



THE STEINWAY SPRING 2018 CHRONICLE

INSTITUTIONAL NEWS FROM STEINWAY & SONS



PLAYING A NEW STEINWAY AT PRINCETON UNIVERSITY IS JUST LIKE FLOATING ON AIR

PRINCETON, NJ – Artists often talk about entering an ethereal realm when they play a Steinway, and designers of the new Lewis Arts complex have successfully elevated the experience. Inside the three-story New Music Building are wood-chambered practice rooms, heavenly suspended on steel rods floating above a vast rehearsal space for Princeton University’s world-class orchestras. The architectural marvel is home to 46 pianos by Steinway & Sons, which Music Department Production Manager Henry Valoris said is the “largest piano purchase at Princeton in recent history.”



Pianists can almost reach out and touch the clouds from Princeton University’s new Music Building, ingeniously designed by Steven Holl Architects of New York with one dozen acoustically-isolated practice rooms. Photos by Denise Applewhite

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Music, theater, dance and visual arts come together at the three-building complex made possible in part by a \$101 million gift from the late Peter B. Lewis, Princeton Class of 1955.

“One of many pieces of evidence of commitment the university has made to the performing arts is that we bought a

building that was, from the get-go, a platform for musical performance that we’ve never had before,” he said. The project began generating momentum 10 years ago with President Emerita Shirley M. Tilghman, a scholar and leader in the field of molecular biology. “She called us into her office to talk about the

and Lawrenceville, New Jersey. They toured the Steinway factory to select a Model D, 10 Model B’s and a mix of smaller grands and uprights. “If you line up 10 Model B’s, they all look pretty much the same, but they all speak in different ways,” explained Margaret Kampmeier, a piano faculty member. “The (selection) process is physical, intellectual and emotional. It’s all tied together and the way those things interact is endlessly fascinating,” she said.

“Princeton University and Steinway & Sons are rooted in strong historic traditions,” said Sally Coveleskie, National Director of Higher Education Sales. “What is significant is how interesting it is to watch each generation of pianist come to the same conclusion. Artists today are not choosing the Steinway simply because of the legendary pianists who have played it in the past, but because they have experienced the artistic merit of today’s Steinway on their own.”

“We have been working with some remarkable people at Princeton for more than two years and are absolutely thrilled to see this exciting new development come to fruition,” added Robert Rinaldi, senior vice president of Jacobs Music. “It is personally gratifying to us that this world-renowned university is equipping the next generation of students and faculty with new Steinway & Sons pianos.”



Overlooking a tranquil reflecting pool, the new musical addition is part of the Arts and Transit Neighborhood on the southern tip of the campus.

whole building full of Steinways,” said Michael Pratt, director of program performance who conducts the Princeton University Orchestra. The 90-piece group shares the new rehearsal area with the chamber orchestra Sinfonia and various jazz ensembles. “We have for the first time

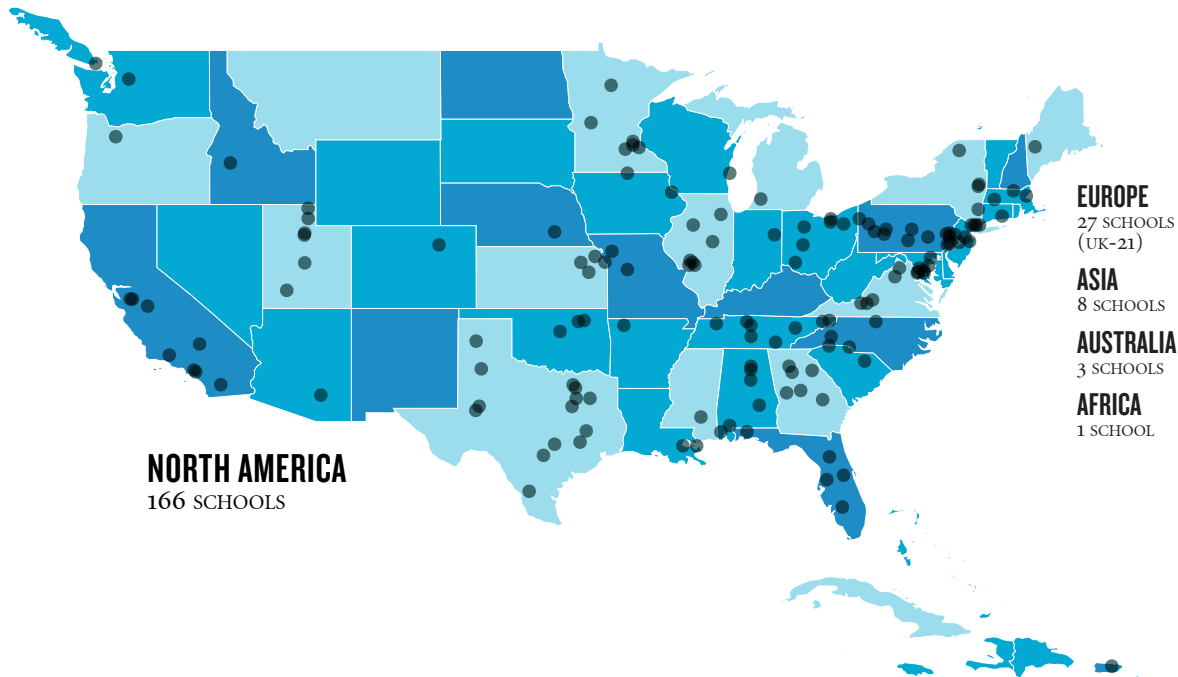
arts and she just blew us all away by saying it was her intention to make sure Princeton was as well-known and respected for the arts as it was for anything else,” said Pratt.

