

New Musical Storefronts Series Brings Live Music Back to NYC, Provides Work to Artists Severely Impacted by the Pandemic

Through March 31, 2021

This winter, Kaufman Music Center brings live music back to NYC's Upper West Side with a new pop-up concert series featuring more than 100 of our city's finest performers, including chamber musicians; soloists; Broadway stars from *Hamilton*, *Tootsie* and *Company*; and artists who have appeared on the Merkin Hall stage. Presented in partnership with the Alphadyne Foundation, Musical Storefronts provides work to artists severely impacted by the cancellation of live performances in a format that takes into account all necessary health and safety measures for both artists and audiences. Artists perform inside the empty storefront and are amplified by a sound system outside. KMC staff ensures that social distancing is maintained among audience members on the sidewalk.

Musical Storefronts kicked off on January 21 with violinist **Sean Lee**, who surprised delighted passers-by with a program of Paganini Caprices. "It feels like home again, like I'm on stage and getting to speak to people," says Lee. "It's so good to see people hungry for music and hopefully brightening their day a bit."

Upcoming artists in the series include **JACK Quartet, Orli Shaham, Caroline Shaw, Gil Shaham, Crystal E. Williams, Attacca Quartet, Timo Andres, Adam Tandler, Gabrielle Stravelli** and **Rubén Rengel** as well as Kaufman Music Center 2020-21 Artists-in-Residence **Conrad Tao** and **Lisa Bielawa**, plus many more TBA. To limit crowd size and ensure social distancing, artists and programs will be announced via a QR code on the storefront on the day of performances. The schedule will not be shared in advance.

Jay Dweck, adviser to the Alphadyne Foundation, says, "The continued cancellation of live music, dance and theater events has devastated performing artists, in many cases reducing their income by 90%. The Alphadyne Foundation is committed to providing work to musicians, dancers and thespians affected by the pandemic. I saw an opportunity in Manhattan's empty storefronts to bring live performances safely back to New York City, brought the idea to Kaufman Music Center and together, we are thrilled to bring this project to life."

Kaufman Music Center Executive Director **Kate Sheeran** says, "We are thrilled to present more than 100 amazing artists at a time when theaters are still dark. Live music provides joy and inspiration in challenging times, and we are excited to deepen connections with our community through this new series."

Special thanks to Jay Dweck, Steinway & Sons, the Lincoln Square Business Improvement District and Milford Management.

About Kaufman Music Center

Kaufman Music Center transforms lives through music education and performance. Founded in 1952 as a community music school, today's Kaufman Music Center is leveling the playing field for kids all over NYC and beyond with innovative programs making music education accessible for 4,000 students of all ages and backgrounds each year at Special Music School; Lucy Moses School, a community arts school for all ages; and groundbreaking teen new music programs like Face the Music and Luna Composition Lab. At Merkin Hall, more than 50,000 audience members each year connect with music at performances ranging from classical to cutting-edge.

Press Contact:

Joan Jastrebski, Communications Director

joan@kaufmanmusiccenter.org

212 851 6968