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6TH ANNUAL PHILADELPHIA YOUNG PIANISTS' (PYPA) FESTIVAL LAUNCHES NEW SPEAKER AND MASTERCLASS SERIES OPEN TO THE PUBLIC



Jonathan Eifert



Gary Graffman



Pierre van der Westhuizen

PHILADELPHIA (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.pya.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.

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(See Addendum with bios of each speaker)

About Gary Graffman:

Gary Graffman has been 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. His numerous recordings with the orchestras of New York, Philadelphia, Boston, Cleveland, and Chicago under such conductors as Bernstein, Ormandy, Szell, and Mehta include concertos by Tchaikovsky, Rachmaninoff, Prokofiev, Brahms, Chopin, and Beethoven; they are still regarded as touchstones. In 1979, however, an injury to his right hand limited Mr. Graffman's concertizing to the small body of repertoire for left hand alone. Since then seven new works have been commissioned for him, and he continues to have an active performing career. Mr. Graffman's association with the Curtis Institute of Music began in 1936, when he was accepted, at the age of seven, to study with Isabelle Vengerova. He graduated in 1946. In 1980, following his performance-reducing injury, he joined the Curtis piano faculty. From 1986 through May 2006, he served as Director of Curtis as well as President from 1995 to 2006.

About Jonathan Eifert:

Trained as a classical pianist with a Bachelor of Music degree from Cairn University, Jonathan realized early in his career he preferred the business of music over making music. He moved to London to study arts management and completed his Master of Arts degree in cultural policy and management from City, University of London—specializing in classical artists' brands and their development. While in London, he was proud to have worked at IMG Artists, and after a series of successful encounters, returned to the U.S. to build his PR firm, Jonathan Eifert Public Relations. Word traveled fast about his innovative approach to PR and projects began. He went from launching his business in a leafy Philadelphia suburb to being based in SoHo in New York City and living in the Chelsea section of the city. Over the years he has provided marketing, communications and public relations for the Cleveland International Piano Competition, Portland Piano International, Allentown Symphony Orchestra, Golandsky Institute at Princeton University, Philadelphia Young Pianists' Academy, Pianofest in the Hamptons and more. He is an associate member of the Grammy Recording Academy and regular contributor to ArtsHacker.com.

About Pierre van der Westhuizen:

Pierre van der Westhuizen was named the Director of the Gilmore Piano Festival in January 2018, leaving his position of CEO of the Cleveland International Piano Competition. He is a seasoned arts administrator, concert pianist and academic. A native of South Africa, van der Westhuizen earned his Bachelor of Music from Northwest University in Potchefstroom, South Africa and Doctorate of Musical Arts in Piano Performance from the College-Conservatory of Music at the University of Cincinnati.

Recruited to the Cleveland International Piano Competition (CIPC) in 2011, van der Westhuizen transformed the competition from a single event into a full-fledged arts organization by developing a festival approach, which now includes the CIPC Young Artists Competition, the CIPC Concert Series, and ArtsConnect Community Outreach. Activities include competition performances, guest artist recitals, lectures, master classes, films, chamber music, and orchestral performances. Van der Westhuizen has

been a successful fundraiser for the CIPC, almost doubling the revenue for the competition and more than doubling corporate investment for the 2017 Concert Series. Van der Westhuizen's efforts have been recognized by Musical America (named among the 2015 "30 Music Professionals of the Year").

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