School personnel met with representatives of Jacobs Music Company in Philadelphia



Steinway & Sons welcomes academic leaders from more than 50 institutions to the All-Steinway reception at the 2017 National Association of Schools of Music annual meeting at the Westin-Kierland Resort in Scottsdale, Arizona.

STEINWAY MARKS 165TH ANNIVERSARY WITH MORE THAN 200 ALL-STEINWAY SCHOOLS



NEW YORK, NY – As a natural extension of the business founded in 1853 by Henry Englehard Steinway in a Manhattan loft, institutional sales are showing historic signs of growth with the number of All-Steinway Schools surpassing the 200 mark.

The concept began in 1877 when Steinway partnered with the Oberlin Conservatory of Music but was not officially adopted by the company until 25 years ago. An All-Steinway designation is awarded to schools that uphold certain criteria regarding ownership and maintenance of pianos by Steinway & Sons.

“I am pleased to announce this major milestone for the All-Steinway initiative,” said Steinway CEO Ron Losby, noting the program has evolved into a global phenomenon stretching over five continents. “Academic institutions worldwide continue to discover the benefits of providing instruments by Steinway & Sons for their students and faculties.”

Sally Coveleskie, National Director of Higher Education Sales, said when administrators, faculty and staff get involved with becoming an All-Steinway School, “they are sending a clear message about advancing musical excellence within their programs. While providing students with the best possible instruments,

they explore myriad opportunities within the Steinway platform that enrich the broader cultural community.” Steinway has added roughly 10 new schools each year since 2012. Many recent North American additions began their journey by sending representatives to the annual Keys to Finding Funds seminar in New York, she noted.



The China Conservatory of Music School of Piano became Asia’s first All-Steinway School in 2001. Since then, the Central Conservatory of Music School of Piano and Tianjin Conservatory of Music, the Harbin Conservatory of Music and St. Paul’s Co-educational College in Hong Kong have joined the roster.

“Supported by Steinway’s great reputation, the All-Steinway program has broadened connections to top ranking

music schools around the globe. This is such an important business model that it was implemented before the Steinway China branch was established in Shanghai in 2004,” observed Alvin Wu, Sales Director-Asia Pacific. “All-Steinway Schools in China have attracted more talented students, renowned teachers and extra attention from donors. We are proud that these world-class teaching facilities are choosing our instruments exclusively,” he said.

The United Kingdom is commemorating its 10th anniversary as a dynamic participant in the All-Steinway program. With 500 new Steinway and Steinway-designed pianos being delivered to 21 All-Steinway Schools, “the All-Steinway School initiative is setting a standard for musical instrument provision which is unparalleled for previous generations,” said Keith Glazebrook, Manager-Dealer and Institutional Services.

Since becoming an All-Steinway School, the keyboard department at the Leeds College of Music has experienced a 60 percent increase in applications while the City of Edinburgh Music School – which rents its facilities outside of school hours – has become the top choice of many performers due to the Steinway affiliation.

THE UNIVERSITY OF LEEDS BECOMES FIRST ALL-STEINWAY SCHOOL IN THE RUSSELL GROUP



Twenty seven pianists perform a special composition to celebrate the All-Steinway designation.

LEEDS, WEST YORKSHIRE – For the first time in its illustrious 55-year history, the Leeds International Piano Competition will be hosted by an All-Steinway School.

The University of Leeds recently invested more than \$1 million in 27 new pianos by Steinway & Sons. Gifted pianists chosen from an exquisite pool of 68 global competitors will vie for top honors at the University’s Great Hall in September. The University and Steinway are principal partners in the triennial contest. Twelve previous winners are now Steinway Artists, as are its Global Ambassador Lang Lang and Joint Artistic Director Paul Lewis.

Professor Frank Finlay, Executive Dean of the Faculty of Arts, Humanities and Cultures said: “having world-class facilities like those afforded by Steinway brings huge benefits to the university, the city – and through this prestigious competition – the world.”

