



FOR IMMEDIATE RELEASE

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“LEONARD BERNSTEIN AT 100” WILL HONOR THE LIFE AND CAREER OF THE LEGENDARY CONDUCTOR AND COMPOSER

Two-Year Centennial Celebration Kicks off at The John F. Kennedy Center on September 22, 2017, Followed By More Than 1,000 Events on Six Continents

The Leonard Bernstein Office today announced “**Leonard Bernstein at 100**,” a two-year global celebration of the life and career of the 20th century cultural giant, featuring more than 1,000 events on six continents. A kickoff at **The John F. Kennedy Center for the Performing Arts on Friday, September 22, 2017** will officially launch the celebrations which continue worldwide **through the end of August 2019**.

The announcement at **Lincoln Center for the Performing Arts** in New York was hosted by film and television actor **Alec Baldwin**, who is also the radio broadcast host of the New York Philharmonic, Bernstein’s orchestra for many years. **Jamie Bernstein, Alexander Bernstein** and **Nina Bernstein Simmons** spoke about their father’s legacy. Joining them to celebrate Bernstein’s contributions were **Yannick Nézet-Séguin**, Principal Conductor of The Philadelphia Orchestra and Music Director Designate of The Metropolitan Opera; celebrated actress **Whoopi Goldberg**, who spoke of Bernstein’s humanitarian work and social activism; and rising soprano **Julia Bullock**, who paid tribute to Bernstein the composer with a performance of Bernstein songs, accompanied on the piano by **Michael Barrett**.

Leonard Bernstein’s range of accomplishments was uniquely broad; in the new millennium, his legacy resonates more than ever. “Leonard Bernstein at 100” will celebrate the career of this monumental artist by focusing on four pillars of Bernstein’s legacy: his work as a **Composer; Conductor; Educator;** and **Activist/Humanitarian**.

“Leonard Bernstein at 100’ will explore my father’s legacy from every angle - and that’s a lot of angles,” Jamie Bernstein said. “I’m thrilled to be part of this once-in-a-lifetime opportunity to connect his multiple achievements to the 21st century, as well as introduce his legacy to new generations.”

Festive performances and events will take place in U.S. cities Bernstein held dear to his heart — **New York, Boston, Philadelphia, Washington D. C., Los Angeles, San Francisco** — and in additional cities such as **Austin, Atlanta, Houston, Tucson**, and many others.

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Bernstein was a man of the globe, and so there will be major events in **London, Paris, Berlin, Vienna, Prague, Rome, Budapest, and Warsaw**, as well as in **Japan, China, India, Brazil, Australia, South Africa and Israel** — and the list goes on. (For more complete listings, visit LeonardBernstein.com/news/calendar.)

Several **documentary films** are in the making, covering a broad range of topics in Bernstein's life. His musicals will receive revivals throughout the world, including a **worldwide tour** of the acclaimed BB Promotion's *West Side Story*; productions of *Wonderful Town* in Germany and Austria; and performances of *Mass* in London, Paris, Los Angeles, Glasgow, and Austin. Bernstein's opera *A Quiet Place* will be presented in Vienna and Budapest, among other cities.

In addition, the **Grammy Museum** is preparing a major Leonard Bernstein exhibition — including artifacts from his composing studio (on loan from **Indiana University's Jacobs School of Music**) — which will travel over two years to cities across the United States.

The Leonard Bernstein Collection in the Music Division of the **Library of Congress**, contains close to 400,000 letters, manuscripts, photographs, and more. Currently, about 1,400 items from the collection are available online, but the Library is in the process of digitizing thousands of additional items from the collection — including, for the first time, musical sketches — which will be added to the site and made widely available for researchers and scholars.

The **Leonard Bernstein Memory Project** is a growing collection of Bernstein-related memories from around the world. Fans and friends of Bernstein are invited to contribute their reminiscences on the newly renovated Centennial website. (For more information, visit LeonardBernstein.com/memories.)

COMPOSER

As a theatre composer, Bernstein and his collaborators brought us such outstanding shows as *On The Town*, *Wonderful Town*, *West Side Story* and *Candide*. As a composer for the concert hall, Bernstein's scores united diverse musical elements at a time when it was frowned upon to do so. His courage in mixing genres paved the way for future generations of composers to take similar risks.

Bernstein's compositions embraced the world in which he lived. For example, his *Symphony No. 2: The Age of Anxiety*, explored the psychic damage of World War II. His musical *Candide* was devised as a protest against the evils of McCarthyism in the 1950s. *West Side Story* confronted head-on the bitter ramifications of bigotry and prejudice. His prophetic *Mass* from 1971, which expresses a war-torn nation's crisis of faith, brings together musical styles as diverse as America itself.

