs. “They attend and enjoy performances, directed critical corporate support, have given of their own time and talents as volunteers, and most recently pledged their future personal support to help grow their corporate endowment they helped to create.”

The Distinguished Service Award, presented annually since 1996, recognizes significant contributions and distinguished service to the Center for the Performing Arts. ■

# SCHOOL-TIME MATINEES

Each performance was in Eisenhower Auditorium, unless indicated as having been in Schwab Auditorium (SA).

## **RIOULT**

*Monday, October 18*

## ***Runt of the Litter***

*Tuesday, December 7 (SA)*

## ***Click, Clack, Moo*** **TheatreworksUSA**

*Monday, January 24*

## ***Three Cups of Tea***

## **The American Place Theatre** **Literature to Life®**

*Monday, February 28 (SA)*

*Tuesday, March 1 (SA)*

## ***Room on the Broom***

## **Tall Stories Theatre Company**

*Monday, April 11*



*Total attendance: 5,045*

*Partners: 45 (30 elementary schools, 2 middle schools, 2 high schools, and 11 daycares/preschools) from 9 counties.*

The Honey and Bill Jaffe Endowment funded 70 percent of total busing subsidy requests.

Thanks to the Jaffe Endowment, Centre Hall Elementary was able for the first time to send students to a School-Time Matinee. Some 235 children and educators experienced a performance by the modern dance company RIOULT.

# 1

## THE SECRET LIFE OF PUBLIC SPACES

*funded through the Creative Campus Innovations Program at the Doris Duke Charitable Foundation*

### MAJOR GRANTS

seek to elevate the role of the performing arts within the University and cultivate appreciation for Western classical music

#### **Background:**

*The Secret Life of Public Spaces* aims to invigorate public space. Public space is the theatre of everyday life; on its stage we engage with the environment, culture, and citizenship. Everyday patterns often slip into invisibility and are lost to mindful engagement. *The Secret Life of Public Spaces* proposes that a rediscovery of movement (people), topography (surfaces), and devices (objects) — based on *inquiry* and *performance* — will reveal and recast the everyday dynamics of public spaces. Student performances will build on the interplay of movement and devices, a central theme in the work of Diavolo dance company, the Los Angeles-based artistic partner. Their explorations of community and campus spaces will introduce a third element, topography, and inspire Diavolo to bring active topography to the theatre stage. Creative activity and research, a team-taught class, and two world-premiere dance pieces will result.

- The Creative Campus grant program supports exemplary campus-based performing arts presenters to develop and implement programs and strategies that integrate their work across the academy.
- The Center for the Performing Arts was one of more than 140 applicants, out of which only six projects received awards in August 2010; the proposal was fully funded.

- The grant total was \$251,670, and the total budget for the project is \$458,520.

#### **Details of *The Secret Life of Public Spaces*:**

- In addition to working with artistic partner Diavolo dance theatre, the Center for the Performing Arts is partnering with Penn State's Dance program and departments of Architecture, Landscape Architecture, and Engineering.
- The goal of the program is to reawaken people to their environment; recast the role of public space; and create two unique performances — one by the students using structures designed and created by the architects and engineers and a world premiere work by Diavolo that will become part of the company's repertoire.
- Anticipated project outcomes: development of a new curriculum integrating dance, architecture, landscape architecture, and engineering; two unique works of dance; and a heightened awareness of the performing arts as a vehicle through which teaching and learning across disciplines can occur.

*For more information about  
The Secret Life of Public Spaces, visit  
[www.creativecampus.psu.edu](http://www.creativecampus.psu.edu).*





*Penn State students participate in a June 2011 dance intensive with Diavolo in Los Angeles.*



## 2

# CLASSICAL MUSIC PROJECT

*funded by The Andrew W. Mellon Foundation*

### **Background:**

The Mellon Foundation invited a group of university performing arts center directors to a convening in September 2010 to discuss the state of classical music presenting activities on university campuses. Foundation staff then solicited ideas for ways in which the Center for the Performing Arts would allocate funds to strengthen classical music presenting at Penn State. A full proposal, focusing on four components, was requested. The process by which the Center for the Performing Arts developed the proposal was as inclusive as possible and specific to the Penn State environment, involving department heads and faculty from a number of other units. The foundation board elected in June 2011 to fund the proposal in full.

- The grant funds a three-year classical music program beginning in the 2011–2012 season.
- The grant total was \$470,000, and the total budget for the project is \$787,300.

