

**FOR RELEASE: February 10, 2015**

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**CAL PERFORMANCES AT UC BERKELEY TO LAUNCH  
CULTURAL INITIATIVE IN PURSUIT OF PUBLIC ARTISTIC LITERACY**

**BERKELEY RADICAL**

**(Research And Development Initiative In Creativity, Arts, Learning)  
A COMPREHENSIVE FRAMEWORK FOR CREATION, PRESENTATION,  
AND KNOWLEDGE DISSEMINATION IN THE PERFORMING ARTS**

**GUSTAVO DUDAMEL AND THE  
SIMÓN BOLÍVAR SYMPHONY ORCHESTRA OF VENEZUELA  
Named First Berkeley RADICAL Artists  
In Residence at Cal Performances September 22–26, 2015**

**DEDICATED CAL PERFORMANCES iTunes DESTINATION  
To Feature Exclusive Berkeley RADICAL Podcasts, Music, and Artists**

**#BerkeleyRADICAL**

Berkeley, CA — Cal Performances Board Chair **Gail Rubinfeld** and Executive and Artistic Director **Matías Tarnopolsky** today announced **Berkeley RADICAL**, a framework to cultivate public artistic literacy and create cultural access for diverse future audiences in the context of the digital age and transitional generations. Berkeley RADICAL is a platform on which Cal Performances artists will operate within and beyond the University and instigate substantive interactivity between Cal Performances' commissioning, creation, and presentation, UC Berkeley learning and scholarship, and Bay Area public learning across a wide age range. Berkeley RADICAL at Cal Performances will contribute to determining a future for the performing arts—broad dissemination of the process and results in contemporary digital forms will be key to this goal. To serve the goal of dissemination, Cal Performances will be available on iTunes with a dedicated destination ([iTunes.com/calperformances](https://iTunes.com/calperformances)) featuring exclusive Berkeley RADICAL podcasts, as well as a selection of music from artists performing in concert at Cal Performances.

“Through Berkeley RADICAL we assert that the arts are necessary, that they enhance our ability to handle change and challenges, and that they are essential to sustain and advance our society,” said Matías Tarnopolsky, Executive and Artistic Director of Cal Performances. “If we define the arts as necessary, then artistic literacy is as essential as any other literacy, including reading, writing, and arithmetic. Because we see artistic literacy as equally the responsibility of artists, educators, arts organizations, and digital partners, Berkeley RADICAL will have components that serve each of these primary stakeholders.”

Beginning in September 2015, several distinctive projects in each season will contribute to the Berkeley RADICAL process and will include explorations of known works or creation of major new works with public performances; residency of commissioned artists; a significant partnership with the University across academic disciplines; on- and off-campus learning programs; post-performance dissemination of such things as creative process, education, research, and scholarship endeavors delivered via various media platforms. Berkeley RADICAL is intended to work in tandem with, and harness, the unique intellectual capital and capabilities of the world-class research university that is home to Cal Performances.

The first to be named Berkeley RADICAL artists are conductor **Gustavo Dudamel** and the **Simón Bolívar Symphony Orchestra of Venezuela**. It is fitting that they launch this program since it was musical training as a youth that put the conductor on his life path. Gustavo Dudamel brings to music and the larger cultural landscape, a deep understanding of the necessity of the arts. Residency activities, featuring Gustavo Dudamel and musicians of the Simon Bolivar Symphony Orchestra of Venezuela, will include symposiums, master teaching, lecture/demonstrations, a film screening, rehearsals open to Bay Area music students, multiple concerts, and the recording, framing and disseminating of these events on iTunes and other digital platforms.

“Being able to combine music, learning, and ideas is at the heart of the new Berkeley RADICAL, and the Simón Bolívar Orchestra, and I am very happy to be returning to Cal Performances as part of this innovative idea,” said conductor Gustavo Dudamel. “We are proud to be Cal Performances’ first Berkeley RADICAL artists. I know from my own childhood in Venezuela that the arts can be the force and inspiration to imagine a better future. They transformed my life and have given generations of young people purpose and vision and hope.”

Symposiums, forums, research presentations, and more, derived from the Berkeley RADICAL process will take place in conjunction with each Cal Performances season. Berkeley RADICAL will call on students, professors, and visiting artists, experts, and scholars to envision a future for the performing arts in response to essential cultural questions: What does it mean to be artistically literate? What is the role of art and the artist in the advancement of society? What is the audience of the future with a focus on the millennial generation? How do artists envision the future of the performing arts? What is the impact of the digital age on live arts?

