

ENTERTAINMENT GUIDE

Arts programs ready for new season

BY NANCY SUNDSTROM
Special to the Record-Eagle

For many, summer in northwest Michigan means an opportunity to take a little time off and enjoy what the rest of the world comes here to experience. In the case of area arts organizations, though, summer is spent gearing up for a brand new season of programs, presentations and premieres, all of which kick off as another school term begins.

Brenda Nienhouse, executive director of the Traverse Area Arts Council, said that like much of the activity in northwest Michigan driven by a September-August season, arts groups look forward to this time of year because they begin sharing with audiences what they have in

store for them.

“Before most arts groups end their year, they’ve solidified plans for what they’ll be doing in the next and then spend the summer working to get the word out,” explained Nienhouse.

“It’s a great time for everyone, because we get to hear what’s in store, from shows and concerts to special promotions and activities. It’s also a time to roll out new changes and opportunities, the things that keep all the growth happening that we see in the arts community.”

For TAAC, a few of the projects for this next year include planning for the second annual Celebrate Arts & Culture event and the third annual Traverse JazzFest, as well as developing the collaborations



Kevin Rhodes chats with the audience while conducting the Traverse Symphony Orchestra. Kevin and Jane Rhodes will perform with the TSO at the Halloween Masquerade Pops Oct. 25.

that were identified at the first-ever National Overture for the Arts, which took place this past April in Traverse City. “There’s much, much more you’ll be hearing about,” promised Nienhouse.

That’s also the sentiment being expressed by three different organizations whose mission is reaching out to the communities they serve through music. The Traverse Symphony Orchestra, Manistee

Symphony Orchestra and Chorus and the Cadillac-based Gopherwood Concert Serie, are all offering new twists in their programming this year and finding ways to build on the foundations they’ve established in seasons past.

At the Traverse Symphony Orchestra (TSO), General Manager Andy Buelow says that they’ve adopted the theme of “Have You Heard?” for the new year because they want to reach TSO newcomers with the message that if they haven’t heard what’s been happening at TSO recently, it’s time they checked out a concert or two.

“We want the public to know that this year, they can now have Sunday afternoon concerts for most of our concert programs, in addition to the Saturday evening performances,” said Buelow.

“All four of our Symphonic concert cycles will take place at

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