A Video Chat with Howard Herring of the New World Symphony

By Elman + Skye + Johnson

Howard Herring is the President and CEO of the New World Symphony (NWS), a professional orchestra of young musicians dedicated to preparing the next generation of music thought leaders.

Tell us about the birth and development of your magnificent orchestra?

The New World Symphony (NWS) was established in 2001 with the charge of revitalizing the institution through the establishment of an endowment and the development of your magnificent orchestra?

How did you transition from being a performing musician to being an institutional leader?

As a pianist by training, I became executive director of the Caramoor Music Festival in 1986, leading that organization for 25 years. In January 2011, the New World Symphony (NWS) opened a new building (the New World Center) designed by internationally renowned architect Frank Gehry. The program-driven building was designed to create a unique musical laboratory where the orchestra can explore digital technology, establishing the New World Center as the most technologically advanced performance center of its kind.

How did you become a candidate for your position?

I was selected to lead the New World Symphony (NWS) in 2011, following the departures of two previous presidents. I was intrigued by the opportunity to lead an orchestra that is dedicated to preparing students for leadership roles in orchestras and ensembles around the world. Leadership development is a priority at the NWS.

What does Miami have to do with the music community?

Miami is a vibrant cosmopolitan area that is home to a large number of different cultures. This diversity is reflected in the music community through the exploration of different musical styles. The city is home to a number of music festivals, including the Caramoor Music Festival.

What music has evolved at NWS?

The New World Symphony has evolved at NWS. The orchestra has performed with some of the world's leading artists and ensembles, including the Amernet Quartet. The orchestra is also known for its innovative approach to audience development.

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What role do the many music departments at universities play?

Institutions like Julliard and NWS regularly attract the best of the best. What role do the many music departments at universities play?

What have you done to continue to elevate its stature as a music community?

As the President and CEO of the New World Symphony (NWS), I am focused on exploring ways to connect the orchestra to the Internet to view the videos. The videos below are organized by topic and run between 30 seconds and 8 minutes. Click on any video. You must be connected to the Internet to view the videos. The videos include support for entrepreneurship and a partnership with Northwestern University's Kellogg School of Management.

What was your earliest memory of music and when did you become passionate about it?

I have always been passionate about music. My earliest memory of music is likely tied to playing the piano as a child.

What was your criteria for selecting the orchestra?

I am looking for someone who is charismatic, as well as musically and physically attractive, articulate, and talented. What are your selection criteria?

What role do you think the arts play in Miami and in the music community?

The arts play a vital role in Miami and in the music community. They provide a platform for artists to express their creativity and connect with audiences. In addition, the arts contribute to the economic development of the city and the region.

Does NWS have a mentoring program for entrepreneurship?

Yes, the NWS has a mentoring program for entrepreneurship. The program is designed to support students in their professional development.

How did you move from being a pianist by training to being executive director of the Caramoor Music Festival?

I was a pianist by training. I became executive director of the Caramoor Music Festival in 1986, leading that organization for 25 years. I have since taken on the role of President and CEO of the New World Symphony (NWS).

How did you develop the WALLCAST®? New World Symphony WALLCAST® concerts, Presented by Citi®, enable the public to experience select events throughout the season at SoundScape Park in Miami Beach, through a striking use of visual and audio technology on the soaring, 7,000-square-foot projection wall of the Frank Gehry building, the New World Center. The program-driven building was designed to create a unique musical laboratory where the orchestra can explore digital technology, establishing the New World Center as the most technologically advanced performance center of its kind.

How many other institutions are using digital technology to evolve?

How did the NWS approach to using digital technology evolve?

The New World Symphony is dedicated to exploring the use of digital technology to enhance the concert experience. The orchestra has used digital technology to create WALLCAST® concerts, which enable the public to experience select events throughout the season at SoundScape Park in Miami Beach, through a striking use of visual and audio technology on the soaring, 7,000-square-foot projection wall of the Frank Gehry building, the New World Center.

How did you help in transforming classical music into a modern form of music?

As NWS envisions a strong and secure future for classical music, the institution helps to redefine, reaffirm, express and share its traditions with as many people as possible. To this end, NWS is focused on connecting its traditions with as many people as possible. To this end, NWS is focused on connecting its traditions with as many people as possible.

What did you do with the development of your magnificent orchestra?

The development of your magnificent orchestra is a continuous process. The orchestra is dedicated to preparing highly-gifted graduates of distinguished music programs for leadership roles in orchestras and ensembles around the world.