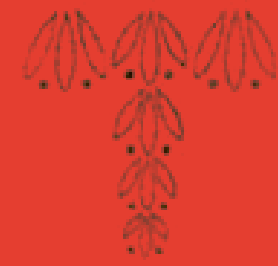




MARQUAM GRAND



FRIDAY, OCTOBER 30
1896 ...

FIRST APPEARANCE OF THE

PORTLAND SYMPHONY ... ORCHESTRA ...

33 PERFORMERS

TESTIMONIAL CONCERT

—•— TO —•—

W. H. KINROSS



SOLOISTS

| | |
|------------------|-------------|
| MISS ROSE BLOCH, | Soprano |
| ERNEST FLECK, | Contra Bass |
| G. OECHSLE, | Flute |
| J. EVEREST, | French Horn |

THE OREGON SYMPHONY

The *Oregon Symphony* has been a staple of Portland for 125 years. It is the oldest orchestra west of the Mississippi.

It was known as the Portland Orchestra up until 1967, when it changed its name to better reflect its commitment to serve Oregonians statewide.

The symphony visits many regional communities, such as Pendleton, Klamath Falls, Bend, Redmond, Coos Bay, The Dalles, and many more.

The symphony is located at the *Arlene Schnitzer Concert Hall* in downtown Portland, which has been their home since September 1984.

A program book from the first concert of the Portland Symphony Orchestra.

MISSION STATEMENT

The Oregon Symphony believes that all communities are united by the power of music. They serve their community by creating outstanding live musical experiences in the concert hall, schools, and many other venues.

GOALS

To serve their community by creating outstanding live musical experiences.





DEMOGRAPHICS

- People with disposable income & those who can plan their own schedules to some degree.
- Typically an older age bracket, ~45+
- People inclined and willing to sit and quietly listen to classical music for an extended period of time.



