



Celebrate Greensboro North Carolina

Art. Culture. Entertainment.



*Greensboro
plays a
starring role.*



Art. Culture. Entertainment.

Celebrate Greensboro North Carolina

BY BRIAN COOK

Barbecue, basketball, and business: It's a conveniently alliterative trio that's synonymous with Greensboro, the historic hub of North Carolina's picturesque Piedmont region.

Putting the "Greene" in Greensboro



With its abundance of trees and parkland, you might think the city's name is tied to the natural setting. Actually it's a tribute to **Gen. Nathanael Greene**, a Rhode Islander who led Continental Army forces against the British in the Revolutionary War's pivotal Battle of Guilford Courthouse in 1781. It remains a mystery why the third "e" in the general's surname was dropped when "Greensborough" (as originally spelled) was established in 1808, but you'll see it in various places including Greene Street, General Greene Elementary School, and Natty Greene's Brewing Co.

Yet there's so much more to the city's identity — museums, galleries, festivals, parks, music, and the dramatic arts. The combination of a pleasant, four-season climate, a deep menu of restaurants, and a gracious Southern style is tough to top.

A signature event is the annual Eastern Music Festival, celebrating its 50th anniversary summer 2011 (June to July). Other ways to enjoy the performing arts: a concert by the Greensboro Symphony Orchestra; a play at Triad Stage or from the Community Theatre of Greensboro; or a Broadway-style show (plus a meal!) at The Barn Dinner Theatre, the oldest continually operating dinner theatre in America.

Concerts and classic films are staples at the beautifully restored Carolina Theatre, a landmark since 1927 and an example of downtown's dramatic rebirth. Greensboro's urban core has been infused with new life over the past decade, and today it's a vibrant commercial and residential district with restaurants, pubs, boutiques, and condos.

Paintings and sculpture more your style? The Weatherspoon Art Museum at the



PHOTOS COURTESY OF THE GREENSBORO AREA CONVENTION & VISITORS BUREAU

top collections of African culture, and the Greensboro Cultural Center at Festival Park includes galleries, gift shops, studios, and rehearsal space. Nearby, Center City Park is a popular spot for concerts, art shows, and other events.

Got kids? Get face-to-face with meerkats, tigers, and more at the Natural Science Center's Animal Discovery Zoological Park. The interactive Greensboro Children's

When Taking a Stand Meant Sitting Down

On February 1, 1960, four African-American students from Greensboro's NC A&T State University sat down at the "whites only" lunch counter at the F.W. Woolworth store on South Elm Street. The four were all denied service and asked to leave, but they refused. The watershed sit-in movement was born, a bold but simple nonviolent protest that garnered widespread attention and inspired similar actions throughout the segregated South. The former Woolworth store is now the **International Civil Rights Center & Museum**.





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ACC Men's Basketball
Tournament

Sports fans have plenty to cheer about in the place dubbed “Tournament Town.”

Wordplay: The Rich Legacies of Two Native Sons

William Sydney Porter was born in Greensboro in 1862, studying pharmacy until his late teens before pursuing a writing career in New York. Working under the pseudonym **O. Henry**, he wrote the classic Christmas tale “The Gift of the Magi” and hundreds of other short stories, many featuring locations and characters from Greensboro. A bronze, life-size statue of the author, along with his beloved dog and a book, is located downtown on Bellemeade Street.



Pioneering radio and television broadcaster **Edward R. Murrow** was born in southern Guilford County in 1908. He left with his parents when he was a child, went on to graduate from Washington State University, and eventually landed a job with CBS Radio. Murrow’s distinctive baritone voice became famous when he broadcast from a besieged London

in the early days of World War II. Later, as a TV commentator, he signed off with his signature line, “Good night, and good luck.” A bust of Murrow is located behind the Greensboro Historical Museum.

Museum offers a wealth of exhibits and educational programs. ArtQuest, a hands-on studio at Green Hill Center for NC Art, fosters artistic talent in young ones. May through September, have a blast at Wet ‘n Wild Emerald Pointe Water Park, the largest of its kind in the Carolinas.

Sports fans have plenty to cheer about in the place dubbed “Tournament Town.” Some of the PGA TOUR’s top players compete annually in August at the Wyndham Championship. The city is home for the Atlantic Coast Conference. Founded here in 1953, the conference’s heritage is showcased in the new ACC Hall of Champions adjacent to the 23,500-seat Greensboro Coliseum, site of more ACC basketball tournaments than any other venue, and host of the prestigious U.S. Figure Skating Championships in 2011. Also in the shadows of the coliseum is the city’s new \$19 million aquatic center, site of the 2012 U.S. Masters Swimming Spring National Championships. The Single-A Greensboro Grasshoppers baseball team

plays in a state-of-the-art downtown stadium, while fans of pro soccer get their kicks with the Carolina Dynamo at Bryan Park each summer.

History buffs, don’t miss Guilford Courthouse National Military Park, where a key battle of the Revolutionary War was waged, or Tannenbaum Historic Park and the Colonial Heritage Center, just a short walking distance away. At the Greensboro Historical Museum, learn about many aspects of the city’s past. Featured exhibits include the new 8,000-square-foot Voices of a City exhibit, Jugtown Pottery and more.

And you can’t overlook Greensboro’s bounty of parks, lakes, and gardens. Stroll through the 17-acre Greensboro Arboretum at Lindley Park, the new Gateway Gardens, and the Tanger Family Bicentennial Garden. The popular Bog Garden, across the street from the Bicentennial Garden, has a half-mile, wooden walkway leading to a neighborhood lake, as well as the tranquil Serenity Falls.

There’s plenty to do and see in Greensboro — the hard part is figuring out where to start!

(For more information, contact the Greensboro Area Convention & Visitors Bureau at 800.344.2282, 336.274.2282, or VisitGreensboroNC.com.)

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Center City Park

PHOTOS COURTESY OF THE GREENSBORO AREA CONVENTION & VISITORS BUREAU



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June 25–July 30, 2011

50 years of
beautiful music

Eastern Music Festival & School



Eastern Festival
Orchestra

To reach us:

Eastern Music Festival & School
200 N. Davie St.
Greensboro, NC 27401
Phone: 336.333.7450
Fax: 336.333.7454

EasternMusicFestival.org

To order tickets:

Triad Stage Box Office
232 S. Elm St.
Greensboro, NC 27401
Phone: 336.272.0160
or 866.579.TIXX
Fax: 336.274.1774



What do Yo-Yo Ma, Preservation Hall Jazz Band, Midori, Bruce Hornsby, Wynton Marsalis, Doc Severinsen, Canadian Brass, and Edgar Meyer have in common (other than music, of course)? They all have appeared as guest artists at Eastern Music Festival & School.

two venues — a 1909 Carnegie library and an intimate professional recital hall. Two student orchestras perform each week, in addition to piano and

chamber recitals throughout the season. Various artists present a weekly, mixed series of classical programs — from opera to organ galas to themed concerts. EMF also offers alternative music genres, children’s camps, and community participation programs.

In the School’s orchestral division, students form two orchestras, and the piano program consists of up to 21 qualified pianists. The accelerated training program provides

the opportunity to study with some of the world’s best teachers, interact with celebrated guest artists, perform in formal and informal settings, and gain exposure to a professional musician’s lifestyle.

How Did Eastern Music Festival Begin?

Sheldon Morgenstern (Shelly), a young horn player from Greensboro, had long envisioned a music camp offering instruction oriented toward the student. Shelly pitched his idea to Guilford College’s president and arranged to start the music camp at the college. After recruiting 72 students, hiring 14 faculty members, and raising \$22,000, Maestro Morgenstern presided over the first season of the “Guilford Musical Arts Center” (later named EMF) in 1962.

As the camp grew, Shelly’s dream of a noncompetitive learning environment, a

resident professional orchestra with accomplished performers who also teach the students, and a unique artist-in-residence program became a reality. He remained music director and principal conductor for 36 years until his retirement in 1997.

What is EMF Like Today?

Today, EMF offers more than 100 music events each summer to an audience of more than 60,000. Since 2006, Gerard Schwarz has put his own personal stamp on the Festival as its music director.

Special features for the 50th anniversary include a kickoff concert, “Jazz at Lincoln Center Orchestra,” with Wynton Marsalis, Alumni Weekend, and nine special commissions.



Maestro Sheldon
Morgenstern

PHOTOS COURTESY OF EMF AND ORCHESTRA BY MARK WAGONER



BY MELINDA BARGREEN

Gerard Schwarz Music Director



This is a season of commemorations and changes for Gerard Schwarz, the award-winning symphony conductor whose podium career spans three continents and more than four decades. “There’s always something exciting going on,” says the energetic American maestro and music director of both the Eastern Music Festival and the Seattle Symphony Orchestra. “Right now I’m looking forward to the 50th anniversary season of the Festival, which is very special. Its founder was Shelly Morgenstern; I knew him slightly, and I think his concept of the educational component is absolutely the best way to have a festival. We have a faculty Festival Orchestra with about 80 players from all over the country, every one of them a teacher. Then there are about 200

students who get a very specialized and focused learning experience, because each teacher has only two or three students. And the young players’ two student orchestras have a new program every week with great, big pieces like *The Rite of Spring* and the Shostakovich *Fifth Symphony*. It’s a fabulous experience for them! They whoop and holler at the performances of the faculty’s Festival Orchestra, too, and the faculty is equally excited to hear the young artists play. It’s such a great, nurturing situation.”

Schwarz has always been excited about music education, ever since he demanded a trumpet of his own at age 8, and began practicing six to eight hours a day. He became the youngest co-principal trumpet in New York Philharmonic history, and his solo recordings are still considered among the world’s best. The music community was shocked when Schwarz resigned from the Philharmonic while still in his 20s and subsequently sold off his collection of trumpets: This kind of bridge-burning is seldom seen at such a high level of achievement.

But the budding maestro had other plans in mind for his future. He focused in like a laser



“There’s always something exciting going on,” says the energetic American maestro and music director of the Eastern Music Festival.

DICHTER BY J. MULLIGAN, SALERNO-SONNENBERG AND VALDES BY CHRISTIAN STEINER, JACKIW BY LISA-MARIE MAZZUCCO, GOULDING BY ANDY CHICIAK, SCHWARZ BY STEVE J. SHERMAN, GRAHAM BY DARIO ACOSTA, MARSALIS BY MARK WAGONER/PHOTOS COURTESY OF EMF, MARK WAGONER/COURTESY OF EMF

on learning orchestral and chamber music scores, new works, and repertoire classics, everything that might enhance a career on the podium. And at the same time, he has looked for an educational component to every musical endeavor.

In Seattle, where Schwarz has spent the greater part of his career (he leaves the Seattle Symphony Orchestra music directorship this summer, after 26 seasons in that post), he has been a constant promoter of musical opportunities for the young: children attending Symphony concerts in the schools and in community halls, or playing (as All-State winners) alongside the professionals in the concert hall, or going to special music programs designed for kids as young as infants and preschoolers. Fledgling composers, too, get their works played by Seattle Symphony ensembles, so they can hear how their music really can sound.

Schwarz, who has also held music directorships from Tokyo to Liverpool, says he particularly loves the “casual vibe” of the Eastern Music Festival & School, as well as the excellent acoustics of all the halls where the concerts take place, and the quality of both students and faculty.

“Some festivals are very competitive, very cutthroat. We don’t do that at the EMF,” explains this father of four. “The students are very serious, around 17 or 18 years old on average, and everybody is really motivated to practice. But they are also having a wonderful, fun experience.”

So what’s next for this busy maestro? Stepping down in Seattle will give him a little more breathing space, and perhaps the chance to do some more composing of his own music. Schwarz also chairs a group called Young Musicians Excelling, which helps fund high-school kids who need help paying for the costs of All-State or All-Northwest ensemble participation. The maestro’s next big thing: a TV project of eight annual hour-long shows, featuring an orchestra of “All-Stars” from major symphonies across the country. The future shows can be watched on TV, heard on a CD or on radio, or downloaded from the Internet. Thus far, he’s getting “a lot of green lights” for this project. When you meet Jerry Schwarz and hear his enthusiasm, it’s clear he has a way of turning “Maybe” or “We’ll see” into “You bet!”



2011 Guest Artists

Top row: Misha Dichter, Nadja Salerno-Sonnenberg, and Stefan Jackiw
Middle row: Caroline Goulding, Julian Schwarz, and Susan Graham
Bottom row: André Watts and Maximiano Valdés

MISHA DICHTER APPEARS BY ARRANGEMENT WITH SCIOLINO ARTIST MANAGEMENT. NADJA SALERNO-SONNENBERG, (NADJASALERNOSONNENBERG.COM / NSSMUSIC.COM) STEFAN JACKIW, AND CAROLINE GOULDING ARE EXCLUSIVELY REPRESENTED BY OPUS 3 ARTISTS. SUSAN GRAHAM APPEARS BY ARRANGEMENT WITH IMG ARTISTS. SHE CAN BE HEARD ON BMG, ERATO, SONY, DECCA, PHILIPS, EMI AND THE WARNER CLASSICS FAMILY OF LABELS. ANDRÉ WATTS RECORDINGS ARE AVAILABLE ON THE TELARC, ANGEL/EMI AND CBS MASTERWORKS/SONY CLASSICAL AND PHILIPS LABELS. ANDRÉ WATTS, MAXIMIANO VALDÉS, AND JULIAN SCHWARZ APPEAR BY ARRANGEMENT WITH C/M ARTISTS NEW YORK

America’s First Family of Jazz

Of all the successful EMF students, the Marsalis family is arguably the most well-known. Five members of the Marsalis family (Ellis, Branford, Wynton, Delfeayo, and Jason) were recipients of the 2011 National Endowment for the Arts Jazz Masters Award, the nation’s highest honor in jazz (nea.gov).

ELLIS L. MARSALIS JR. (father)
 ■ Jazz pianist and instructor/professor emeritus, University of New Orleans

BRANFORD MARSALIS
 ■ Saxophonist/Branford Marsalis Quartet

WYNTON MARSALIS
 ■ Trumpeter/artistic director of Jazz at Lincoln Center/conductor/composer/educator
 “Our country used homegrown arts to make us into one people, to teach us who we are.”

DELFEAYO MARSALIS
 ■ Trombonist/composer/producer
 “The highlight of the summer was our orchestra’s performance of Sibelius’ *Symphony No. 2*. We tried to match the great Chicago Symphony brass section, and while we didn’t, I remember believing that particular performance could have matched many of the professional orchestras of that time.”

JASON MARSALIS
 ■ Drummer/vibraphonist/composer
 “I was at EMF for the summers of 1993 and 1994, and it was my first real experience playing repertoire on the percussion side of things.”



Ellis L. Marsalis Jr.
 “I have long appreciated EMF’s practice of placing high-school students with professionals as a great learning experience.”



Celebrate Greensboro

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The Performances

Saturday night at Dana Auditorium



The Eastern Festival Orchestra is the resident professional orchestra and performs in the Lincoln Financial Festival Orchestra Series. Maestro Schwarz leads the orchestra through five Saturday evenings headlined by world-renowned guest artists, performing in the Festival's home, Dana Auditorium. The orchestra is made up of EMF's exceptionally talented faculty who come together each summer to teach and perform.