He was among a contingent who toured the Steinway factory in Hamburg, delightfully charged with selecting an eclectic mix of grands and uprights that arrived at the school in mid-December.



Paul Lewis. Photo by Josep-Molina.



Lang Lang. Photo by Robert Ashcroft.

PHOTO COURTESY SONY CLASSICAL

Founded in 1904, Leeds is one of the UK's largest universities with more than 34,000 students and nearly 7,900 staff members. It was named "University of the Year 2017" by the *Times* and the *Sunday Times*' Good University Guide. Leeds also represents the first university in the Russell Group to gain coveted All-Steinway status. The Russell Group consists of 24 prominent institutions in the UK that according to its website are "committed to maintaining the very best research, an outstanding teaching and learning experience and unrivaled links with business and the private sector." The association derives its name from the Hotel Russell in London, where organizers conducted formative meetings.

Dr. Karen Burland, Head of the School of Music, expects the new pianos will spark a fusion of across-the-board collaborations. Music majors, vocalists, instrumentalists, composers, accompanists, sound engineers and technicians all stand to profit from the Steinway experience. "We are very excited about the opportunities this investment affords the school, its students and staff. We know it will help us continue to attract world-class performers and colleagues. It will also help strengthen our place in the cultural life of the city."



Professor Frank Findlay and Dr. Karen Burland.

Guido Zimmermann, Vice President and Managing Director for Steinway & Sons Europe, was honored to welcome the University of Leeds into the ranks of All-Steinway Schools. "There are few places in the world for students to apply where the

majority of the pianos are new Steinways. It is highly befitting that the University of Leeds is now one of the elite few, not only enabling musicians to reach their full potential, but also enriching the experience of every student with a passion for music."



Clothworker's Centenary Concert Hall.

ALL-STEINWAY HUSTON-TILLOTSON EVER GRATEFUL TO AN ANONYMOUS DONOR

AUSTIN, TEXAS – In 20 years of exploring ways to obtain new pianos, administrators at Huston-Tillotson University likely never pondered the possibility of a miracle. Steinways, however, can motivate humans for reasons unimagined. So when a gentleman stepped into the Steinway Piano Gallery-Austin to buy a new Model B from Matthew Bird, he was stirred by a greater good.

Bird told his customer how the only historically black college/university in Austin had been using pianos purchased during the Nixon Administration. He mentioned an energetic group of students, faculty and staff who traded a well-loved instrument for a new Boston grand, planting a seed of hope with no assurance of harvest.

When the two men paid a visit to the campus, Dr. Gloria Quinlan and fellow music professors could barely contain their emotions upon discovering HTU would be gifted not one or two, but an incredible



Student Jasmine Williams sports an All-Steinway smile.

inventory of 15 new Steinway & Sons pianos. The philanthropist who financed the \$800,000 acquisition requested anonymity. “He had no ties to HTU and wanted no credit. He just wanted to help. Tears of joy

flowed freely that day and my reaction was one of sheer excitement for the students,” said Bird, showroom manager at SPG-Austin.

School officials later joined the donor and his family at the Steinway factory to select a Model D and Model B for the King-Seabrook Chapel. Thirteen smaller grands and uprights populate the practice, rehearsal and teaching spaces.

“It really is a game changer for us,” said Dr. Stephen Burnaman, chair of the Department of Humanities and Fine Arts and professor of music. “The addition of all new Steinways makes a statement that we are committed to the future of musical excellence and artistry. This fulfills our vision to be a musical force in the greater Austin community. To have all the money so quickly and to have new pianos all at once, it’s just unbelievable. I don’t think our All-Steinway campaign would have ever happened without Matthew Bird. He is the best!”



Dr. Burnaman and Matthew Bird. Image by Benjamin Garrett Photography.

The origins of HTU date to 1875, making it Austin's oldest institution of higher learning. The music program evolved to its present-day incarnation after Samuel Huston College – founded by the United Methodist Church, and Tillotson College – established by what is now the United Church of Christ – merged in 1952.

HTU President Colette Pierce Burnette pointed out that the department is renowned for developing musicians of distinction in a variety of professional fields. “These best-in-class instruments are the perfect complement to the talented and gifted musicians on our campus,” she said.

There are 30 to 40 students majoring in music or music education. “Our piano majors, other music majors and non-majors taking music lessons are in awe of these spectacular instruments,” added Dr. Burnaman.

The new pianos were in place for the

annual Charter Day celebration in October, as the university marked its 142nd anniversary with a “Reach for Rhythm” Concert at the

chapel, among other activities, to acknowledge the All-Steinway designation.



Dr. Gloria Quinlan.



The Marcus Roberts Trio performed at Huston Tillotson's All-Steinway celebration.

