

MUSIC MAKES A CITY NOW

AN ORIGINAL
WEB SERIES

SEASON ONE

MEDIA KIT



MUSIC MAKES A CITY NOW

An original web series inspired by the acclaimed PBS film, now airing on www.pbs.org/program/music-makes-city-now/ (A PBSArts Web Original) and YouTube www.youtube.com/musicmakesacitynow.

The award-winning documentary film, *Music Makes a City: A Louisville Orchestra Story* (PBS), chronicled the historic rise of the Louisville Orchestra in the mid-twentieth century.

Music Makes a City Now is a new web series that picks up the story in present day Louisville and beyond, tapping into the vast possibilities of music and the effect the arts have on communities.

Music Makes A City Now Season 1: Louisville begins with the arrival of a rising star, 27-year-old conductor and composer Teddy Abrams, as he moves to Louisville, Kentucky to become the youngest Music Director of a major American orchestra. Bursting with energy and ideas, Abrams embarks on an ambitious plan to usher in a modern renaissance for the orchestra and the city.

Follow Abram's whirlwind debut season with the orchestra—from his chaotic move-in day at his newly purchased fixer-upper downtown to the opening night of the symphony and his embrace of the city's vibrant local music scene. **Charming and unpretentious, Abrams demystifies the world of classical music as he shows what it takes to keep personal and civic artistry alive in the 21st century.**

A colorful array of guest artists join Abrams for a variety of performances and deep conversations including folk music favorite Aoife O'Donovan, icon Bonnie "Prince" Billy, local hip hop artist Jecorey "1200" Arthur, world famous virtuosos Joshua Bell and Yuja Wang, and Abrams' mentor, the renowned conductor Michael Tilson Thomas. Together, they bring down traditional barriers and highlight the universal meaning of music across all genres and audiences.



Viewer Quotes

"...amazing!"

"Teddy, you are a breath of fresh air!"

"I LOVE THESE."



ORIGINAL WEB SERIES

MUSIC
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NOW

SEASON ONE LOUISVILLE

PRODUCTION DETAILS

Season One Louisville

- Episodes 1-8, available now via:
www.pbs.org/program/music-makes-city-now/
(A PBSArts Web Original) and
YouTube www.youtube.com/musicmakesacitynow
- New episodes slated for release in August 2015
- Episodes range from 5-7 minutes
- Includes extras and special features

Series Producer/Director:

Anne Flatté

Series Producer:

Philip Wilder

Co-Director/DP:

Stephen Kertis

Executive Producer:

Owsley Brown III

Production Company:

Owsley Brown Presents

owsleybrownpresents.com

musicmakesacity.com

For media inquiries, contact Anne Flatté at
anne@obpfilm.com



[@musicmakesacity](https://twitter.com/musicmakesacity)



facebook.com/musicmakesacity



youtube.com/musicmakesacitynow

BIOGRAPHY: TEDDY ABRAMS



Music Makes A City Now: Season One Louisville features Teddy Abrams through his first year as the Music Director of the Louisville Orchestra.

An unusually versatile musician, Teddy Abrams is a widely acclaimed conductor, as well as an established pianist, clarinetist, and composer. The 2014 season marked the beginning of his tenure as Music Director of the Louisville Orchestra and Music Director and Conductor of the Britt Classical Festival. He also serves as Resident Conductor of the MAV Symphony Orchestra in Budapest, which he first conducted in 2011. Teddy recently concluded his appointment as Assistant Conductor of the Detroit Symphony.

Active as a guest conductor, he has worked with a variety of organizations, including New Mexico Philharmonics, Kitchener-Waterloo Symphony, Indianapolis Symphony, New World Symphony, Los Angeles Philharmonic, Florida Orchestra, Jacksonville Symphony, and San Francisco Symphony.