Bright Lights

Prominent past artists include Yo-Yo Ma (above), Joshua Bell, Lynn Harrell, Edgar Meyer, Sarah Chang, Midori, and Gil Shaham.

The faculty also perform in two chamber series, including the Monday UNCG Chamber Series at the School of Music at the University of North Carolina Greensboro. The Tuesday Carnegie Chamber Series is held in the 102-year-old Carnegie Room of Hege Library at Guilford College. The Friends & Great Performers Series includes an eclectic mix of music on Wednesdays, such as a composer-themed concert and an organ gala featuring an Orgues Létourneau Limitée organ at a 187-year-old Gothic

church. Always a sellout, the Greensboro Opera and EMF collaborate on two dinner theatre-style evenings of popular music at Greensboro's Temple Emanuel. Audiences also look forward to the Steinway Piano Gala starring EMF's acclaimed piano faculty and Pianopalooza, a showcase of EMF's young pianists performing serious repertoire in sometimes tongue-in-cheek attire.

In the Thursday and Friday Young Artists Orchestra Series, students gain a full professional experience, learning new repertoire weekly and filling principal chairs based on faculty assignments rather than competition. Sometimes mistaken for professionals, students play challenging repertoire led by resident conductor José-Luis Novo.

Beginning in 2003, EMF *fringe* began to rock with its non-traditional music choices. Set in downtown Greensboro, this series features artists like The Preservation Hall Jazz Band, The Waybacks, Trombone Shorty, Mark O'Conner, and Doc Severinsen & El Ritmo de la Vida that represent Americana, roots, blues, rock, Latin, and funk.

Other music events include EMF *jazz&blues*, young artists chamber and piano music events, an EMF *kids* concert, concert preludes, pops concerts throughout the Triad, and community outreach events performed by the young artists.



Resident Conductor José-Luis Novo



Master class with Xavier Phillips

The School

The School at Eastern Music Festival is an intense, rigorous training program designed for pre-professional musicians ages 14 to 22. From a worldwide pool of more than 800 applicants, the School accepts only 200 young artists and boasts a 2:1 student-to-faculty ratio.

The students live on the campus of Guilford College where they receive private lessons and participate in master classes led by faculty and guest artists as part of the artist-in-residence program. Each of the two student orchestras rehearses six times a week. In addition, there are sectional rehearsals and chamber music assignments. Students in the nationally recognized piano program perform during the weekly piano recitals as well as with chamber ensembles.

And all of that hard work pays off. Students perform more challenging repertoire than what they play at home and rapidly progress in five weeks. These gifted young artists appear before the community and

develop the poise and confidence of professional musicians.

A Chance to Shine

Each year, the School holds a Concerto Competition with auditions open to all EMF students. Winners perform a solo work with one of the Young Artists Orchestras. In addition, young pianists are eligible for the EMF Piano Competition, which offers three cash prizes and the opportunity to perform at The Kennedy Center in Washington, D.C.

Just the Beginning

Former EMF students go on to enjoy successful solo careers, teach at some of the country's finest conservatories, establish famous ensembles, and serve as principal chairs in prominent orchestras. (Notable students include: the youngest concertmaster in the history of the New York Philharmonic Orchestra, the first female trumpet for the Philadelphia Symphony Orchestra, conductor and artistic director of Paris' Orchestre de la Cité, and founder of the Elements Quartet.)

“I learned how to make a life out of music, not just how to play better, but what to do to get a job and keep it.”

—EMF student



Young Artists Orchestra

PHOTOS COURTESY OF EMF/YO-YO MA BY STEPHEN DANIELIAN; TOP LEFT AND TOP RIGHT BY MARK WAGONER



**Celebrate
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Partners, Community, and Lifelong Learning

Founded in 1837, Guilford College has been home to Eastern Music Festival & School for all but one of its 50 years. The tranquil liberal arts college in Greensboro is distinguished by its academic excellence, sustainability initiatives, and Quaker heritage that provide students and the Festival with an ideal setting.

The linking of Guilford College, Eastern Music Festival & School, and the city of Greensboro has proved to be mutually beneficial. During the summer, EMF generates more than \$1 million in revenue for the city in the form of hotel reservations, restaurants, retail, and entertainment. EMF guest artists stay in Four Diamond properties – the Proximity and the O. Henry hotels – the official hotels of the EMF.

Programs for the Community

Children's Camps

The Festival operates two summer camps for children ages 4 to 11 in conjunction with the Music Academy of North Carolina:

emf-kids provides a kid-friendly and creative approach to classical music through instrument demonstrations, rehearsal visits, singing, and an introduction to melody, harmony, and rhythm. (ages 4–5 and 6–8)

emf explorers offers backstage access to professional musicians and exclusive performances. Participants explore a variety of current music genres, including movie and video-game music, gypsy jazz, musical theatre, and classical music. (ages 9–11)

Lifelong Learning at EMF

ROAD SCHOLAR formerly known as *Adventures in Lifelong Learning* Elderhostel, is a five-day program offering participants a glimpse of the Festival through concerts and engaging lectures with world-renowned



conductors and professional musicians. Tours include a nationally recognized piano restoration shop and the International Civil Rights Center & Museum, site of the 1960 sit-ins.

Musically Speaking is a conversational lecture series prior to EMF's Friday and Saturday evening concerts. Musicologist Dr. Greg Carroll and conductor Peter Perret explore the history of each evening's composers and repertoire.

The **Carolina Band Blast** invites amateur musicians to join the Gate City Horizons Band, the Music Center, City Arts, and EMF faculty and students in a regional band camp, culminating in a public performance.

Faculty

EMF faculty are selected based on teaching credentials as well as performance ability. More than half of them have been with the Festival for 10 years or more, a third have returned 20 years or more, and three have taught at EMF for more than 30 years!

CONCERTMASTER: Jeffrey Multer* (26 years), The Juilliard School (faculty), The Florida Orchestra (concertmaster), The Elements Quartet

Principal Chairs:

- Violin II – Randall Weiss (22 years)
- Viola – Daniel Reinker (25 years)
- Cello – Neal Cary (28 years)
- Double Bass – Leonid Finkelshteyn (13 years)
- Flute – Les Roettges (11 years)
- Oboe – Randall Ellis (6 years)
- Clarinet – Shannon Scott (21 years)
- Bassoon – Jeffrey Lyman (1st year)
- Horn – Kevin Reid (12 years)
- Trumpet – Mark Niehaus (12 years)
- Trombone – Gregory Cox (34 years)
- Tuba – Lee Hipp (12 years)
- Timpani – John Feddersen (36 years)
- Percussion – Eric Schweikert (19 years)
- Harp – Anna Kate Mackle* (12 years)

PIANO DEPARTMENT CHAIR: James Giles* (17 years), Northwestern University (faculty), concert soloist, Fulbright Scholar

RESIDENT CONDUCTOR (Young Artists): José-Luis Novo (13 years), Annapolis Symphony Orchestra and Binghamton Philharmonic (music director and conductor)

*designates a former student

PHOTO BY MARK WAGONER/COURTESY OF EMF

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
JUNE 26	JUNE 27	JUNE 28	JUNE 29	JUNE 30	JULY 1	JULY 2
EMFfringe 7/1 The Roys EMFfringe 7/8 Toubab Krewe	UNCG Chamber Series Jeffrey Multer, violin	Carnegie Chamber Series Les Roettges, flute	Friends & Great Performers Series Concert Organ Gala		Young Artists Orchestra Series Gerard Schwarz, conductor José-Luis Novo conductor EMFfringe	Festival Orchestra Series Gerard Schwarz, conductor Susan Graham, mezzo-soprano
JULY 3	JULY 4	JULY 5	JULY 6	JULY 7	JULY 8	JULY 9
Eastern Festival Orchestra at An Appalachian Summer Festival Gerard Schwarz, conductor Susan Graham, mezzo-soprano	UNCG Chamber Series	Carnegie Chamber Series Yoshikazu Nagai, piano	Friends & Great Performers Series Liszt Bicentennial Piano Gala James Giles, Yoshikazu Nagai, Gideon Rubin, Mayron Tsong, piano	Young Artists Orchestra Series Gerard Schwarz, conductor Jon Nakamatsu, piano	Master Class Nadja Salerno-Sonnenberg , violin Young Artists Orchestra Series José-Luis Novo, conductor Jeffrey Multer, violin EMFfringe	Festival Orchestra Series Gerard Schwarz, conductor Nadja Salerno-Sonnenberg, violin
JULY 10	JULY 11	JULY 12	JULY 13	JULY 14	JULY 15	JULY 16
Music for a Sunday Evening in the Park Young Artists Orchestra Pops Concert Eric Garcia, assistant conductor Eastern Festival Orchestra at An Appalachian Summer Festival Gerard Schwarz, conductor Nadja Salerno-Sonnenberg, violin	UNCG Chamber Series Jon Nakamatsu, piano	Young Artists Orchestra Pops Concert in High Point, N.C. Eric Garcia, assistant conductor Carnegie Chamber Series Gideon Rubin, piano	Master Class Misha Dichter , piano Friends & Great Performers Series An Evening with Bach	Young Artists Orchestra Series Eric Garcia, assistant conductor	Q & A with André Watts , piano Young Artists Orchestra Series José-Luis Novo, conductor Misha Dichter, piano	EMFkids Carnival of the Animals with the Greensboro Ballet Eric Garcia, assistant conductor Festival Orchestra Series Gerard Schwarz, conductor André Watts, piano
JULY 17	JULY 18	JULY 19	JULY 20	JULY 21	JULY 22	JULY 23
2nd Annual Piano Competition	UNCG Chamber Series Misha Dichter, piano	EMF Piano Competition Winners in D.C. Carnegie Chamber Series Friends & Great Performers Series Celebrating Anniversaries: An American Songbook with Greensboro Opera	Friends & Great Performers Series Celebrating Anniversaries: An American Songbook with Greensboro Opera	Young Artists Orchestra Series Maximiano Valdés, conductor EMFfringe The Waybacks	Master Class Stefan Jackiw , violin Young Artists Orchestra Series José-Luis Novo, conductor	Festival Orchestra Series Maximiano Valdés, conductor Stefan Jackiw, violin
JULY 24	JULY 25	JULY 26	JULY 27	JULY 28	JULY 29	JULY 30
Music for a Sunday Evening in the Park EMFfringe	Pre-Concert Speech Richard Danielpour, composer Gerard Schwarz, music director UNCG Chamber Series Julian Schwarz, cello	Carnegie Chamber Series	Percussion Ensemble Concert Friends & Great Performers Series Pianopalooza! Robert Vernon & Friends	Young Artists Orchestra Series Concerto Competition Winners José-Luis Novo, conductor Eric Garcia, assistant conductor	Master Class Jeffrey Multer , violin Young Artists Orchestra Series Concerto Competition Winners José-Luis Novo, conductor Eric Garcia, assistant conductor Robert Vernon, viola EMFfringe Seth Walker	Festival Orchestra Series Gerard Schwarz, conductor Caroline Goulding, violin Julian Schwarz, cello



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BY MARTHA-PAGE ALTHAUS



The Atlantic Coast Conference

For 58 years and counting, there's been no place like home.

Since its founding nearly 60 years ago, the Atlantic Coast Conference (ACC) has had deep roots in Greensboro.



(clockwise from left) 2011 ACC Women's Golf Individual Champion Cheyenne Woods of Wake Forest at Sedgefield Country Club, Clemson vs. UNC - 2011 ACC Men's Basketball Tournament at Greensboro Coliseum, and the 12 ACC mascots

The league was born here on May 8, 1953, at the Sedgefield Inn (today the clubhouse at Sedgefield Country Club), with seven charter members that withdrew from the Southern Conference: Clemson, Duke, Maryland, North Carolina, North Carolina State, South Carolina (until their withdrawal in 1971), and Wake Forest. These universities adopted their own set of bylaws and officially became the Atlantic Coast Conference, a name suggested by Eddie Cameron, Duke's athletic director at the time and former head basketball coach.

Today's 12-member conference also

includes Virginia (which joined in December 1953), Georgia Tech (1978), Florida State (1991), Virginia Tech (2004), Miami (2004), and Boston College (2005).

As implied in the ACC's tagline, "A Tradition of Excellence... Then, Now, and Always," winning has become synonymous with the league and its world-class student-athletes. Since 1953, ACC schools have captured 122 national titles, including 65 in women's sports and

57 in men's. The league sponsors a total of 25 sports, but it is much more than an athletic conference. The ACC's unique blend of public and private institutions; its reach along nearly the entire Eastern Seaboard, from Boston to Miami; and its longstanding reputation for integrity, diversity, and accomplished academics (collectively the league has more schools in the most recent *U.S. News & World Report* top 50 than any other BCS confer-

PHOTOS COURTESY OF ACC



ence) gives the ACC a peerless standing among college conferences.

With its headquarters near Greensboro's Grandover Resort and Conference Center, the ACC is centrally located in the geographic footprint of its member institutions. And most importantly, the conference hosts several major championships in the city each year.

An Experienced Host

March means championship basketball in the ACC, and nobody does it better, or more often, than the place known as "Tournament Town." The 23,500-seat Greensboro Coliseum is the traditional home of the ACC Men's Basketball Tournament — the arena has hosted 23 of them, more than any other venue — and since 2000 the coliseum has been the site of every ACC Women's Basketball Tournament.

The coliseum hosted its first men's hoops tournament in 1967, when North Carolina beat Duke, giving legendary Tar Heels coach



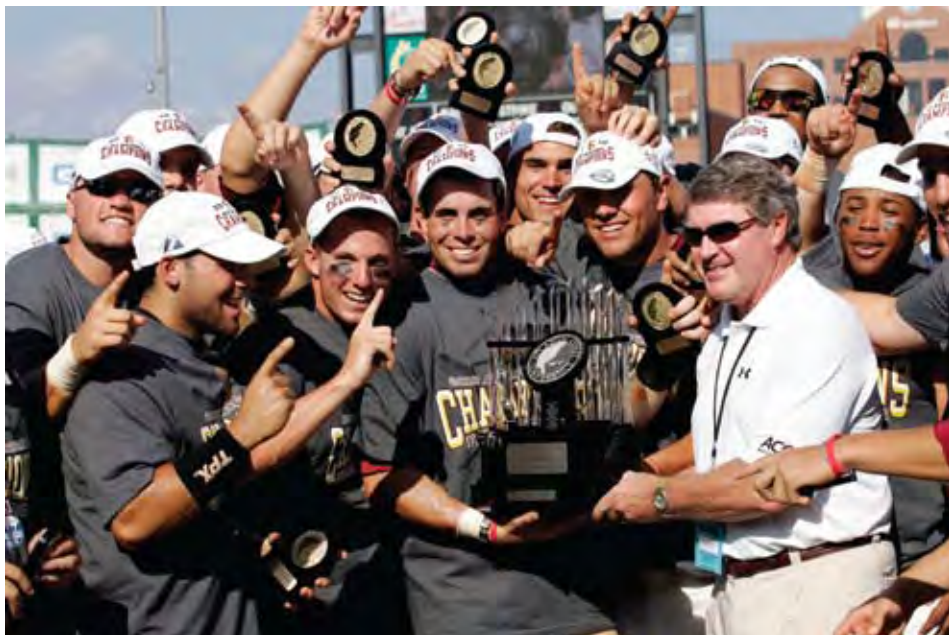
Dean Smith his first league title. The storied arena also has been the site of 12 NCAA men's tournament competitions, including the 1974 Final Four when NC State was crowned national champion (the first of two Final Fours hosted in-state) and three NCAA women's tournament weekends.

