



**HARTFORD  
SYMPHONY  
ORCHESTRA**

# **Evolving our brand**

**Strategic, verbal, and visual guidelines to increase  
stature, participation, loyalty, and support**

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# Getting started

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## 1.1 GETTING STARTED:

# A letter from Steve Collins, President and CEO

### Dear colleagues:

The Hartford Symphony Orchestra has an exciting story to tell, and one that can connect with a wide variety of constituents across our region. The quality of our musicianship is excellent, our programming is innovative and welcoming, and our concerts—from Masterworks to Talcott, Pops to movies—offer something for everyone.

But we have not always communicated our strengths as effectively as we could—and need to. Our brand has not always presented us as the high-quality, multifaceted, and forward-thinking Orchestra we are—or conveyed how inviting and enjoyable our concert experience is, whether one is an orchestra aficionado or completely new to classical music.

As we work to grow and connect with new audiences, engage donors and community partners, and raise our profile across Greater Hartford, we are evolving our brand and communications to better embody and project who we are, what we do, why it matters, and why we are worthy of support.

In consultation with stakeholders across the organization, we worked with Sametz Blackstone Associates, a brand-focused strategic communications consultancy, to develop a set of guiding attributes, key conceptual storylines, and high-level messages that define and articulate our value—and what sets us apart from other cultural institutions.

We also modified our existing logo and developed a vibrant visual system that balances the timeless elegance of our primary identifier with more contemporary typography, bold color, intriguing gestures, and dynamic approaches to imagery. Our new visual system ensures that, across programs and seasons, our brand is cohesive, building equity over time—while still allowing for appropriate flexibility and differentiation for our varied offerings.

But brand-building is a process, not an event—a shared enterprise in which we all have a role. I invite you to get to know our new brand system and make it your own, using it as a resource to shape how you speak, write, and design on behalf of the Hartford Symphony Orchestra—formally and informally. Together, we will increase the organization's stature—and attract and retain participation, loyalty, and support.

**Yours,**



Steve Collins  
President and CEO

## 1.2 GETTING STARTED:

# This book is for you!

For the leadership, staff, board, and musicians of the Hartford Symphony Orchestra, who we are, what we do, and why it's of value are most likely clear.

**But for those outside the Orchestra—our current and prospective audiences, donors, partners, and educational participants—we need to compellingly communicate our value and encourage them to participate in and support our offerings and organization.**

This brand book is intended to help all those who communicate on behalf of the Hartford Symphony Orchestra to understand the strategic underpinnings of our evolved brand—and its application across a range of communications. It provides guidance to those who strategize, create, manage, outsource, and evaluate communications, as well as to those who have the opportunity to talk about the orchestra to someone seated next to them on an airplane, or on the next bar stool.

### **This book is designed to:**

- engage leadership, staff, and external vendors in the thinking and strategy behind the system;
- encourage creativity, while also making it easier to do more effective work;
- ensure that communications across departments and media are cohesive;
- save time and money; and
- evolve and manage an asset that has significant value.

2

# Brand foundation

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## 2.1 BRAND FOUNDATION:

# Brand positioning

**The HSO can differentiate itself from other cultural organizations in the region, as well as other orchestras, by breaking down barriers and elevating our distinctive strengths. Bringing these qualities forward will help us retain and deepen existing relationships—and cultivate new ones.**

### **Not your grandmother's orchestra (but she'll still like the show!)**

The HSO is far from the stuffy, old-school image of an orchestra. Instead, we connect tradition and innovation, appealing to both longtime audiences and newer ones: all can feel they belong at our concerts.

### **Unexpected, immersive, and fun**

Whether attending a Masterworks program or concerts integrating surprising disciplines like circus arts and breakdancing, audiences can expect immersive experiences that engage their senses, spark curiosity, and move and delight them.