An accomplished pianist and clarinetist, Abrams has appeared as a soloist with a number of orchestras - including playing and conducting the Ravel Piano Concerto with the Jacksonville Symphony in fall 2013 - and has performed chamber music with the St. Petersburg String Quartet, Menahem Pressler, Gilbert Kalish, Time for Three and John Adams, in addition to annual appearances at the Olympic Music Festival. Dedicated to exploring new and engaging ways to communicate with a diverse range of audiences, Abrams co-founded the Sixth Floor Trio in 2008. The Trio has performed around the country, establishing residencies in communities in North Carolina, Philadelphia, New York and South Florida; Abrams and the Trio founded and directed Garden Music, the music festival of the world-renowned Fairchild Tropical Garden in Miami. Abrams collaborated (as an arranger and pianist) with Cleveland Orchestra principal trombonist Massimo La Rosa for La Rosa's debut CD, released in October 2010. Abrams performed as a keyboardist with the Philadelphia Orchestra, won the 2007 Aspen Composition Contest, and was the Assistant Conductor of the YouTube Symphony at Carnegie Hall in 2009.

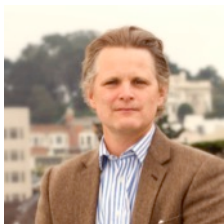
Abrams studied conducting with Michael Tilson Thomas, Otto-Werner Mueller and Ford Lallerstedt at the Curtis Institute of Music, and with David Zinman at the Aspen Music Festival; he was the youngest conducting student ever accepted at both institutions. Abrams is also an award-winning composer and a passionate educator - he has taught at numerous schools throughout the United States. Teddy was a proud member of the San Francisco Symphony Youth Orchestra for seven seasons, and graduated from the San Francisco Conservatory of Music with a Bachelor of Music, having studied piano with Paul Hersh.

BIOGRAPHIES: SERIES CREATORS



Anne Flatté
Series Producer/
Director

Anne Flatté is the director and producer of the original web series *Music Makes A City NOW*. She has worked on critically acclaimed and award-winning documentary films and television programs since 1995. She co-produced and edited *Music Makes A City*, (dir. by Owsley Brown III and Jerome Hiler, 2010), and produced the made-for-TV version for PBS broadcast 2014-2018. She edited *Monumental* (dir. by Kelly Duane, 2004), *What Do You Believe?* and *Daughters and Sons* (dir. by Sarah Feinbloom, 2003; 2005), and *Devil's Teeth* (dir. by Roger Teich, 2004). Anne produced promos for ITVS' documentary series *Independent Lens* (2005-2009), and was associate producer on Robert Townsend's *Behind Closed Doors* (Showtime, 1999). She earned her MA. in documentary film and video from Stanford University in 1995, where she directed the award-winning shorts *Interlove Story* and *Body of Tradition*, as well as directing two documentaries: *Becoming Stanford* (1999) and *Yahoo! Jerry and Dave's Excellent Venture* (1997). Before embarking on her film career, Anne graduated from the University of California at Berkeley in 1990 with a Bachelor of Arts.



Owsley Brown III
Executive Producer

Owsley Brown III was born and raised in Louisville, Kentucky. He is a documentary filmmaker whose directorial debut, *Night Waltz: The Music of Paul Bowles*, about the American writer and composer, Paul Bowles, won the Independent Spirit Award in 2000. His critically acclaimed second film, *Music Makes A City*, chronicling the landmark commissioning project of the Louisville Orchestra in the 1950's, won a Gramophone award in 2012 and had its U.S. television broadcast premiere in 2014 on PBS stations nationwide. Owsley also co-produced the landmark documentary feature *Marina Abramović: The Artist is Present*, (dir. by Jeff Dupre and Matthew Akers) which was honored by the Berlin International and Sundance Film Festival, and won a Peabody Award in 2012. Owsley's third feature film is a seven-year documentary effort to chronicle the story of Haiti's most important classical music school (for children), located in the heart of Port-au-Prince. He serves on the boards of the Sustainable Food Alliance, Center for Interfaith Relations and Roxie Theater in San Francisco, and is a graduate of the University of Virginia in 1993 with a Bachelor of Arts in Cultural Anthropology.