ACCOMPLISHMENTS

5.11.2011

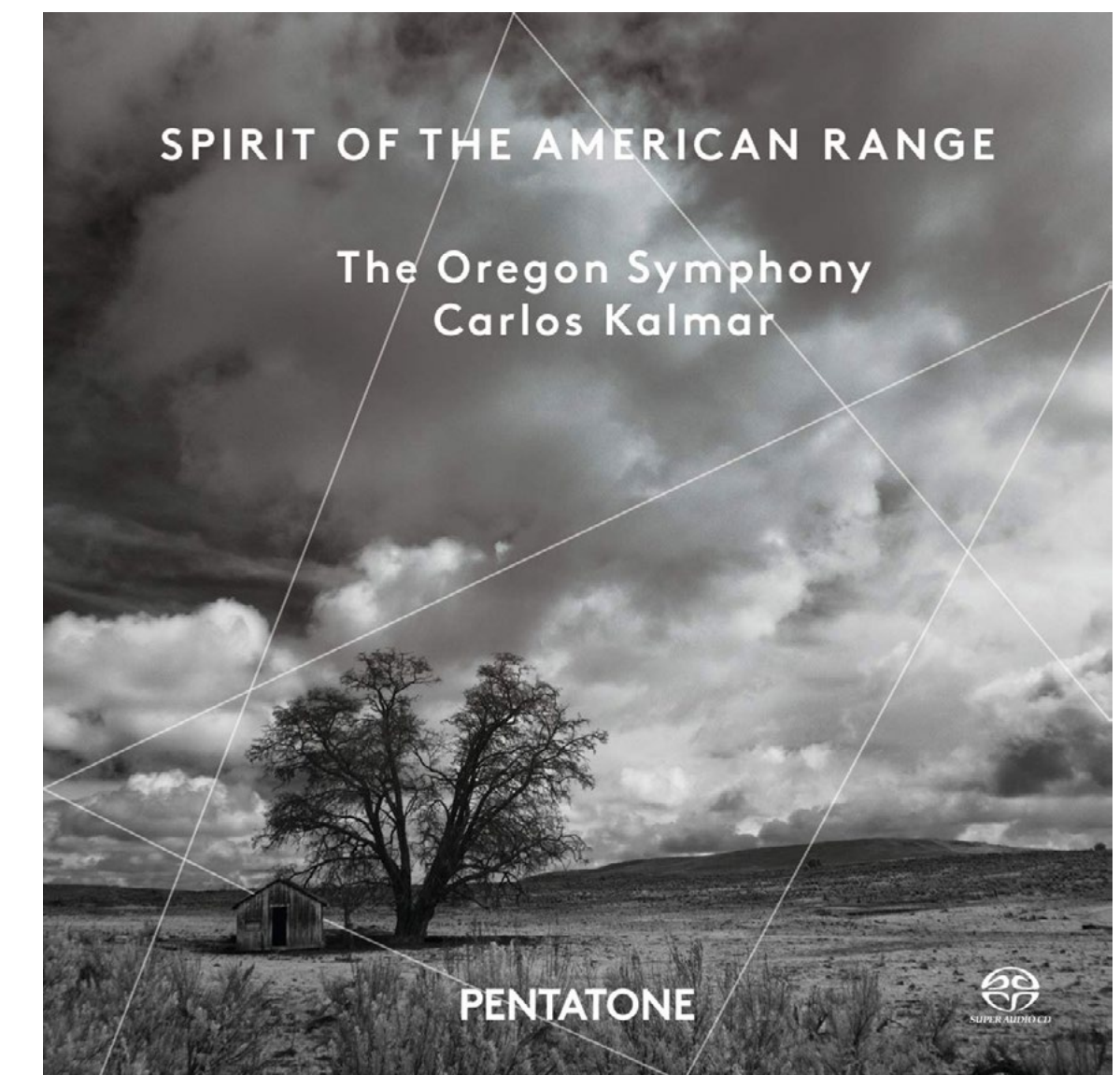


The Symphony's album *Music for a Time of War* was nominated for two Grammy Awards: Best Orchestral Performance and Best Engineered Album, Classical. It was first played during the Symphony's debut at Carnegie Hall.

12.2015



The Symphony's received a Grammy Award nomination (Best Orchestral Performance) for *Spirit of the American Range*.



