



Introduction to Paul Lehr. 0:35 sec. Interview: Raymond Elman. Camera: Lee Skye. Videography & production: Fabien Lafontant. Recorded: 12/21/2019, Miami Beach.

Paul Lehr & GroundUP Music

By Elman + Skye + Lafontant

PAUL T. LEHR has been involved in the arts since the age of six, having trained as a classical pianist and worked as a musician, as well as an actor in film and theater. He earned his B.A. from Brown University and his J.D. from the University of Florida. He worked as a law clerk for a federal judge, practiced law, and built and ran a successful for-profit business and non-profit foundation before joining the Arison Arts Foundation/National YoungArts Foundation in 2010.

From 2010-2015, Lehr served as CEO of YoungArts, where he led the transformation of this national non-profit arts organization including development of its first national headquarters through the acquisition and expansion of the landmark Bacardi campus in Miami, working closely with Frank Gehry on the master plan. Lehr also helped to create programming around the country with MoMA PS1, LACMA, PAMM, the Kennedy Center, Lincoln Center, and the Hirshhorn/Smithsonian; music and television partnerships with Universal Music Classics, Sony Music, PBS, and HBO; performances and exhibitions with Robert Redford, Bobby McFerrin, Shelly Berg, James Blake, Plácido Domingo, Chick Corea, Joshua Bell, Olafur Eliasson, Bruce Weber, Ben Folds, and Marina Abramovic; and development, branding and roll-out of Emmy-Award winning HBO series YoungArts MasterClass and its accompanying educational study guide distributed across the country.

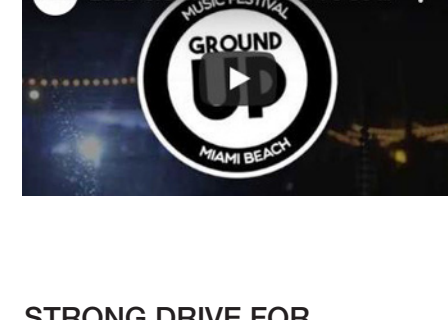
Lehr now serves as the CEO of GroundUP Music which includes on its roster three-time Grammy Award-winning Snarky Puppy, two-time Rock & Roll Hall of Fame legend David Crosby, and 20 other global artists. Additionally, Lehr also produces the annual GroundUP Music Festival in Miami Beach, with performers including Esperanza Spalding, Béla Fleck & the Flecktones, Michael McDonald, David Crosby, Lettuce, Chris Thile, The Wood Brothers, Shelly Berg, Robert Glasper, and others from around the world, with plans to expand the festivals to South America, Europe and elsewhere.

Lehr serves on the Board of Trustees for the Robert & Sibylle Redford The Way of the Rain Foundation, and the University of Miami Frost School of Music Visiting Committee. In addition to his work in the arts, Lehr also works in the science/health/medical field, having co-founded a biotech company, HeartGenomics, which developed gene-signature-based diagnostic and prognostic tests for heart failure, and is also one of the leaders at Longeveron, a stem-cell/regenerative medicine company with clinical trials in Aging Frailty and Alzheimer's Diseases.

— from the Frost School of Music at the University of Miami website.

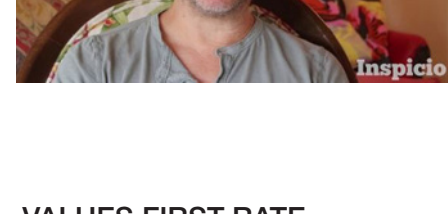
The videos below are organized by topic and run between 30 seconds and 5 minutes. Click on any video. You must be connected to the internet to view the videos.

GroundUP Musica Festival
2020: 0:30 sec.



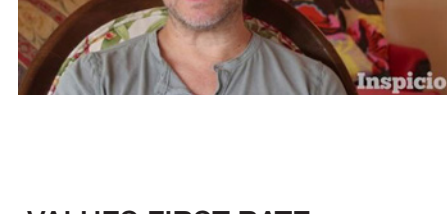
GroundUP Music Festival
February 14-16, 2020. North
Beach Band Shell.

STRONG DRIVE FOR
ACHIEVEMENT: 1:06 min.



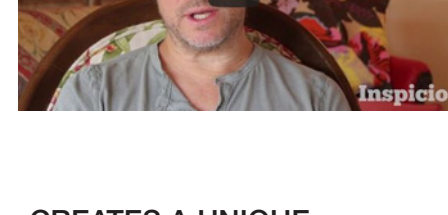
What was it like growing up in Miami Beach and what was your first memory of art of any discipline?

VALUES FIRST-RATE
EDUCATION: 1:13 min.



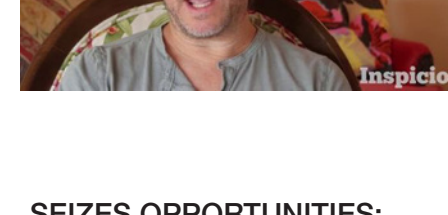
At what point did you realize you would make a career out of music for the rest of your life?

VALUES FIRST-RATE
EDUCATION: 0:48 sec.



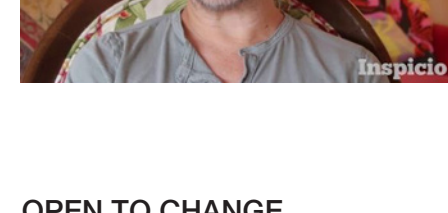
How does your training and experience as a lawyer impact your creative career?