Bernstein's breadth as a composer will be well represented in the wide variety of performances during the Centennial period. Starting in September, **The Kennedy Center** will offer a season's worth of presentations devoted to Bernstein's composing legacy, including an evening titled "Bernstein on Broadway" in September, and performances of Bernstein's concert works throughout the season. Later in the year, the **New York City Ballet** and **American Ballet Theater** will present several ballets choreographed to Bernstein's music.

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In late October, the **New York Philharmonic** will begin its own centennial presentations with Bernstein's *Serenade (after Plato's Symposium)*, featuring soloist Joshua Bell, as well as Bernstein's *Symphony No. 1, "Jeremiah."* In the same month, **Carnegie Hall** will kick off its 127th season with Nézet-Séguin conducting **The Philadelphia Orchestra** in Bernstein's *Symphonic Suite from On the Waterfront* and *Symphonic Dances from West Side Story*.

In Europe, where Bernstein was revered, there will be a multitude of centennial events. Orchestras and concert halls where Bernstein had strong connections will be participating.

The city of Vienna will celebrate Bernstein with concerts by the **Vienna Philharmonic Orchestra**, **Tonkünstler Orchestra**, **Volksoper Wien**, and **Neue Oper Wien**, among others. There will also be full festivals in the **Konzerthaus Wien** and the **Musikverein**. Both the **Santa Cecilia Orchestra** in Rome and the **London Symphony Orchestra** will focus on Bernstein's compositions. Additional concerts will be held in Berlin, Budapest, Paris, Prague, Warsaw, and many other music capitals.

The **Fugard Theatre** production of *West Side Story* will take over the **Cape Town Artscape Opera House** in South Africa, while the **BB Productions tour of West Side Story** will visit China, Australia, Singapore, Thailand, the Philippines, and Japan.

CONDUCTOR

Bernstein's legacy as a conductor is unequalled. Its very beginning is now legend: on November 14, 1943, Bernstein stepped in at the last minute for ailing conductor Bruno Walter, in a nationally broadcast concert, which created a sensation that was reported on the front page of *The New York Times* the next morning.

Bernstein went on to conduct the great orchestras of the world for over four decades, creating a priceless trove of audio and video recordings that comprise a masterwork of the symphonic repertoire. **The New York Philharmonic Leon Levy Digital Archives** hosts a vast collection of Bernstein's marked scores.

Bernstein's voluminous, award-winning recordings for **Deutsche Grammophon** and **Columbia Masterworks (Sony)** remain landmarks to this day. Both recording companies are issuing commemorative box sets and remastered recordings. There will also be new recordings of Bernstein's music, performed by the successive generations of musicians he inspired.

Among the many ensembles Bernstein worked with over four decades, he was especially well-known for his performances with **the New York Philharmonic, the Boston Symphony Orchestra, the Los Angeles Philharmonic, and the National Symphony Orchestra** in the U.S.; and overseas, with **the Bavarian Radio Symphony Orchestra, the Israel Philharmonic Orchestra, the London Symphony Orchestra, the Royal Concertgebouw Orchestra, the Santa Cecilia Orchestra, and the Vienna Philharmonic Orchestra**.

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Leonard Bernstein influenced and taught a generation of conductors who went on to lead major orchestras of their own. Many of today's foremost conductors will be honoring Bernstein, including **Marin Alsop, John Axelrod, Gustavo Dudamel, Christoph Eschenbach, Valery Gergiev, Alan Gilbert, Kristjan Järvi, John Mauceri, Andris Nelsons, Sir Anthony Pappano, Sir Simon Rattle, Yutaka Sado,** and **Michael Tilson Thomas**, among others.

EDUCATOR

A pioneering educator, Bernstein early on saw the potential of television as a means of communicating the joy of music to young people. Bernstein and the New York Philharmonic brought orchestral music directly into the living rooms of families across America and around the world. Several generations were inspired and motivated by the *Young People's Concerts* — 53 programs that still set the standard for music education that engages, delights, and entertains.

Bernstein's lifelong method of using the arts as a springboard for acquiring all kinds of knowledge lives on in the educational reform model **Artful Learning**. The model, developed by Bernstein's son Alexander, is being used in scores of schools around the United States. Not only do Artful Learning students acquire knowledge; they retain that knowledge by learning how to think creatively.

Three of the music festivals with which Leonard Bernstein was closely associated — **the Tanglewood Music Festival, the Schleswig-Holstein Music Festival and the Pacific Music Festival** — will pay special attention to his contributions during the Centennial period.

HUMANITARIAN

Through his music-making, Leonard Bernstein found innumerable ways to speak out against the injustices of the world. Over the decades, his music — as well as his own voice — advocated courageously for causes from civil rights to anti-fascism to AIDS awareness. His role as a citizen-artist provides an inspiring model for the politically engaged artists of today.