WHAT MAKES IT UNIQUE?

The Oregon Symphony has a number of programs to both broaden its audience as well as endear itself to the community.

- **Minute for Music Program**

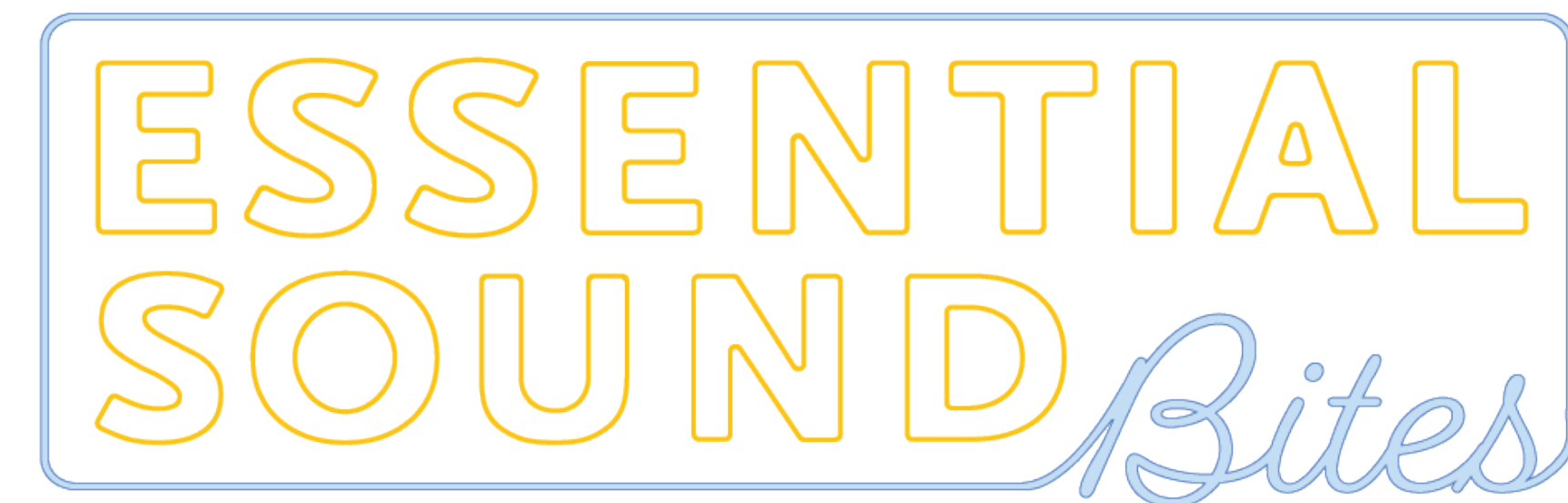
A few times a week, the Symphony posts videos of its musicians where they play and talk about their favorite music, as well as current projects.

