

# 02

# CASE STUDY

## Grand Rapids Symphony Orchestra

Building Community through  
ArtPrize

Grand Rapids Symphony planned their EarShot readings amidst the city's 2018 ArtPrize festival. ArtPrize is an annual, eighteen-day international art competition which takes place in Grand Rapids, Michigan. The Symphony closed the reading rehearsals to the public but performed the works four times as part of the ArtPrize competition. The widely publicized performances were held in an art museum that was open to the street with speakers amplifying the orchestra's music on the sidewalk, encouraging passersby to come in and participate. The readings consisted of two rehearsals and four short concerts (for a total of four services), and spanned five days.

# OUTCOMES



*Grand Rapids Symphony EarShot Readings, 2018. Photo by Aiden Feltkamp.*

Over 2,000 new contacts added to symphony's mailing list

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Commissioned new work from a participating composer

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Work by a participating composer won an ArtPrize award

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