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## 6th Annual Philadelphia Young Pianists' Festival Launches New Speaker & Masterclass Series

July 11, 2018



Introducing more education opportunities students, this year Ching-Yun Hu, Founder and Director of the Philadelphia Young Pianists' Academy (PYPA), has created a series of lectures with special guests that are open to the public. A highlight of the series is the return of the highly revered pianist Gary Graffman who will instruct three classes and industry professionals Jonathan Eifert and Pierre van der Westhuizen will focus on career planning, programming choices, using technology for publicity and more.

The series is a complement PYPA's programming, which is being held at the Academy of Vocal Arts, located at 1920 Spruce Street, Philadelphia from August 4 to August 12. The program allows 20 outstanding youth pianists varying in age from 12 to 26 the opportunity to learn from numerous, world-renowned pianists and mentors.

General admission for each program varies and prices can be found below or at [www.pyapa.info](http://www.pyapa.info). Monday, August 6, 2 p.m.

PYPA Guest Speaker: Jonathan Eifert (\$10)

Jonathan Eifert, president of Jonathan Eifert Public Relations, will focus on the importance of marketing and in his presentation will highlight how young pianists can develop and create a sustainable career as concert artists in the 21st Century. Eifert executes marketing, communications, and PR support for classical music clientele throughout the U. S. His New York-based firm has promoted high-profile concerts, events, and albums at Carnegie Hall, Madison Square Garden, Kimmel Center, Severance Hall, Cleveland Museum of Art, Feinstein's/54 Below, Miller Symphony Hall, Portland State University, McCarter Theatre, and Princeton University.

Wednesday, August 8, 12:30 p.m.

Masterclass: Gary Graffman (\$20)

Legendary pianist Gary Graffman will critique the performances of talented PYPA pianists in this special masterclass. This unique experience offers an opportunity for the general public to observe Graffman in this role. A major figure in the music world since his debut with Eugene Ormandy and the Philadelphia Orchestra at the age of eighteen, for the next three decades he toured almost continuously, playing the most demanding works in the piano literature. From 1986 through May 2006, he served as Director of the Curtis School of Music and President from 1995 to 2006.

Thursday, August 9

12:30 -- Masterclass: Gary Graffman (\$20)

Gary Graffman repeats the same mentoring experience from Wednesday, August 8.  
2 p.m.

PYPA Guest Speaker: Pierre van der Westhuizen (\$10)

Pierre van der Westhuizen, director of the Gilmore Keyboard Festival, will give a presentation and highlight how young pianists can develop and create a sustainable career as concert artists in the 21st Century.

Friday, August 10, 12:30 p.m.

Masterclass: Gary Graffman (\$20)

Gary Graffman repeats the same mentoring experience.

About Philadelphia Young Pianists' Academy (PYPA):

Founded in 2013, the Philadelphia Young Pianists' Academy (PYPA) is recognized as an important learning opportunity for some of the world's best young concert pianists. Founded by Philadelphia-based concert pianist and recording artist, Ching-Yun Hu, PYPA was launched to help young artists from Asia and the West achieve their dreams of professional careers as world class concert pianists. With numerous master classes and evening concerts at the famed Academy of Vocal Arts, PYPA enriches the Philadelphia summer classical music scene. PYPA Faculty members joining Ching-Yun Hu this year are Gary Graffman, Simone Dinnerstein, Charles Abramovic and Jerome Lowenthal.

In addition, the students have the opportunity to participate in the Philadelphia International Piano Competition; attendance at a new Speaker Series with key people in the classical music industry who will focus on career planning, programming choices, using technology for publicity and more and the chance to make friends with other young artists from around the world.