ACC men's and women's basketball teams



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2010 ACC Baseball Championship trophy presented by ACC Commissioner John Swofford to the Florida State Seminoles and (below) crowd shot of the ACC Women's Basketball Tournament at Greensboro Coliseum



“We have developed such strong relationships with the people in Greensboro, and they know how to put on first-class events.”
—ACC Commissioner John Swofford



PHOTOS COURTESY OF ACC



1974 ACC Men's Basketball Championship Game in Greensboro featuring greats David Thompson and Tom Burleson of NC State and Len Elmore and Tom McMillen of Maryland

championships — the Men's Basketball Tournament — will be played in Atlanta in 2012, the event returns home to Greensboro in 2013 for a three-year run.

“We have developed such strong relationships with the people in Greensboro, and they know how to put on first-class events,” says ACC Commissioner John Swofford. “The people here care about doing it the right way, and the championships are special for the student-athletes, coaches, and the fans.”

have won a combined 12 NCAA titles since 1957, and the league has nurtured some of the game's biggest names — Michael Jordan (North Carolina), Tim Duncan (Wake Forest), David Thompson (NC State), Len Elmore (Maryland), Ralph Sampson (Virginia), Dean Smith (North Carolina), Mike Krzyzewski (Duke), Jim Valvano (NC State), Gary Williams (Maryland), and Bobby Cremins (Georgia Tech), to name just a few.

Looking Ahead

The ACC has closer ties to Greensboro than ever before, and a number of championships are scheduled to be decided here in the coming years.

The Women's Basketball Championship will continue its long run at the Greensboro Coliseum, with the 2012 Tournament scheduled for March 1–4. Also next year, the ACC Women's Golf Championship continues its run at Sedgefield Country Club, April 13–15. Both of these ACC Championship events are scheduled at these respective sites through 2015.

Downtown, NewBridge Bank Park will host its second ACC Baseball Championship, May 23–27, 2012. Home of the Greensboro Grasshoppers (a Class-A affiliate of the Florida Marlins), the stadium has been named one of the Top 10 Minor League Ballparks by *Baseball America* magazine.

And though the crown jewel of conference



The ACC Online

For more information, including news, scores, features, exclusive content, links to each member school, and everything else ACC related, visit the conference's official online home, theACC.com.



12 Schools, 7 States, 1 Conference



Boston College Eagles
(Chestnut Hill, MA)



Miami Hurricanes
(Coral Gables, FL)



Clemson Tigers
(Clemson, SC)



North Carolina Tar Heels
(Chapel Hill, NC)



Duke Blue Devils
(Durham, NC)



NC State Wolfpack
(Raleigh, NC)



Florida State Seminoles
(Tallahassee, FL)



Virginia Cavaliers
(Charlottesville, VA)



Georgia Tech Yellow Jackets
(Atlanta, GA)



Virginia Tech Hokies
(Blacksburg, VA)



Maryland Terrapins
(College Park, MD)



Wake Forest Demon Deacons
(Winston-Salem, NC)



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“...one of the premier venues to exhibit and view contemporary artwork in all the Carolinas.”

—Isaac Payne, artist

Green Hill Center for NC Art

Authentic. Audacious. Original.

Green Hill Center for NC Art is one of North Carolina’s preeminent contemporary visual art centers celebrating the state’s art and culture. Green Hill Center actively engages the community through exhibitions, education, and exploration.

Green Hill Center features a spacious 7,000-square-foot exhibition gallery, an ideal setting for five yearly exhibitions featuring

the most innovative and important work of North Carolina artists. The Shop @ Green Hill Center presents the best fine art and crafts produced in the state. Located in the heart of downtown Greensboro, Green Hill Center is convenient to travelers flying in or traveling

on Interstates 40 or 85. Green Hill Center is more than a gallery — it takes visitors through an exploration of

works by emerging and well-known artists. ArtQuest, North Carolina’s first hands-on art studio for children and families, brings out the creative spirit in all ages. All are welcome at Green Hill Center where every art appreciator, from the novice to the sophisticated collector, will find an experience to treasure.

Since 1979, Green Hill Center’s annual Winter Show, opening the first Sunday in December and running through mid January, is one of the best venues for buying North Carolina art, great for holiday gifts.

Winter Show opens with Collector’s Choice, an elegant gala held on the first Saturday each December. Collector’s Choice is a rare opportunity to meet and mingle with artists, buy great art, and enjoy a lively evening of food, wine, and music. A must-do for those who love and appreciate fine art and craft.

“Beautiful. I feel I am at one with the work. Very creative.”

—Dorinda Carver, visitor

PHOTOS COURTESY OF GREEN HILL CENTER FOR NC ART



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Green Hill Center for NC Art

Artists in Focus



JOHN GECI
Flat Bottle Vases, 2010
9.5 x 10 inches. Price: \$250/piece

John Geci, who lives and works in western North Carolina near Penland School of Crafts, learned his craft through workshops and residencies. He has studied with glassblowers from around the world, learning many different styles and philosophies of working with glass. Geci was a resident at the EnergyXchange, a NC glass studio that uses the methane produced by a dormant landfill to power the glass furnaces.



MATT ZIGLER
The Visitation, 2010
oil on panel
36 x 24 inches. Price: \$1,500

Matt Zigler, a graduate of the University of the Arts in Philadelphia, lives in Raleigh, North Carolina, and has shown extensively in North Carolina and Philadelphia. Matt is an artist, educator, and writer. His work is about creating an opportunity to see things we pay no mind to in order to help the viewer see a larger world where the connections between each other, other organisms, and spaces are revealed.



BEVERLY MCIVER
Yellow Suits Renee, 2010
oil on canvas
30 x 40 inches. Price: \$12,000

Nationally known artist Beverly McIver lives in Durham, North Carolina. Her works are included in the public collections of the Baltimore Museum of Art, Crocker Art Museum (Sacramento, CA), Duke University, North Carolina Museum of Art, and Weatherspoon Art Museum (Greensboro). Beverly has been the recipient of the Louis Comfort Tiffany Award, Radcliffe Fellowship from the Radcliffe Institute for Advanced Study at Harvard University, and John Simon Guggenheim Fellowship, among others. In December 2011, HBO will air a documentary about her life and paintings titled *Raising Renee*.



MICHAEL SHERRILL
Together, 2010
silica bronze and abraded porcelain
11 x 15 x 14 inches. Price: \$18,000

Michael Sherrill, an internationally known ceramist, is primarily self-taught, living in the western North Carolina mountains since 1974. His primary influences come from the North Carolina folk pottery tradition, the community surrounding Penland School of Crafts, and the Southern Highland Craft Guild. Michael's work is included in the collections of the Mint Museum of Craft + Design, Smithsonian American Art Museum, and the Museum at Icheon World Ceramic Center, Korea. Michael is the 2010 United States Artists Wingate Fellow.

PHOTOS COURTESY OF GREEN HILL CENTER FOR NC ART



KEIKO GENKA
Sponsored Nirvana, 2010
acrylic on canvas
36 x 36 inches. Price: \$1,500

Keiko Genka, born in Japan, has been creating work in North Carolina as a professional artist since 1997. Her bright, complex compositions emote energy and reflect the chaotic overload of today's contemporary lifestyles. Keiko has shown widely throughout North Carolina in both solo and group exhibitions, including at Green Hill Center for NC Art.

Program Calendar

GALLERY NOMADS DOWN EAST
Through August 21, 2011

Introduces visitors to several of the most vibrant contemporary art venues from the eastern coastal region of North Carolina.

RELOCATIONS

September 1, 2011 - November 6, 2011

Twelve artists interpret the urban experience through painting, printmaking, mixed-media installations, photography, and video installations.

WINTER SHOW 2011

December 3, 2011 - January 15, 2012

The 32nd annual exhibition will continue to identify and showcase artistic talents from across North Carolina.

VICKY ESSIG, PAUL ROUSSO, AND MERRILL SHATZMAN: WORD MAPS

February 3, 2012 - April 1, 2012

Three artists working on paper use print mediums to reveal relationships between texts, language, and our contemporary visual environment.

ROY NYDORF: FOUR DECADES

April 19, 2012 - June 10, 2012

A mid-career retrospective of this Greensboro artist.



200 N. Davie Street, Box 4
Greensboro, NC, 27401
336.333.7460

www.greenhillcenter.org



BY WAYNETTE GOODSON

Greensboro Ballet

This leading regional ballet company and successful school celebrates 30 years.

New York City Ballet principal dancer Daniel Ulbricht ignites the stage with a tango fusion of jazz, ballet, aerobatics, and gravity-defying leaps . . . no, this isn't a scene at Lincoln Center.



Greensboro Ballet performing the *Nutcracker*

It's just one of the professional pieces performed as part of the Greensboro Ballet's 30th Anniversary Gala.

And Ulbricht was in good company, pun intended. He was joined by dancers from the acclaimed Sarasota Ballet and Houston Ballet, as well as the professional dancers from the Greensboro Ballet. The local company's ability to attract such renowned guest talent for its milestone celebration attests to the level of artistry it has achieved.

"We have the expertise to create a viable professional company in Greensboro," says CEO Maryhelen Mayfield, the ballet's grande dame and driving force since 1980. "A diamond is a diamond, regardless of its carat size."

Indeed! And this emerging company and classical ballet school has many jewels in its tiara. First, the school itself is the only non-profit entity of its kind in the Greensboro area, and one of relatively few in the nation.

"We specialize in classical ballet and jazz," Mayfield says. "Our students do not learn



WANNA DANCE?

The Greensboro Ballet is housed in the Greensboro Cultural Center at 200 N. Davie St.

For more info, call 336.333.7480, email greensboroballet@yahoo.com, or log on to greensboroballet.com.



routines or do competitions, but rather learn classical ballet technique, as well as dance pieces from traditional repertoire or newly created works that they present on stage."

That's a far cry from how the organization started in 1964 as the Greensboro Civic Ballet. There was no official school and the focus was on annual recitals. In the 1970s, former dancers in the community began consistent, structured training and re-named it the Civic Ballet Theatre. The company soon gained membership in the Southeast Regional Ballet Association (SERBA). It was the first SERBA Honor Company, the highest level of membership, in North Carolina.

In 1995, the group evolved into the Greensboro Ballet (greensboroballet.com) and began adding professional dancers. Today's repertoire includes classics from the 19th and 20th centuries: *Sleeping Beauty*, *Giselle*, *Swan Lake*, *Firebird*, *Coppelia*, *Les Sylphides*, and the ever popular *Nutcracker*.

The school even offers a special program

PHOTOS COURTESY OF GREENSBORO BALLET



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Greensboro Ballet performing the Nutcracker



**And a
5, 6, 7, 8!**
**CHECK OUT
GREENSBORO BALLET
BY THE NUMBERS.**

- 6,753**
Students who have studied a formal curriculum of dance education at the Ballet
- 1,445**
Performances since the Ballet's founding in 1980
- 281,754**
Audience members have attended a Greensboro Ballet performance
- 1997**
Year when professional dancers first joined the Company
- 1**
Mission to inspire and invigorate audiences and artists through the ever-evolving art of classical ballet

named Dancing Above the Barre, designed specifically for dancers with physical or mental challenges. Budding ballerinas, ages 4 to 12, take hourly classes for seven weeks to prepare to take the stage in a final presentation. The goals are to build confidence, gain physical strength, and create new friendships — while also fulfilling a dream to wear a tutu and be a dancer.

What's next for this exciting young company/classical ballet school? The 30th-Anniversary Gala was such a success that Mayfield has already named the date for next year: Mark your calendars for March 24, 2012. The evening will once again feature guest dancers from major U.S. ballet companies alongside its own professionals and top students. And it may even include a contemporary ballet piece or two.

The gala program sums it up best: "Today, Greensboro Ballet is not only a vibrant member of the local arts community, but stands among its peers in regional dance, including Atlanta Ballet, Tulsa Ballet, Kansas City Ballet, Ballet St. Louis, Birmingham



The school offers a special program named Dancing Above the Barre, designed specifically for dancers with physical or mental challenges.

PHOTOS COURTESY OF GREENSBORO BALLET

Ballet, and others." And if Mayfield has her way — and all bets are on that she will — the company will enjoy many more decades of furthering the art of classical ballet.

“For more than 30 years, Greensboro Ballet has brought classical and contemporary ballet programming into our lives. This professional ballet company and the ballet school have enriched our community by providing not only a formal curriculum of dance, but also by offering many seasons of exceptional and enjoyable performances.”

—Aldona Wos, M.D., Ambassador (ret.), Gala Chairwoman



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Guilford College Bryan Series

Distinguished speakers enlighten
and embrace the community.

Through the Bryan Series, Guilford College opens a window to the world of the arts, humanities, and public affairs with lectures by former heads of state, Nobel Prize laureates, and other international figures.

Former president Bill Clinton is the latest in a line of distinguished series speakers to visit Greensboro since 1996 – a list that includes former Soviet President Mikhail Gorbachev, Archbishop Desmond Tutu, authors Toni Morrison and Salman Rushdie, musician Yo-Yo Ma, and actor Sidney Poitier. Media figures Bill Moyers, Bob Woodward, Christiane Amanpour, and David Brooks have also appeared as part of the Bryan Series.