Celebrating more than 200 ALL-STEINWAY SCHOOLS

ALL-STEINWAY SCHOOLS demonstrate a *commitment to excellence* by providing their students and faculties with *the best equipment possible* for the study of music. That is why the pianos owned by these institutions – from the practice room to the recital hall – are designed by STEINWAY & SONS.



CONSERVATORIES

Oberlin Conservatory of Music (Since 1877)

Yale School of Music (Since 1897)

Cleveland Institute of Music (Since 1920)

Curtis Institute of Music (Since 1924)

Academy of Vocal Arts

Baldwin Wallace University - Conservatory of Music

Central Conservatory of Music, School of Piano (China)

China Conservatory of Music, School of Piano (China)

Conservatorio de Música de Puerto Rico

Harbin Conservatory of Music (China)

Leeds College of Music - Conservatoire (England)

Music Academy of the West

Royal Welsh College of Music & Drama (Wales)

Shenandoah University - Shenandoah Conservatory

Tianjin Conservatory of Music, School of Piano (China)

University of Cincinnati - College Conservatory of Music

OTHER SCHOOLS OF DISTINCTION

Amadeus International School of Music (Austria)

Ashford School (England)

Bromley High School GDST (England)

Cheltenham College (England)

Cicely L. Tyson Community School of
Performing & Fine Arts

City of Edinburgh School of Music (Scotland)

Cranbrook School (Australia)

Cushing Academy

Durham School (England)

Episcopal High School

Gould Academy

Hampton School (England)

Henry Mancini Arts Academy

Levine School of Music

Kronberg Academy (Germany)

Longwood Nagakute School of Music (Japan)

Loretto School (Scotland)

Loughborough Endowed Schools (England)

Moscow Special Gnessins' School of Music (Russia)

New Yorker Musische Akademie im CJD
Braunschweig (Germany)

Pacific Northwest Ballet and School

Pangbourne College (England)

Philadelphia High School
for the Creative and Performing Arts

Pittsburgh's Creative & Performing Arts
Magnet School

Plockton High School (Scotland)

Qatar Music Academy (Qatar)

Rimsky-Korsakov Music School (Russia)

The School of Performing Arts

Somerset College (Australia)

St. Albans School (England)

St. Margaret's Episcopal School

St. Paul's Co-educational College (Hong Kong)

Stowe School (England)

Syddansk Musikkonservatorium,
Konservatoriet i Esbjerg (Denmark)

Tonbridge School (England)

Valley Christian Schools

Wellington School (England)

COLLEGES AND UNIVERSITIES

Ball State University	Hamilton College	Oklahoma State University	University of Denver
Belmont University	Hastings College	Oral Roberts University	University of Florida
Bemidji State University	High Point University	Ottawa University	University of Georgia
Benedictine College	Hollins University	Park University, International Center for Music	University of Leeds (England)
Blackburn College	Huston-Tillotson University	Pellissippi State Community College	University of Maryland
Blue Ridge Community College	Immaculata University	Pomona College	University of Melbourne Faculty of Music (Australia)
Bluffton University	Indiana University of Pennsylvania	Portland State University	University of Minnesota - Twin Cities
Boise State University	James Madison University	Prairie View A&M University	University of Minnesota - Morris
Bowie State University	Kansas State University	Principia College	University of Mobile
Bucks County Community College	Kennesaw State University	Radford University	University of Montevallo
Cairn University	Kent State University	Rensselaer Polytechnic Institute	University of South Africa (S. Africa)
California State Polytechnic University, Pomona	Kutztown University	Rowan University	University of South Florida
California State University, Dominguez Hills	Lake Michigan College	Royal Holloway College University of London (England)	University of Tennessee - Knoxville
California State University, San Marcos	Liberty University	Saint Mary's University of Minnesota	University of Tennessee - Martin
Cardinal Stritch University	Lewis and Clark Community College	Santa Fe College	University of Texas of the Permian Basin
Carl Sandburg College	Lindenwood University	Seton Hill University	University of Texas - Tyler
Chestnut Hill College	Lipscomb University	Snow College	University of Utah
Cheyney University of Pennsylvania	Liverpool Hope University (England)	Southern Adventist University	University of Victoria (Canada)
Coker College	Lock Haven University of Pennsylvania	Southern Utah University	University of West Florida
College of the Canyons	Lone Star College - Montgomery	Southwestern Assemblies of God University	University of West London (England)
Collin College	Loras College	Southwestern Baptist Theological Seminary	University of Wolverhampton (England)
Columbus State University	Los Angeles Valley College	Spelman College	Utah State University
Concordia University - St. Paul	Martin Methodist College	Spring Hill College	Utah Valley University
Connecticut College	McLennan Community College	Teachers College - Columbia University	Vassar College (Since 1912)
Converse College	Mercer University	State University of New York - Potsdam Crane School of Music	Waldorf College
Cuyamaca College	Middle Tennessee State University	Texas Christian University	Wallace State Community College
De Anza College	Midland College	Texas A&M International University	Wayland Baptist University
Duquesne University	Millikin University	The College of New Jersey	Weber State University
East Tennessee State University	Missouri Western State University	Trinity University	Webster University
Fairfield University	Montclair State University	Troy University	West Chester University of Pennsylvania
Florida Gulf Coast University	John J. Cali School of Music	Tulane University	Westfield State University
Franklin & Marshall College	Moravian College	Union College	Western Michigan University
Franz Liszt College of Music Weimar at Kangnam University (Korea)	Mount St. Joseph's University	University of Alabama at Birmingham	West Texas A&M University
George Mason University	New Jersey City University	University of Arizona	West Valley College
Georgia College	Nicholls State University	University of Arkansas	Westmont College
Gordon State College	North Greenville University	University of Central Florida	Wheaton College
The George Washington University	Northwestern Virginia Community College	University of Central Missouri	William Carey University
Gustavus Adolphus College	Odessa College		Youngstown State University
	Oklahoma Christian University		
	Oklahoma City University		

