

Why Audiences Clap:

CREATING EXCITING AND MEMORABLE PERFORMANCES THROUGH CREATIVITY,
CONNECTION, AND COMMUNICATION.



Creativity/Imagination



Yuja Wang and the Berlin Philharmonic

- Audience/Player Initial Reaction
- Pacing/Evolution/Architecture
- Intent and Delivery of the Music
- Level of Musical Performance

Use of Time/Pacing/Architecture



Tessa Virtue and Scott Moir: 2018 Winter Olympics

- Value of Music/Visual Integration
 - Do We See What We Hear?
 - Do We Hear What We See?
 - Architecture/Evolution
 - Coordination/Staging
 - Artistic Commitment
- Minor Artists = Sequential
Great Artists = Simultaneous
- Application to YOUR ensemble!

Effectiveness of the Musical Performance



Cynthia Erivo in *The Color Purple*

- Communication of Intent
- Range of Emotion
- Internal vs. External
- Professionalism
- Artistry/Authenticity
- Involvement
- Application to YOU!

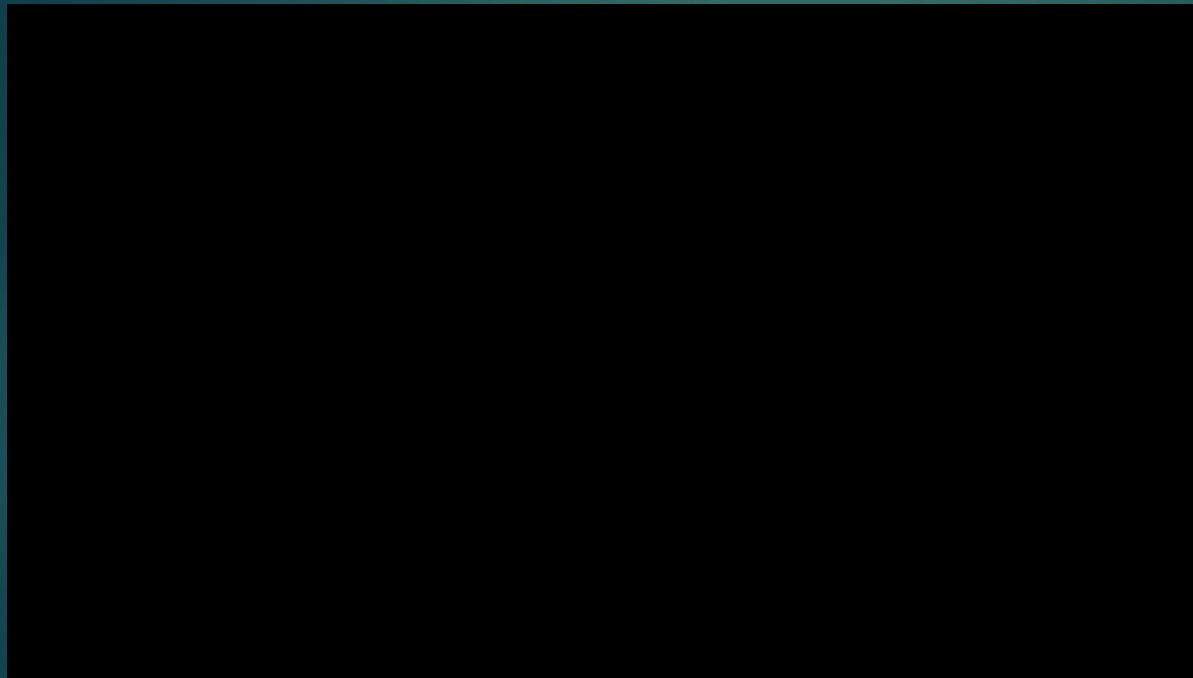
K.I.S.S: “Keep it simple, stupid.”



Pink at the 2011 Grammy Awards

- Beauty in Simplicity
- Architecture- What's New?
- Visual/Music Integration
- Originality
- WOW Factor!