Greensboro residents and others in the region are treated to up-close-and-personal experiences with guest speakers who not only

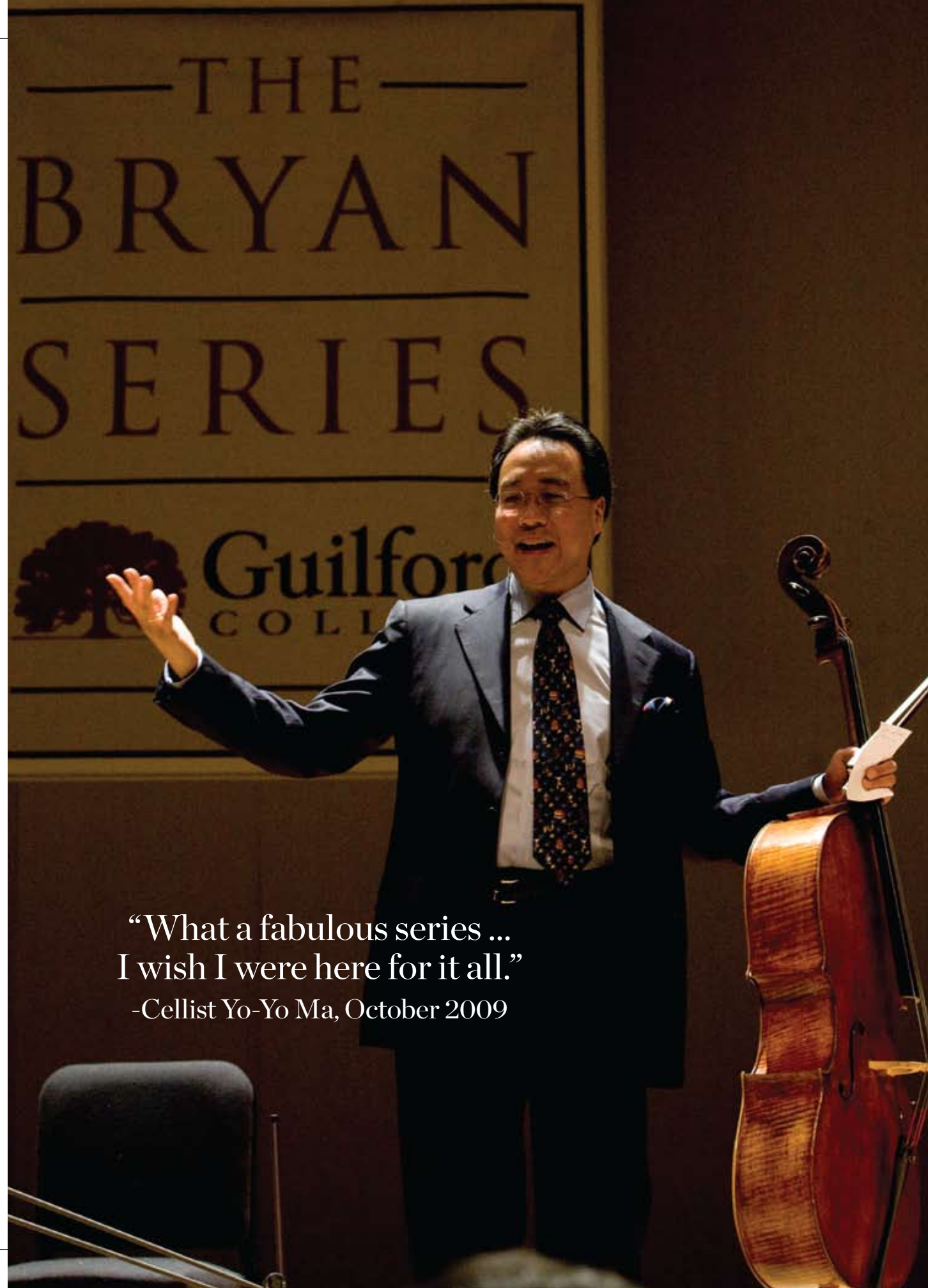


Author Toni Morrison

enjoy sharing their life experiences, but also admire a community that prizes intellectual curiosity.

Contributing to the cultural richness of Greensboro, the Bryan Series stimulates thoughtful community conversation on issues that matter. When he spoke to a crowd of

PHOTOS BY JULIE KNIGHT/COURTESY OF GUILFORD COLLEGE



“What a fabulous series ...
I wish I were here for it all.”
-Cellist Yo-Yo Ma, October 2009



Celebrate Greensboro

Art. Culture. Entertainment.

4,000 at the Greensboro Coliseum in November 2010, Clinton commented: "I'm so delighted to be here in a place where people believe you can prepare for the modern world without giving up on all traditional wisdom."

For the 2011-12 Bryan Series, the arts and world affairs take center stage with talks by former British Prime Minister Tony Blair, legendary Broadway choreographer Twyla Tharp, CNN senior medical correspondent Sanjay Gupta, award-winning documentary filmmaker Ken Burns, and international

journalist Fareed Zakaria.

The Bryan Series was established by a gift from Guilford College alumnus and trustee Joseph M. Bryan Jr. in 1994.

"Joe's generosity has enabled Guilford to present for its students as well as the greater community a marvelous opportunity to engage with people who have changed the world," says school President Kent John Chabotar.

This series has been sold out with more than 1,800 subscribers in recent years. Until 2005, the series was presented on Guilford's idyllic campus in western Greensboro. Most events are now held at the 2,400-seat War Memorial Auditorium in the Greensboro Coliseum Complex.

Following Clinton's talk, a Bryan Series subscriber noted, "There is no other cultural event in Greensboro that comes close to the Bryan Series. It speaks volumes for Guilford College and is one of the reasons I appreciate living here, especially after moving from Los Angeles where I was surrounded by cultural activity."

After hearing a talk by *New York Times* columnist David Brooks, a subscriber said, "Thanks for continuing to bring provocative speakers for our community to hear."



Mikhail Gorbachev chats with a Guilford College student

Guilford College

Guilford College has offered a practical education based on Quaker values since its founding in 1837.

Today, it is home to 2,800 traditional-aged and adult students who are learning to be critical thinkers and principled problem solvers in Greensboro and beyond.

Guilford is well regarded for its innovative teaching by faculty who engage with and inspire students. The Center for Principled Problem Solving puts college core values of community, diversity, equality, excellence, integrity, justice, and stewardship to work in the world.

Now entering its 175th year, Guilford is a vibrant liberal arts college for the 21st



century, and is listed among "Colleges That Change Lives," best value colleges, and the most environmentally responsible colleges in the United States and Canada.

Guilford puts its core values into practice through sustainability projects such as the LEED-certified historic preservation of Archdale Hall, the installation of 200 solar thermal panels on buildings across campus, and student-managed

community gardens.

Visit the campus for a first-hand look or visit www.guilford.edu for a glimpse of the Guilford experience.

PHOTOS BY JULIE KNIGHT AND (INSET) BY MICHAEL V. CROUCH/COURTESY OF GUILFORD COLLEGE



From top: Former president Bill Clinton, author Salman Rushdie, and journalist Christiane Amanpour



2011 - 12 Speakers

TONY BLAIR
Oct. 4, 2011
(Greensboro Coliseum)

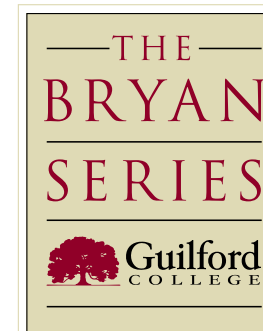
TWYLA THARP
Oct. 27, 2011

SANJAY GUPTA
Nov. 29, 2011

KEN BURNS
March 27, 2012

FAREED ZAKARIA
April 10, 2012

More information about The Bryan Series is available at www.guilford.edu





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BY TARA TITCOMBE

A movement that inspired the nation

The International Civil Rights Center & Museum

A

must-see vital piece of history stands in the center of downtown Greensboro, welcoming and educating all who visit. The International Civil Rights Center & Museum tells the story of the non-violent civil rights movement that began 51 years ago in its very location.

and the following with more than 300. By the end of that March, similar protests were taking place in more than 55 cities and 13 states. The non-violent sit-in movement was born, and the nation would never be the same.

Today the International Civil Rights Center & Museum, housed in the former

On February 1, 1960, four African-American freshmen from Greensboro's N.C. A&T State University sat down at the F.W. Woolworth

store's "whites only" lunch counter and ordered coffee. They were denied service, ignored, then asked to leave. They remained seated until the store closed. The next day they returned with 25 others, the following day with more than 60,

Woolworth store in downtown Greensboro, celebrates that moment in history and remains devoted to the global struggle for civil and human rights.

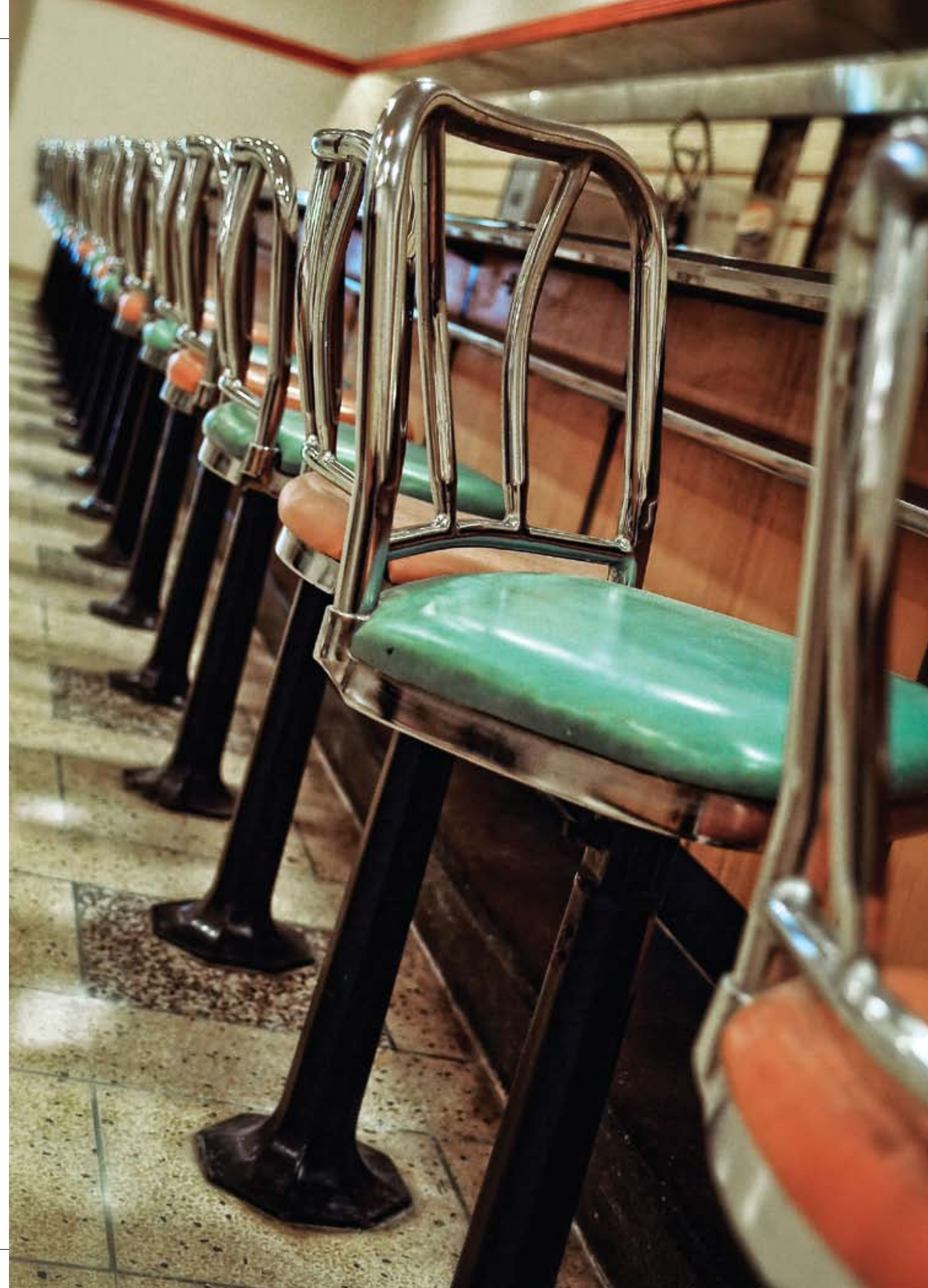
The two-floor, 43,000-square-foot museum opened on February 1, 2010 — commemorating the 50th anniversary of the sit-ins. The grand opening featured an emotional ribbon-cutting ceremony attended by co-founders Melvin "Skip" Alston, chairman of the Guilford County Commissioners, and Earl Jones, then North Carolina State Representative. After hearing plans to demolish the building to make a parking lot, the two

VISIT, EXPLORE, LEARN

For more information on Greensboro's International Civil Rights Center & Museum, stop by 134 South Elm St., call 336.274.9199 or 800.748.7116, or check out sitinmovement.org. Admission: Adults, \$10; students and seniors (65+), \$8; children (6-12), \$6; under 6, free.



PHOTOS COURTESY OF THE INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM





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Yvonne Johnson, former Greensboro mayor, reads to children during Saturday Children's Story Hour.



Movement Momentum

"By August 1961, more than 70,000 people had participated in sit-ins, which resulted in more than 3,000 arrests. Sit-ins at 'whites only' lunch counters inspired subsequent kneel-ins at segregated churches, sleep-ins at segregated motel lobbies, swim-ins at segregated pools, wade-ins at segregated beaches, read-ins at segregated libraries, play-ins at segregated parks, and watch-ins at segregated movie theaters."

[Source: sitinmovement.org]

created Sit-In Movement Inc., a nonprofit dedicated to buying and renovating the Woolworth building.

Today the museum features signature exhibits depicting the struggle for civil rights, as well as a state-of-the-art auditorium, archival center, traveling exhibits gallery, and a children's education and activity center. Its centerpiece is the original lunch counter and stools where Joseph McNeil, Franklin McCain, Ezell Blair, Jr., and David Richmond, referred to alternatively as the "A&T Four" or the "Greensboro Four," began their protest.

Permanent museum exhibits transport visitors to a time when segregation permeated society. Guests see a filmed re-enactment of the planning session between the four young men on the night before the historic sit-in. Exhibits also include a reproduction of the facade Greensboro Rail Depot that served as a portal to the "Jim Crow" South; life-size images depicting the differences between black and white school rooms; an interactive voter experience with ballot boxes, poll tax receipts, and an electronic version of Alabama's literacy test.



Naming Rights

February One Place, the street just south of the International Civil Rights Center & Museum, was named in commemoration of the day of the first Greensboro sit-in.

Jail bars frame the wall of the Jail, No Bail! Exhibit, featuring 1,200 mugshots of protestors who were arrested across the South. The Wall of Remembrance pays respect to dozens of men, women, and children who lost their lives in the battle for civil rights.

Not only does the International Civil Rights Center & Museum serve as a memorial to all of the brave men and women who took a stand during that time, but it also looks to the future. The museum's main objective is to engage visitors and residents in conversation and to serve as an educational center for

PHOTOS COURTESY OF THE INTERNATIONAL CIVIL RIGHTS CENTER & MUSEUM AND (TOP LEFT) COURTESY OF OTIS HAIRSTON

the exploration of civil and human rights issues.

The center publishes a monthly roster of "Educational and Public Programs" for the entire community. The programs encourage dialogue on contemporary issues and explore how people of all ages and backgrounds can effect social change. A weekly Children's Storytelling and Reading Hour invites community leaders and activists to connect with children over inspirational stories and books.

Most importantly, the International Civil Rights Center & Museum underscores how

even a small number of people can change the world. On July 26, 1960, not even six months after the first Greensboro sit-in, the F.W. Woolworth counter was desegregated.

The Museum underscores how even a small number of people can change the world.



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“I love living here.”

“Greensboro is the friendliest town I’ve ever been to. The people are inspiring and creative...and so very, very warm.”

— Stephanie Sherman, Greensboro resident & co-director at Elsewhere

Next time you’re traveling through the South on the lookout for a new stop, think Greensboro — North Carolina’s third largest metropolitan area, with a wealth of Southern hospitality, green space, and best of all, creativity!

Whether you’re looking for a fresh new destination or just stopping in for a short business meeting, there’s abundant opportunity to experience the arts, from Triad Stage to Elsewhere (see related articles). Here’s a sampler of some of the best arts and culture Greensboro has to offer, homegrown and authentic!

