



Introduction to Howard Herring: 1:29 min. Photo & Design: Raymond Elman. Music: Amernet Quartet.

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 native of Oklahoma, and a pianist by training, he became executive director of the Caramoor Music Festival in 1986, leading that institution through the establishment of an endowment and the creation of two programs — Rising Stars/Caramoor Virtuosi and Bel Canto at Caramoor. He was selected to lead the New World Symphony in 2001, with the charge of revitalizing the institution's national and international profile. In January 2011, the New World Symphony opened a new musical laboratory (the New World Center) designed by internationally renowned architect Frank Gehry. The program-driven building was designed to explore digital technology, establishing the New World Center (NWC) as the most technologically advanced performance center in the world.

The mission of the NWS is to prepare highly-gifted graduates of distinguished music programs for leadership roles in orchestras and ensembles around the world. Leadership development includes support for entrepreneurship and a partnership with Northwestern University's Kellogg School of Management.

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 has created 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 New World Center. Each WALLCAST® concert is free to the public and does not require a ticket. The park can accommodate up to 3,000 people, and many of the attendees bring beach chairs and blankets, share picnic dinners, and enjoy the sights and sounds of the New World Symphony with friends and family – an innovative approach to audience development.

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.

SEIZES OPPORTUNITIES:
3:28 min.



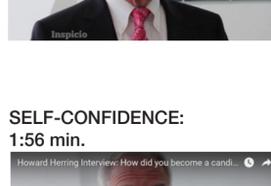
What was your earliest memory of music and when did you become passionate about it?

BUSINESS ACUMEN:
3:53 min.



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

BUSINESS ACUMEN:
1:31 min.



How did you develop the business acumen required to run a non-profit institution?

SELF-CONFIDENCE:
1:56 min.



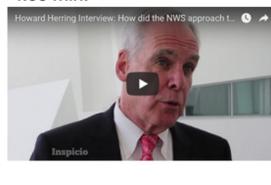
How did you become a candidate for your position at the New World Symphony?

INSIGHT & INSPIRATION:
7:33 min.



Tell us about the birth and development of your magnificent Frank Gehry building, the New World Center.

CREATES A UNIQUE BRAND:
3:29 min.



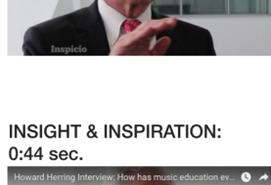
In what ways were the needs of the public taken into consideration in the development of NWC?

SEIZES OPPORTUNITIES:
4:53 min.



How did the NWS approach to using digital technology evolve?

COLLABORATION:
1:26 sec.



How many other institutions are trying to leverage the NWS success with digital technology?

CRITICAL THINKING:
0:44 sec.



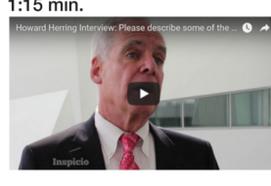
Do you plan to have WALLCAST® presentations in other locations?

INSIGHT & INSPIRATION:
0:44 sec.



How has music education evolved at NWS?

VALUES LEARNING DISCIPLINE: 1:32 min.



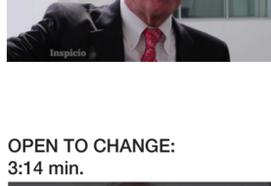
Most of the NWS fellows are physically attractive, articulate, charismatic, as well as musically talented. What are your selection criteria?

INSIGHT & INSPIRATION:
1:35 min.



Is there a pecking order among NWS Fellows who want to be soloists vs. members of an orchestra?

COMMUNITY VALUES:
1:15 min.



Please describe some of the NWS community outreach programs.

BUSINESS ACUMEN:
1:48 min.



Does NWS have a mentoring program for entrepreneurship?

EMPATHY:
2:07 min.



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

OPEN TO CHANGE:
3:14 min.

What does Miami have to do to continue to elevate its stature as a music community?