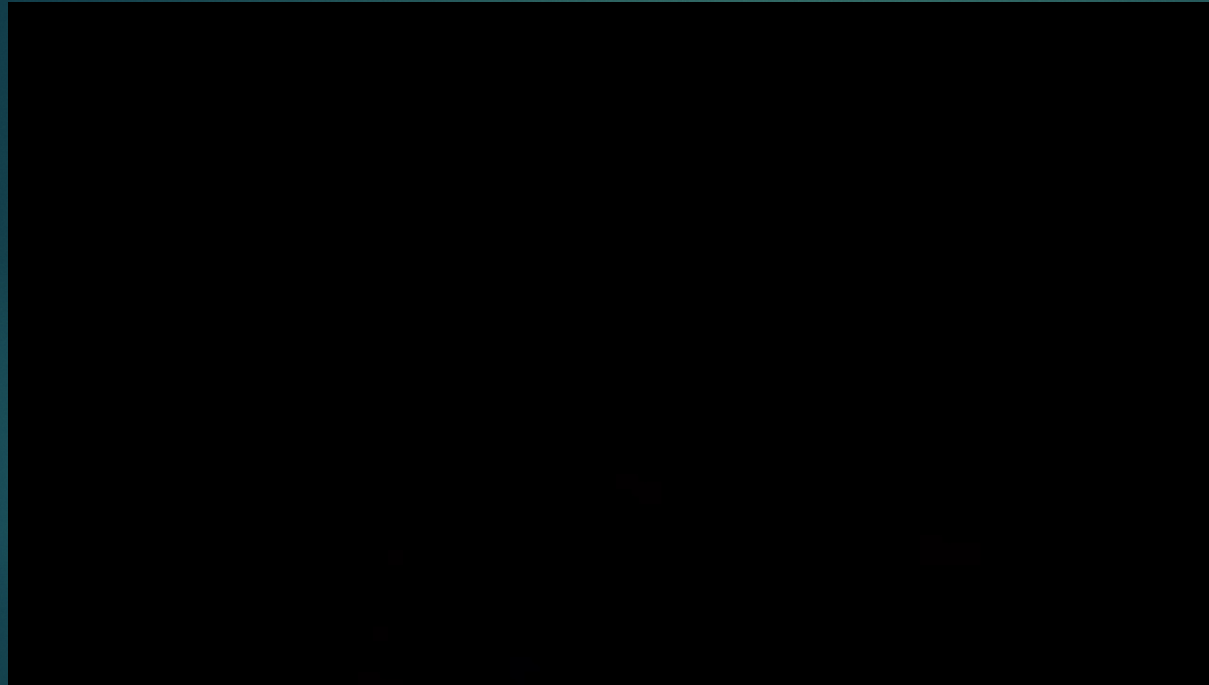
Making the Subjective, Objective



- Creativity/Imagination
- Pacing/Architecture
- Music/Visual Integration
- Technical Ability
- Artistry/Emotion

Aly Raisman: Floor Routine (2016 Summer Olympics)

Making the Subjective, Objective



- Creativity/Imagination
- Pacing/Architecture
- Music/Visual Integration
- Technical Ability
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Simone Biles: Floor Routine (2016 Summer Olympics)

Golf Clap Or Buy the T-Shirt? 🤔

▶ Tools for Success:

- ▶ Musical Graph: “Ride the Rollercoaster, Not the Train”
 - ▶ Does the music even offer the opportunity??
- ▶ What is NOT in the score? How do we make it personal?
- ▶ What’s Your Story?
- ▶ What is the flow from one piece to the next? How do we want the audience to respond?
- ▶ How do we teach our students to be vulnerable/brave/take risk- finding and highlighting the “actors”
- ▶ “Standing ovation WHILE crying!- THAT’S the Goal!

Make it GREAT. Make It SPECIAL. Make It MEMORABLE. Your kids deserve it!

“But I’m Not Creative” 🙄😞

- ▶ Benjamin Zander: *The Art of Possibility*
- ▶ Twyla Tharp: *The Creative Habit*
- ▶ *Creators on Creating*
- ▶ *The Creative Process*
- ▶ Malcolm Gladwell: *Outliers*
- ▶ Gillian Zoe Segal: *Getting There*
- ▶ Angela Duckworth: *Grit*
- ▶ Daniel Coyle: *The Talent Code*
- ▶ Adam Grant and Sheryl Sandberg: *Originals*
- ▶ The Pulitzer Prizes in Fiction & Drama
- ▶ TED Talks/YouTube/Podcasts/Movies/Musicals/Art Exhibits/Ballet/ANYTHING!