Greensboro Cultural Center

Greensboro has a long tradition of innovation and creative thinking — from the designers and craftsmen who built the Piedmont’s textile and furniture empires to the home of author O. Henry. Life here offers a rich tapestry interwoven with art and culture.

Located in the heart of downtown, the unique Greensboro Cultural Center is the creation of a public-private partnership to provide visitors and residents with a space for creative exploration. The Cultural Center is home to 16 nonprofit arts organizations, including



PHOTOS (CLOCKWISE FROM TOP LEFT) BY DAN ROUTH, GRASSROOTS PRODUCTIONS, JOE WHEBY AND J. RODRIGUEZ/COURTESY OF THE UNITED ARTS COUNCIL OF GREATER GREENSBORO

four galleries, a wide range of classes and camps for children, and offices for many of Greensboro’s most prominent and well-respected organizations — including the United Arts Council of Greater Greensboro.

- A trip to the African American Atelier is a must. The gallery features original African American art, with six to eight exhibitions throughout the year. africanamericanatelier.org

- You’ll also want to stop in at the Center for Visual Artists to see interesting new works from emerging and established local artists. greensboroart.org

- And if you’ll be in Greensboro during the summer, take a walk upstairs to get your tickets to a performance at the Eastern Music Festival, known worldwide. easternmusicfestival.org

First Fridays in Downtown Greensboro

On the first Friday of every month, downtown Greensboro’s shops and merchants celebrate the arts with First Friday, a showcase of the

local arts scene. You’ll find everything from fine art to live experimental music in Greensboro’s own Mack and Mack, a custom clothing design and production shop.

Live Performances for Almost Every Taste

- Come to Greensboro to get the blues! The city is home to the Piedmont Blues Preservation Society. You’ll find blues shows throughout the year in a variety of venues. piedmontblues.org

- Are you in the mood for beautiful interpretations of music spanning centuries around the globe? Bel Canto Company is your match. belcantocompany.com

- Triad Pride Men’s Chorus entertains, enlightens, and enriches audiences with their celebrated all-male chorus. triadpridemenschorus.org

- Feel like stimulating your mind with beauty and dance? Don’t miss Cyrus Art Production, led by Greensboro’s own nationally acclaimed Duane Cyrus. cyrusartproduction.com

- Make it a holiday treat for the whole family and experience Festival of Lights on the first Friday in December. Downtown comes alive with music, carolers, art exhibits, and of course, the annual tree lighting in Center City Park. festivaloflightsgso.org

So what are you waiting for? At the crossroads of interstates 40 and 85, Greensboro awaits with a wealth of arts and entertainment, no matter the season. Want to learn more? Contact the United Arts Council and let us help you plan your next adventure in our emerald of a city.

clockwise from top left: ArtQuest, African American Atelier, First Fridays, Festival of Lights, and Duane Cyrus



The United Arts Council of Greater Greensboro, in its 50th year, is the single largest source of financial support for Greensboro’s creative community. The council funds arts and culture, from nationally recognized programs, community arts projects, and arts-in-education initiatives to mission support, all with a high priority on access to the arts across all cultures, ages, and economic backgrounds. The Arts Council also operates the historic Sternberger Artist Center in Greensboro. For more information about the United Arts Council, visit uacarts.org.



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PHOTOS COURTESY OF WEATHERSPOON ART MUSEUM

BY BRIAN COOK

Recent visitors summed it up nicely: “What an amazing place to be! It’s really inspiring,” and “Fostering community spirit! Who could ask for a better museum?”

The object of their adulation? One of the city’s true cultural gems: the Weatherspoon Art Museum at the University of North Carolina at Greensboro (UNCG), which celebrates its 70th anniversary this year.

What began as a small art department teaching gallery in 1941 has grown into a fully accredited, 42,000-square-foot professional museum with six exhibition galleries and a sculpture garden. Considered one of the best museums in the Southeast, the Weatherspoon is nationally recognized for its permanent



**Leonardo Drew,
Number 119D, 2009.**

MUSEUM PURCHASE WITH FUNDS FROM WEATHERSPOON ART MUSEUM ACQUISITION ENDOWMENT, THE WEATHERSPOON GUILD ACQUISITION ENDOWMENT, THE JUDY PROCTOR ACQUISITION ENDOWMENT, THE WARREN BRANDT ACQUISITION ENDOWMENT, AND BY EXCHANGE, 2010.

Weatherspoon Art Museum

Free Admission.
Free Parking.
Free Thinking.

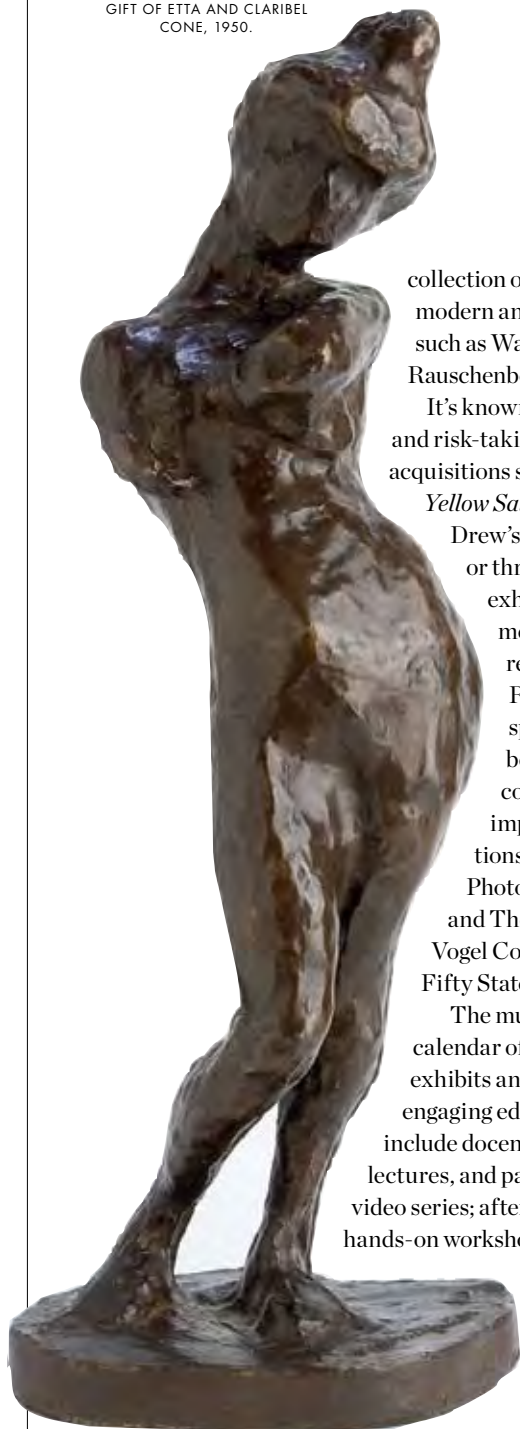


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Henri Matisse, *Madeleine I*, 1901.

GIFT OF ETTA AND CLARIBEL CONE, 1950.



collection of nearly 6,000 works by modern and contemporary artists, such as Warhol, de Kooning, Hesse, Rauschenberg, Matisse, and Murray.

It's known for its adventuresome and risk-taking spirit, whether through acquisitions such as Alexander Calder's *Yellow Sail* in 1951 and Leonardo Drew's *Number 119D* in 2009, or through groundbreaking exhibits on themes of poverty, memory, and our uneasy relationship with nature. Recently, the Weatherspoon was honored by being chosen to receive contributions from two important private collections: The Andy Warhol Photographic Legacy Program and The Dorothy and Herbert Vogel Collection: Fifty Works for Fifty States.

The museum features a dynamic calendar of 15 or more annual exhibits and a diverse roster of engaging educational programs. They include docent-led tours; gallery talks, lectures, and panel discussions; film and video series; after-hours social events; hands-on workshops; and Community Days.

The Weatherspoon owes much to the Greensboro community, whose time, funding, and dedication

BOOK'EM

In honor of its milestone anniversary, the museum has published the book *Weatherspoon Art Museum: 70 Years of Collecting*, which features 100 highlights from its permanent collection and is available at the gift shop.

For more info on the new book or on the museum itself, go to weatherspoon.uncg.edu.



Weatherspoon Sculpture Garden. Deborah Butterfield, *Lunailo*, 2008.

MUSEUM PURCHASE WITH FUNDS FROM THE WEATHERSPOON ART MUSEUM ACQUISITION ENDOWMENT, THE LYNN RICHARDSON PRICKETT ACQUISITION ENDOWMENT, THE FRANCES STERN LOEWENSTEIN ACQUISITION ENDOWMENT, THE JANE AND RICHARD LEVY SCULPTURE FUND, THE LOUISE D. AND HERBERT S. FALK ACQUISITION ENDOWMENT, AND THE JUDY PROCTOR ACQUISITION ENDOWMENT, 2009.

have played a key role in its growth. A cornerstone of the museum's mission is public service, and that means serving a diverse audience of more than 32,000 visitors annually. In addition, thousands of UNCG students and faculty make use of its resources. The Weatherspoon seeks to enrich lives and foster an informed appreciation of the visual arts. Its tagline says it all: "Free Admission. Free Parking. Free Thinking."

weatherspoon art museum

CANVASSING THE NEIGHBORHOOD

The Weatherspoon Art Museum is located at 500 Tate St. on the UNCG campus. Hours are 10 a.m. - 5 p.m. Tuesday, Wednesday, and Friday; 10 a.m. - 9 p.m. Thursday; and 1 - 5 p.m. Saturday and Sunday (closed Monday). For more information, call 336.334.5770 (museum store, 336.334.3285), or visit weatherspoon.uncg.edu.

PHOTOS COURTESY OF WEATHERSPOON ART MUSEUM



Aimee Guggenheimer, Etta and Claribel Cone, aboard ship, May 1903.

THE BALTIMORE MUSEUM OF ART, THE CONE ARCHIVES.



Willem de Kooning, *Woman*, 1949-50.

LENA KERNODLE MCDUFFIE MEMORIAL PURCHASE, 1954.

Ladies First

From the Weatherspoon's earliest days, women with strong ties to the arts have played a major role in its development as a first-rate cultural institution.

The museum was the brainchild of art professor Gregory D. Ivy, who founded it in 1941 and named it in honor of Elizabeth McIver Weatherspoon. An art educator of 30 years, Weatherspoon was an alumna of Woman's College (now UNCG). She was also the sister of its late president Charles Duncan McIver, an early gallery supporter.

In 1950, what was then the fledgling Weatherspoon Art Gallery received a bequest of 240 works by European and American modernists from the famous 20th-century collectors, Dr. Claribel and Miss Etta Cone. The family of these sisters from Baltimore had prospered in the textile industry (the Cone name is a prominent one in Greensboro)—and one of Etta's sisters-in-law happened to be a Woman's College

alumna. Among the works were 67 prints and six bronzes by Henri Matisse, including *Madeleine I*, as well as a large number of modern prints and drawings, including works by Picasso.

Then there's the Abstract-Expressionist example of a female's influence. In 1954, the Weatherspoon made the most prescient and important acquisition in its history: *Woman*, by Willem de Kooning. Its purchase in a politically and socially conservative era signaled visionary leadership on the part of the museum and set an example for collection building that would continue unabated. This pivotal piece in the artist's career linked the surviving "Woman" paintings of the early and mid-1940s with the now famous six "Woman" paintings of the early 1950s. Weatherspoon's *Woman* will be included in a major retrospective of de Kooning's work at New York's Museum of Modern Art this fall.



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Action Greensboro

Where the lights are bright

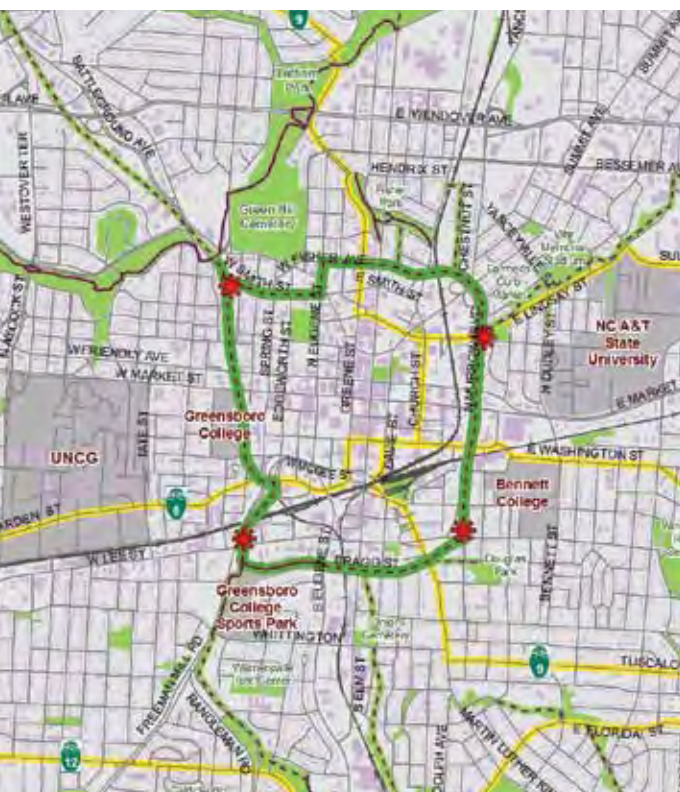
Greensboro's downtown is its cultural and entertainment hub, with regional theaters and museums as well as a variety of art galleries, restaurants, and nightclubs.

South Elm Street's eclectic collection of historic buildings has been named a National Register Historic District. This pedestrian-friendly arts and antiques corridor is the classic American "Main Street" and one of the best of its kind in the region. Residents of lofts above its commercial establishments add to the downtown energy.

Center City Park, a 1.9-acre green space in the heart of downtown created in 2006, incorporates themes and details that reflect Greensboro's history and culture, representing the city as an open and welcoming place of diverse people. The use of local artists' work in the park is an important part of that statement.

Musical performances and cultural events take place in the park regularly during the warmer months, usually at no cost to audience members. From weekly lunchtime entertainment to monthly outdoor movies, Center City Park serves as a central gathering place for Greensboro's residents and out-of-town visitors in a setting that is both relaxed and lively.

Across Davie Street from the park is the city-owned Greensboro Cultural Center housing the offices of more than a dozen arts organizations. The Cultural Center is home to diverse gallery exhibitions, rehearsal and performance space for music, dance, and theater, and classes for children and adults. On the grounds outside the center, Festival Park provides performance space for cultural



Action Greensboro is a nonprofit organization of foundations and the business community dedicated to projects that enhance business recruitment efforts and community vitality in Greensboro. Project focus areas are: center city, higher education, public schools, and young professionals. For more information, go to actiongreensboro.org.

events, music festivals and, in the winter, ice skating.

Seven institutions of higher education exert a strong cultural influence on Greensboro, contributing a large diversity of arts and entertainment events, classes, and of course the presence of tens of thousands of young adults.

The Downtown Greenway is a planned four-mile walking and biking trail that will encircle downtown—the only one of its kind in the state and one of the few in the country. A significant feature of the Greenway will be public art with unique connections to the heritage and culture of Greensboro. Each of the four corners of the Greenway will be set off by major pieces of public art that recognize themes unique to Greensboro's character:

- Motion and education
- Tradition and history
- Innovation and industry
- Freedom and civil rights

There will be at least 12 benches created by North Carolina artists, with each artist working with the neighborhood at the bench

location to determine the character of that neighborhood for inspiration in the design.

