



FOR IMMEDIATE RELEASE

CONTACTS: Christine Reimert / [creimert@devinepowers.com](mailto:creimert@devinepowers.com) / 610 639 2136  
Lucy MacNichol / [lmachnichol@devinepowers.com](mailto:lmachnichol@devinepowers.com) / 215 568 2525  
Marc Fest / [fest@knightfoundation.org](mailto:fest@knightfoundation.org) / 305-908-2677

## **The Mann Expands Cross-Over Classical Summer Series in 2011 Season**

*Cultural Icons Pair Up With World-Renowned Orchestras to Attract New Audiences*

**PHILADELPHIA (June 24, 2011)** – To attract new audiences to classical music, the Mann Center for the Performing Arts will bridge genres and generations with a “Cross-Over Classical” summer series in a relaxed outdoor setting. The line-up will pair cultural icons and larger-than-life multimedia presentations with world-renowned orchestras such as the Philadelphia Orchestra and the Russian National Orchestra, thanks to support from the John S. and James L. Knight Foundation as part of its Knight Arts Challenge.

“In addition to presenting the beloved classical programming that summers at the Mann are known for, we’re also continuing to bridge genres and generations with what we’re calling Cross-Over Classical,” said Catherine M. Cahill, president and CEO of the Mann. “Through unexpected and exciting pairings that feature cultural icons, Broadway and television stars and larger-than-life multimedia presentations along with world-renowned orchestras such as the Philadelphia Orchestra, our aim is to broaden audience connections to orchestral music and to the Mann as *the* place to experience these performances,” she said.

"Today's changing audiences are looking for events that challenge standard conventions and surprise them," said Dennis Scholl, Knight Foundation's vice president/arts. "Offering a variety of genres in a relaxed atmosphere is a great way to do that."

The Knight Arts Challenge is a community-wide contest to fund the best art ideas that enrich and inspire Philadelphia’s communities.

To engage audiences before, during and after these performances, The Mann will for the first time live-tweet rehearsals and performances to encourage interaction/dialogue. Patrons will be able to follow the June 30<sup>th</sup> Down the Abbey Road performance in real time by using the hashtag #tweetcert for Beatles insights, twitpics of Grammy-winning arranger Don Hart's orchestral score, trivia questions, and more. For the July 27 Blue Planet Live performance, concertgoers will be encouraged to use the geo-

location based app Foursquare to receive complimentary tickets to a future performance. The Mann will also ask patrons to “Text Your Encore” to vote on their favorite pieces via their phones at the Cirque de la Symphonie concert on July 28, to select the finale for this concert.

***June 30<sup>th</sup> – The Philadelphia Orchestra – Down the Abbey Road***

***A Symphonic Celebration featuring Joan Osborne, Rodney Crowell & James Nash and the NashVillains  
8pm***

*Down the Abbey Road* is the evolution of one of the most iconic albums of all time – the ambitious and elegant final recording (1969) that is the crowning achievement of The Beatles’ artistry. Brought to the concert stage from first note to last, this live version of The Beatles’ masterwork is an energetic and joyful collaboration between 7-time Grammy nominee Joan Osborne, Grammy-award winner Rodney Crowell, the virtuosic and eclectic Americana ensemble James Nash and the NashVillains, and The Philadelphia Orchestra. The Mann commissioned Grammy-nominee Don Hart to create new charts for this evening’s exclusive performance. *Down the Abbey Road* weaves rock, soul, blues, roots, and classical idioms in a unique celebration and signature musical event not to be missed.

Tickets: \$49.50, \$34.50, \$19.50 (lawn)

***July 27<sup>th</sup> – Russian National Orchestra – The Blue Planet***

***8:30 pm***

The Russian National Orchestra, conducted by Lucas Richman, will compliment breathtaking film sequences gathered from the world’s oceans and seas as it performs a luminous score by British composer George Fenton. Renowned Broadcast Journalist Jane Pauley will serve as narrator as the audience is given a unique perspective of marine life including sea predators chasing their prey, schools of fish migrating across the oceans, and species of whales, all beautifully shot in high definition.

Tickets: \$49.50, \$25.00, \$10.00 (lawn)

***July 28<sup>th</sup> – Russian National Orchestra – Cirque de la Symphonie***

***8pm***

*Cirque de la Symphonie* is a new production for not only the Mann, but the Russian National Orchestra as well. The evening will be highlighted by a troupe of aerial flyers and acrobats, providing the magic of cirque and orchestra together in the Mann’s pavilion. Many of the Cirque de la Symphonie performers are alumni of Cirque du Soleil, and all are Russian. They will perform to the music of Russia’s greatest composer under the direction of conductor Mikhail Tatarnikov (debut) in the Orchestra’s only East Coast stop.

Tickets: \$49.50, \$25.00, \$10.00 (lawn)

To purchase tickets and for more information on the Mann's 2011 season, please visit [www.manncenter.org](http://www.manncenter.org).

The John S. and James L. Knight Foundation's Knight Arts Challenge is a \$9 million initiative supporting innovative projects that inspire and enrich Philadelphia's communities.

**ABOUT THE JOHN S. AND JAMES L. KNIGHT FOUNDATION**

Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. We believe that democracy thrives when people and communities are informed and engaged. For more on the Knight Arts Challenge Philadelphia, visit [www.KnightArts.org](http://www.KnightArts.org)

**ABOUT THE MANN**

Accessible, attractive, festive and fun, the Mann Center for the Performing Arts presents diverse, world-class entertainment in a casually elegant and relaxing setting at affordable prices. Concerts and programs encompass all musical genres from pop, jazz, R&B, rock and contemporary, to dance theater, opera and classical. The summer home of the Philadelphia Orchestra since the 1930s, the Mann is located in Philadelphia's beautiful Fairmount Park. More than 170,000 visitors annually enjoy its rich tradition as the Philadelphia region's premier outdoor cultural arts center.

For more information, visit [www.manncenter.org](http://www.manncenter.org).

###