



## **ARTS DISTRICT CHORALE HISTORY AND PURPOSE**

Arts District Chorale was founded in 1989 as The Cathedral Chorale in residence at the downtown Dallas Arts District's magnificent Cathedral Guadalupe. During the 1990s the Chorale helped re-establish this historic church's secondary role as a center for culture and community. ADC's artistic success and benefit to the Cathedral community inspired additional collaborations with other Dallas cultural institutions. In 2001 The Cathedral Chorale became the Arts District Chorale, receiving its non-profit 501(c)(3) status in 2004.

Arts District Chorale is now a signature all-volunteer ensemble of 80 gifted amateur and professional vocalists from all walks of life which annually presents four large-scale season events and ten to fifteen smaller events in collaboration with the world-class cultural venues of the downtown Dallas Arts District. Our common bond is a passion for the choral art as a profound and worthy expression of the human condition and a desire to present masterworks of vocal music to the general public at the highest level of excellence. Thus our motto: *Extraordinary Music in Unexpected Places.*

One of ADC's primary goals is to fundamentally change the relationship between our community and the arts. During its 2008-2009 *Season of Transformation*, the Arts District Chorale presented eleven events to approximately 3000 individual residents of North Texas, including performances in the Grand Lobby of the Meyerson Symphony Center, Cathedral Guadalupe, the galleries of the Crow Collection of Asian Art, the Dallas Museum of Art, and the Nasher Sculpture Center. The portable and flexible nature of choral music can be strategically employed to attract non-traditional audiences to great music in a wide variety of venues.

While the Chorale honors its curatorial responsibility to the preservation and presentation of masterworks of choral music, it recognizes that modern audiences are attracted by interactive relationships with art, including web-based educational components that encourage learning through individual exploration. ADC also believes that the relationship between musicians and audiences is strengthened by performances in unconventional places. Arts District Chorale events are purposefully designed to engage the observer through multiple avenues of access to an artistic experience, in order to transform the passive audience member into an engaged, lifelong participant. Our model for presenting the arts was recently recognized by a panel of peer reviewers as "some of the most unique and innovative programming in the arts landscape of Dallas." One of the major outcomes of this approach is an improvement in the broad public perception of our major cultural institutions as imposing and formidable places which are intellectually and emotionally inaccessible. Our long-term success will be measured by sustained collaborations in the Dallas Arts District that enhance not only the experience of great music but create lasting connections between our partner institutions' primary missions and the needs of a large and increasingly diverse community.

# ARTS DISTRICT CHORALE