



Enlighten Minds
Lift Hearts.
Change Lives

SALT LAKE
CHORAL
ARTISTS

onejoyousvoice

A Place for Everyone

IN A FRAGMENTED AGE OF ALL THINGS DIGITAL AND ELECTRONIC, THE HUMAN VOICE STILL SURGES FROM US AS AN EXPRESSION OF OUR WHOLE AND COLLECTIVE SELVES.

The Salt Lake Choral Artists provides a place for all singers whether professional or beginner, young or old. Their innovative multi-choir approach provides world-class instruction for all musicians:

Concert Choir
The flagship ensemble of 170 voices.

Chamber Choir
A 60-voice choir that performs a more select repertoire.

Women’s Choir
A choir specializing in music for treble voices.

Young Choral Artists (YoCA)
A choir for children ages 7-15.

Salt Lake Vocal Artists
A premier 40-voice professional ensemble that has already garnered local and international attention.

Enriching Lives

The choir experience increases well-being and allows participants to see life through a brighter lens. It brings joy and teaches courage in the face of challenge. It ennobles, uplifts, and gives back to the community.

Singing changes the individual as well as the community. It increases self-understanding, fills empty reservoirs, and broadens knowledge. Singing changes participants, the singer and the listener, collectively. It unifies, energizes spirits, gladdens hearts, and brings refinement and beauty, elevating all within its sound.



SUMMER CHORAL INSTITUTE

The Summer Choral Institute, the first of its kind in Utah, is offered to the entire community during the summer months.

For singers who cannot commit to weekly rehearsals for nine months, it provides a condensed Salt Lake Choral Artists experience without the need to audition.

Adults and youth choose from a variety of workshops, from the Beatles to Bach to Broadway hits. After just a few evenings of challenging yet fun rehearsal, participants experience the excitement of a live performance.

For music teachers, lay musicians and experienced conductors, courses in conducting help them earn hours toward recertification, or motivate them to implement best practices within their own school, community, or church choirs. This ultimately raises the general level of musical performance throughout our communities.

For high school choirs, students get a jump-start on the coming school year. As they sing and learn alongside peer choirs, they find and experience inspirational instruction. Under the direction of Dr. Brady Allred, students are taught with the same techniques that have secured first-place prizes for Allred’s choirs in numerous international competitions.

Building Bridges

“We can start to build bridges all over the world through choral singing.” *Dr. Brady Allred*



Building Bridges

Salt Lake Choral Artists brings all kinds of people together, builds bridges, and unifies them in a magical way. The choral experience affords anyone of any faith and ethnicity the opportunity to sing side by side in unity of purpose. Individuals forget their differences and come to know their commonality. Postal worker sits next to judge, Democrat next to Republican, Methodist next to Mormon; choral rehearsal is an incredible equalizer.

As ambassadors of goodwill, choral singers on tour to other lands bridge cultural and geographical differences. Similarly, as choirs from across the globe travel to Salt Lake City to participate in Salt Lake Choral Artists festivals, people from different cultures learn together while differences fade away.

Additionally, Salt Lake Choral Artists performs music from around the world in styles of varied cultures and beliefs, such as *African Sanctus* (David Fanshawe) and *Enemy Slayer: A Navajo Oratorio* (Mark Grey).



From *Enemy Slayer*, a Navajo Oratorio

"As a Jew, each year this [Christmas] season is one that is difficult for me. I feel left out of the loop, and as a 'team player' that is hard for me. But your magnificent performance "[of 'O Magnum Mysterium' on YouTube]" bridged that gap for me. I have always maintained that music transcends all—it is that language that unites all people. Thank you for sharing this glorious rendition with the world."