MUSIC FINDS A NEW HOME AT ALL-STEINWAY NORTHERN VIRGINIA COMMUNITY COLLEGE

ALEXANDRIA, VA – The largest community college in the Commonwealth of Virginia recently added the distinction of becoming an All-Steinway School. But the All-Steinway campaign at Northern Virginia Community College was a bit extraordinary in that there was no campaign.

After a yearlong competitive bidding process, the Steinway Piano Gallery – Washington DC won a contract for 12 Steinway and Steinway-designed pianos. NOVA's brand new fleet includes a Model D and two Model B grands with a mix of small grands and uprights.

Dr. Jonathan Kolm, Director of Piano Composition Programs, said the decision to make Steinways the piano of choice was based on opinions of respected colleagues and music professionals. "Students and faculty appreciate having high-quality instruments on which to teach, practice and perform," he said.

The Steinways arrived before a grand opening of NOVA's new Center for Design, Media and the Arts in October. The 80,000

square foot complex brings together a diverse group of disciplines comprising music, art, photography, graphic design, theater, communications, physical education and early childhood education. An art gallery, black box theater, bookstore, café and fitness center are among some of the more popular amenities.

"We now have a first-rate arts facility for students to study music, and we have the facilities to draw in students to pursue their musical goals and aspirations," Dr. Kolm said. "We are also able to collaborate with other departments and musical groups and institutions in the area." The Model D occupies a prominent space in the new recital hall while all teaching studios, instrumental teaching rooms and practice rooms are equipped with Steinway & Sons pianos. Dr. Kolm and Dean Jim McClellan received the



A Model D Concert Grand fills the recital space.

All-Steinway School plaque at NOVA's Holiday Concert in December.

Established in 1964 as the Northern Virginia Technical College, NOVA today has nearly 80,000 students and more than 2,500 faculty and staff members at six campuses and four learning centers, according to its website. It is also one of the most internationally diverse colleges in the United States, with a student body consisting of individuals from more than 180 countries.



The Center for Design, Media and the Arts.

PHOTOS COURTESY KEVIN MATTINGLY NOVA GRAPHICS.

THREE ALL-STEINWAY ANNIVERSARIES AND THE WOMEN WHO MADE THEM POSSIBLE

Three All-Steinway Schools that came into being through extraordinary women whose vision and generosity paved the way for future generations recently paid tribute with special anniversary celebrations.

A NEW DONOR HELPS KENNESAW STATE CELEBRATE A DECADE OF STEINWAYS

Kennesaw State University commemorated the 10th anniversary of the Dr. Bobbie Bailey & Family Performance Center in October, featuring alumnus and Steinway Artist Robert Henry performing Chopin's "Ballade No. 3 in A-flat, Op. 47." The late Dr. Bailey made KSU an All-Steinway School with gifts in excess of \$2 million.

Katherine Scott recently gifted \$500,000 to the School of Music in part to help maintain the fleet of 47 Steinways. "I love pianos and these Steinways are so special they are



From left, Director Stephen Plate, Katherine Scott and Dean Patty Poulter.

like beautiful pieces of art," she said, referring to two Model D concert grands on stage at the school's rehearsal hall.



The Dr. Bobbie Bailey & Family Performance Center at Kennesaw State University.

COLUMBUS STATE UNIVERSITY'S TENTH ANNIVERSARY CELEBRATION CONCERT

A gift from Maxine Schiffman of 67 Steinway pianos established the Schwob School of Music at Columbus State University as a national center for the study of piano and according to Director Scott Harris, catapulted the program to internationally-renowned status. "The impact of becoming an All-Steinway School was profound and pervasive," he said as the school celebrated its 10th anniversary on January 14th at RiverCenter for the Performing Arts.

