



## 2021 Great Performers Series... Rich in Diversity and Deep in Musical Artistry

Two full orchestras open the season. The **Moscow State Symphony Orchestra**, long recognized within the USSR for performances of Russian and Soviet music, launches our season on January 14. It will be led by Director **Pavel Kogan**, who has garnered an international reputation by combining “impeccable playing with satisfying programming.” Joining the orchestra will be violinist **Blake Pouliot**, “one of those talents who only come along once in a lifetime.”

The **Cleveland Orchestra**, performing on January 24, is considered one of the country’s “Big Five” and ranks within the uppermost echelon of any orchestra anywhere. Music Director **Franz Welser-Möst** has shaped an orchestra that takes “any listener’s breath away.” Performing with the Orchestra will be the pianistic sensation, **Yuja Wang**, named 2017 Artist of the Year by Musical America.

One of this season’s most intriguing groups will appear on January 28. **Masaaki Suzuki** founded the **Bach Collegium Japan** to promote authentic performances of Baroque music. Maestro Suzuki leads the group of vocalists and instrumentalists in performances praised for “authenticity, clarity, and musicianship.”

The **Takács Quartet**, performing on February 25, exemplifies chamber music of the highest order; it’s the only quartet named to *Gramophone’s* first-ever Hall of Fame. Pianist **Joyce Yang**, who will be collaborating with the quartet, is a natural partner: Silver Medalist of the 2006 Van Cliburn International Piano Competition, she also won that competition’s Prize for Best Chamber Music Performance—when she performed with the Takács Quartet.

Two outstanding soloists round out the season. Acclaimed for his “playing of rare insight and generosity,” violinist **Benjamin Beilman** has already performed with such major orchestras as the London Philharmonic, the Philadelphia Orchestra and given recitals in Carnegie Hall and Lincoln Center. Joining Beilman for the March 1 concert is the equally outstanding pianist, **Yekwon Sunwoo**. The first South Korean to be awarded Gold Medal at the Van Cliburn Competition, Sunwoo “strives to reach for the truth and pure beauty in music.”

No more fitting conclusion to the season could be conceived than with the March 16 appearance of esteemed pianist, **Emanuel Ax**. Ever since winning the first Artur Schnabel Piano Competition in 1974, Ax has established himself as a preeminent recitalist, chamber musician and guest soloist with orchestra, but above all, a consummate musician. “His greatness, his overwhelming authority as musician, technician and probing intellect emerges quickly as he plays.”

– *Los Angeles Times*

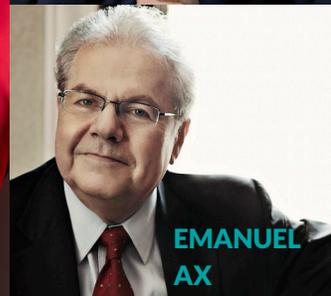
THE CLEVELAND ORCHESTRA  
FRANZ WELSER-MÖST,  
MUSIC DIRECTOR



YUJA WANG



PAVEL  
KOGAN



EMANUEL  
AX



TAKÁCS QUARTET



BENJAMIN  
BEILMAN



SARASOTA CONCERT ASSOCIATION

GREAT PERFORMERS SERIES

JAN 14	Moscow State Symphony Orchestra Pavel Kogan, Music Director, & Blake Pouliot, violin 7:30 pm   Van Wezel "The MSSO might well be the world's least-heralded great orchestra..." - <i>Los Angeles Times</i>
JAN 24	Cleveland Orchestra, Franz Welser-Möst, Music Director, Yuja Wang, piano 7:30 pm   Van Wezel "The Cleveland sound was perfectly balanced, embedded with deep cultural intellect." - <i>China Times</i>
JAN 28	Bach Collegium Japan 7:30 pm   Riverview PAC "The performances are, to my ears, of unmatched excellence." - <i>Gramophone Magazine</i>
FEB 25	Takács Quartet & Joyce Yang, piano 7:30 pm   Van Wezel "Revealing the familiar as unfamiliar, making the most traditional of works feel radical." - <i>New York Times</i>
MAR 1	Benjamin Beilman, violin & Yekwon Sunwoo, piano 7:30 pm   Riverview PAC "Mightily impressive." - <i>Washington Post</i>
MAR 16	Emanuel Ax, piano 7:30 pm   Van Wezel "We are totally captured by his intensity and pianistic achievement." - <i>Los Angeles Times</i>

941-225-6500 | [scasarasota.org](http://scasarasota.org)

# President's Corner



It is a gorgeous day in Sarasota, but the Ringling Bridge is deserted, save for a few valiant joggers. A single gaggle of teenage girls ambles toward St Armand's Circle, enjoying a rare respite from the constraints of school. Those pesky traffic snarls at the foot of "Unconditional Surrender" on Sarasota Bay have magically disappeared. Such is the grasp of a pervasive global pandemic.

**We think of you, our wonderful patrons, and hope the virus has not touched you, your family or friends. Our thoughts are with you and all those who are suffering the ill effects of this scourge.**

Along with other arts organizations, the Sarasota Concert Association also experienced a loss when our final concert, Musicians from Marlboro, had to be canceled. We are very grateful to all those generous patrons who chose either to donate their tickets back to the SCA or carry them forward to next season.

No meetings, no shows, no dinners with friends. How does one deal with all this unexpected free time? I find instead of sleeping more, I am sleeping less. In the middle of night I am drowsily spooking around, trying to find something comforting that isn't food! And, I found it... Channel 19. This local community TV channel is miraculously transformed at night into a vibrant parade of music and art, courtesy of the Classic Arts Showcase. Give it a try. Sleeplessness does have its rewards.