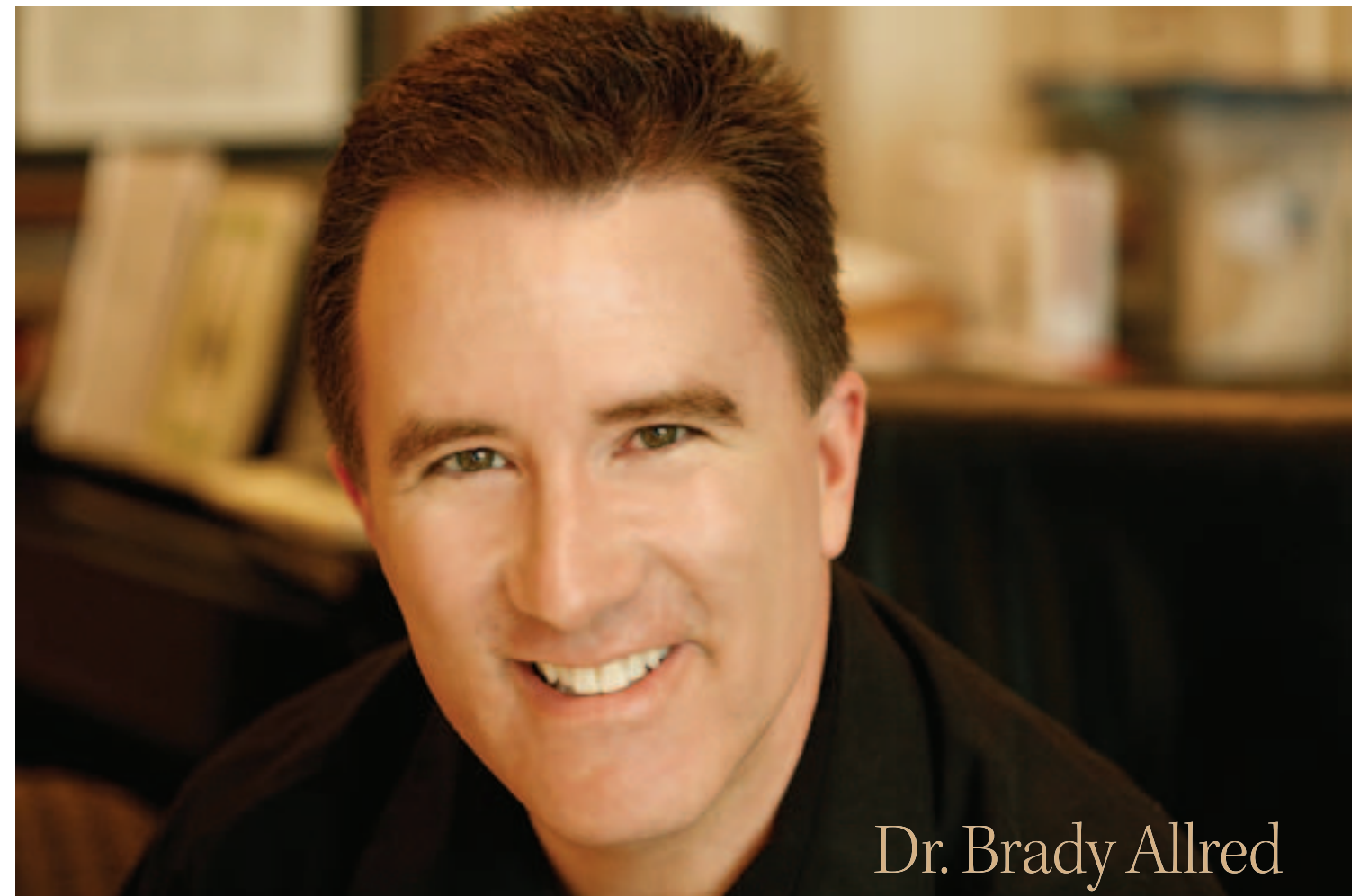
Bobbie Leiter, Philadelphia vocal music teacher and choir director

"Singing the Navajo oratorio Enemy Slayer introduced me to my 'next door neighbor.' I've lived in Utah all my life and have never known the Navajo people. Singing a contemporary drama in their language, taken from their religious texts, opened my eyes. It has given me an appreciation for a people and a culture I should have had all along."

