



HOW YOUTUBE IS CHANGING PROFESSIONAL ORCHESTRAS

NEW YORK PHILHARMONIC

Orchestras are a century-old sign of high status and power for those who both performed and attended the concerts. This notion asserted itself in the mid-to-late 19th century when bands (ensembles with saxophones and euphoniums and without strings) took shape. The higher class stayed true to their fancy string ensembles while common folk followed bands.

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BEFORE THE INTERNET

To find out even a little about a professional ensemble – granted you didn't know someone in it – you would need to be on the newsletter mailing list. One couldn't get too much information about the musicians and repertoire except in the programs when attending the concert. Those who attended more concerts learned more classical repertoire, hence raising their status in the musical world.

WHAT YOUTUBE GAVE US

With the formation of the Internet came the accessibility and personal touch of the symphony orchestras. What's my point? Most professional orchestras (I'll be focusing mostly on our local NY Philharmonic) are creating ways to reach out to us. With discounted tickets, college nights, backstage passes, meet-and-greets, and all-access YouTube videos, these orchestras are here to tell us that they are indeed **real, friendly people!**

The following pages will showcase some YouTube videos that show us a more personal side to the professional ensemble world.

FACTS

- Alan Baer, principal tuba player of the New York Philharmonic, is the Rutgers tuba professor and brass chair.

- The Rutgers bassoon program, headed by Dr. Christopher Wickham, promotes themselves with corny holiday videos.

OPINION

These are the best moves Mason Gross School of the Arts has

made in forever.

“MEET PHILHARMONIC PRINCIPAL TUBA ALAN BAER AND HIS THREE TOUR TUBAS, 02/09/12”

This was one of the first “behind the scenes” video I saw of the NY Philharmonic. After discovering that Alan Baer was guest soloing with the band that I’m in – and would eventually become the brass chair and tuba professor of my college – I wanted to look him up.

In this video, he’s backstage at a concert hall in Germany with the NYPhil showing 3 of his tubas and which he’d use for what kind of music.



“IDINA MENZEL SINGS “POKERFACE” WITH THE NEW YORK PHILHARMONIC”

Idina Menzel, the same woman that played Elsa in Frozen, shows the world that orchestras don't just play Mendelssohn and Brahms. In this video that praises 62k videos, she puts her twist on Lady Gaga's famous Poker Face.

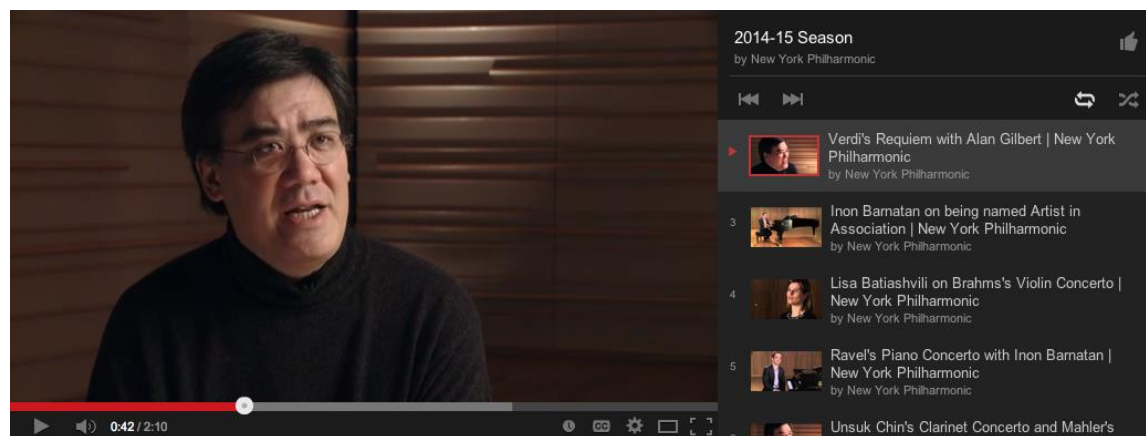


Here's a magical shot from the clip: Idina, a pianist, violinists, flutists, and even a bassist!

ALAN GILBERT

[YOUTUBE.COM/USER/NEWYORKPHILHARMONIC](https://www.youtube.com/user/newyorkphilharmonic)

The NY Philharmonic's YouTube channel categorizes their videos by season. Their current album is titled *"2014-2015 Season"* which has 20 videos. Some of these videos give us a behind-the-scenes interview with Alan Gilbert, who is the current conductor of the ensemble, and the first New York-born conductor of the group.



This video is the perfect representation of a way to engage listeners who may not be so in tune with their inner Giuseppe Verdi. Gilbert gave a brief historical description of Verdi (the composer of the vocal-ensemble collaborative Requiem), the quartet of singers he chose for the piece, the origin of the text, and his excitement of their performances.

In Gilbert's voice and body expression, you will be able to see a sense of confidence and pure love for his job and his music. Once you reach the level of conductor of one of the top 10 orchestras in the world, your life is always pointed at your job. Alan Gilbert has been working wonders with the NYPhil, and these YouTube interviews have let us take a peek at the logistics and information about the music.

BEHIND THE SCENES WITH NEW YORK PHILHARMONIC PRINCIPAL TIMPANI MARKUS RHOTEN, 05/22/11

Timpani, a percussion instrument, belongs to the category of tuned percussion, meaning the instrument produces a specific pitch instead of merely noise. In this video, Rhoten goes through the basics of timpani warmup and performance:

- Procedure of warmup and preparation
- Mallet choice: hard vs. soft mallets (determined by the amount of felt on them)
- Testing and adjusting the heads of the drums: Their intonation changes according to the weather, like most instruments
- Warm-up procedure: getting the hands moving via speed and flexibility on a practice pad (~2:30, this is really cool)
- “That’s it, I’m ready to go”

It’s interesting to witness how one of the best instrumentalists in the world gets ready before a practice session, lesson, or concert. By him posting this video, we discover just how personable these musicians are, and that they’re not robots.