Bernstein's humanitarian efforts began early in his career. In 1948, Bernstein led an orchestra of 17 Jewish survivors in a **concert at Landsberg and Feldafing Displaced Persons camps**. Later that year, he conducted for soldiers in the Negev desert as the state of Israel was being forged.

In the 1950's, the **State Department** sent Bernstein and the New York Philharmonic far and wide as good-will ambassadors, from Latin America to the **Soviet Union**. While in Moscow, Bernstein went out of his way to invite to his concert the writer Boris Pasternak, who was out of favor with the Soviet government.

In the 1960's, Bernstein was an active participant in the Civil Rights Movement, and an outspoken anti-war activist in the early 1970s. In the 1980s, his efforts focused on protesting the nuclear arms race, as well as advocating for research and resources for the AIDS crisis. Such organizations as **Music for Life, the Gay Men's Health Crisis, and amFAR** continue to do the work that Bernstein's early efforts helped to make possible.

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To honor his late wife Felicia, who devoted much of her life to social justice issues, Bernstein started the **Felicia Montealegre Bernstein Fund at Amnesty International**. This fund provides resources and organizing support for Amnesty workers worldwide.

Bernstein frequently expressed his **political views through his music**. An enthusiastic supporter of President John F. Kennedy, he composed and conducted a special fanfare for Kennedy's 1961 inauguration. Following Kennedy's assassination in 1963, Bernstein dedicated his *Symphony No. 3: Kaddish*, to the slain president. Jacqueline Kennedy Onassis subsequently commissioned Bernstein to compose his theater piece *Mass*, to inaugurate The John F. Kennedy Center for the Performing Arts in Washington D.C. in 1971. The work had a pointed anti-war sensibility, which so alarmed the Nixon Administration that the President was persuaded to skip the Kennedy Center inaugural.

For more information about "Leonard Bernstein at 100," please go to leonardbernstein.com.

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LEONARD BERNSTEIN THE EDUCATOR

A Pioneering Educator, Bernstein first saw the Potential of Television and Other New Media to Educate Young People

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Leonard Bernstein described himself as “a compulsive teacher.” This lifelong impulse led him to early on bring orchestral works to the general public through the medium of television. Beginning with his **Omnibus** series, and most influentially with his **Young People’s Concerts with the New York Philharmonic**, Bernstein brought the works of Mahler, Copland, Stravinsky, and more into millions of living rooms worldwide, turning more than one generation of viewers into lifelong music lovers.

In addition to his television programs, Bernstein made an educational impact through his groundbreaking **Charles Eliot Norton Lectures at Harvard** in 1973. Bernstein’s visionary ideas about the nature of education eventually found their home in Artful Learning, a four-step educational process developed by his son, Alexander Bernstein. The **Artful Learning** approach is currently being used in of K-12 schools nationwide. More than 800 U.S. educators use Artful Learning every day.

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In 1992, Alexander Bernstein, the Maestro's son, along with his sisters and the Leonard Bernstein Estate, established Artful Learning as an educational program that uses the arts and the artistic process to stimulate learning across all disciplines for K-12 students. The model was based on Bernstein's belief that the arts play a crucial role in developing engaged, life-long learners.

"My father always said that making connections between disciplines was the key to deepening understanding and encouraging curiosity," Alexander Bernstein says. "The arts and the artistic process wonderfully facilitate those connections. Toward the end of his life, my father began to put those ideas into motion. We are so proud that Artful Learning is making such a positive impact on teaching and learning across the country."

The central idea for Artful Learning came from Bernstein's notion that, as the Maestro put it, "the best way to 'know' a thing is in the context of another discipline." Artful Learning's ingenious 4-pronged approach – Experience, Inquire, Create and Reflect – allows the arts to be integrated organically into all phases of learning, across the entire school curriculum.

Participating schools nationwide have received multiple grants to help implement Artful Learning. Principals and school districts report elevated scores in math and reading, as well as increased student engagement and, significantly, retention of learned material.

As Craig Parrot, an 8th Grade Science teacher, says: "Kids talking about metaphors, making connections with things that seem very separate – they're building higher level thinking skills. I haven't found anything else that is as effective as the Bernstein learning model."

Sixth grader Tyson Davidson of Jackson Middle School in Portland, Oregon, said: "I know I'll remember this all my life because you're not just writing something down or looking in a book; you're out doing something, and you connect with what you're doing, and you can see the outcome of it."

Schools that have adopted the Artful Learning approach include **Jackson Middle School** in Portland OR; **Salvador Elementary School** in Napa CA; **Meadow View Elementary School** in Castle Rock CO; **Hillcrest Community School** in Bloomington MN; **Wright Elementary School** in Des Moines IA; **Howe Elementary School** in Des Moines IA; **Hillside Elementary School** in West Des Moines IA; **Danville High School** in Danville IL; **Fairview Elementary School** in Bloomington IN; **West Newton Elementary School** in Indianapolis IN; **Decatur Middle School** in Indianapolis; **Decatur Central High School** in Indianapolis IN; **Ottoman Elementary School** in Orangevale CA; **Townline Elementary School** in Hawthorn IL, **Hawthorn Elementary North**, in Hawthorn IL, and **Hawthorn Elementary South** in Hawthorn IL; and **Midway Elementary** in Sanford FL.