“All that we do in the realm of the arts is based on our belief that Berkeley, as the nation’s leading public university, has a unique and vital role to play when it comes to the advancement of culture. This goes well beyond putting performances on stage,” said UC Berkeley Chancellor **Nicholas B. Dirks**. “Matías Tarnopolsky’s exciting vision for Cal Performances is right in line with this idea, given the design of Berkeley RADICAL to integrate Cal Performances’ world-class work into the University’s research and educational endeavors. I see this as an important step that will enable the entire process of art-making to fulfill its significant role in promoting a civilized, empathetic, and creative society. Consistent with our public mission and ethos, one of Berkeley RADICAL’s signature goals is to bring not just the Berkeley campus community, but the entire Bay Area public, into a productive

relationship with the arts, including the use of digital media to share all that we learn and experience across our state and beyond.”

Pilot funding to develop the concept of Berkeley RADICAL was provided by Ann and Gordon Getty, in support of the idea of the necessity of the arts and the unique role of artists addressing the challenges of contemporary society.

“Cal Performances is poised for transformation—from the prestigious producing and presenting organization it is currently to a center for creating and codifying new art and ideas from an international, pan-cultural perspective,” stated Cal Performances Board Chair Gail Rubinfeld. “While Cal Performances is already a major actor in the realm of international collaborations, consistent with the Global University concept of UC Berkeley, fully understanding and embracing the diversity and internationalism of our immediate community, and the American population, is the crucial second half of the equation. We are grateful to Chancellor Dirks for recognizing the leadership contribution Cal Performances can make to the arts in general, and to the ecosystem of research and learning at UC Berkeley, and to Ann and Gordon Getty and Jan Shrem and Maria Manetti Shrem, for their visionary support.”

With artistic literacy as a primary objective of Berkeley RADICAL, Cal Performances will create age-appropriate educational programming across subject matter, with materials culled from the forums, symposiums, and other events. Educational programming will be directed at students on the UC Berkeley campus, K–12 students, and lifelong learners in the Bay Area, and for digital dissemination. For K–12 learning programs, Cal Performances will reimagine its longstanding SchoolTime program, which reaches 20,000 students per year. Utilizing teaching artists from the Bay Area arts community, the program will be reoriented from one of exposure and observation, to one that is practical and participatory, with a focus on artistic literacy, with deep immersion in a given piece or art form, including multiple classroom visits, hands-on practice in the art form, and quality trainings intended to build knowledge in classroom teachers as well.

Through a major academic integration project created and run by Cal Performances, and funded by The Andrew W. Mellon Foundation, work with UC Berkeley students is already underway, and will be integral to the Berkeley RADICAL process. Accessible through a competitive application process, the Cal Performances-Mellon program provides full-credit courses, based on its main stage presentations, across academic departments of UC Berkeley.

**Berkeley RADICAL**  
**September 22–26, 2015**

**The Jan Shrem and Maria Manetti Shrem 2015 Cal Performances Orchestra Residency**  
**GUSTAVO DUDAMEL and the**  
**SIMÓN BOLÍVAR SYMPHONY ORCHESTRA OF VENEZUELA**

**Tuesday, September 22**  
**Time TBD**

**Screening:** *Crescendo: The Power of Music*

Location TBD

A film by Jamie Bernstein and Elizabeth Kling

Panel Discussion to follow with Elizabeth Kling and Jamie Bernstein

**Wednesday, September 23**

**Time TBD**

**Master Class:** Gustavo Dudamel with UC Berkeley Symphony Orchestra

Zellerbach Hall

**Time TBD**

**Bay Area School Visits** with Ensembles of the Orchestra

**Time TBD**

**Rehearsal / Choral Rehearsal**

Open Doors: Bay Area Music Students in the House

**Thursday, September 24**

**8pm**

**Concert:** Beethoven Symphonies Nos. 7 and 8

Zellerbach Hall

**Friday, September 25**

**7:30pm**

**Concert:** Beethoven Symphony No. 9 — Broadcast/Webcast Live (TBC)

Mariana Ortiz, soprano

J'nai Bridges, mezzo-soprano

Joshua Guerrero, tenor

Soloman Howard, bass

Kevin Fox, chorus director

Hearst Greek Theatre

**9pm**

**Gala at the Greek**

Cocktail Reception and Post-Performance Dinner with the Artists

Event proceeds will directly support Cal Performances

**Saturday, September 26 (TBC)**

**Time TBD**

**Forum:** "Reaching for the Stars" Symposium

Participants TBA

**Time TBD**

**Community Visits** by Musicians from the Simón Bolívar Symphony Orchestra of Venezuela

Additional details of Berkeley RADICAL: Gustavo Dudamel and the Simón Bolívar Symphony Orchestra residency to be announced.

For high resolution images from Cal Performances, contact Rusty Barnes at [rbarnes@calperformances.org](mailto:rbarnes@calperformances.org) or call 510.642.9121.