### **Mellon Foundation funding will support a program consisting of four components:**

- **Major Residency Program** — The Center for the Performing Arts will develop and present a major residency program with an opera company during the 2012–2013 season and with a major American symphony orchestra for the 2013–2014 season.
- **Student Engagement Activities** — The Center for the Performing Arts will engage classical music artists to interact with students through both organized and spontaneous presentations that explore different formats. Presentations will occur in traditional as well as non-traditional venues. Partnerships with student clubs and organizations and innovative marketing approaches will support engagement activities.
- **Curriculum Partnerships** — The Center for the Performing Arts will develop an expanded curriculum program with campus partners to integrate classical music artists and projects with the arts and humanities curriculum. Through on-campus courses, special topic courses, online courses, and interdisciplinary seminars, classical music presentations will be connected with academics in order to provide students with a more comprehensive understanding of the history and culture surrounding classical music.



- **Penn State Altoona Project** — The Center for the Performing Arts will collaborate with Altoona faculty to bring visiting string ensembles to the Altoona campus each season for engagement activities and performances. The project will interact with and track Altoona students who engage with the project and then change assignment to the University Park campus. The goal is to have students continue their engagement with classical music through Center for the Performing Arts programs at University Park.
- Center for the Performing Arts Director George Trudeau leads the program. Marica Tacconi, professor of musicology, provides faculty leadership for the curriculum and academic components of the program.
- Penn State partners to date include the Schreyer Honors College; Paterno Fellows Program; Institute for the Arts and Humanities; School of Music; College of Arts and Architecture e-Learning Institute; and Timothy Melbinger, lecturer in music at Penn State Altoona. ■

*Previous page: Paul Neubauer, a violist with the Chamber Music Society of Lincoln Center, works with a music student during a Penn State master class.*

*The Classical Music Project will help the Center for the Performing Arts bring artists such as composer and pianist Lera Auerbach, right, to Penn State to interact with students and the public. The Chamber Music Society of Lincoln Center performed an Auerbach composition, co-commissioned by the Center for the Performing Arts, in April 2011 at Schwab Auditorium.*



# ENGAGEMENT PROGRAMS

## REACH OUT TO CAMPUS AND COMMUNITY

Each year the Center for the Performing Arts coordinates dozens of activities in which members of the Penn State and surrounding communities are able to interact with visiting artists. The following recaps the engagement programs that took place during 2010–2011. A number in parentheses indicates the number of participants, if available, in that activity.

### ***The Laramie Project and The Laramie Project: Ten Years Later, An Epilogue*** **Tectonic Theater Project**

- Community potluck with cast members (23)
- Master class with Theatre 320 students (11)
- Learning lunch, in partnership with the Outreach Diversity Council and the Commission on Lesbian, Gay, Bisexual, and Transgender Equity, for Innovation Park staff and, via video link, other Penn State locations throughout Pennsylvania
- Cast member discussion with Biobehavioral Health class (93)
- Cast member discussion with Biobehavioral Health 251 class (21)
- Master class with American Theatre History students (9)
- Actor brown bag lunch at Hintz Family Alumni Center (14)
- Actor question-and-answer session with State College Area High School Gay Straight Alliance (37)
- Post-performance discussions with cast members

### ***THE COLOR PURPLE***

Collaboration with Centre County Women's Resource Center to collect gift cards for use by client families and to raise awareness of domestic violence and sexual assault, themes prevalent in *THE COLOR PURPLE*



### **Pianist Taylor Eigsti, vocalist Becca Stevens, and bassist Harish Raghavan**

Mini jazz performance at Centre Crest Nursing Home (67)

### **Apollo's Fire The Cleveland Baroque Orchestra**

- Lecture by Jeanette Sorrell, Apollo's Fire director and harpsichordist, and Marica Tacconi, Penn State professor of musicology (200)
- Master class with Penn State Opera students (25)
- Master class with Penn State Baroque Ensemble (15)

### **Eroica Trio**

Mini classical concert at Foxdale Village retirement community (53)



## RIOULT

- Master class with Advanced Modern Dance students (12)
- Community Advisory Council retreat at McCann School of Art
- Dancing with Rioult Stars camp at McCann School of Art (11)
- Audition for dance students to perform with RIOULT at Eisenhower Auditorium (24)
- Six rehearsals with dance students performing with RIOULT
- RIOULT company class with Penn State's Orchesis Dance Company (10)
- Guest performances by Charles Dumas, Penn State associate professor of theatre, and Justin Shondeck, elementary student from Boalsburg, in RIOULT's *Fables*