Columbus State students make the All-Steinway anniversary extra special.



UNIVERSITY OF WEST FLORIDA OBSERVES 12 YEARS AS AN ALL-STEINWAY SCHOOL

On January 20th, the University of West Florida offered an exciting All-Liszt program for the 12th annual All-Steinway Piano Celebration at the Pensacola campus. Alumnus Matt Wood interpreted "Mephisto Waltz No.1 S. 514" to a standing ovation of about 200 guests at the Center for Fine and Performing Arts Music Hall. UWF initiated the popular showcase that features students and alumni as a way to honor Helen and Warren Wentworth, who donated 18 Steinway pianos.

UWF students, alumni and faculty take a bow after performing at the 12th Annual All-Steinway Concert.



TRAGEDY AND TRIUMPH: A WHIRLWIND JOURNEY FOR WILLIAM CAREY UNIVERSITY

“If we can keep the vision alive, then I don’t care about impossible” – Dr. Don Odom

HATTIESBURG, MS – Don Odom dreamed of the day his students and faculty at William Carey University would be playing Steinway pianos. He spent the better part of a year convincing anyone who would listen about pervasive benefits to the small private Christian school.

If the music department dean was building a castle in the air, Brian Murphy was his chief architect. Fresh from All-Steinway Mercer University in Macon, Georgia, the new assistant professor of music needed no coaxing. At Dr. Odom’s suggestion, he attended Steinway’s “Keys to Finding Funds” seminar in New York. “The print materials, sessions and tour of the Steinway factory were all spectacular, but experiencing all of this with colleagues from around the country was indescribable. Steinway is where great craft and great art meet. I was humbled yet so proud to be part of it,” he said.

But there was little progress at first. After dinner, on the porch of Dr. Odom’s house, Murphy asked: “Doc, is this All-Steinway thing even in the realm of possibility? Is there a point to continue pushing?” Dr. Odom paused, his eyes fixed

to the floor, and said: “We will be swimming upstream, and yes, it is on the border of what is impossible, but we must keep it alive. If we can keep the vision alive, then I don’t care about impossible.”

Murphy seized the project with renewed vigor. A few months later, a group of teachers purchased their first new piano. Dr. Odom’s words seemed to revitalize the Winters School of Music and Ministry, which ramped up fundraisers. Could William Carey become the first All-Steinway University in Mississippi? January 21st – a dark day in 2008 that most Americans would rather forget as financial markets collapsed, took more ominous overtones in 2017 for the southeastern United States.

An early morning tornado swept through the entire campus with furious anger, devastating every building and wreaking \$106 million worth of damage. The music department relocated to the University of Southern Mississippi and Hardy Street Baptist Church for the spring semester.

Shock reigned in the storm’s wake but gave way to the colossal rebuilding task at



Dr. Don Odom.

hand. Fortunately, three new Boston uprights ordered for the practice rooms arrived a week after the disaster. Murphy joined others who watched them being unloaded in front of the church. “Those pianos symbolized that we were very much alive, and our time away from campus only solidified our purpose in the All-Steinway initiative,” he said.

“Actually, the tornado helped us achieve the All-Steinway objective,” said William Carey President Tommy King. “Many of our pianos were destroyed or damaged beyond



From left: Sally Coveleskie, Steinway & Sons; WCU President Tommy King; Brian Murphy, assistant professor of music; Kathy Vail, associate professor of music; Sarah Odom, wife of the late Dr. Don Odom, seated; Dr. Howard Kever, acting chair, Department of Music; Steinway Artist Kadisha Onalbayeva and Christy Myers, Steinway Piano Gallery - Spanish Fort.

repair and the proceeds from insurance provided some unexpected funds. The music faculty, especially Dean Odom, Brian Murphy, Kathy Vail and Howard Keever went beyond the call of duty to solicit donations. In addition, the university encouraged designated giving and diverted funds to assist the effort. The greatest thanks go to donors who came forward to make the project a success.”

Dr. Lynne Houston, associate vice president for university advancement, coordinated fundraising activities for the All-Steinway campaign. “A local doctor Jaime Jimenez donated one of the Boston uprights which added excitement and momentum to the initiative. Administrators, faculty, staff, and loyal donors brought it full-circle,” she said.

By the fall 2017 trimester, nearly all of the Steinway grands were in place. A Model M and Model O were the only instruments needed to complete the new fleet of 20 Steinway and Steinway-designed pianos. One morning, Murphy opened an email from President King authorizing the final purchase. Students taking exams in classrooms were momentarily sidetracked by a shout of joy emanating from his office.

Later that day, Dr. Odom and his wife Sarah arrived to meet President King. Tears flowed without restraint and the moment transcended words. It would be the Dean’s last time on campus, as he had been out sick for quite a while. Murphy hugged him and

told him as he was leaving, “Doc, we did it! He was very tired, but managed to smile, nod and pat me on the shoulder saying ‘Now let’s keep going.’ ”

Don Odom passed away at the age of 61 on November 7th.

