

FOR IMMEDIATE RELEASE

Contact: Jim Brewer, ASU SkySong
jim.brewer@asu.edu
480.884.1564

Sustainable Symphony to Perform at SkySong Evening Farmers' Market

Feb. 11 appearance brings 'sustainable' art to event that promotes sustainable practices

(Scottsdale, Ariz. – Feb. 2, 2010) The Sustainable Symphony returns to the evening Farmers' Market at SkySong, the ASU Scottsdale Innovation Center, on Thursday, Feb. 11, 2010, at 7 p.m.

The Symphony, comprised mostly of ASU students and alumni, concentrates on performing well-known and relevant orchestral music. Their 40-piece orchestra will be performing Dvorak's New World Symphony as the Farmers' Market concludes its business for the day. The Market made its debut in October 2009 and is open every Thursday evening from 3 – 7 p.m. at SkySong through March 2010.

While farmers' markets promote sustainable practices, especially the virtues of using locally grown produce and food products, the Sustainable Symphony promotes the arts as 'sustainable' while challenging how current symphony orchestras present themselves, according to Symphony conductor Brian Viliunas

"We believe that the arts are one of humanity's most sustaining endeavors, with evidence of public art reaching back thousands of years," Viliunas said. "We are also seeking an answer to the question of whether or not the symphony orchestra is sustainable in its current model.

"We are very excited to return to SkySong to perform in a place where you otherwise would not normally hear an orchestra playing."

The Farmers' Market is free to the public and open to everyone to attend. For regular updates and schedules for the SkySong Evening Farmers' Market, visit www.skysongcenter.com.

SkySong, the ASU Scottsdale Innovation Center is a mixed-use development consisting of 1.2 million square feet of office and retail space at full build out in addition to residential units. Organized around a central plaza with the project's signature, iconic shade structure and a grand boulevard lined at ground floor with retail, SkySong is designed for innovative companies whose global business success is enhanced by a facilitated collaboration with ASU's human and technological assets.

The completed project will be a vigorous, 21st century center for innovation, commercialization, entrepreneurship and business development. Strategically located between downtown Scottsdale and the ASU main campus in Tempe, SkySong is a catalyst for the revitalization and redevelopment of the area. Since SkySong was announced in 2005, private investments in new businesses and residential developments have sprung up around it.

###