### **Yes, and...**

Audiences can count on the HSO for artistically excellent performances of the core classical repertoire. But we're more than just a classical music organization. We bring a rich orchestral sound to all kinds of music and experiences, including pop, rock, film, opera, and more—indoors and out—and we provide enriching education and community engagement programs.

### **Diverse, innovative programming with something for everyone**

Whether our audiences prefer Beethoven or Billy Joel, family concerts or movies, the HSO's programming is richly varied, and responsive to our community: we design programs with our audiences in mind.

### **Energized performances under dynamic leadership**

Carolyn Kuan's innovative programming, compelling stage presence, and modern approach to the role of music director set the HSO apart from other orchestras. As we work to cultivate younger and more diverse audiences, her presence and the vitality of the Orchestra under her leadership help make the HSO inviting and appealing.

### **Welcoming atmosphere**

Our concerts are warm and inviting, with audience, staff, supporters, and musicians forming a community. The HSO welcomes audiences with open arms, providing uncommon access to Orchestra members, Carolyn, and guest artists.

### **Excellence close to home**

The HSO has the advantage of including top musicians from both New York and Boston. We offer local residents the unique opportunity to hear the powerful sound of an excellent orchestra right in their backyards.

### **A cornerstone of Hartford's culture and community, inspiring civic pride**

Hartford wouldn't be the same without the HSO. Our stakeholders deeply value our role in creating a vibrant, arts-rich community and enhancing the quality of life for people who live and work in the region.

### **Please avoid:**

"The second largest in New England": While true, this is an internally focused statement without a clear benefit. We don't want to be "almost as good as" the "largest"—and there is quite a size difference between us and the Boston Symphony Orchestra.

## 2.2 BRAND FOUNDATION:

# Brand architecture

The Hartford Symphony Orchestra has a range of sub-brands that need to be clearly connected to our main HSO brand, while retaining distinct identities. As outlined in section 4.6, our sub-brands / series should be delineated through the use of sub-brand labels, each with a specific type style:

MASTERWORKS

HSO EXTENDED

POps!

Learning & Social Impact

A notch further away from the HSO main brand, the Talcott Mountain Music Festival retains its own identifier, but copy should always prominently mention the HSO.





# Guiding brand attributes

**Brand attributes—often adjectives—are those qualities that are associated with an organization: they inform how an organization speaks, writes, and presents itself. While they may not ever appear in text, they help us guide our thinking and decisions.**

It is helpful to think of our attributes in three categories:

- positive ones that we own and want to reinforce;
- those we aspire to be associated with; and
- those that are outdated or inaccurate, that we need to actively manage away.

## Owned, to reinforce

- Artistic excellence
- Beautiful hall
- Community-focused
- Diverse, creative programming
- Dynamic, relatable music director
- Educational
- Exciting guest artists
- High-quality venues
- Inspiring
- Versatile musicians “can do anything”
- Warm
- Welcoming

## Aspirational

- Accessible
- A great night out / experience
- Connecticut’s premier arts organization
- Diverse onstage and off
- Energized / energizing
- Known outside Hartford
- Familial + access to musicians
- Fun
- Innovative
- More than classical (true but not known)
- Multifaceted
- Place to be
- Relevant
- Sense of belonging for all
- Uplifting

## To manage away

- Boring
- Elitist
- Expensive
- Formal
- Old
- Provincial / community orchestra
- Same old stale repertoire
- Stuffy
- White only