You should have received our 2021 season subscription brochure in the mail by now. We will look forward to greeting you next year at another sparkling season of LIVE Sarasota Concert Association performances.

*Joy McIntyre*

President, Sarasota Concert Association

## Be On the Lookout!

Due to the COVID-19 virus, the final two performances of the 2020 Music Matinees season were canceled. But be on the lookout...the coming **Music Matinees** season welcomes GS Duo (Angela Gelestro, flute & Jonathan Smith, guitar) who have been rescheduled from 2020 along with other exceptional performers we feel certain you'll enjoy. More information will be coming soon. You're going to be in for some special treats!

## Donor Spotlight



**Sora Yelin**

**Sora Yelin** began her relationship with the Concert Association in 2004, shortly after she and her late husband Cary moved to our community from Ohio. “From our earliest days in Sarasota, when we sat against the wall in the last row of the Van Wezel because one had to wait until someone moved away to improve one’s seating location, we appreciated the unique role the SCA plays in presenting world-class performers, both soloists and orchestras, to our community in an affordable subscription season.”

Sora and Cary had shared their love of music from their first date in 1958 and were particularly devoted to the Cleveland Orchestra. They attended concerts during their courting years, became season subscribers when they lived in Youngstown and also supported the orchestra’s Miami residency once they moved to Florida.

Sora marvels at how much the cultural life of our community has blossomed in the years since she and Cary retired here. She enthusiastically supports many arts organizations, particularly Artist Series Concerts, the Live Music Endowment Fund of the Sarasota Ballet and of course, the Sarasota Concert Association. One important change—she has moved to a better seat at our concerts!



**Jan & Bill Farber**

It is always a great day in the Sarasota Concert Association (SCA) box office when a patron calls to say he loved our concert, wants to subscribe for the full season, and then adds, “and I want to support you.”

That was how **Bill Farber** introduced himself to the Concert Association last spring following presentation of the Buffalo Philharmonic Orchestra. **Bill and Jan Farber** are recent transplants from New York City, where they moved as empty nesters to enjoy the arts and culture. While in New York, they were subscribers and supporters of the New York Philharmonic and the Metropolitan Opera.

Bill and Jan are decisive when they set out to do something. When they grew weary of the weather and congestion in New York and began looking for a home in a warmer climate, they followed the advice of a colleague and visited Sarasota for a weekend. They bought their home on Siesta Key that same weekend.

The Farbers quickly identified the Sarasota Concert Association as having the type of programming they experienced in NYC. “The SCA presents the “big-names” we enjoyed in New York,” said Bill, “but they have also introduced us to the joys of chamber music performed by small ensembles.” Bill shared that he considers it a “moral obligation” for subscribers who have the means to support organizations that offer the type of programs they enjoy. He added, “The social benefit of becoming a donor is that you have the opportunity to meet other like-minded people who share your interest in the arts.”



## Building Awareness

As a successful arts presenter, it’s essential for SCA to continue to build community awareness... who we are and what we do. One might wonder, after 75 years, why is there any need to build awareness? The answer is really quite simple: the marketplace continues to change. There are many more arts and cultural organizations in our area now than ever before – all vying for the same piece of the pie and making our job to stand out among other groups much more challenging.

Of course, our logo is the cornerstone of our visual brand. Over the years, there have been multiple logos created and used. None that have stood the test of time. As we prepare for the future, Marketing Committee chairman, **Jim Cliff**, recently provided Association leadership with a comprehensive plan to unify and strengthen our brand – including a new, fresh and contemporary logo. The logo is simple, timeless, versatile and eye-catching. When integrated into our marketing efforts, it will purvey the SCA with a consistent and appropriate brand identity that is relevant, engaging and world class. As SCA faces increased awareness and marketing challenges, having a well-defined, unified brand and communication plan will help ensure that our identity within the cultural community and ever-expanding Sun Coast marketplace, will be secure.



SARASOTA CONCERT ASSOCIATION

941-225-6500 | scasarasota.org  
PO Box 211  
Sarasota, FL 34230

*Managing Editor - Jim Cliff*

*Contributing Editors*

*Judy Beilman*

*Mike Brooks*

*Charles Turon*

*Graphic Design - Laura Coyle*

*Public Relations - Su Byron*



**Support Sarasota Concert Association during the Giving Partner Challenge**

2020  
**GIVING CHALLENGE**  
Be The One

**Sarasota Concert Association**  
**Join Us For The 2020 Giving Challenge**  
**APRIL 28/29 NOON TO NOON**  
**KEEP THE MUSIC PLAYING!**

Presented by the  
Community Foundation of Sarasota County

Cultural organizations everywhere have been hit hard by the Coronavirus epidemic! The Sarasota Concert Association (SCA) is no exception. The decision to cancel our March and April concerts was costly and not made lightly, but served the best interests of our patrons and the community-at-large. As we plan for the 2021 season, we look forward to bringing world-class performers to Sarasota and we need your help. Here's how:

On April 28-29, the Community Foundation of Sarasota County will hold its annual "Giving Partner Challenge" - a 24-hour online opportunity to support the SCA. What makes this such an extraordinary opportunity is that The Patterson Foundation has pledged to match all contributions between \$25-\$100. **So for each \$100 donation you make, SCA will receive an additional \$100!**

If you are considering a gift to the SCA, this will be the perfect time for it. Mark your calendar now! April 28 at noon, until noon on April 29, simply go to the SCA website - [scasarasota.org](http://scasarasota.org) - then click on the "Donate" button. It's easy. Your gift will be matched and we will be deeply grateful!