Jan Garbett, SLCA member

"Celebrated American choir conductor Brady Allred led a series of workshops for professional choirs at several venues around the country. Organized by the Hallel Association of Choirs, the workshops were held for youth and adult choirs, including the Yaffo Jewish-Arab youth choir, 'Voices of Peace.' The Hallel Association Director maintained that Allred's sessions were the most successful in the ten years of the organization's existence."

US Embassy in Israel



Dr. Brady Allred

Visionary Leadership

"I believe he is one of the best conductors in the USA and in the world at present. Dr. Allred is one of the United States' best ambassadors for choral music, and he is eagerly awaited in all parts of the world, especially here in Asia." Jonathan Velasco, University of the Philippines College of Music

Dr. Brady Allred, Director of the Salt Lake Choral Artists, is a true visionary. His limitless energy infuses others with knowledge and confidence as he inspires those under his direction with a "can-do" spirit.

Dr. Allred was formerly Artistic Director and Conductor of the Bach Choir of Pittsburgh and Professor of Music and Director of Choral Studies at the University of Utah, where he was the first recipient of the Ellen Neilson Barnes Presidential Endowed Chair for Choral Studies. Dr. Allred was selected by *The Salt Lake Tribune* as one of Utah's Top 25 Cultural Power Brokers.

Well-loved and respected, Dr. Allred wears many hats with the Salt Lake Choral Artists as a teacher, conductor, and musician. He has received many awards, including the Conductor's Prize and Best Interpretation of 20th-Century Music from the Marktoberdorf International Chamber Choir Competition in Germany.

Making a Concert Stirring the Soul



Gaining Accolades

“Allred is one of the finest choral conductors in the country. He delves into the heart of a work and gives powerfully charged readings [that invoke] spirituality with his perceptive and intelligent reading. His interpretation [is] incredibly nuanced and wonderfully expressive... bringing out the very best from his singer. He is a wonderfully musical and perceptive conductor, and that makes his performances memorable.” *Maya Shavit, Hallel Association of Choirs, Israel*

“My work with Brady has marked me forever. I could see how he understood the concept of the music right away. ...His hands are magical and mesmerizing as he is able to control everything with them. His gesture is clear, beautiful and very successful. Salt Lake Choral Artists is extremely fortunate to have a teacher and a person of the stature of Brady.” *Josu Elberdin, Tolosa, Spain*

“Dr. Brady Allred, [is] an exceptional musician, ever smiling conductor, great contributor to the development of choral art in the USA and abroad! I have met him several times in competitions with his choirs and in juries on different continents...[it is] always a pleasure, a discovery, a true friendship.” *Jean-Claude Wilkens, Former Secretary General, International Federation for Choral Music, France*

“There is no question in anybody's mind that Brady Allred works magic with his choirs. Over the years, his vocal ensembles have won every international competition they've entered.” *Deseret News, Nov 2010*



“I chanced to see a video of a wonderful performance of my work, ‘Jubilate Deo - Psalm 100.’ The work is so technical, I thought it was really too difficult for normal choirs to perform. But, the performance I saw was incredible. They had perfect pitches, perfect rhythms, and perfect expression! Their singing was absolutely solid with composer's sensitivity! Brady Allred was the conductor of that performance. From that moment, this name was stamped indelibly into my mind. I really hope to do a lot of works with him for all time.” *Ko Matsushita, Composer, Tokyo, Japan*

“When the performance came to an end, all I could say was how fortunate I was to be on the audience side. It was a moving, soul-stretching experience from beginning to end.” *DeAnna DeBry, Audience member*

“My 87-year-old mother has come to every concert since I have been involved with Salt Lake Choral Artists, and as she walks out of the auditorium after each concert she asks, with a stunned look on her face, ‘How can it keep getting more glorious every time?’” *Jan Greenhalgh, SLCA member*

Recognized Internationally

Under Dr. Allred’s skillful and charismatic direction, the Salt Lake Choral Artists choirs have achieved critical acclaim for their innovative concerts as well as the Summer Choral Institute program.

