A Video Chat with Howard Herring of the New World Symphony

By Elman + Skye + Johnson

Edward Herring of the New World Symphony

In today’s world, orchestras are exploring new ways to reach out 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.

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 for the New World Symphony 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 a Frank Gehry building, the New World Center.

The New World Symphony is a non-profit cultural institution with an annual budget of $22 million, and relies heavily on foundation support. The organization's endowment is used to offset annual operating expenses and to provide a funding cushion for activities that are not currently supported by operating funds. This approach was necessary not only to achieve financial stability, but also to ensure the provision of the highest quality of music and educational programs, while also continuing to develop the New World Center.

Tell us about the birth and development of your magnificent institution. Please describe some of the NWS community outreach programs.

How many other institutions are using digital technology evolve? How did the NWS approach to using digital technology? How did you develop the criteria?

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

Most of the NWS fellows are NWS Fellows who want to be soloists vs. members of an orchestra? Is there a pecking order among candidates for your position? What does Miami have to do with elevating its stature as a music community?

What was your earliest memory of music and when did you become passionate about it? How did you transition from being a performing musician to being an institutional leader?

What was your role in the development of your magnificent institution? What does the Caramoor Music Festival in 1986, leading that toward Herring? He was selected to lead the New World Symphony in 2001, with the charge of revitalizing the institution through the establishment of an endowment and the creation of two programs — Rising Stars/Caramoor Virtuosi and Bel Canto at Caramoor. What does Miami have to do with elevating its stature as a music community?

How did you become a pianist by training, he became executive director of the Caramoor Music Festival in 1986, leading that toward Herring? After 19 years, he moved to the New World Symphony (NWS). A native of Oklahoma, and toward Herring is the President and CEO of the New World Symphony.

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