A \$100,000 grant from the National Endowment for the Arts has enabled the creative renovation of an abandoned railroad underpass that will be a key link between the first phase of the Downtown Greenway and a future section. This artistic collaboration will include innovative lighting, sculpture, graphics, and landscaping to create a unique outdoor public art space.



Opposite page: Proposed map of Downtown Greenway. This page: Center City Park event, cyclists at Center City Park

PHOTOS COURTESY OF ACTION GREENSBORO



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Downtown Greenway

Connecting the
Community

Greensboro boasts one of the best parks and recreation systems in the nation as well as a robust arts and culture scene. So it makes sense that the city works to fuse these two assets. And the new Downtown Greenway does just that.

The \$26 million, four-mile bike and pedestrian trail will loop around downtown, connecting dozens of neighborhoods. The Greenway also will serve as the hub for the city's entire trail system, which is currently being ramped up with an additional 400 miles of trails to complement the 81 miles already in existence. Oh, and did we mention it's the only one of its kind in the state?

Currently, a quarter of a mile of the Downtown Greenway has been completed

and is open for public enjoyment as the other phases begin design and construction. Not only does the Downtown Greenway promote a healthy lifestyle for residents and visitors, it also encourages alternative transportation, making it easy for city residents to walk, jog, or bike to downtown.

As if all that wasn't enough, the Downtown Greenway also serves as an open-air art venue adding to the city's great inventory of public art. Functional pieces such as benches, bike racks, trash cans, and signage, as well as pieces for historical and inspirational purposes, will be located throughout the Greenway. Several works of art already can be enjoyed.

and is open for public enjoyment as the other phases begin design and construction. Not only does the Downtown Greenway promote a healthy lifestyle for residents and visitors, it also encourages alternative transportation, making it easy for city residents to walk, jog, or bike to downtown.

You'll find regional artist Juan Logan's granite and sandstone work titled *Grounded Here*. It commemorates the history of the Warnersville neighborhood, the first organized African-American community in Greensboro.

Continue your meditation at Five Points Bench designed by North Carolina artist Gary Gresko. Individual chairs, or "points," form the bench and each is carved with an inspiring word like "strength," "faith," and "hope."

The Downtown Greenway also will feature four major cornerstones of public art to represent the four pillars of Greensboro's character: motion, tradition, innovation, and freedom. Artists for the cornerstones are selected from a national pool to design and build the pieces.

Brower Hatcher, a Rhode Island artist, was selected to design the first cornerstone titled *Gateway of the Open Book*. More than

BY TARA TITCOMBE



20 feet tall, the stainless-steel structure will change with the weather and time of day. Multiple layers of the geometric framework will incorporate work by local artist Frank Russell and by students at Greensboro's Jones Elementary School, making this structure a piece that truly connects the community with art. And that's the main purpose of the Downtown Greenway — to serve as a connection between the community, the city, and the arts.

Clockwise from top left: family biking, doggie water break along the Greenway, artist Frank Russell with elementary school students, artist Gary Gresko sitting on his Five Points Bench, and a part of the *Gateway of the Open Book* sculpture.

PHOTOS COURTESY OF ACTION GREENSBORO



Blandwood

BY LESLIE DUNNE SADLER

A touchstone for change



Photos (clockwise from above): the west parlor with many of the original furnishings, a view of the Italianate addition, commissioned in 1844 by Governor John Motley Morehead, the original farmhouse and kids experience hands-on history.

If a house could speak, imagine what we could learn. Thanks to Preservation Greensboro and the John Motley Morehead Commission (formerly the Greensboro Preservation Society) the house called Blandwood does indeed speak.

A visitor can readily deduce part of the story. One sees a humble farmhouse attached to a stately Italianate home. Part of the story, one might surmise, farming to fortune? A curious visitor need only enter

the house, a National Historic Landmark, to learn more. Much more. There are knowledgeable docents on hand six days a week to give a guided tour. And there's a gift shop filled with period reproductions and history books.

Blandwood, built in 1795, was expanded in 1822 by its second owner. With its third proprietor, John Motley Morehead, who purchased the home in 1827, Blandwood became a symbol of progress and vision. Mr. Morehead, who would serve two terms as governor from 1841–1845 is known as the “father of modern North Carolina.” And his beloved Blandwood led the way. In a telling

act, Governor Morehead hired a “starchitect,” a star architect, to the wealthy and powerful, Alexander Jackson Davis of New York City, to build an Italianate addition — one of the earliest examples in America. In building what stands today as one of the best examples



PHOTOS COURTESY OF BLANDWOOD



of Italianate architecture, Governor Morehead also put a symbolic stake in the ground, establishing Greensboro and Blandwood as symbols of the “new South” — a South embodying progress, vision, and worldliness. When people think about life in the antebellum South, images of Tara perhaps come to mind. With Governor Morehead's selection of A.J. Davis he, in effect, demonstrated that Greensboro and the new South were as important as Philadelphia or New York. Benjamin Briggs, executive director of Preservation Greensboro says “This building began an international dialogue of architecture and stands as the beginning of modern North Carolina.”

In fact the site of Blandwood, once a rural parcel in Guilford County, is now surrounded by a thriving city with a diverse cultural and professional presence. Governor Morehead was a pioneer for

innovation and progress in North Carolina, including state-of-the-art water transportation, rail expansion, and free education for children. His Blandwood stands as a testament to his

appetite for progress. Blandwood today offers both an unsurpassed look into an authentic antebellum lifestyle, complete with many original furnishings, and also a chance to enjoy the property on 21st-century terms. From outdoor concerts to lectures and special Christmas tours, Blandwood invites the historian and the modernist alike. After all, in 1844, when A.J. Davis was commissioned, it was a very modern move.



Governor John Motley Morehead

Blandwood is open for tours Tuesday through Saturday, 11 a.m.–4 p.m. and Sunday, 2–5 p.m. For information on membership and support, visit blandwood.org or call 336.272.5003.



**Celebrate
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The Carolina Theatre

A classic venue for a modern draw



The Carolina Theatre, built in 1927 and listed on the National Register of Historic Places, is as timeless as it is beautiful, making it one of Greensboro's most revered downtown landmarks.

The Carolina Theatre's rotating calendar of events includes:

- Live music
- Classic films
- Community theater
- Dance productions
- Children's programming
- Touring theater performances
- Renowned lecturers and speakers

Today, the theatre attracts some 90,000 people to the city each year to experience the atmosphere and ambiance of another era, while enjoying modern entertainment at its finest.

In its early days, as a popular stop for performers traveling between Washington and Atlanta, the theatre hosted some of the era's most famous vaudeville performers. The Carolina also served as a first-run movie house for silent films.

Other firsts for the venue? It was one of the

first air-conditioned public buildings in North Carolina, and in 1928 it installed the Vitaphone Sound System, becoming only the second theater in the state to have talking motion pictures. Today, the Carolina offers Dolby Digital Surround Sound and state-of-the-art projection capabilities.

Through the mid-20th century, the 1,100-seat theatre continued to serve as a community gathering place with events including live productions, films, and Saturday



PHOTOS (TOP) COURTESY OF THE CAROLINA THEATRE AND (RIGHT) BY ANDY FERRELL



Darius Rucker in concert

morning children's programs. Caught in the midst of the growth of movie multiplexes and suburban shopping centers, however, the theatre's allure faded. It was nearly razed to

make room for a parking lot. In 1977, the United Arts Council of Greater Greensboro purchased it to provide a centrally located performing arts center to serve arts agencies and the community.

The Carolina Theatre was — and remains — the perfect spot for community theater, dance and school programs, children's programs including the Carolina Kids' Club and Christmas at the Carolina, classic and independent movies, speakers and lecturers, and concerts featuring top names in everything from blues, rock, and folk to R&B, bluegrass, and reggae.

The theatre is available to rent for private events, including weddings, anniversaries, church functions, graduations, and corporate events in both the auditorium and the banquet area, the Renaissance Room.



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The Community Foundation

Unique Public Art Endowment provides art to everyone and helps Greensboro begin to forge its new identity

“I once asked three little boys what they thought of a very offbeat sculpture,” recalls Jane Levy, a Greensboro art collector and philanthropist. “The first said it looked like a dinosaur. The second said it looked like an airplane. The third thought it looked like a piece of junk.

Although the mom was a bit embarrassed, I was thrilled that the art had opened up a world of imagination and engagement. And this certainly taught me to look at things differently. We need more conversations like this on the streets of Greensboro.”

And that’s why The Community Foundation of Greater Greensboro created the Public Art Endowment in 2008. Like Levy, the foundation believes that art is closely tied to a city’s identity and its people. Through the generous contributions of endowment trustees, such as Levy and her husband Richard, new and significant pieces of art are installed in public places, breathing fresh life into Greensboro’s streets and parks.

The Public Art Endowment is a new model for public art programs nationally — one funded solely through private support and overseen by noted art professionals.

“[The endowment] is a very positive thing.



Billy Lee's *Guardian II* stands watch on the grounds of the Old Guilford County Courthouse.



Entrance to a Garden by Dennis Oppenheim, unveiled in September 2010, provides a touch of whimsy on the front lawn of the VF/Wrangler Corp. building downtown.

I wish we had them in every city,” said the late internationally renowned sculptor Dennis Oppenheim. Just months before he died in January, Oppenheim unveiled his *Entrance to a Garden* in Greensboro to great fanfare. “It’s got a very interesting role here,” he said of the endowment. “It’s unique. I’ve never come across anything quite like it. Anything that helps art operate in the public has got to be applauded, so I’m very grateful that they could make this happen.”

Each year, a selection committee of art experts and professionals vets pieces and appropriate prospective sites to put before trustees for a vote. The winning piece is then brought to Greensboro.

“When you stop and think how art has already changed your life as an individual, just think what it can do collectively for this entire community,” says Lauren Worth, who with her husband, David, co-chaired the endowment’s launch and recently contributed \$100,000. “We can’t do this alone. We need your support, we need your help.”

By design, endowment participation is

quite accessible. While full trustee membership is possible with gifts of \$25,000 or more, others can participate in “trustee groups” for as little as \$80 a month over five years. “Wealthy residents aren’t the only ones who appreciate art,” says Adeline Talbot, program director. “It was important to us that we shape a program that many, many people can join.”

“I’ve always been interested in art and have spent time educating myself by visiting museums, reading, and talking to artists and collectors,” says Adair Phifer Armfield, an endowment trustee. “However, I really know nothing about public art and am excited to have the opportunity to learn more about it and be part of a process in Greensboro that allows all the citizens to enjoy public art.”

For more information on The Public Art Endowment, visit cfigg.org.



thecommunityfoundation

The Community Foundation of Greater Greensboro helps anyone who wants to make a significant impact — for life — on the causes about which they are passionate. As a trusted leader, the foundation brings people together to address issues and needs important to our local community.

For more about The Community Foundation and its role with art, visit cfigg.org.

PHOTOS COURTESY OF THE COMMUNITY FOUNDATION



**Celebrate
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Downtown Greensboro

Growing, developing, and
revitalizing the center city

Downtown Greensboro's revitalization efforts continue to grow the economy and nurture the region's arts and culture scene. Key players attribute the vibrant local outlook to two major factors: committed leadership that maximizes the center city's key business assets and artistic and cultural offerings that appeal to a wide range of people.

Clockwise from top right: NewBridge Bank Park, historic antique district, First Friday stroll, public art, artisan at work



South Elm Street in downtown Greensboro is the best place to see the blending of commerce and arts that is so vital to the city. This historic district features distinctive architecture and a wide array of users.

Restaurants, nightclubs, antique stores, art galleries, and charming, unique retail shops create a vibrant streetscape. Triad Stage and the Broach Theatre are home to theatrical performances, and the majestic Carolina Theatre (just a block away on Greene Street) hosts concerts, movies, and events. Five museums, including the International Civil Rights Center & Museum, offer interactive experiences that range from solemn to whimsical. Upper

floors along South Elm are filled with a mixture of offices and residences.

North Elm Street's high-rise buildings are occupied by corporate giants such as Lincoln Financial Group, United Guaranty, and VF Corporation. Nestled among the office towers is Center City Park, a two-acre urban oasis with fountains, sculptures, and well-manicured landscaping. The park was privately built and opened in 2006.

Just two blocks away from Elm Street is the Southside neighborhood. This redevelopment won awards from the Sierra Club and the Environmental Protection Agency for its mix of townhomes, single-family houses, and live-work units. The project, along with several others, helped to fuel the doubling of downtown's residential population over the past seven years.



PHOTOS COURTESY OF DOWNTOWN GREENSBORO INCORPORATED. PHOTO OF NEWBRIDGE BANK PARK BY BERT VANDERVEEN

Anchored on one end by a restored train depot and the Greensboro Historical Museum on the other, Church Street is another lively destination. Nearby attractions include the Greensboro Children's Museum, the Greensboro Cultural Center, and Festival Park. The park hosts events ranging from the Carolina Blues Festival to the Beach Music Concert Series and even offers outdoor ice-skating during the holiday season.

"The downtown is growing at a faster rate than the city as a whole — and has for the last six years," says Ed Wolverton, president and CEO of Downtown Greensboro Incorporated. The nonprofit shepherds a number of economic redevelopment programs aimed at revitalizing the 99-block business improvement district in the heart of downtown.

While newcomers ranging from Elon University School of Law to the Greensboro Grasshoppers minor league baseball team have diversified the economic base of downtown, leaders continue to recognize the relationship between development and the arts.

The First Friday gallery stroll highlights the creative community, and street festivals like Festival of Lights and Fun Fourth attract huge crowds. While these free events draw visitors, Wolverton says that they also spark interest from entrepreneurs and investors.

The momentum is undeniable. Ask Wolverton if he's bullish about downtown's future and without pause he replies, "Absolutely ... Center city Greensboro is the dominant commercial and artistic center for the region and is the premier place to live, work, shop, dine, and visit. The experience keeps getting better and better."



To learn more about Downtown Greensboro Incorporated, visit downtowngreensboro.net.



Celebrate Greensboro
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Elsewhere

On South Elm Street in a revitalizing downtown Greensboro, a thrift store turned living art museum brings together international artists and local communities to design new futures for art and life.

From 1939 to 1997, Sylvia Gray ran a series of second-hand stores at 606 South Elm Street in downtown Greensboro. For 58 years, she collected mountains of assorted inventories: Depression-era furniture, WWII army surplus, upholstery fabrics, vintage clothing, toys, books, housewares, and eventually general thrift.

After Sylvia passed, the three-story shop was boarded up with all 12,000 square feet filled to the brink. In 2003, her grandson George Scheer and collaborator Stephanie Sherman, recent graduates of the University of Pennsylvania, moved to Greensboro, declared “nothing for sale,” and launched a

residency program inviting artists from around the globe to build a living museum from Sylvia’s collection.

