



San Francisco Jazz Organization
Three Embarcadero Center
Lobby Level
San Francisco, CA 94111

T 415-398-5655
F 415-398-5569
mailto:mailbox@sfjazz.org
sfjazz.org

SFJAZZ ANNOUNCES NEW EXPANDED EDUCATION DEPARTMENT AND PROGRAMS

(New York, NY, September 13, 2012) – As SFJAZZ, the leading nonprofit jazz organization on the West Coast, nears completion on the SFJAZZ Center the organization announces an expansion of its education department and brand new programs.

The SFJAZZ Center is the first freestanding building designed and built for jazz in the country and will celebrate its Grand Opening on Martin Luther King, Jr. Day, January 21, 2013. Located at 205 Franklin Street at Fell Street in San Francisco's vibrant Hayes Valley, the SFJAZZ Center will be a hub of art, music, culture, and community in the Civic Center performing arts district. The purpose-built and site-sensitive design accommodates both the requirements of SFJAZZ to present world-class artists in concert throughout the year, nurture young musicians' development and promote music education more comprehensively.

SFJAZZ Director of Education Rebeca Mauleón introduces nine new innovative jazz education programs. Building on its pioneering work with Bay Area peer organizations and schools, the new programs will continue the SFJAZZ Education mission to reach, develop and nurture current and future musicians and audiences by providing innovative programming in jazz appreciation, creation and performance. As an integral part of this mission, SFJAZZ named Ishmael Reed as SFJAZZ Poet Laureate and Jim Goldberg as SFJAZZ Photographer Laureate. The Laureates will work with the SFJAZZ Education Department to encourage expression across all art forms, including poetry and photography.

Randall Kline, founder and Executive Artistic Director of SFJAZZ, says, "We are thrilled that our new SFJAZZ Center will allow us to expand our education programs and reach a larger and more diverse group of emerging jazz stars."

SFJAZZ Director of Education Rebeca Mauleón adds, "SFJAZZ Education is thrilled to embark on this exciting new phase as we launch brand new offerings while also strengthening our flagship programs and reaffirming our partnerships with Bay Area schools and community organizations. It is crucial for us to explore how best to integrate our programs into an already vital scene, and also to engage with our creative partners while simultaneously broadening the scope of our reach as an organization."

From many conversations with artists, educators, peer institutions, students, and members of the community, SFJAZZ has put together a dynamic range of programs that will surely inspire and motivate audiences of all ages and abilities to come together in our new home in the heart of San Francisco.

The new programs include:

- The *Monday Night Band* will provide a structured approach to learning and interpreting diverse jazz repertoire for intermediate to advanced musicians (selected by audition).
- The *SFJAZZ Vocal Ensemble* will be a program for singers (selected by audition) devoted to exploring and performing a repertoire of contemporary jazz within an improvisational context.
- Master classes will be a hands-on program that delves into the nuances of jazz and world music performance and composition while exploring the extraordinary work of various artists.
- SFJAZZ will provide instruction for musicians of all ages, giving them the opportunity to study with the finest jazz and world music faculty.
- The *SFJAZZ Digital Lab* will offer instruction to teens and adults in digital music production, theory and musicianship, MIDI basics, notation skills, sequencing, and audio recording.
- *The Business of Music* will be ideal for emerging artists in any genre as well as business majors and those interested in the arts, this multi-tiered course is designed to provide students with a solid understanding of the intricacies of the industry.
- *The Music Of...* is a three-class series bringing audiences closer to the magic of jazz through the contribution of some of the music's most prolific artists, such as Thelonious Monk, Antonio Carlos Jobim and Ella Fitzgerald. The series incorporates audio and video examples, live demonstration and performance.
- *The Art Of...* will be a participatory program that will allow musicians to tackle specific performance techniques while giving general audiences a fascinating window into how music makers adopt new skills.
- SFJAZZ will offer a limited number of full and partial need-based scholarships that are available to all programs.

These new SFJAZZ programs will be offered in addition to the existing flagship SFJAZZ Education programs - the famed SFJAZZ High School All Stars, established in 2001 to bring together the finest young Bay Area jazz musicians to perform, record, compose and participate in national festivals and competitions, as well as programs for local students and free concerts around the Bay Area.

For more information about SFJAZZ Education, please visit: www.sfjazz.org.

Media Contact: Marshall Lamm, marshall@sfjazz.org, (510) 928-1410
Ann-Rebecca Laschever, arlaschever@geoffreyweill.com, (212) 288-1144

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