CREATES A UNIQUE
PERSONAL BRAND: 1:26 min.



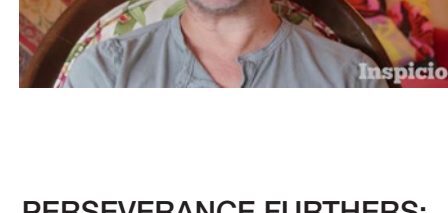
Describe the moment when you transitioned from being a musician to leading arts organizations.

SEIZES OPPORTUNITIES:
2:22 min.



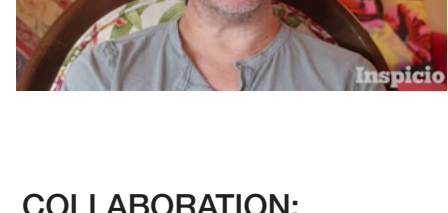
Was YoungArts your first big institutional experience?

OPEN TO CHANGE,
FLEXIBILITY: 3:11 min.



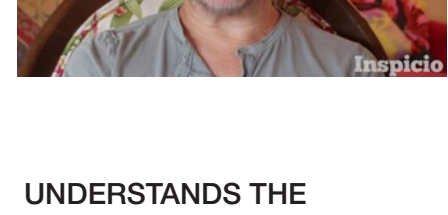
Were you recruited to run YoungArts Miami?

PERSEVERANCE FURTHERS:
0:53 sec.



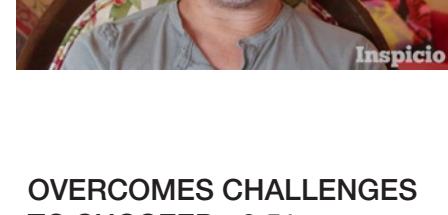
How did you convince Facundo Bacardi to sell the Bacardi building to YoungArts?

COLLABORATION:
2:23 min.



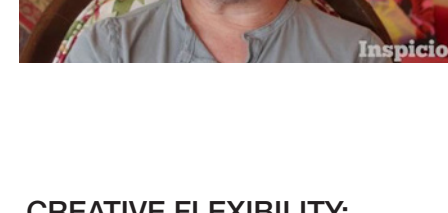
How did Frank Gehry become involved with developing the YoungArts building?

UNDERSTANDS THE
BUSINESS OF ART: 5:05 min.



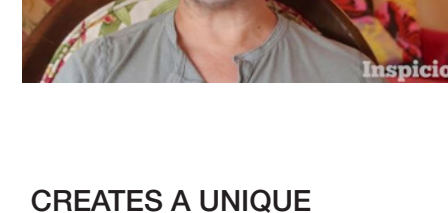
Describe the arc of your experiences in the development of YoungArts and the transition to GroundUP.

OVERCOMES CHALLENGES
TO SUCCEED: 0:51 sec.



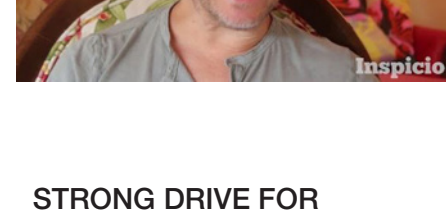
Do you have people on staff who are super talented in social media?

CREATIVE FLEXIBILITY:
2:42 min.



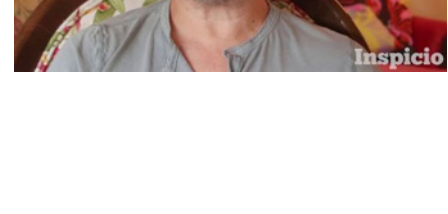
What are the elements that you incorporate into GroundUP social media to help build your audience?

CREATES A UNIQUE
PERSONAL BRAND: 3:29 min.



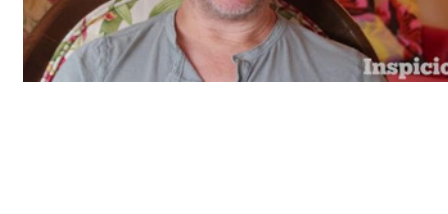
What is the range of genres that GroundUP supports?

STRONG DRIVE FOR
ACHIEVEMENT: 3:21 min.



What's your long-term vision for GroundUP?

COLLABORATION: 2:52 min.



Is there interaction and collaboration between GroundUP and New World Symphony and Nu Deco? Or do you view each other as competitors?

UNDERSTANDS THE BUSINESS OF ART: 1:14 min.



I am helping the Historic Hampton House develop sponsorships. How have you developed sponsors for GroundUP?

UNDERSTANDS ARTISTS' NEEDS: 0:44 sec.



Are concerts the main revenue stream for GroundUP?

CRITICAL THINKING: 1:36 min.



What are your thoughts about the Miami music community? With all its diversity, shouldn't Miami be one of the greatest music scenes in the world?

SERENDIPITY: 1:15 min.



What's the role of serendipity in your career?

OVERCOMES CHALLENGES TO SUCCEED: 2:10 min.



Describe a challenging situation with a successful outcome.

EXPOSURE TO BROAD INFLUENCES: 1:13 min.



What's your favorite movie?

INSIGHT & INSPIRATION: 2:02 min.



Who are your role models or influencers?

INSIGHT & INSPIRATION: 1:36 min.



Your amazing artist mother is 85 years old, experimenting with new materials like gun powder and polymer resins, and at the pinnacle of her career.