Stephen Kertis
Co-Director/DP

Stephen Kertis began his career at PBS, working as a producer and editor on documentary projects, including winning an Emmy for *Joe Downing: Poet of Color and Light*. His dramatic cinematography and visual style was honed by years of commercial and creative projects, including *Everybody's Hugging*, an ongoing collaborative music, film, and photography project that pairs musicians with cinematographers in unique locations. In 2008, he started Kertis Creative, an answer to our rapidly changing media world. Stephen lives, works and adventures in the south.



Philip Wilder
Series Producer

Philip Wilder is a classical music industry specialist and independent producer whose career has encompassed 24 years of experience as an artistic programmer, educator, administrator, marketer, PR consultant, recording producer, and musician in the not-for-profit and corporate classical music industry. Philip's career in the arts has celebrated the intersection of classical music across borders, genres and platforms, including launching the first ever YouTube Symphony Orchestra under the direction of Michael Tilson Thomas.

Owsley Brown Presents (OBP)

is a San Francisco-based independent motion picture production company that produces original contemporary media works with an emphasis on artistic and creative exploration. OBP productions include award-winning, feature-length documentaries, including the historical documentary, *Music Makes a City* (PBS). OBP also develops and produces original programming for distribution on the web and other digital platforms, including the original web series *Music Makes A City Now* and the multiplatform social media *MMAC* community.



DIRECTOR'S STATEMENT: ANNE FLATTÉ

After the 2014 PBS broadcast of our historical documentary *Music Makes a City*, our team at Owsley Brown Presents was thinking about a new way to explore **modern stories of how music combined with artistic daring and civic leadership have built up communities.**

Most orchestras today face difficult challenges—declining audiences, large expenses, and a public perception that orchestras is only for a privileged and aging elite. We knew that community leaders and musicians were searching for changes to make orchestras more relevant to everyday citizens.

Then we heard that the Louisville Orchestra (“LO”) which had been struggling for years, had decided to take a huge risk by hiring a relative unknown—27-year old musician, composer, and conductor Teddy Abrams—to become their new Music Director. **Teddy decided to move to Louisville, and commit to making a home there, rather than just flying in for concerts, and I thought this had the makings of a compelling, fresh story**—a new city, his first big job, and the heavy responsibility of turning the tide for a large arts organization placed on his young shoulders. Teddy and the LO were willing subjects and let our crew into their lives.

I’ve always enjoyed making short films—the form is lean and beautiful. **I thought portraying Teddy’s experiences through these short, serial webisodes would be an appealing artistic device.** With the ease of online distribution channels like PBS.org and YouTube, it seemed like a perfect medium to follow a 21st century story.

To bring this idea to life we needed to find a local crew whom Teddy and the orchestra could truly enjoy having around. We found that with co-director and DP Stephen Kertis and his team. A seasoned professional with a distinctive visual aesthetic, Stephen has a can-do filming approach. The chemistry worked from the beginning and we were off and running, with the crew keeping up with Teddy’s whirlwind schedule.

It quickly became apparent that **Teddy was a match made in heaven for our new story concept. He takes us on a musical journey through new and traditional works alike, and proves a charismatic guide—with a winning personality that breaks down walls and provides a “breath of fresh air” perspective into what is often perceived as the stuffy world of classical music.** It turns out that “classical music” isn’t even a term that Teddy uses—it’s all just music to him. All his actions and words support

that philosophy. **He’s constantly collaborating with all sorts of musicians from all different genres since he’s an extraordinary improvisational musician and can jam with just about anyone.** He also has an endearing leadership strategy: he wants to meet every citizen of Louisville and personally invite them to come to the orchestra.

