



CAL PERFORMANCES PRESENTS
FRONT ROW

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CAL PERFORMANCES AT UC BERKELEY
#BERKELEYRADICAL

INAUGURAL STUDENT-CURATED EVENT FOR UC BERKELEY STUDENTS
FRONT ROW WITH LARS ULRICH AND FRIENDS

**AN EVENING OF PERFORMANCE AND DISCUSSION FEATURING INTERNATIONALLY
RENOWNED CREATIVE LEADERS FROM THE BAY AREA SELECTED BY METALLICA
DRUMMER LARS ULRICH –
BILLIE JOE ARMSTRONG, MARC BENIOFF, LES CLAYPOOL, PETER COYOTE, JAMES
HETFIELD, AND MORE**

MARCH 2 AT ZELLERBACH HALL, UC BERKELEY CAMPUS

#CALFRONTROW



Photos available for download from Cal Performances Press room [here](#).

Left: Lars Ulrich (photo credit: Ross Halfin).

Right: Student Curators of Cal Performances from left to right: Elizabeth Lin, Tess Hanson, Ivette Martinez, Nika Hoffman, Parmida Ziaei, Tait Melody Adams, Brent Freed (photo credit: Kate Gorman). Not pictured: Defne Gun, Chris Viñan, and Grace Lee.

Berkeley, February 16, 2016 – Cal Performances at UC Berkeley launches a multiyear Berkeley RADICAL initiative designed to engage college students and recent graduates in the performing arts with its inaugural *Front Row* event taking place on March 2 at 7:00 p.m. in Zellerbach Hall. Curated by UC Berkeley students mentored by Cal Performances Associate Director Rob Bailis and staff, this first *Front Row* event, ***Front Row with Lars Ulrich and Friends***, will feature Metallica drummer and founder **Lars Ulrich**, and his peers from the fields of music, film, tech, and design. In an evening of lively discussion and collaborative performance, *Front Row with Lars Ulrich and Friends*, will explore the San Francisco Bay Area’s attraction to artists and innovators. Joining Lars Ulrich on stage will be Green Day’s **Billie Joe Armstrong**; Salesforce Chairman and CEO **Marc Benioff**; bassist **Les Claypool**; actor, writer, and Zen Buddhist priest **Peter Coyote**; Metallica guitarist and vocalist **James Hetfield**; filmmaker **Jonathan Parker** (*Untitled*, *Bartleby*, *The Californians*, *The Architect*); co-founder of Turner Duckworth, designer [David Turner](#); and Lars Ulrich’s father, **Torben Ulrich**, who at 87 is still active in music, film, and poetry. Following the event, an after-party for all ticket holders will take place in the Zellerbach Hall lobby with live dj-ing by **Son of Ammo**, also selected by the *Front Row* Student Curators of Cal Performances, and complimentary soft drinks. Tickets for *Front Row* will be priced at an affordable \$5 and will be available exclusively to current UC Berkeley students.

The Student Curators of Cal Performances conceived and participated in all aspects of producing *Front Row*, a new event to engage the UC Berkeley student population in cultural issues that interest and concern them. Cal Performances asked the student curators to select and recruit the headliner from among all the talented and high profile artists who call the Bay Area home. They chose rock star Lars Ulrich, who, compelled by their well-prepared and thoughtfully informed invitation, welcomed the opportunity to participate with them in the event. The students designed and implemented an interview process for working with their headlining talent to help bring the vision to the stage. Working with the student curators, Ulrich initiated the outreach to his *Front Row* guests to join him on stage to explore why international creative superstars in many fields make the San Francisco Bay Area their home. *Front Row with Lars Ulrich and Friends* is the realization of this process.

The Student Curators of Cal Performances are a diverse group of undergraduate students at UC Berkeley with a wide range of academic pursuits. The declared majors of those on the curatorial team include African American Studies, Anthropology, Business, Energy Engineering, Integrated Biology, Marine Science, Media Studies, Music, Public Health, Sociology, and Theater & Performance Studies. They were recruited in an open call to campus by Cal Performances and volunteer their time.

