

Andrew Lu
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Wednesday 11:00
TA: Alicia Mastromonaco

Joyce DiDonato

Joyce DiDonato's performance was nothing short of amazing, and one factor that made the experience memorable was the venue for the concert. This performance took place at the Granada Theatre in Downtown Santa Barbara. The venue is a traditional concert hall, with a stage in the front, seats in the orchestra, and a second floor with balcony seats and boxes on the sides. I took the initiative to purchase tickets early (before our first lecture), and as such, I received seat DD12 in the front of the orchestra. This seat position featured an unobstructed view of the stage, but was slightly unpleasant due to the loudspeaker, directly in front of me, buzzing throughout the event. However, since DiDonato was positioned at the center of the stage and I was in the front row, this was ultimately not an issue.

This concert was presented by UCSB Arts and Lectures, with many of their top-tier sponsors being individuals, foundations, and a main sponsor, SAGE Publishing. Since most sponsors are by foundations or individuals, I believe that the main reason people sponsor these events are one of patronage. Patrons sponsor these events to support the Arts in Santa Barbara, in hopes that more well-known artists, like Joyce DiDonato, perform in Santa Barbara and later recognize them. Given that I was in the front orchestra, my audience members were mostly elderly (with a few Music 15 students scattered around). I envision that many of these people attend these events not only for enjoyment, but to meet other patrons around them (which also explains the invite-only Intermission Lounge only for top-tier sponsors) and network with other wealthy individuals/foundations.