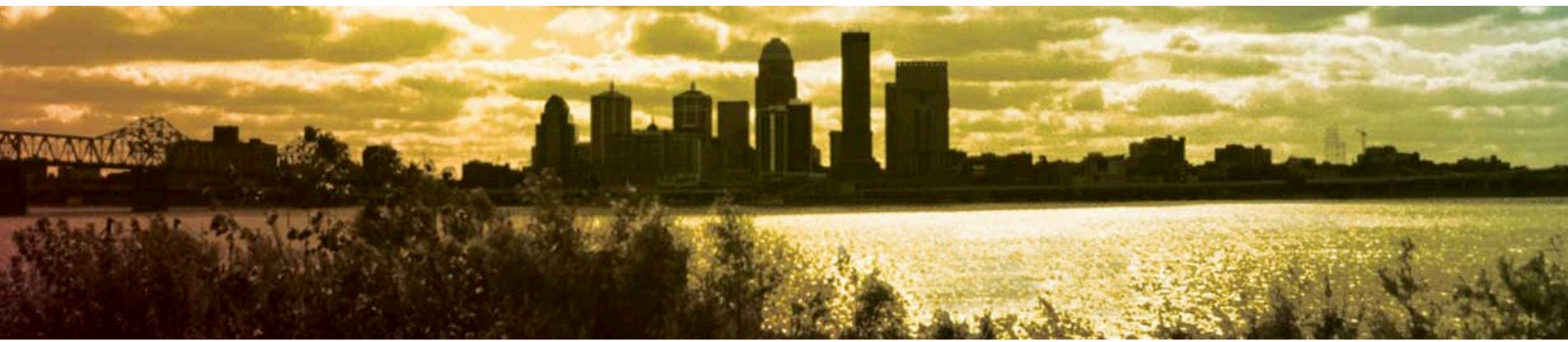
Each episode offers a rare, fascinating window into Teddy’s world of music. We paired his engaging direct interviews with verité scenes of his personal and professional experiences. I wanted the rehearsal scenes to have a verité feeling so viewers feel like they are there seeing how the music is made. Our intended audience for this series is very broad—**anyone who is interested in music would enjoy watching, including people who know nothing about orchestras, and likewise, people who care deeply about orchestras.**

At the beginning of the year, we had no idea how it would go for Teddy in Louisville and we did not know how many episodes we were going to make. **The short format allowed us more flexibility in the creative process and we were able to go with the flow of events, making more episodes as the story developed.** We watched a creative, energetic young man negotiate many new experiences: attempting to build up an orchestra, create great music, and rally the citizens of Louisville. **Whether he succeeded or failed, I knew it would be an interesting ride, and his story would illuminate the challenges facing orchestras today.**

Teddy’s life also includes a vast amount of travel. **We filmed him backstage at San Francisco’s Davies Hall with mentor Michael Tilson Thomas and pianist Yuja Wang, and at his first rehearsal with violinist Joshua Bell at New World Symphony in Miami. We spent time with his old friends from the Curtis Institute, the Sixth Floor Trio, and their experimental GardenMusic festival in Miami.** These episodes give a sense of context for Teddy, his personality, and all the mentors and friends who are behind his journey.

“Season One Louisville” of *Music Makes a City Now* spans a critical and demanding year in the life of a new musical visionary who is dedicating himself to building community with great music. I hope that audiences find themselves surprised, delighted and inspired by Teddy’s unorthodox and ambitious musical adventures.

—Anne Flatté, Series Producer/Director



EPISODES

Episode 1: <http://bit.ly/mmacnowep1> Episode 5: <http://bit.ly/mmacnowep5>
Episode 2: <http://bit.ly/mmacnowep2> Episode 6: <http://bit.ly/mmacnowep6>
Episode 3: <http://bit.ly/mmacnowep3> Episode 7: <http://bit.ly/mmacnowep7>
Episode 4: <http://bit.ly/mmacnowep4> Episode 8: <http://bit.ly/mmacnowep8>

SOCIAL MEDIA

YouTube: <http://www.youtube.com/musicmakesacitynow>
Facebook: <http://www.facebook.com/musicmakesacity>
Twitter: <http://twitter.com/MusicMakesACity>
Soundcloud: <http://soundcloud.com/musicmakesacity>
Instagram: <http://instagram.com/musicmakesacity>

VIEWER QUOTES

Waiting for the next video!!!