- **Essential Sound Bites**

The Symphony publishes videos of its musicians' performances free for the public to view.

- **Symphony Storytime**

A video series created by the Symphony for children and their families to experiences popular story books, with a soundtrack created and performed by an Oregon Symphony Musician.



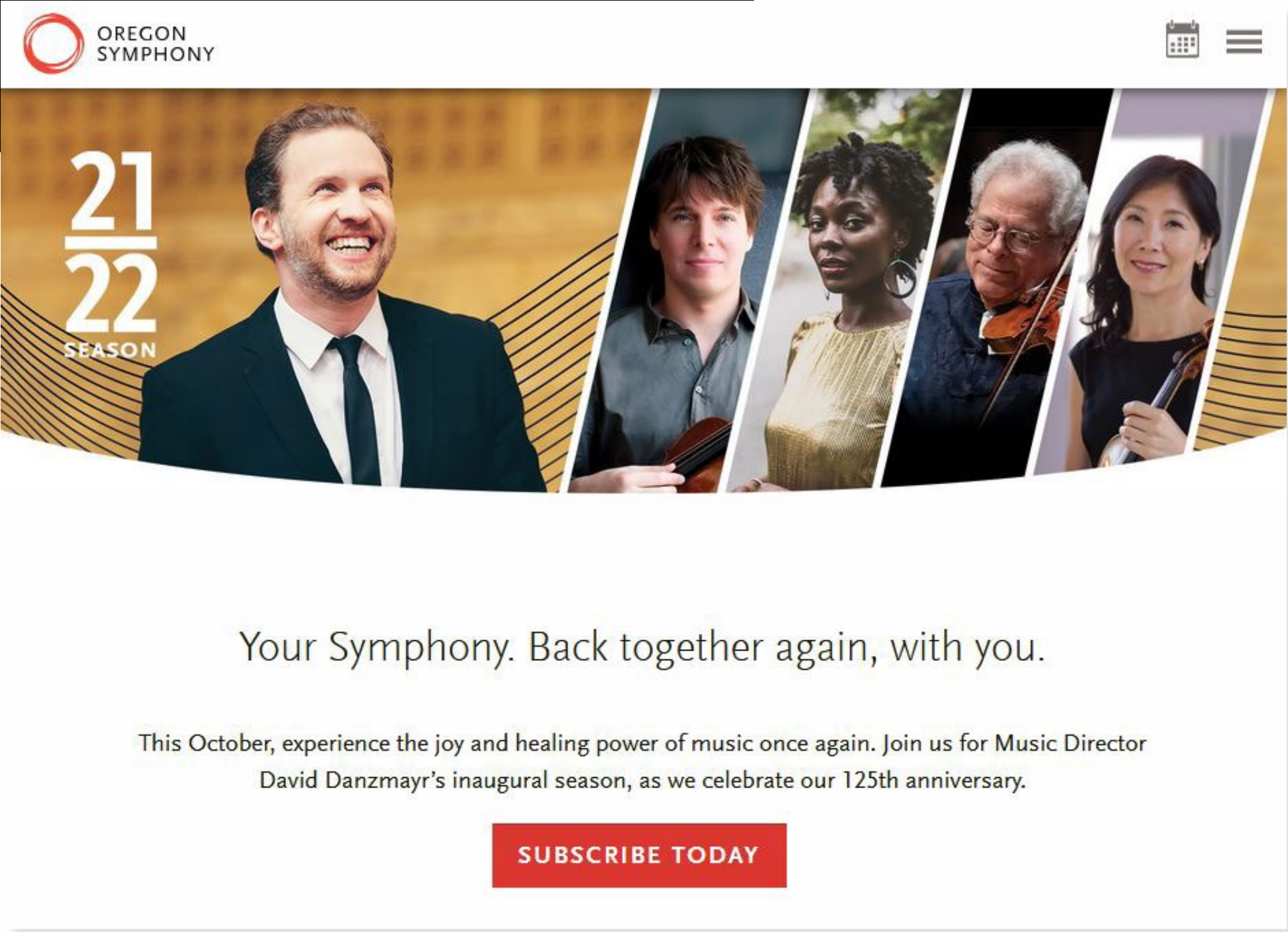
**SYMPHONY
STORYTIME**

SPONSORED BY



OREGON

BRANDING



COMPETITORS



Portland Center Stage at
THE ARMORY

WINE IN THE WILDERNESS

*Directed
by Hamilton Resident Director
Tiffany Nichole Greene!*

March 26 – April 11, 2021

[▶ LEARN MORE](#)

PROTOCOL

*An Afro-futurist sci-fi audio
thriller!*

March 9 – April 4, 2021

[▶ GET A FREE TICKET](#)



PORTLAND OPERA

About Portland Opera

We gather and inspire audiences, artists, and collaborators to share opera experiences that enliven and connect us all, enhancing the cultural landscape of the beautiful Pacific Northwest.

[Mission & Values](#)

A collage of four images: a group of people in a hallway, a person in a red shirt, a person playing a violin, and a group of people in a room.

OREGON BALLET THEATRE

UP NEXT:
OBT RAW

APRIL 8 - 17

[click to purchase](#)

(R)EVOLVE

March 16 & 30 | 6:00 - 7:00 PM

OBT V

Learn more & purchase
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**OREGON BALLET THEATRE
SCHOOL**

**2021 SUMMER
PROGRAM
AUDITIONS**

Now Open for Registration

**OBT
TALKS**

THURSDAY, APRIL 22
5:00 PM

Join the conversation!

THE NEW PROGRAM

KEYWORDS

CULTURED | HISTORICAL | ENLIGHTENING

1

RUSSIAN MASTERS

Focuses on compositions by Russian composers.



BIG IDEA

- A. A survey of Russian compositions through the years, starting in the 1800's to today's contemporary composers. Utilizes evolving Russian design history (such as Constructivism) in its branding to illustrate the movement of time.
- B. Uses elements of opulence known to the Russian royal family as design elements (such as Fabergé eggs).

2

BANNED MUSIC

Focuses on compositions by blacklisted musicians.



BIG IDEA

- A. Utilizes design sensibilities from the 1950's, when blacklisting artists, writers and musicians was common during the Cold War.
- B. Events separated by country, decade, or culture. Would focus on the progression of time, and where each musician was positioned in a historical context.

3

WORLD WAR MUSIC

Focuses on compositions created during World War I & II.



BIG IDEA

- A. Focuses on how the World Wars affected musicians and the music they created, and how music is able to bring humanity to times of great tragedy.
- B. Leans into how music was sometimes used as propaganda, or tied to patriotism during war time.