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CAL PERFORMANCES APPOINTS ROB BAILIS DIRECTOR OF EXTERNAL RELATIONS AND ARTISTIC INITIATIVES

BERKELEY, April 16, 2013—**Matías Tarnopolsky**, Director of Cal Performances, today announced the appointment of **Rob Bailis** as Director of External Relations and Artistic Initiatives, effective June 3, 2013. A respected arts leader and a professional clarinetist, Bailis has consulted with a wide range of arts institutions and foundations, including Z Space, Pacific Mozart Ensemble, Chamber Music America, Dance USA, the MAP Fund, and the New England Foundation for the Arts. For eight years, he served as Director of ODC Theater where he was responsible for programming and artistic curation.

“I am delighted to announce Rob Bailis’s appointment as Cal Performances’ first Director of External Relations and Artistic Initiatives,” said Tarnopolsky. “Rob brings a depth of experience and understanding of the arts and artists that will complement the existing Cal Performances team and help lead us to ever greater artistic achievements.”

Bailis will provide direction and leadership support in fundraising with oversight to the marketing, communications, and education programs. He will also be responsible for assisting the Director in conceiving, developing, and implementing Cal Performances’ artistic vision and in creating programs for the season. Bailis will work together with the business and arts communities to broaden the educational outreach and impact of the organization.

“To be offered such an integral position in Cal Performances is truly an honor. Matías leads this institution with a powerful vision of the future; his passionate and nuanced programming is inspiring, offering the kind of rewards and challenges I so greatly admire,” said Bailis. “And as a Bay Area native, it is very meaningful to me to continue my service to the performing arts in the community that I call home—and doing so at UC Berkeley is very exciting.”

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From 2003 to 2011, during Bailis's tenure as Director of ODC Theater, he led the programmatic fundraising, including over 30 commissions of new work, and was instrumental to the team that completed the \$10M capital campaign that built the new theater. He brought national recognition and acclaim to ODC Theater through the creation of numerous programs such as the ODC Theater Grand Opening and Inaugural season, ODC Theater Presents and Inner State Touring Network which brought together a roster of nine diverse dance companies to perform and create unique residencies in rural and urban communities. An active clarinet performer, Bailis has toured the United States, Canada, Asia and the United Kingdom as a solo, chamber and orchestral musician. Recent creative projects include writing the libretto for the world premiere of Jack Perla's opera *Love/Hate* (2009-12), co-produced by San Francisco Opera and ODC Theater, and the play *Theseus on String Theory* (2008) for Suspended Labyrinth at Project Artaud.

When Sarah Bernhardt performed at the Hearst Greek Theatre on the University of California, Berkeley, campus in support of the victims of the 1906 earthquake, little did she know her appearance would mark the beginning of one of the largest arts presenters and commissioners on the West Coast. Today, with an international reputation and over one hundred years of artistic excellence, **Cal Performances** has lived up to its auspicious beginnings.

Under the leadership of Director Matías Tarnopolsky, Cal Performances reaches nearly 150,000 people each year through its programming, education and community outreach. Located on the campus of one of the nation's top ranked universities, Cal Performances is a beneficiary of UC Berkeley's renowned intellectual and cultural environment. The organization presents more than 130 performances each year in classical music, jazz, world, and new music, dance and theater. Fall Free for All, a full day of free performances in September, has attracted over 10,000 people each year since its inception in 2010.

Cal Performances' education programs are recognized nationally as model curricula. They include SchoolTime performances for K-12 students; AileyCamp, a summer dance camp for underserved adolescents; arts education workshops for teachers; pre-concert lectures; extended residencies by orchestras and dance companies; and master classes, symposia, and

international academic conferences on the UC Berkeley campus. Approximately 40,000 people take advantage of these events each year.

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