For more information about Leonard Bernstein at 100, please visit LeonardBernstein.com.

For more information about Artful Learning, please visit ArtfulLearning.org.

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LEONARD BERNSTEIN THE CONDUCTOR

Bernstein was First American-Born Musician to Achieve International Conducting Stature

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The 100th anniversary of Leonard Bernstein’s birth offers a special opportunity to celebrate Bernstein the conductor, who brought the joy of music to multiple generations worldwide through his legendary performances, his many recordings, and his groundbreaking television appearances.

In 1943, at a time when every orchestral conductor in the U.S. was European born and trained, Leonard Bernstein came bursting on the scene: a brash, 25-year-old from Boston who took the classical music world by storm, literally overnight.

On November 14th, 1943, the Philharmonic substituted 25-year-old Bernstein at the last minute after conductor Bruno Walter fell ill. The concert was broadcast live on national radio, and the young American-born conductor found himself on the front page of *The New York Times* the next morning. He was soon in demand as a guest conductor with leading orchestras around the world. In 1958, Bernstein became the Principal Conductor of the **New York Philharmonic**; he was the first native-born conductor of a major American orchestra.

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Bernstein was the first conductor to bring orchestral works to the general public through the medium of television. Beginning with his *Omnibus* series, and most famously with his *Young People's Concerts with the New York Philharmonic*, Bernstein brought the works of Mahler, Copland, Stravinsky, and more into millions of living rooms worldwide.

Maestro Bernstein embraced a wide range of repertoire, from Beethoven to Gershwin to Berio. His voluminous, award-winning recordings for **Deutsche Grammophon** and **Columbia Masterworks (Sony)** remain landmarks to this day. Among the many ensembles Bernstein worked with over four decades, he was especially well-known for his performances with **the New York Philharmonic, the Boston Symphony Orchestra, the Los Angeles Philharmonic, and the National Symphony** in the U.S.; and overseas, with **the Bavarian Radio Symphony Orchestra, the Israel Philharmonic Orchestra, the London Symphony Orchestra, the Royal Concertgebouw, the Santa Cecilia Orchestra, and the Vienna Philharmonic.**

Additionally, **The New York Philharmonic Leon Levy Digital Archives** hosts a vast collection of Bernstein's marked scores, and the Leonard Bernstein Collection in the Music Division of the **Library of Congress** is in the process of digitizing thousands of additional items from the collection — including, for the first time, musical sketches — which will be added to the site and made widely available for researchers and scholars.

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One of his Tanglewood students, Marin Alsop, recalled Bernstein rehearsing Tchaikovsky's Fifth Symphony. "The two hours that followed were an absolute revelation," Alsop later wrote. "This was a man whose primary and all-consuming commitment was to the creator, the composer. He was unrelenting in his dedication and doggedly devoted to uncovering the composer's true intent."

For more information about Leonard Bernstein at 100, please visit LeonardBernstein.com.

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LEONARD BERNSTEIN THE HUMANITARIAN

Leonard Bernstein, Acclaimed Composer and Conductor, Left Enduring Legacy as Social Activist and Humanitarian

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Leonard Bernstein was world-famous as the composer of *West Side Story* and other beloved works; as the conductor of orchestras worldwide, leaving a rich trove of recordings; and as the television educator who turned millions of viewers into music lovers. But Bernstein was celebrated as well for his tireless social activism on behalf of civil rights, social justice, and human rights. Many of the upcoming Centennial events will focus on Bernstein’s political and social activism.

Throughout his life, Bernstein unstintingly lent his name and energy to movements and causes that he believed would make the world a better place. His support of left-leaning organizations caught the interest of the FBI as far back as the early 1940’s. By the time of Bernstein’s death in 1990, his FBI file was 800 pages long.

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Bernstein's 1976 musical, *1600 Pennsylvania Avenue*, explored the racial inequities in U.S. history through its presidents, and the family of black servants who worked in the White House. And of course, *West Side Story* is a heartbreaking portrait of intolerance and hatred between Americans from different backgrounds.

Leonard Bernstein believed in the power of the arts to help solve the problems of the world.

His daughter Jamie Bernstein wrote: "My father clung hard to the belief that by creating beauty, and by sharing it with as many people as possible, artists had the power to tip the earthly balance in favor of brotherhood and peace. After all, my father reasoned, if humans could create and appreciate musical harmony, then perhaps they were capable of replicating that same harmony in the world they inhabited."

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