A Model D concert grand piano in the recital hall is named in his honor. “Dr. Odom was an outstanding leader. He embraced the Carey ethos – established by Donald and Frances Winters – and sought to balance tradition with newer developments in music to attract students. He added numerous ensembles and groups that provided much-needed variety. Don will always have a treasured place in our hearts,” President King said.

Murphy especially thanked Christy and Chris Myers of Steinway Piano Gallery Spanish Fort. “They have become dear

friends in this process, and Christy’s positive energy personally gave me encouragement to go on even in the difficult days. I feel that my friendship with them is a microcosm of Steinway’s relationship with musicians – we co-exist and continue to mutually improve,” he said.



Sarah Odom.



Architect's rendering of new entranceway planned at WCU.



Steinway Artist Kadisha Onalbayeva.



Brian Murphy, assistant professor of music.

COKER COLLEGE CELEBRATES ALL-STEINWAY STATUS AND A COMMITMENT TO EXCELLENCE



Steinway CEO Ron Losby presents the All-Steinway plaque to Coker College President Robert Wyatt.

HARTSVILLE, SC – With the recent acquisition of 23 new pianos by Steinway & Sons, the music program at All-Steinway Coker College is well positioned for future growth, according to school officials.

“The All-Steinway designation means that Coker offers its students, faculty and guest performers the highest quality pianos in classrooms, practice studios and performance spaces,” beamed Dr. Will Carswell, a music professor who proposed the idea along with former piano professor Dr. Jun Matsuo in 2010. He credited President Robert Wyatt and Dr. Charles Sullivan, chair of the advancement

committee, for thoroughly engaging the entire Coker community during a \$600,000, five-year fundraising effort.

“It demonstrates Coker’s commitment to excellence by providing the best equipment possible for the study of music. This initiative will enhance our recruitment efforts in attracting talented new students to our program,” Dr. Carswell said.

Dr. Ryan Smith, associate music professor and recipient of a Steinway Top Teacher Award, said students and faculty “feel blessed” to have instruments in tip-top shape that inspire musicianship. “Unlike other institutions that I’ve worked for, we

rarely hear students complain that the pianos don’t cooperate with them,” he said. “Coker has made a long-term investment to ensure that music remains a top priority.”

Rice Music House in Columbia partnered with Coker to find the perfect mix of Steinway and Steinway-designed pianos for the Music Building and adjoining Elizabeth Boatwright Coker Performing Arts Center. Jyotindra Parekh owns the historic dealership, which has represented Steinway & Sons in the Piedmont Region since 1924.

“Working with JP, Mary, and Robert has been a complete joy,” Dr. Carswell said, noting the campaign culminated in stunning fashion with an All-Steinway celebration showcasing the talents of students and faculty at Watson Theatre. Festivities moved to the Library and Information Technology Center, which was transformed for a black-tie gala where guests enjoyed hors d’oeuvres and the talents of Steinway Artist David Osborne. Osborne has entertained tens of thousands of visitors at the Bellagio Hotel in Las Vegas and has also performed for Presidents Jimmy Carter, George H.W. and George W. Bush, Bill Clinton and Barack Obama.



Dr. Will Carswell.



Steinway Artist David Osborne entertains at All-Steinway reception.

A NOVEL “STEINWAY SUITE” ENGAGES MUSIC STUDENTS AT TRINITY SCHOOL



Head of Piano Richard Evans, at right, developed the first-ever “Steinway Suite” at Trinity School.

CROYDON, LONDON – For 50 years, the Trinity Boys Choir has garnered a sterling global reputation for vocal excellence. Perhaps best known for their role in Benjamin Britten’s *A Midsummer Night’s Dream*, they have appeared at the Royal Opera House, La Scala and La Fenice. Collaborating with the London Philharmonic Orchestra, Cleveland Orchestra and Lucerne Festival Orchestra, they also lend beautiful voice to numerous film scores.

With continued exposure to music at the highest level, instrumental playing at Trinity School has always been strong. However, a pianistic transformation began when Trinity became London’s first secondary All-Steinway School in 2012. One school official is thoroughly convinced it brought new vitality and set the pace for an outstanding piano experience.

“The positive impact of attaining All-Steinway status was immediate and in many ways, revolutionary,” explains Richard Evans, Head of Piano. “More students were attracted to playing the piano and many ambitious, highly-gifted pupils were keen to join.” Within a year, Trinity started a new piano

festival and a Steinway scholarship, along with establishing a Steinway Piano Competition. A decision was also made to re-imagine existing infrastructure of the music facilities. Evans said Trinity now has a fleet of 26 Steinways, including 2 superb Model D’s.