# 3

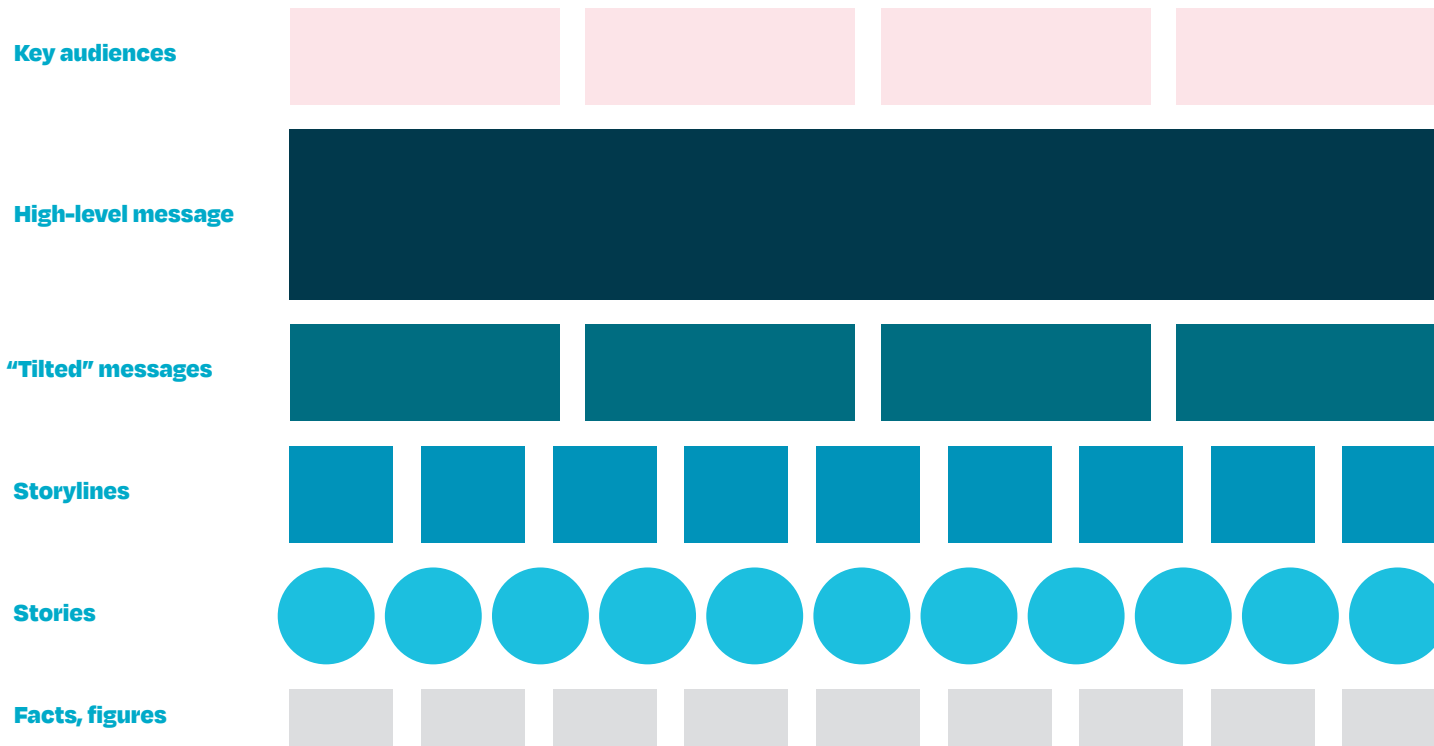
# Verbal expression

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### 3.1 VERBAL EXPRESSION:

# Messaging framework overview

**The Hartford Symphony Orchestra is not a monolithic organization; neither are the people with whom it needs to communicate homogeneous. Our messaging framework provides verbal assets that can be used as appropriate for different opportunities.**



Encouraging a new prospective single ticket buyer requires different messages than does communicating with a long-time donor, subscriber, or Talcott patron. Our high-level message brings forward who we are, what we do, for whom, and why it matters. Following our main message are sample "tilts" for specific audiences.

For all communications, incorporate relevant storylines—and where appropriate, marshal real stories to prove our value and increase resonance.