Rob Bailis, Cal Performances Associate Director, explains, “With *Front Row*, Cal Performances seeks to build bridges to the arriving generation through collaborative programs that engage current students in the curatorial process and in artistic practice. At Cal Performances, we feel strongly that a great way to genuinely engage a student audience is to invite them into the process of envisioning and producing performing arts events. The collective intelligence, dedication, and cultural literacy of the Student Curators of Cal Performances has shown us how well suited they are to become the next generation of performing arts enthusiasts and professionals. We in turn are inspired by their work on *Front Row*. And we are incredibly grateful to Lars Ulrich for working with us with such generosity and passion on this inaugural *Front Row* event.”

Cal Performances’ Berkeley RADICAL (Research and Development Initiative in Creativity, Arts, and Learning), announced in February 2015, is a framework to cultivate artistic literacy and create cultural access for diverse current and future audiences in the context of the digital age. “*Front Row* is a signature initiative of Berkeley RADICAL,” says Matías Tarnopolsky, Executive and Artistic Director of Cal Performances. “It embraces all three of the key Berkeley RADICAL principles--excellent and relevant programming; a commitment to artistic literacy; and the documentation and dissemination of our learning. Through *Front Row*, Cal Performances has created opportunities for students to garner a unique insight into the creative processes and artistic impulses of some of the great cultural figures of our day.” The entire process of creating and launching *Front Row* has been documented on video and will be made available at a later date.

About Lars Ulrich

Drummer Lars Ulrich and guitarist/vocalist James Hetfield formed the rock band Metallica in Los Angeles in 1981. Over the course of its history Metallica has become one of the most influential and commercially successful rock bands in history, having sold over 110 million albums worldwide and playing to millions of fans around the world. The band has released nine studio albums and garnered numerous awards and accolades, including nine Grammy Awards. Their most recent performance in the San Francisco Bay Area was a sold-out February 6 concert at AT&T Park during this year's Super Bowl 50 festivities.

Lars Ulrich grew up surrounded by the arts and creativity. His father, Torben Ulrich, is a noted Danish musician, poet, radio and newspaper journalist, painter, filmmaker, performer, and athlete. Originally born in Denmark, Lars Ulrich began playing drums at the age of 13. Ulrich's introduction to James Hetfield over a shared love of music led to the duo forming Metallica and creating a lifelong bond. Adept at arranging and composing, and possessing the ability to both frame and edit ideas into cohesive pieces, Ulrich is a vital part of the songwriting core of the band. He is also a skilled communicator and frequent spokesperson for Metallica.

Lars Ulrich is an avid tennis player, skier, and scuba diver, and loves film and art, but his greatest happiness comes from spending time with his wife and children.

About the Cal Performances Wallace Foundation Multi-Year Initiative

[Cal Performances is one of 26 U.S. performing arts organizations chosen by The Wallace Foundation in 2015 for a prestigious new *Building Audiences for Sustainability* initiative.](#) With the support of a generous multiyear grant from The Wallace Foundation, Cal Performances will seek to broaden participation by 18- to 25-year-olds in creating performing arts experiences that appeal to them. This generation is predicted to soon comprise over a third of the American population and represents a powerful segment of the performing arts's potential audience base. With *Front Row* and other programs to be announced this spring, Cal Performances is taking steps to engage the Millennial generation on its own terms and welcome first-time arts participants into a lifelong relationship with the performing arts.

About The Wallace Foundation

Based in New York City, The Wallace Foundation is an independent national philanthropy dedicated to fostering improvements in learning and enrichment for disadvantaged children and the vitality of the arts for everyone. It seeks to catalyze broad impact by supporting the development, testing, and sharing of new solutions and effective practices. More information can be found at wallacefoundation.org.

About Cal Performances

Cal Performances produces and presents performances of the highest artistic quality, enhanced by programs that explore compelling intersections of education and the performing arts. Founded in 1906, Cal Performances fulfills this mission by presenting a diverse range of over 100 music, dance, and theater performances each season, and creating a context for the work through supporting education and community programs.

Tickets for *Front Row with Lars Ulrich and Friends*:

\$5, available for purchase by current UC Berkeley students only at calperformances.org/front-row and at the Ticket Office at Zellerbach Hall, UC Berkeley. Limit: one ticket per person. Tickets go on sale at noon on Tuesday, February 16.