



Camerata Pacifica  
The Essential Chamber Music Experience  
Santa Barbara | Los Angeles | Pasadena | Ventura



[MEDIA INFORMATION](#)



JI HYE JUNG, PRINCIPAL PERCUSSIONIST

Camerata Pacifica is a premier, internationally recognized, classical music organization. The best musicians, sourced from around the world, are brought together monthly to present resident series in four Southern California cities. This unique model affords the scope and reach of much larger institutions, while preserving the intimate environment necessary for truly world-class performances of chamber music.

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RICHARD YONGJAE O'NEILL, PRINCIPAL VIOLA

## Camerata Pacifica is...

- **A Flagship Series of 45 concerts in 4 cities**
- **A Resident Outreach Program**, integrated into the remarkable Ramon C. Cortines School for Visual & Performing Arts in downtown Los Angeles.
- **Director's Cut**, a series of private events held in private residences as a reward for the organization's most loyal donors.
- **The Commissioning Program** — engaging already recognized and emerging composers to write music for Camerata Pacifica artists.
- **Recording**. Audio and video recording for commercial and internet release.
- **Touring**. Performances at prominent venues in other states and countries, which have included the Library of Congress, Washington DC; The Morgan Library, New York; The National Concert Hall, Dublin and The Wigmore Hall, London.

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ANI AZNAVOORIAN, PRINCIPAL CELLO

## A unique model.

Traditionally chamber music is the most esoteric and most personal of the classical music forms, featuring small groups of musicians performing in intimate venues. This indeed is a Camerata Pacifica signature, but with subscription series in four cities, Camerata Pacifica commands symphonic size audiences without a compromise in artistic integrity.

Additionally, Camerata Pacifica synthesizes the institutional nature of symphony orchestra with the spontaneity of a chamber group. Approximately once a month Camerata artists, each enjoying noted international careers, travel to Santa Barbara for an intense rehearsal period before five performances in four different cities. The result is an ensemble unique in the Western United States, drawing critical acclaim and fierce audience loyalty.

Camerata Pacifica artist biographies may be viewed at [cameratapacifica.org/bios](https://cameratapacifica.org/bios)

Camerata Pacifica audio & video is available at [instantcore.com/cameratapacifica](https://instantcore.com/cameratapacifica)

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**WARREN JONES,  
THE ROBERT & MERCEDES EICHHOLZ CHAIR IN PIANO**

## Sponsorship Opportunities

Successfully emerging from a crippling recession, Camerata Pacifica is seeking a series of collaborations with twenty-first-century-aware-businesses, that wish to align with a premier, highly respected arts organization focusing on regional, national and international results.

Collaborators will discover Camerata Pacifica to be an innovative and progressive business partner. Our size means flexibility, portability and the ability to make decisions swiftly. Unlike larger institutions, Camerata Pacifica is not locked into bureaucratic processes and mechanisms. Our goal is the classic win/win situation.

**The more creative an idea, the better!**

**For further information on partnership opportunities, contact our [Operations Director, Donna Jean Liss](#) at [donnaje@cameratapacifica.org](mailto:donnaje@cameratapacifica.org)**

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## Audience Growth

In a recession that has crippled arts groups around the world, Camerata Pacifica's audience and footprint has continued to grow — **42% since 2008**.

Camerata Pacifica is part of, and has been a pioneer in, the new wave of more dynamic, more compelling classical music organizations springing up in the United States and around the world.



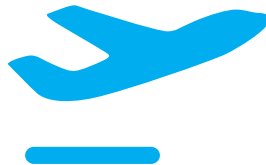
## Camerata Pacifica's audience is older, well educated and well established

- 79.89%** are over 55
- 86.57%** have a degree from a 4-year college
- 66.42%** completed graduate or post graduate work
- 70.78%** have household incomes in excess of \$75,000
- 32.92%** in excess of \$150,000
- 48.93%** have a household net worth in excess of \$1,000,000
- 26.18%** in excess of \$2,000,000



## Is well traveled.

- 87.87%** travel internationally at least once annually, with **33.06%** of that group traveling internationally 2 or more times each year.
- 48.88%** have lived abroad.
- 42.75%** speak more than one language.



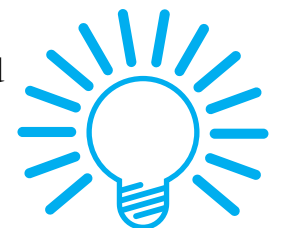
## And, intellectually curious:

- 97.79%** say they seek new ideas and opportunities in their life



## AND:

- 83.68%** find Camerata Pacifica more innovative than other groups they attend.
- 91.25%** like it when the Camerata presents music unfamiliar to them
- 91.12%** like that Camerata Pacifica commissions new pieces of music
- 86.94%** say Camerata has helped develop their appreciation of classical music
- 86.64%** find Camerata Pacifica concerts friendlier than others they attend



“Induce a dozen and more high-ranking soloists to take time out of their busy global schedules to give chamber-music concerts in California, and you have the miracle of modern artistic organisation that is Camerata Pacifica.”

—*The Irish Times*

“This is its first international tour, taking in the wider US, Ireland and England. Yet, owing not least to the forcible idealism of Spence’s programme notes and spoken introductions, it took on wider proportions. It was a celebration of 10 years since the Good Friday Agreement, it was the fulfilment of lofty mission statements, and it was a powerful assertion of the relevance of contemporary composition.”

—*The Irish Times*

“Both innovative and intrepid...a very fine group of serious musicians”

—*The Daily Telegraph, London*

“What was out of the ordinary was the wildly enthusiastic response that each work received. Whatever it’s doing, Camerata Pacifica seems to be cultivating a passionate audience — and that’s good news.”

—*Los Angeles Times*

“Spectacular...amazing, energetic...vividly propulsive and dramatic...focused, fiery...a scorching performance.”

—*Los Angeles Times*

## MEDIA AND SUBSCRIBER COMMENTS

“I like my music up close and personal and it doesn’t get any better than Camerata Pacifica. They bring the best in the world to Southern California.”

—Honorable Robert N. Peirce, Former British Consul General, Los Angeles

“It has been an exciting and remarkable journey for Camerata Pacifica over nearly 25 years of my association as an early board trustee and grateful audience member. Adrian Spence has led the group not only into new venues in many Southern California locations but also into new musical creations, and brought with him exceptionally skilled performing artists to create an artistic experience of the highest quality.”

—Lillian Lovelace, Retired Trustee

Camerata Pacifica is so perfectly representative of those qualities that draw us to chamber music: warmth and intimacy, extraordinary collaborative spirit, all performed by musicians of the very highest level of quality.

—Warner Henry, Philanthropist, CEO Henry Wine Group

“Camerata Pacifica is special because its music is ‘real’, not only satisfying the ear but touching the soul. I’m thrilled with the organization’s leadership and the superb artistic quality of its musicians.”

—Lady Leslie Ridley-Tree, Philanthropist, CEO Pacific Air Industries

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