# Storylines

**Our brand storylines capture the most important facets of the Hartford Symphony Orchestra; together, they constitute our brand narrative.**

Brand storylines offer different “ways in” to the Orchestra—to our audiences, not-yet audiences, donors, partners, and media—as well as to staff, volunteer leadership, and potential recruits. On our website and in marketing and development materials, they can also serve as brackets underneath which specific stories or case studies can be organized to both prove and humanize our storylines.

Because they are concepts and not cut-and-paste copy, all who communicate on behalf of the Orchestra can draw upon this palette to best connect with specific audiences and make the most of different communication opportunities.

## **1 Breaking down barriers to orchestral music by making concerts relevant—and fun—for all**

- Connecting tradition and innovation through thoughtful, richly varied concert offerings
- Integrating pop acts, visuals, and other arts disciplines from circus to breakdancing to provide many points of connection
- Outdoor venues where people can dance, drinks and food at your seat in the Bushnell, and casual concerts in the community are just a few of the ways the HSO gives patrons an enjoyable, “unstuffy” experience
- Programming that’s meaningful to groups not connected to the traditional canon helps make the HSO relevant to diverse audiences in and around the city

## **2 You belong at the HSO—a warm, close-knit community where all are welcome**

- Whether you’re a longtime subscriber, trying something new on a first date, or discovering music as a student, you can feel at home
- Forte! unites young professional audiences around their shared interest in the HSO
- The HSO musicians and music director are uncommonly welcoming and accessible to audience members—people can truly get to know the HSO
- Discounted tickets for students and young audiences provide entry points

# Storylines

**3**

## **Providing fresh, immersive performances that surprise, captivate, and delight audiences**

- Whether it's breakdancing with Beethoven or a world premiere of a new work that features Eastern instruments, the HSO expands audience members' horizons
- Audiences value the HSO for offering them something "new" and "different"

**4**

## **Breathing new energy into classic and contemporary works under dynamic music director Carolyn Kuan**

- In Masterworks and new music, Carolyn Kuan and the HSO are known for artistically excellent and lively performances
- Audiences who value "traditional" orchestras, value the professionalism and artistic integrity of Carolyn

**5**

## **First-rate talent close to home**

- With access to top musicians from New York and Boston, the HSO roster includes some of the most impressive talents in the region
- Concerts also feature a renowned music director and highly acclaimed guest artists—including fast-rising new artists

**6**

## **Offering diverse, creative programs and concert experiences, with something for everyone**

- From Beethoven to Billy Joel to film scores and concerts for kids, every season appeals to a wide variety of musical tastes
- Audiences can experience concerts in a beautiful hall, a casual outdoor setting, a local museum, and more
- The HSO is a "yes, and..." organization, providing first-rate performances of the classics and much more

**7**

## **A cornerstone of Hartford's culture and community, inspiring civic pride**

- The HSO is critical to greater Hartford, helping make the region a vibrant, exciting place to live and work
- Support for the HSO is support for Hartford, and critical to its ability to attract desirable talent to the area

# Storylines

## 8 Improving access to orchestral music through community-wide education programs—and enriching the lives of students of all ages

- The HSO provides in-school programs as well as school-time concerts at the Bushnell, in addition to instrument discovery labs and unique partnerships with organizations like Boys and Girls Clubs, Legacy Foundation, Urban League of Greater Hartford, Hartt School Community Division, etc.

## 9 Enriching greater Hartford through free programming and community concerts

- The HSO's Musical Dialogues series of free concerts in community venues such as parks and libraries ensures access to the Orchestra—and to the joy of live music
- The HSO's Musicians Care project brings the solace and inspiration of music to healthcare settings and senior centers

## 10 Building diversity, equity, and inclusion to orchestral music—and to Hartford

- Onstage and off, the HSO promotes diversity, equity, and inclusion and strives to have people from all walks of life see themselves and their experiences reflected in concerts
- Commissions, an Artist in Residence, and guest artists help audiences “see myself here”

## 11 Providing intellectually stimulating, fascinating engagement with orchestral music for those new and those interested in deepening and broadening their knowledge