--Anne C.

Love his energy and obvious talent.

--Brian B.

...a real tour de force!

--Sallie M.

This is so amazing.

--Mary Beth B.

Fantastic! I loved this!

--Karen C.

a breath of fresh air!

--Karen W.

PRESS + MEDIA: TEDDY ABRAMS



“Teddy Abrams has arrived.”

—[WFPL, Louisville NPR](#)

“a young conductor with huge ideas.”

—[Miami Herald](#)

“a music prodigy”

—[Louisville Courier-Journal](#)

“he has effected an amazing turnaround by introducing cutting-edge innovations informed by tremendous enthusiasm and belief in the power of music and its place in everyone’s life.”

—[The Guardian](#)

“Abrams is all about bringing people to the music.”

—[WBRD, Louisville](#)

“Teddy Abrams is a triple threat musician”

—[San Francisco Classical Voice](#)

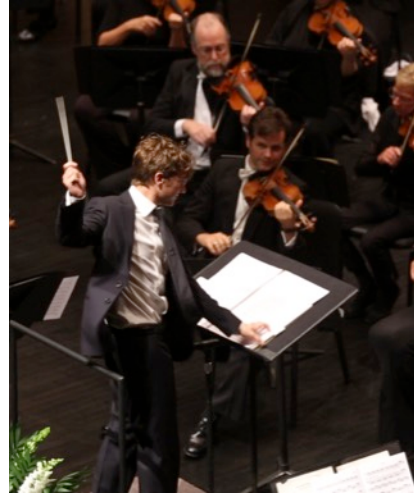
EPISODE SYNOPSSES 1-4



1: Moving to Louisville

<http://bit.ly/mmacnowep1>

27-year-old conductor Teddy Abrams moves to Louisville, Kentucky, to become the youngest Music Director of a major American orchestra.



2: Opening Night

<http://bit.ly/mmacnowep2>

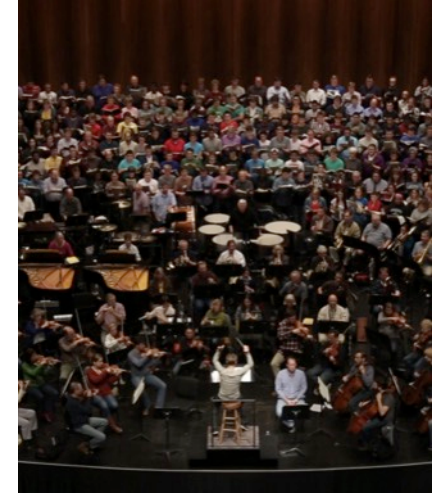
The intensity builds as Teddy Abrams and the Louisville Orchestra rehearse and perform their Opening Night concert!



3: Teddy Meets the Town

<http://bit.ly/mmacnowep3>

Teddy Abrams plays music around Louisville to spread the word about the orchestra.



4: *Carmina Burana* in Louisville

<http://bit.ly/mmacnowep4>

Teddy Abrams, the Louisville Orchestra, and a community cast of hundreds come together to create a powerhouse performance of Carl Orff's *Carmina Burana*.

EPISODE SYNOPSSES 5-8



5: Big Fiddle

<http://bit.ly/mmacnowep5>

Teddy brings composer and violinist Jeremy Kittel and his original work "Big Fiddle" to the Louisville Orchestra along with crossover cellist Ben Sollee.



6: All Together Now

<http://bit.ly/mmacnowep6>

Teddy and a unique mix of Louisville musicians come together to create #MMAC14, a landmark community concert at Tim Faulkner Gallery, featuring Bonnie Prince Billy and other top local groups.



7: Sixth Floor Trio

<http://bit.ly/mmacnowep7>

Teddy and old friends light up Louisville with their genre-blending side project, the Sixth Floor Trio.



