



NEWS RELEASE

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The Philadelphia Orchestra to Live-Stream China Concert Worldwide

May 25 Concert is China's First-Ever International Symphonic Webcast and Marks Another First in the Philadelphia Orchestra-China Relationship

Viewers Can Share Portion of the Concert through Social Media

(Philadelphia, May 22, 2014)—As a special tour gift for its fans across the globe, The Philadelphia Orchestra will be streaming its concert Sunday, May 25, from the Shanghai Grand Theatre during its 2014 Tour of Asia & China Residency. The concert, which takes place at 7:30 PM in China and will be streamed at 7:30 AM Eastern Standard Time (EST), is the first symphonic webcast from China to an international audience. The Orchestra will perform Mozart's Symphony No. 41 ("Jupiter") and Mahler's Symphony No. 1.

The concert will be broadcast on the internet and mobile devices by a-Peer Synergy Shanghai Culture & Technology Co., via their newly developed digital platform, yunbomedia.com. To watch the concert for free, viewers must pre-register at www.yunbomedia.com. They will also be able to share up to three minutes of a selection of the concert through social media.

The first symphonic webcast from China to an international audience is yet another "first" in the storied relationship between the country and The Philadelphia Orchestra. Since 1973, when President Richard M. Nixon asked the Orchestra to be the first U.S. orchestra to perform in China, the ensemble has enjoyed a unique and special relationship with China and its people. Twenty years after its first arrival in China, the Orchestra returned in 1993, 1996, 2001, 2008, and 2010, when it helped to open the World Expo in Shanghai, prior to its residencies in 2012 and 2013. The Philadelphia Orchestra's visit to Changsha marks the first U.S. orchestra to perform in that city and its performance in the Shenzhen Concert Hall will be the first by an American orchestra.

The Orchestra's 2014 Tour of Asia & China Residency marks Music Director Yannick Nézet-Séguin's inaugural tour with The Philadelphia Orchestra and covers major cities in mainland China including Beijing, Shanghai, and Changsha. In addition, the Orchestra also makes a return trip to Macao for the second consecutive year before continuing on to concerts in Tokyo, Japan. The Orchestra concludes its 2014 Tour of Asia with a concert in Taipei, Taiwan, on June 6. The concerts in China honor the 35th anniversary of the establishment of diplomatic relations between China and the United States.

Nézet-Séguin, who became the eighth music director of The Philadelphia Orchestra in the 2012-13 season, has taken the ensemble to new musical heights through concerts in Philadelphia, New York City, and Washington, D.C. The *New York Times* has called him "phenomenal," adding that under his baton, "the ensemble, famous for its glowing strings and homogenous richness, has never sounded better." He is music director of the Rotterdam Philharmonic, artistic director and principal conductor of Montreal's Orchestre Métropolitain, as well as principal guest conductor of the London Philharmonic. He has made wildly successful appearances with the world's most revered ensembles, and is recognized throughout Europe and North America as a musical leader of the highest caliber.

The Philadelphia Orchestra

The Philadelphia Orchestra is one of the preeminent orchestras in the world, renowned for its distinctive sound, desired for its keen ability to capture the hearts and imaginations of audiences, and admired for a legacy of innovation in music-making. The Orchestra is inspiring the future and transforming its rich tradition of achievement, sustaining the highest level of artistic quality, but also challenging—and exceeding—that level by creating powerful musical experiences for audiences at home and around the world.

Music Director Yannick Nézet-Séguin triumphantly opened his inaugural season as the eighth artistic leader of The Philadelphia Orchestra in the fall of 2012. His highly collaborative style, deeply-rooted musical curiosity, and boundless enthusiasm, paired with a fresh approach to orchestral programming, have been heralded by critics and audiences alike. The *New York Times* has called him "phenomenal," adding that under his baton, "the ensemble ... has never sounded better." He is embraced by the musicians of the Orchestra, audiences, and the community itself. His concerts of diverse repertoire attract sold-out houses, and he has established a regular forum for connecting with concert-goers through Post-Concert Conversations.

Under Nézet-Séguin's leadership the Orchestra returns to recording with a newly-released CD on the Deutsche Grammophon label of Stravinsky's *The Rite of Spring* and Leopold Stokowski transcriptions. In his inaugural season the Orchestra has also returned to the radio airwaves, with weekly Sunday afternoon broadcasts on WRTI-FM.

Philadelphia is home and the Orchestra nurtures an important relationship not only with patrons who support the main season at the Kimmel Center but also those who enjoy the Orchestra's other area performances at the Mann Center, Penn's Landing, and other venues. The Philadelphia Orchestra Association also continues to own the Academy of Music, a National Historic Landmark.

The Philadelphia Orchestra maintains a strong commitment to collaborations with cultural and community organizations on a regional and national level. Since Orchestra President and CEO Allison Vulgamore's arrival in 2010 the Orchestra has reinvigorated and launched new partnerships with Opera Philadelphia, Pennsylvania Ballet, Philadelphia Live Arts (FringeArts), Philadanco, the Curtis Institute of Music, Ridge Theater Company, and stage director James Alexander, among others.

Through concerts, tours, residencies, presentations, and recordings, the Orchestra is a global ambassador for Philadelphia and for the United States. Having been the first American orchestra to perform in China, in 1973 at the request of President Nixon, today The Philadelphia Orchestra boasts a new partnership with the National Centre for the Performing Arts in Beijing. The ensemble annually performs at Carnegie Hall while also enjoying a three-week residency in Saratoga Springs, New York, and a strong partnership with the Bravo! Vail Festival.

The Philadelphia Orchestra continues its decades-long tradition of presenting learning and community engagement opportunities for listeners of all ages across the Delaware Valley. Concerts for families and schoolchildren; eZseatU, which allows full-time college students to attend an unlimited number of Orchestra concerts for a \$25 annual membership fee; free Neighborhood Concerts; and PreConcert Conversations before every subscription concert are only a few examples of ways in which the Orchestra introduces orchestral music to a new generation of listeners.

Musician-led initiatives, including recent highly-successful PlayINs, shine a spotlight on the Orchestra's musicians, as they spread out from the stage into the community, and serve a key role in growing young musician talent and a love of classical music in their own dedicated roles as teachers, coaches, and mentors.

For more information on The Philadelphia Orchestra, please visit www.philorch.org.

May 25 at 7:30 PM – Sunday evening — Shanghai Grand Theatre, Shanghai
(7:30 AM Eastern Standard Time at www.yunbomedia.com)

The Philadelphia Orchestra
Yannick Nézet-Séguin Conductor

Mozart Symphony No. 41 ("Jupiter")
Mahler Symphony No. 1

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