## Natalie MacMaster

Nittany Valley Children's Choir, directed by Lou Ann Shaffer, rehearsal and performance with MacMaster and her band (35)

## Merce Cunningham Dance Company

- Master class for Advanced Modern Dance students (28)
- Merce Cunningham Dance Company teaching artist-led workshop, inspired by animal-themed paintings by Pennsylvania artist Patricia A. Griffin on exhibit at HUB Gallery, for elementary-aged children at HUB-Robeson Center (47)



*Children participate in a family workshop led by a Merce Cunningham Dance Company teaching artist at Penn State's HUB-Robeson Center.*

*Members of Nittany Valley Children's Choir perform with Cape Breton fiddler Natalie MacMaster as part of a Christmas concert in Eisenhower Auditorium.*



# BRUBECK, LEWIS, AND UNIVERSITY ALUMNI AMONG SEASON HIGHLIGHTS

The 2010–2011 season brimmed with wonderful, engaging performances by world-renowned artists. A few of the most notable highlights follow.



## School of Theatre alumni in touring shows

Each of the four national touring Broadway shows at Eisenhower Auditorium included at least one Penn State School of Theatre alumnus or student in the cast.

Caroline Bowman, a graduate of Penn State's Musical Theatre program, starred as Lady of the Lake in Monty Python's *SPAMALOT*.

Two graduates of the Musical Theatre program, Gina Duci and Julia Freyer, were among the cast members in *A CHORUS LINE*.

Allyson Kaye Daniel, another graduate of the Musical Theatre program, was a member of *THE COLOR PURPLE* cast.

Jim Hogan, a Penn State Musical Theatre major on leave from the University, portrayed Georg in *SPRING AWAKENING*.

*Clockwise from large photo: Caroline Bowman, Gina Duci, Julia Freyer, Jim Hogan, and Allyson Kaye Daniel.*



## Violinist Joshua Bell

The most celebrated and popular classical violinist of his generation appeared in concert. It was Joshua Bell's second visit to Eisenhower and his first solo recital at Penn State. Two memories of Bell's visit stand out. The violin virtuoso was gracious enough to invite Penn State School of Music students to attend his rehearsal and to spend time with them afterwards answering their questions. The Center for the Performing Arts staff made special provisions for Emily Steffensmeier, a physically challenged Bell fan, to attend the violinist's performance. Bell took the time to meet her after the concert.

*Joshua Bell with Emily Steffensmeier*



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### **Pianists Dave Brubeck and Ramsey Lewis**

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Two National Endowment for the Arts Jazz Masters shared the Eisenhower stage in a once-in-a-lifetime evening of music. Dave Brubeck, a jazz icon for six decades, opened with a set filled with favorite compositions plus his engaging banter. Ramsey Lewis followed intermission with a hard-driving set showcasing a talent that has earned him three Grammy Awards and seven gold records.

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*L-R: Dave Brubeck and Ramsey Lewis*



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### **Music Accord commission concerts**

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The Center for the Performing Arts is a member of the national chamber music commissioning consortium Music Accord and strives to present at least one Music Accord-commissioned work each season. In 2010–2011, three commissions were available to be performed at Schwab Auditorium. That provided a particularly rich opportunity to present new works by the ensembles for which they were commissioned.

The Eroica Trio program included *Trio-Sinfonia* (2007) by Kevin Puts. Pianist Jonathan Biss performed Bernard Rands' *Three Pieces for Piano*. The Chamber Music Society of Lincoln Center presented composer Lera Auerbach's *Sextet for Two Violins, Two Violas, and Two Cellos, Seraphim Canticles* (2010).

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*Eroica Trio photo by Smallz and Raskind*



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### **Trio Mediæval at Pasquerilla Spiritual Center**

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When Trio Mediæval performed at Penn State with Bang on a Can All-Stars in November 2009, Center for the Performing Arts Director George Trudeau asked if the singers would visit Pasquerilla Spiritual Center to determine how the space fit their voices. They fell in love with the acoustics, and Trudeau immediately engaged them for the 2010–2011 season. The trio's March 2011 performance at Pasquerilla drew a large audience to a spellbinding evening of medieval music and Norwegian folk tunes.

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*Photo by Asa M. Mikkelsen*

PENNSTATE



College of Arts  
and Architecture