8: Music is Alive

<http://bit.ly/mmacnowep8>

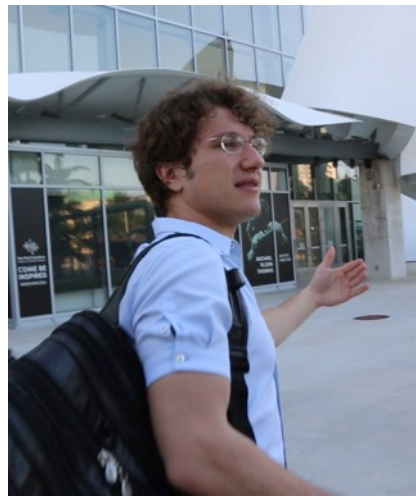
Teddy gathers world-class musicians, including ethereal folk singer Aoife O'Donovan, classical musicians, bluegrass artists and a maraca virtuoso for an experimental festival at Fairchild Garden in Miami.

EPISODE SYNOPSSES 9-12 (to be released Aug 26, 2015)



First Symphony

The Louisville Orchestra takes a risk by commissioning new work from Sebastian Chang, and the young composer delivers a full length "Classical Symphony".



New World Symphony

Teddy Abrams takes a trip back to Michael Tilson Thomas's state of the art orchestral academy in Miami, where the young conductor spent three years honing his skills.



Joshua Bell in Rehearsal

Violin virtuoso Joshua Bell plays Bruch's Scottish Fantasy in his first rehearsal with Teddy Abrams at New World Symphony in Miami.



Season Finale

Teddy and the LO's first season comes to a high-energy close with a triumphant Day of Music and Block Party Concert. Featuring Beethoven's Symphony No. 5 and musical mash-ups from guest artists Time for Three.

AND MORE! Extras and additional episodes featuring Teddy in conversations with Michael Tilson Thomas and Yuja Wang coming in September.

IMAGES + CAPTIONS



1. Teddy Abrams, Musical Director of the Louisville Orchestra and star of *Music Makes a City Now*, an original web series.



2. 27-year-old conductor and composer Teddy Abrams moves to Louisville, Kentucky, to become the youngest Music Director of a major American orchestra.



3. Teddy in his new house in Louisville where he's created a casual rehearsal space for musicians.



4. Teddy Abrams meets the people of Louisville by playing music around the city.



5. Teddy Abrams and a unique mix of Louisville musicians come together to create #MMAC14, a landmark community concert. Here pictured with Jacorey "1200" Arthur.



6. Teddy Abrams and acclaimed Louisville musician Bonnie Prince Billy perform at #MMAC14, a landmark community concert.



7. Teddy Abrams rehearses with the Louisville Orchestra during his first season as Musical Director.



8. Teddy Abrams, the Louisville Orchestra, and a community cast of hundreds rehearse their powerhouse performance of Carl Orff's *"Carmina Burana"*.

IMAGES + CAPTIONS



9. Teddy Abrams and violin virtuoso, Joshua Bell rehearse for their performance with the New World Symphony in Miami, FL.



10. Teddy Abrams rehearses at home with composer and violinist Jeremy Kittel and cellist Ben Sollee as they prep for Jeremy's original work "Big Fiddle" with the Louisville Orchestra.



11. Teddy Abrams and folk songstress Aoife O'Donovan prepare for their performances at the experimental music festival called GardenMusic, an event programmed by Teddy and the Sixth Floor Trio.



12. Teddy Abrams and his old friends light up Louisville with their genre-blending side project, the Sixth Floor Trio.



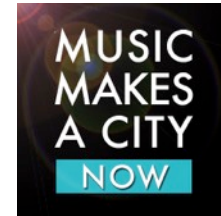
13. While being projected outside the walls for all to see, Teddy Abrams leads the New World Symphony in Miami as a guest conductor.



14. Teddy Abrams, featured in Music Makes a City Now, on set of vlog TEDDYTalks.



15. Teddy Abrams takes a bow at his first season finale performance with the Louisville Orchestra.



16. MMACN square icon



17. MMACN Season One square icon