Inspired by experimental artist communities such as the Paris expatriates, Andy Warhol’s Factory, and North Carolina’s Black Mountain College, George and Stephanie imagined a responsive, interactive, and evolving museum exploring art and life through the continual re-organization of things. They named the museum Elsewhere, and with an ethos of re-use have transformed a once sleepy downtown antique district into



Clockwise from top left: Visitors explore Elsewhere’s Living Museum, Goodbye to All That by Brian Hitzelberger, Elsewhere’s kitchen, Fabric Wall, Collector Sylvia Gray c. 1979



a creative playground hosting some of today’s most experimental artists and thinkers.

Nine years since its founding, Elsewhere has gained international recognition for its emerging artist residency program and unique collaborative model. Each year, 50 artists – painters, sculptors, musicians, writers, puppeteers, gardeners, designers, chefs, and creatives of all kinds – are invited to Greensboro to form and re-form this ever-evolving environment. Elsewhere’s three-story composition of layered cultural memories engages global artists and local participants in hands-on learning. Creative retreats immerse university students and corporate groups in one-of-a-kind team building experiences.

From this collaborative premise, Elsewhere has helped revitalize downtown Greensboro by encouraging urban development rooted in creative partnerships between organizations, businesses, and neighbors. Its front window street theater, weekly Friday events, and educational playshops engage Greensborians across generations in exceptional artistic exchanges. While Elsewhere advances local connectivity, it brings an inclusive, interactive approach to national and international locales. Through its alumni network, Elsewhere designs projects for cities and communities that unite artists and leaders around civic vitality, public engagement, and creative experimentation.

PHOTOS CLOCKWISE FROM TOP LEFT: BLAKE MASON, SHALIN SUPHAM, NORAH HOOVER, BLAKE MASON, SYLVIA GRAY IMAGE: FOUND PHOTO

Experience Elsewhere online at elsewhereelsewhere.org



Its efforts have been recognized in grants from The Andy Warhol Foundation for the Visual Arts, The National Endowment for the Arts, the NC Arts and Humanities Council, and Greensboro’s United Arts Council.

Applying a pro-active approach to the remnants of the past, Elsewhere re-makes the museum as a living investigation of collaborative culture – with attention to sustainable practice, responsive process, and adaptive solutions. Elsewhere models a new future for contemporary art: the inspired leadership of a creative society activating global and local imaginations.

Living Museum Programs

- Events include openings, lectures, performances, and dinners
- Playshops
- Residencies
- Internships
- Creative Retreats



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elsewhereelsewhere.org



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The Greensboro Historical Museum

BY LANCE ELKO

If a city could speak

O Henry wrote in 1908, “What would a city say if it could speak?” Twenty-six years after the writer posed this question, an answer was given. The Greensboro Historical Museum was born.

of note include an ornate shell necklace crafted by Native Americans, a rifle fired during the Revolutionary War Battle of Guilford Courthouse, a loom from the time that Greensboro was called the world’s denim capital, and seats from the Woolworth’s lunch counter, site of the famed sit-in that sparked change across the South.

Voices of a City is the latest in the museum’s outstanding exhibits. In light of the Civil War Sesquicentennial, visitors will be fascinated by the one-of-a-kind presentation at Through Collectors’ Eyes: Treasures of the



From left: local invention Vicks VapoRub and studying a Civil War exhibit

Greensboro is a proud city. Proud of its heritage and of its place in the America of today. There is no better way to understand the soul of the town than to visit the museum. And there are connections you’ll make here — to your own history and that of our nation. The newest exhibit, Voices of a City: Greensboro, North Carolina, debuted a year ago and has delighted visitors. With artifacts, video, audio, and high-tech interactive stations in an 8,000-square-foot space, the exhibit leads the viewer through a series of galleries spanning 300 years of local history. Features



Clockwise from top: Revolutionary War reenactors, pottery for sale and denim loom

Civil War. This exhibit showcases 120 rare Confederate longarms, the finest surviving examples from armories of seven southern states.

The exhibit America’s First Lady: Dolley Madison honors one of the nation’s most influential women of her time. Born in what is now Greensboro and later the wife of James Madison, she is remembered for her bravery when the British invaded the nation’s capital in 1814. Many of her personal possessions are on display.

Welcome to the Gate City is an interactive exhibit focused on Greensboro in the early 1900s. Must-sees include a vintage hotel and moving-picture theater, a telephone exchange, and the Richardson & Fariss Drugstore, whose owner invented Vicks VapoRub.

Running through September 18, the

traveling exhibit Down Home: Jewish Life in North Carolina brings to life the important cultural influence of a people who have been a part of our state since Colonial times. Sit down at a virtual Seder dinner, hear a peddler inviting customers to his cart, and marvel at beautifully crafted Judaica.

The perfect way to finish a visit is to step into the Museum Shop. The gifts here make wonderful souvenirs of your trip to Greensboro. Many of the distinctive pieces available are made in North Carolina — pottery from the famed Seagrove community, handmade jewelry, books, and much more.



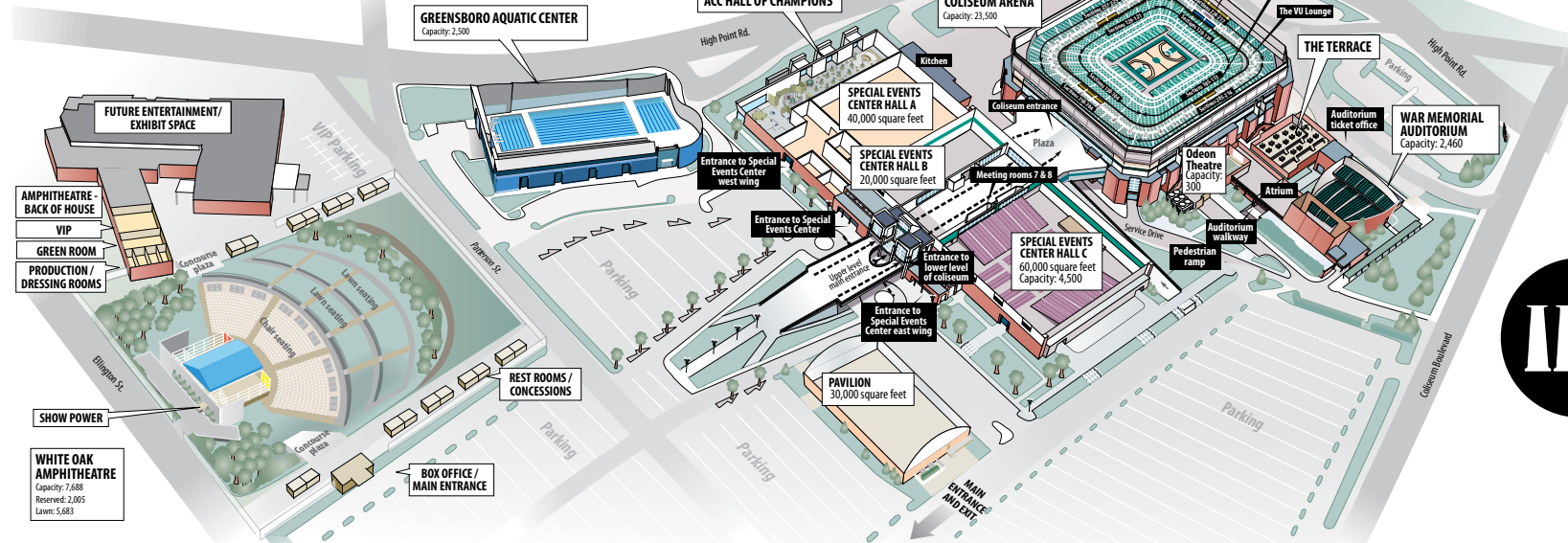
GO HERE: The Greensboro Historical Museum, a City of Greensboro facility, is open Tuesday–Saturday, 10 a.m.–5 p.m. and on Sunday from 2 p.m.–5 p.m. Admission and parking are free. For more information, visit GreensboroHistory.org.

PHOTOS COURTESY OF THE GREENSBORO HISTORICAL MUSEUM



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Greensboro Coliseum Complex



With sports, music, and more, it's the city's premier entertainment showplace.

Having celebrated its 50th anniversary in 2009, the Greensboro Coliseum Complex has a longstanding — and well-earned — reputation as one of the premier sports and entertainment facilities in the country.

This past year was no exception as the complex brought national exposure to Greensboro with its hosting of prestigious events including the 2011 U.S. Figure Skating Championships,

2011 Atlantic Coast Conference (ACC) women's and men's basketball tournaments, and concerts by some of the biggest names in the music industry including Justin Bieber, Prince, Usher, and Taylor Swift.

Looking to the future, the multi-venue facility continues to evolve thanks to tremendous community support, dynamic leadership, and a "never say no" attitude toward event bookings. And, even with the economy improving at a slower than desired pace, the complex has expanded even more in 2011 with

the addition of three new, unique venues that will bring thousands of visitors — and the ensuing economic impact generated from those visitors — to Greensboro for years to come.

"The Greensboro Coliseum Complex has evolved into one of the most unique and versatile entertainment complexes in the entire country," says Matt Brown, managing director. "The amount and diversity of events we host on an annual basis is second to none."

ACC HALL OF CHAMPIONS

Having debuted to rave reviews in March in conjunction with the coliseum's hosting of the 2011 ACC women's and men's basketball tournaments, the ACC Hall of Champions celebrates past, present, and future conference success through fun-filled, interactive displays, ACC institution exhibits, and a wide variety of displays that showcase the league's storied history.

Highlights include a four-foot, 360-degree, state-of-the-art video globe with a unique, multimedia display of conference highlights, a historical timeline of the ACC's founding in Greensboro in 1953 through today, life-size ACC school mascot exhibits that have been a huge hit with younger

visitors, and an interactive exhibit that lets fans face off in a head-to-head challenge to test their knowledge of ACC sports trivia.

GREENSBORO AQUATIC CENTER

Scheduled to open in August, the Greensboro Aquatic Center (GAC) will be a state-of-the-art facility featuring leading-edge concepts in aquatic design. The GAC includes three bodies of water: a 25-yard warm-up pool, an Olympic competition pool, and a 17-foot diving well with springboards and platform diving.

The GAC will bring together all major aquatic sports — competitive swimming and diving, water polo, synchronized swimming, and other unique sports — all in one venue. The facility will offer Greensboro the opportunity to host high school and collegiate events, USA Swimming meets, Masters swimming, and U.S. Water Polo events as well as myriad local, regional, national, and international competitions. Last September, the GAC was awarded the prestigious 2012 U.S. Masters Swimming Spring Nationals, an unprecedented achievement for a facility still under construction.

The facility is expected to operate 15 hours a day, 360 days a year, while packing local restaurants and hotels with swim-meet competitors and their families. In addition,



Premier events include the 2011 U.S. Figure Skating Championships.

this multipurpose facility will serve local citizens through its diverse programming, including therapeutic rehabilitation and "Learn to Swim" classes in conjunction with the Guilford County Schools system and other instructional organizations.

WHITE OAK AMPHITHEATRE

With a grand opening on June 5 featuring a concert by The Beach Boys, White Oak Amphitheatre is Greensboro's newest attraction. Featuring a seating capacity of more than 7,600, the venue will host a diverse selection of community events, music, arts and crafts, and festival-type events.

For more information on the Greensboro Coliseum Complex, visit greensborocoliseum.com or call the event hotline at 336.373.7474.



PHOTOS COURTESY OF THE GREENSBORO COLISEUM COMPLEX



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Greensboro Children's Museum

Where play is a smart adventure —

and a tasty one, too!

BY WAYNETTE GOODSON

A

half-acre, organic garden filled with vegetables, culinary herbs, dwarf fruit trees, and fruit bushes (kiwi, blueberry, and blackberry) — and even a chicken coop. It's all part of the new Edible Schoolyard at Greensboro Children's Museum.

The museum is the first and only licensed Edible Schoolyard (ESY) within a children's museum setting. It will serve as a national model for other museums and children's institutions nationwide, promoting health and wellness in young children and families.

At the ESY, children participate in all aspects of the farm-to-table experience, preparing garden beds, planting seeds, tending crops, harvesting produce, picking and preparing food, and composting waste. Through these engaging activities, children can begin to understand the cycle of food production — and perhaps most important, learn how to eat healthfully.



PHOTOS COURTESY OF GREENSBORO CHILDREN'S MUSEUM

The ESY also features a kitchen where children and their families can use fresh, local, and organic ingredients to make delicious snacks and meals. So not only do kids pick up practical gardening skills, they also learn cooking techniques, connect with the natural world, and enjoy nourishing food.

Is all of this beginning to sound very Alice Waters to you? It is! The renowned chef/author, who's credited with founding the farm-to-table movement, pioneered the first ESY at Martin Luther King Middle School in Berkeley, California, a project of her Chez Panisse Foundation. The Greensboro Children's Museum is the first licensed museum model of this original ESY.

But kids have much more to experience at the museum than the ESY. More than 20 permanent exhibits are designed to stimulate their imaginations and provide educational play experiences. For example, kids enter the actual cockpit of a DC-9 jet and pretend to be a pilot in the Plane Exhibit Area. They draw, color, paint, and design take-home art

projects from recycled materials at the Creation Station. And they can even play film director using real video monitors in the Media Room. Other interactive exhibits include Pizza Pan, Train Depot, and The Bloomingtales Bookstore.

It's no surprise to learn that in 2004, the museum was chosen as one of the top 50 children's museums in the United States. All that momentum began on May 15, 1999, when the 37,000-square-foot facility opened its doors for the first time in downtown Greensboro at 220 N. Church St.

Today it has evolved into a hands-on, interactive museum for children, their families, and teachers. Most of all, the space is designed to inspire learning through play in a safe, energetic environment for children up to 10 years of age. But to kids, that all spells one thing — f-u-n! Visit gcmuseum.com.

Clockwise from top: The Greensboro Children's Museum's Edible Schoolyard, climbing trees during "Chicks in The City," and making green eggs as part of the "farm to table" experience.





**Celebrate
Greensboro**
Art. Culture. Entertainment.

Greensboro Opera

At center stage in full voice

Is Greensboro a large enough city to support and sustain a quality opera company? The answer is a resounding yes!

providing opportunities for talented young people, Greensboro Opera engages internationally known artists in its main-stage productions. Operatic icons such as soprano June Anderson, baritone Thomas Allen, and soprano Kathleen Battle have performed on Greensboro Opera's stage.

Interaction with the local community is a key component of Greensboro Opera's mission. Programs include Opera After School, which features show-and-tell opera demonstrations for local middle-school students. Collaborations with Guilford County Schools and UNC-Greensboro Opera Theatre bring the opera experience to 6,000 fifth-graders annually. Greensboro

Greensboro Opera celebrates its 30th anniversary this year. The community-based company stages professional operas and opera education programs that reach out not only to Greensboro but also to other towns and counties in the Piedmont Triad. In collaboration with the Greensboro Symphony, Greensboro Opera produces a main-stage performance from the standard operatic repertoire every fall. For 2011, Greensboro

Opera collaborates with the Greensboro Symphony in Puccini's *La Bohème* on November 5.