To further its flourishing partnership with Steinway & Sons, the music school recently unveiled the Steinway Suite. “This is a new and exciting concept which channels piano playing in the most vibrant of environments,” he asserts. Believed to be the first of its kind in the world, the

Steinway Suite comprises six teaching and performance rooms housing Model K’s and a Model B. On any given day, students partake in lessons, masterclasses, lectures and performances, while there are constant TV streams of live relays, piano documentaries and global competitions. “The Steinway Suite brings pianists together, enriches their inquisitiveness, and creates a new generation of confident and ambitious young musicians,” said Evans. “We are extremely excited about maximizing the creative potential of everyone who passes through its doors.”





CHRIS LEE PHOTO

Manfred Honeck conducts the New York Philharmonic with Steinway Artist Inon Barnatan as soloist February 15, 2017.

STEINWAY SETS THE STAGE

During the 2016-17 season, over 95% of concertizing pianists, when performing with orchestra, chose STEINWAY.

ORCHESTRA	TOTAL SOLOISTS	STEINWAY	OTHER	ORCHESTRA	TOTAL SOLOISTS	STEINWAY	OTHER
Akron Symphony Orchestra	1	1	0	Milwaukee Symphony Orchestra	7	7	0
Alabama Symphony	5	5	0	Mobile Symphony Orchestra	2	2	0
Arkansas Symphony Orchestra	2	2	0	Naples Philharmonic Orchestra	7	6	1
Asheville Symphony Orchestra	3	3	0	Nashville Symphony	7	7	0
Atlanta Symphony Orchestra	10	10	0	National Arts Centre	13	12	1
Baton Rouge Symphony Orchestra	2	2	0	National Symphony Orchestra	15	15	0
Bismarck-Mandan Symphony Orchestra	3	3	0	New West Symphony	2	1	1
Boston Symphony Orchestra	18	18	0	New York Philharmonic	8	8	0
Calgary Philharmonic Orchestra	7	4	3	Oklahoma City Philharmonic Orchestra	3	3	0
Canton Symphony Orchestra	3	2	1	Omaha Symphony	1	1	0
Charlotte Symphony	2	2	0	Orchestre Symphonique de Montréal	15	15	0
Chattanooga Symphony	1	1	0	Pasadena Symphony & POPS	2	2	0
Chicago Symphony Orchestra	16	16	0	Portland Symphony (ME)	1	1	0
Cincinnati Symphony Orchestra	7	7	0	Quad City Symphony Orchestra	1	1	0
Dallas Symphony Orchestra	10	8	2	Saint Louis Symphony Orchestra	9	9	0
Dayton Philharmonic Orchestra	4	3	1	Saint Paul Chamber Orchestra	3	3	0
Detroit Symphony Orchestra	6	5	1	San Antonio Symphony	4	4	0
Edmonton Symphony Orchestra	7	7	0	San Diego Symphony	7	7	0
Erie Philharmonic	2	2	0	Sarasota Orchestra	7	7	0
Eugene Symphony	3	3	0	Seattle Symphony Orchestra	14	14	0
Evansville Philharmonic Orchestra	1	1	0	South Carolina Philharmonic	3	3	0
Fort Worth Symphony Orchestra	5	4	1	Spartanburg Philharmonic Orchestra	1	1	0
Fox Valley Symphony	1	1	0	Spokane Symphony	3	3	0
Greensboro Symphony Orchestra	2	2	0	The Cleveland Orchestra	11	11	0
Greenville Symphony Orchestra	2	2	0	The Florida Orchestra	7	6	1
Greenwich Symphony Orchestra	1	1	0	The Louisville Orchestra	4	4	0
Hartford Symphony Orchestra	2	2	0	The Minnesota Orchestra	9	8	1
Hilton Head Symphony Orchestra	3	3	0	The Philadelphia Orchestra	12	12	0
Houston Symphony	8	7	1	Toronto Symphony Orchestra	17	17	0
Kansas City Symphony	5	5	0	Utah Symphony	7	7	0
Knoxville Symphony Orchestra	4	4	0	Vancouver Symphony	13	12	1
Lexington Philharmonic Orchestra	1	1	0	West Virginia Symphony Orchestra	2	2	0
Louisiana Philharmonic Orchestra	6	6	0	Wichita Symphony Orchestra	3	3	0
Memphis Symphony Orchestra	1	1	0	Winnipeg Symphony Orchestra	4	4	0
Miami Symphony	8	8	0	Winston-Salem Symphony	2	2	0
				TOTALS	388	372	16
				STEINWAY & SONS PERCENTAGE 2016-2017:	95.88%		

Approximately two dozen piano makers create concert grand pianos intended to be played on stages by the world's greatest pianists. Yet over 95% of these renowned pianists, when performing with the major symphonies of the world, choose to play on a STEINWAY.



STEINWAY & SONS