

CRE ART BOX

Digital Concert Hall

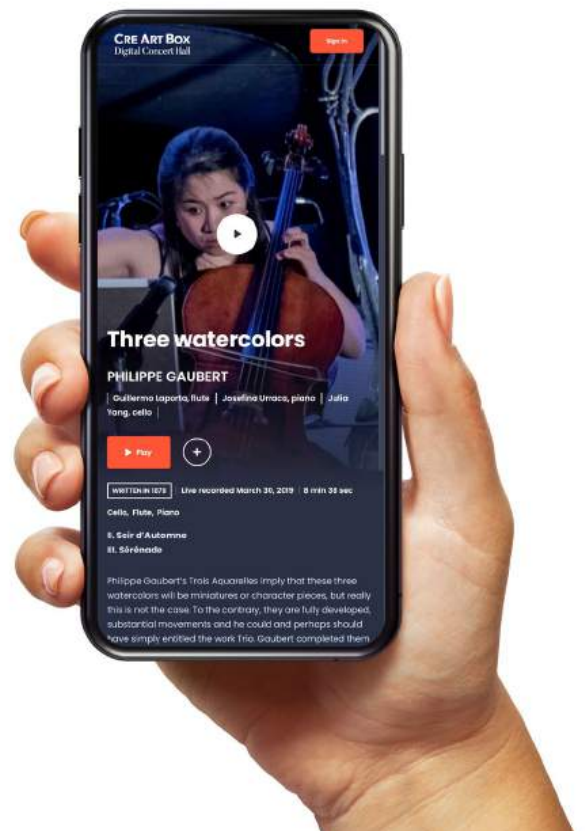


CreArtBox launches its new Digital Concert Hall

BY TIFFANY WU

Like those in so many other performing ensembles, co-directors Josefina Urraca and Guillermo Laporta were initially stumped on how to stay present and innovative during the height of the pandemic when live performances took an indefinite hiatus. But they knew they wanted to consistently provide for and resonate with the voices of their community, even in the face of uncertainty. So, since they couldn't bring audiences into physical performance spaces, they decided to bring music out into the world just beyond their doorstep.

No strangers to technology, they first programmed, produced, and performed their first online music festival in May 2021 to numerous positive reviews. Since then, they have made a joyous return to live performances and music but have continued thinking of various ways to make classical music dynamic, fresh, and available to all who want to listen.



So, as an organization often praised for their creativity in constructing hybrid, interdisciplinary works, it should come as no surprise that CreArtBox now boasts a new Digital Concert Hall for their community.