In addition to showcasing local talent and



From left: *The Face on the Barroom Floor* and Write Your Own Opera contest winner *Chicks*



GO HERE: Greensboro Opera is located at 200 N. Davie Street, Suite 315, Box 17, Greensboro, NC 27401. For more details on performances and programs, visit greensboroopera.org.

Opera sponsors an annual Write Your Own Opera! contest to Guilford County fourth-graders. The winning entry is premiered alongside a pocket-sized version of a standard opera in Greensboro's downtown Carolina Theatre. Also, young people's artwork depicting Greensboro Opera's annual main-stage production is displayed opening night in the lobby of Greensboro's War Memorial Auditorium.

A Speaker's Bureau brings opera and opera-related topics to Greensboro's civic organizations in lively presentations by opera professionals, and Greensboro Opera is proud to partner with The Metropolitan Opera to bring all of the Met's Live HD Broadcast transmissions to Greensboro.

Another local music-performance endeavor that draws national attention is the renowned Eastern Musical Festival, an annual Greensboro event that spans six weeks every June through July. Greensboro Opera collaborates annually with Eastern Music Festival to present cabaret-style performances that draw from the popular American songbook.

PHOTOS COURTESY OF GREENSBORO OPERA



Clockwise from top left: *Le nozze di Figaro*, *Madama Butterfly*, and *L'elisir d'amore*



Celebrate Greensboro

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Natural Science Center of Greensboro

A trio of attractions makes it a family favorite.

The Natural Science Center of Greensboro (NSC) is one of the most distinctive family destinations in the city and in all of North Carolina, offering three great attractions in one place: a hands-on Science Museum, an Animal Discovery Zoological Park, and a state-of-the-art OmniSphere Dome Theater.

It's one of just 14 institutions nationally accredited by both the Association of Zoos and Aquariums and the American Association of Museums.

In the Dinosaur Gallery, come face-to-face with a roaring 36-foot Tyrannosaurus rex model; discover Earth's treasures in the

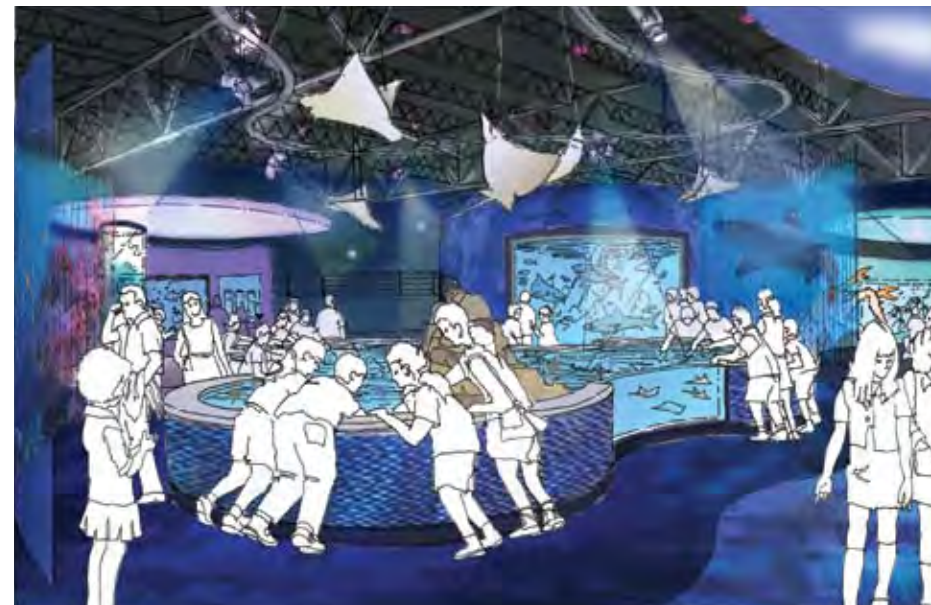
Gem and Mineral Gallery; learn about and experience extreme weather conditions; see live snakes in the Herpetarium; and enjoy hands-on learning in Kids' Alley and the touch labs.

Up-close encounters await in Animal Discovery Zoological Park, home to tigers, meerkats, lemurs, monkeys, crocodiles, farm animals, and more. On the prowl in a green, solar exhibit are three rare and endangered maned wolf pups that

were born at the zoo earlier this year.

And star-gazers will love the new OmniSphere Theater, an awe-inspiring, full-dome digital laser and 3D projection theater experience — the state's first!

With several major exhibits being added this year and a \$20 million, seven-year



North Carolina's only center-of-state aquarium, the Carolina SciQuarium, is now under development. A true one-stop shop for science will add a tourist destination like no other to the Gate City.



OmniSphere Theater and (left) tiger

4301 Lawndale Dr.

Hours: 9 a.m. – 5 p.m. daily
(Zoo: 10 a.m. – 4 p.m.)

Admission fees (subject to change): adults, \$8; children 3-13 and seniors 65+, \$7; children 2 and under, free. Group rates available.

Amenities: Free parking, gift shop, snack and vending machines, picnic shelters nearby. The NSC also offers a wide variety of educational programs, field trips, and science workshops throughout the year for children in pre-K through high school.

Info: 336.288.3769, natsci.org.



Master Plan Expansion starting this summer, the NSC is only getting better with age.

In June, the museum unveiled Health-Quest — an exhibit unlike any human health and biology experience in the nation. It combines 21st-century medical science with state-of-the-art videography, real preserved human bodies, and more than 100 “kid-cool” interactives such as a machine that amplifies the sound of your gurgling stomach.

A blockbuster international show will open July 30 for a four-month run that's expected to draw record crowds. *Titanic: The Artifact Exhibition* focuses on the doomed ocean liner's compelling human stories told through authentic artifacts and room re-creations.

Also this month, the NSC breaks ground on a Science Aquarium that will feature sharks, penguins, fishing cats, stingrays, and fish of all types. Scheduled to open in winter

2012, it's part of the expansion that also includes complete renovation of the Science Museum and major additions to the zoo. The “SciQuarium” will make the NSC the only attraction of its kind in the U.S. with an accredited Science Museum, Zoo, and Aquarium.

Executive Director Glenn Dobrogosz predicts the additions and expansion will boost annual visitation from nearly 300,000 to 500,000 and position the NSC as a top-10 tourist destination in the state. Although it started out as a small regional science museum and petting zoo 53 years ago, the NSC is well on its way to becoming a signature national draw that will help make Greensboro an even more vibrant place to live, raise a family, and build a business.

PHOTOS COURTESY OF NATURAL SCIENCE CENTER OF GREENSBORO



**Celebrate
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Triad Stage

From a vision to a
leading voice



PHOTOS BY J. ALLEN AYCOCK AND (OPPOSITE PAGE) VAN DERVEEN PHOTOGRAPHERS/COURTESY OF TRIAD STAGE



The cast of *Brother Wolf* and (opposite page, from left) Tyler Hollinger, Cheryl Koski, and Matthew Carlson in *The Glass Menagerie*

Eleven years ago, Triad Stage was just a dream. Today it is a major force in the North Carolina arts community and a catalyst for Greensboro's downtown revitalization.

theatrical experience. The show has been produced by other theaters across the country, and Levon Helm performed one of its songs on his Grammy-winning album *Dirt Farmer*.

This season Triad Stage is paying tribute to the life and work of North Carolina

author Reynolds Price (*Kate Vaiden, A Whole New Life*) by producing all three plays of his *New Music* trilogy over a five-week period in February and March of 2012. This is the first time since the plays debuted at Cleveland Playhouse in 1990 that all three (*August Snow, Night Dance, and Better Days*) will be performed together.

Key to the theater's development was the purchase and renovation of a former Montgomery Ward department store — vacant for almost 40 years — in the heart of downtown Greensboro. After a community-wide fundraising campaign, Triad Stage brought new life to the five-story building by transforming it into a world-class venue now called The Pylre Theatre, complete with a 300-seat thrust MainStage, a 90-seat UpStage Cabaret, the Sloan rehearsal hall, lobbies, and special event areas. The space is also home to Chapel Hill-based WUNC Public Radio's Greensboro News Bureau.

For more information about Triad Stage or to support the theater's efforts, go to triadstage.org or become a fan on Facebook.

Using the best local and national talent (including Tony Award-nominated actors and designers), Triad Stage has produced 76 productions (including 14 world premieres and nine holiday shows) and numerous special events in its MainStage and UpStage Cabaret spaces. Founded by Yale School of Drama alumni Preston Lane and Richard Whittington, the theater has grown into one of the largest regional performing arts organizations with 3,250 Season Passholders.

Today the theater company is making a national name for itself by fostering a unique Southern voice. While works by Tennessee Williams, William Inge, Erskine Caldwell, Endesha Ida Mae Holland, and Ernest Gaines have been great successes, the theater's four world premieres written by Triad Stage Artistic Director Preston Lane and musician/songwriter Laurelyn Dossett have propelled it onto the national scene. Their first collaboration, *Brother Wolf* (an Appalachian retelling of the epic story *Beowulf*) combined music rooted in the region and storytelling to create a new



Standing Ovation

- One of the Top 10 Most Promising Theaters - American Theatre Wing (founders of the Tony Awards)
- Best of 2007 - *The Wall Street Journal*
- Best N.C. Production of 2010 - *Triangle Arts & Entertainment*
- Best Live Theatre - *GoTriad/News & Record* (eight consecutive years)
- 2010 J. Edward Kitchen Leadership Award - Downtown Greensboro, Inc.





Celebrate
Greensboro

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BY LESLIE DUNNE SADLER

Greensboro Symphony

A cultural gem

“**T**he art of music, above all the other arts, is the expression of the soul of a nation.” —Ralph Vaughan Williams. Here in Greensboro, one can find the soul of many nations interpreted through strings, brass, winds, and percussion played by 80 members of the Greensboro Symphony, who hail from around the world and pour their passions out under the inspired direction of Maestro Dmitry Sitkovetsky.

In fact, it's remarkable that a city of 270,000 residents is the home to the level of talent of Greensboro Symphony. But it is. Music Director and violinist Dmitry Sitkovetsky is world-renowned. Raised in Moscow, Sitkovetsky studied at the Moscow Conservatory and then Juilliard after emigrating in 1977. He has been a guest conductor at leading orchestras around the world including the London & Royal Philharmonic Orchestras, Academy of St. Martin in the Fields, San Francisco, Dallas, Minnesota, and more. He has brought many sought-after guest artists to Greensboro

including Yefim Bronfman, Emanuel Ax, Lynn Harrell, Garrick Ohlsson, and Time for Three. inspiring institution because of the support they've garnered from corporations and individuals in the Triad region. “There is no doubt the Greensboro Symphony has been an important asset for corporations looking to relocate. The quality that the Symphony offers and the educational opportunities the Symphony provides to young people are without peer,” says Susan Schwartz, Greensboro Board Chair-Elect and Executive Director of the Cemala Foundation.

SOMETHING FOR EVERYONE
The Masterworks Series and Chamber Series reach the classical purists with impassioned performances of Bach, Tchaikovsky, and

including Yefim Bronfman, Emanuel Ax, Lynn Harrell, Garrick Ohlsson, and Time for Three.

LEADERSHIP
Supporting Maestro Sitkovetsky are Board Chair Robert L. Harris, Jr. and President & CEO Lisa Crawford, who have been able to grow such a successful and



PHOTOS COURTESY OF THE GREENSBORO SYMPHONY

Beethoven. The 2011–12 season, *A Season of Winners*, opens in September with the world premier of *Queen Anne's Revenge* by Mark O'Connor and continues with young emerging artists — all who have won major international competitions such as: Lukas Geniusas, winner of the Chopin Competition in Warsaw and Ray Chen, winner of the Queen Elizabeth Competition in Brussels.

For those who enjoy the lighter side of orchestral performances, there's the POPS series. Recently POPS performances included Franc D'Ambrosio, the longest-running

Phantom in *Phantom of the Opera*, Dave Bennett, considered the greatest clarinet player of our times, and J. Mark McVey, who claims 3,000 performances as Jean Valjean in *Les Misérables*. On the horizon will be music of James Taylor, Andrew Lloyd Webber, and Disney, to name a few.

THE FUTURE

Shinichi Suzuki once said, “If children hear music from the day of their birth and learn to play it, they develop sensitivity, discipline, and endurance. They get a beautiful heart.” The Greensboro Symphony takes this beautiful sentiment to the highest level of instruction and performance. In fact the Symphony reaches an astounding 50,000 young people across four counties with full-orchestral concerts and in-school ensembles to excite young students about orchestral music. The Youth Orchestra Program serves more than 200 students, and the most advanced group has toured to Carnegie Hall, Piccolo Spoleto, and most recently Salzburg and Vienna.



“It doesn't get much better than this in the classical-music world.”
—Tim Lindeman,
News & Record

For a season subscription, information on individual performances, or to support the Greensboro Symphony, visit greensborosymphony.org or call 336.335.5456.



Celebrate Greensboro Art. Culture. Entertainment.

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Arts X3

On July 1, 2010, the Departments of Theatre and Dance joined the UNCG School of Music to form the School of Music, Theatre and Dance. One of the finest performing arts schools in the southeast, the School combines over 200 years of excellence in Music, Theatre, and Dance. This merger allows the University to focus its attention, and that of our community and region, on the performing arts—one of the traditional strengths of this institution.

Home to the UNCG Summer Music Camp, Miles Davis Jazz Studies Program, North Carolina Theatre for Young People, North Carolina Dance Festival, Music Research Institute (MRI), and the UNCG Performing Arts Series (formerly the University Concert and Lecture Series), the School is a leader in the presentation of artistic performances in Greensboro and the surrounding region. The Performing Arts Series, for example, has presented such eminent performers as Lily Tomlin, The Tallis Scholars, Bill T. Jones/Arnie Zane Dance Company, Chris Botti, and the Martha Graham Dance Company.

Faculty and staff of the School produce well over 300 concerts, recitals, dance performances, theatrical productions, and master classes each year for the enjoyment of our campus, community, and

region. The School includes at least six major performance venues, from the 1650-seat Aycock Auditorium to the 500-seat Taylor Theatre to the 375-seat Music Recital Hall.

Our 11 undergraduate degree programs, 12 graduate degree programs, and 5 post-masters/doctoral programs enroll nearly 800 undergraduate students and 275 graduate students, which are lead by 135 faculty and staff. Each year the School graduates nearly 200 students who take their place among the performers, teachers, and scholars who are numbered among the hundreds of thousands of UNCG alumni.

The diverse background of our faculty and students enhances the cross-disciplinary collaborations that thrive, not only within our school, but with our community partnerships as well. The School is proud of its community connections with the Greensboro Symphony, Triad Stage, Greensboro Opera, and Greensboro Ballet, among others.

For more information and to join our mailing list, please visit <http://performingarts.uncg.edu>



THE UNIVERSITY of NORTH CAROLINA GREENSBORO School of Music, Theatre and Dance



Celebrate Greensboro

Art. Culture. Entertainment.

Greensboro Opera
production of
La Traviata



Stars of the Show

Thank You!

We would like to thank all of the participating organizations and extend a special thank you to The Community Foundation of Greater Greensboro, Greensboro Convention & Visitors Bureau, and Joseph M. Bryan Foundation of Greater Greensboro who helped make this possible.

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