“This is a group that is coming into its own and one to be reckoned with, not only in Utah or in the United States, but internationally.”
Ed Reichel (Deseret News, December 2010)

Dr. Allred's ensembles, known for “exquisite choral singing,” have been invited to participate in major international festivals and received honors including:

- Grand Prize at the Florilège Vocal de Tours International Choir Competition.
- Grand Prize at the European Grand Prix International Choir Competition.
- First Prize at the Marktoberdorf International Chamber Choir Competition.
- Four First-Place Prizes and the Audience (favorite) Award at the Abesbatza Lehiaketa International Choral Competition in Tolosa, Spain.

“Thanks to the encouragement and relentless reassurances of Maestro Allred, I wrote some of my best music [when commissioned to write *One Light*]. His ability to lead a full choir through the difficult process of learning and performing challenging new music is a rare skill, and the concert was – hands down – one of the musical high points of my career.” *Ray Shattenkirk, Composer, Florida*

“Brady looks for works which are not published...No matter how enormous the number of published choral works in the market, he wants new pieces.” *György Orbán, Liszt Academy of Music, Budapest, Hungary.*



Invest in Choral Excellence

Imagine black tuxedos, bow ties, and beaded gowns in a glittering concert hall. The perfect picture of musical artistry. Anticipation swells as the audience fills the hall and waits for the moment when the music begins and captures their awe...

But pause there. Before you go any farther, before WE can go any farther, you must understand what precedes this final moment of focused, purposeful, and indeed tutored, excellence.

Before a perfect performance comes preparation. For the Salt Lake Choral Artists, the work that eventually leads to a stunning performance includes:

- Classic and contemporary repertoire that encourages choral excellence.
- The gathering of artists from divergent places and professions with one common goal: to create music that enlightens minds, lifts hearts, and changes lives.
- Instruction and correction in rehearsals from phrasing, to dynamics, to pitch.
- Everyone must work until they get it together, and until they get it right.
- For all, gratification comes when high expectations and expert teaching produce music that stirs the soul.



Continue the Choral Magic

Salt Lake Choral Artists invites you to invest in the unifying and refining magic of the musical voice.

Volunteers give countless hours, and professionals donate years of skill, but we need your gift to continue providing this level of excellence for our own community and to reach out to the world. The vision for Salt Lake City to become a musical mecca for training, competition, and excellence through an Olympiad-like international choral festival can become a reality. Salt Lake City has proven it can handle this dream. The necessary skill and talent is uniquely positioned with the Salt Lake Choral Artists who can provide the world with this experience. Your investment is the culminating piece.

With your gift, Salt Lake Choral Artists will be able to

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| Sponsor a season concert | Fund recording projects |
| Commission music | Cover salaries for the artistic director and conducting staff |
| Support the Summer Choral Institute | Support Utah's first fully paid professional choir |
| Host a guest artist | Build a new concert hall |
| Secure a facility for teaching and rehearsing | Host a world-wide choral festival in Salt Lake City |

Under the capable hands of Dr. Brady Allred, the Salt Lake Choral Artists are raising one joyful voice of beauty, dignity and hope. Please make a gift today and add your financial support to our best efforts.



Voice your support for another inspiring season.



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You Can Give Your Gift Today
to Enlighten Minds, Lift Hearts,
and Change Lives.

Please visit our website at www.saltlakechoralartists.org/contribute, and send your check today to:

Salt Lake Choral Artists
1359 East 6400 South
Salt Lake City, Utah 84121

or send through Venmo: @SLCA-UT

For additional information please call 801.232.7521