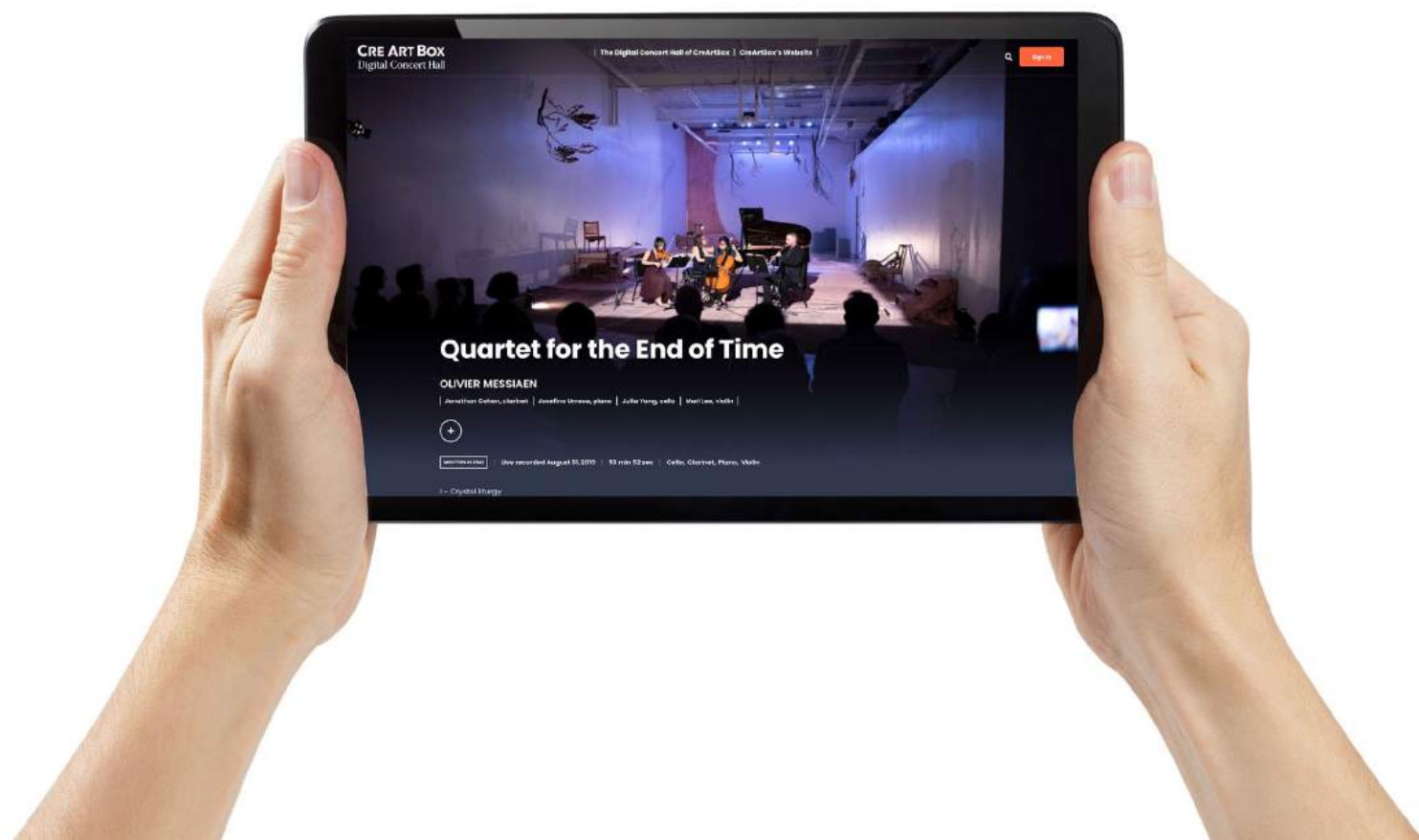
The recently launched streaming platform offers another way for audiences to participate and listen in, whether they are newcomers or returning listeners. In this Digital Hall, audiences can find recordings of past projects and performances, as well as collaborations and interviews with other performing arts organizations, guest artists, and guest ensembles. Live attendees can readily revisit beloved performances and visitors are welcome to explore the plethora of musical offerings at their leisure.

The site design is simple yet elegant; it is intuitive to navigate through and contains a search option for visitors to browse through the available recordings via composer, century, arts medium, or instrumentation. Each performance recording also features photos from the hall and program notes about the pieces. Great care is taken to record each performance at the highest possible quality, using Hi-Res Lossless Audio (24-bit/96 kHz), Dolby Atmos, and Spatial Audio so at-home viewers can also enjoy crisp, dynamic performances as if they were in the live concert hall themselves. Each video is recorded in HD quality from multiple angles so audiences can not only enjoy the music, but also visually feast on the beautiful dances and artwork that so often sets CreArtBox performances apart.

a streaming platform designed for classical music

CreArtBox is proud to leverage technological advances not only to further illuminate classical and contemporary works, but also to broaden the scope of accessibility of their projects and performances. This new endeavor furthers their ability to reach varied audiences and listeners internationally. With each new project, festival, and curation of pieces, CreArtBox consistently evaluates and re-evaluates the use of music and art as a civic practice. This new Digital Concert Hall aims to do exactly that by reaching audiences of all types, transforming how classical music can be experienced, and carrying on the organization's mission of creating meaningful, interactive exchanges through music.

VISIT: WWW.PLAY.CREARTBOX.NYC





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We Can Learn Me Together

BRYAN M. WYSOCKI

| Guillermo Laporta, flute | Josefina Urraca, piano | Matthew Cohen, viola |

▶ Play



WRITTEN IN 2019

| Live recorded April 9, 2022 | 6 min 17 sec | Flute, Piano, Viola

21st Century



We Can Learn Me Together
BRYAN M. WYSOCKI



Noctum Concerto
MARCOS FERNANDEZ



Dawnlight
JOSHUA PENMAN



Mariri
JOSHUA PENMAN



Mandalas in the Rubble
DAI WEI



12 Queens Preludes
GUILLERMO LAPORTA



American