- The HSO offers opportunities for lifelong learning that resonate with the greater Hartford community
- Adults can learn more about HSO programs and orchestral works through pre-concert talks led by Carolyn Kuan, as well as Prelude and QuarterNotes communication tools

## High-level message

**The Hartford Symphony Orchestra** breathes fresh energy into extraordinary music through immersive, innovative performances and outstanding musicianship. From Beethoven at the Bushnell's Belding Theater to movies with live soundtracks, from the songs of your favorite bands under the stars at the Talcott Mountain Music Festival to intimate chamber concerts, there's something for everyone—and you always belong.

**Through diverse, creative programming**—and under the dynamic leadership of music director Carolyn Kuan—the HSO breaks down barriers to orchestral music and invites all to concerts that are welcoming, relevant, and fun.

**A cornerstone of Greater Hartford**, the HSO helps make the region a vibrant, exciting place to live, work, and play. We share our music with our communities through robust educational programs for all ages, in partnership with area schools, local arts providers, and social service organizations, and with free concerts for all.

**Join us**—and enjoy Hartford's most enthralling, energizing, and entertaining cultural experiences.

### 3.4 VERBAL EXPRESSION:

# Constituent-focused “tilted” messages

**It's important in our communications that we meet people where they are. Drawing on our high-level messages, owned and aspirational attributes, and storylines, we can craft messages that bring forward content that's meaningful to different audiences and constituents.**

## **New or infrequent attendees (younger)**

Enjoy extraordinary music, exhilarating new experiences, and a fun, welcoming community—all right here in Hartford.

The Hartford Symphony Orchestra brings you immersive, innovative performances by the most talented musicians in the region. Hear timeless masterpieces and exciting premieres with diverse, world-celebrated soloists; listen to the sounds of your favorite bands under the stars at the Talcott Mountain Music Festival; or thrill to movies you love with live orchestral accompaniment—there's something for everyone here, and you always belong.

Led by our dynamic music director Carolyn Kuan, the HSO transcends the expectations of a typical classical orchestra. We perform in a wide variety of styles, and collaborate with artists from must-see young pianists to aerialists and breakdancers—all to put a new spin on concerts (sometimes, literally). Audience members 45 and under can also join our FORTE! group for discounted tickets and invitations to exclusive social events.

Whether you're looking to be energized, relax, or just have a great date night, join us—and discover Hartford's most enthralling, surprising, and entertaining cultural destination.



### 3.4 VERBAL EXPRESSION:

# Constituent-focused “tilted” messages

## New or infrequent attendees (older)

Thrill to Hartford’s most enthralling, inspiring, and entertaining cultural experiences.

The Hartford Symphony Orchestra breathes fresh energy into extraordinary music through immersive, innovative performances and outstanding musicianship. From Beethoven at the Bushnell’s Belding Theater to movies with live orchestral accompaniment; from the sounds of your favorite bands under the stars at the Talcott Mountain Music Festival to intimate chamber concerts, there’s something for everyone—and you always belong.

Led by our dynamic music director Carolyn Kuan, the HSO brings you diverse, creative programming that makes orchestral music welcoming, relevant, and fun. We bring together the region’s greatest talents and world-class guest artists in exciting performances that connect tradition and innovation.

Whether you’re looking to be energized, relax, or just have a great night out, join us—and enjoy incredible artistry, a rich variety of performances, and one-of-a-kind experiences, all close to home.

### 3.4 VERBAL EXPRESSION:

# Constituent-focused “tilted” messages

## Education / community prospects and participants

The Hartford Symphony Orchestra brings the joy and inspiration of music and music-making to audiences of all ages and backgrounds across the region.

Under the dynamic leadership of music director Carolyn Kuan, the HSO invites all to connect with orchestral music in ways that are welcoming, relevant, and fun. In partnership with area schools, local arts providers, and social service organizations, we share our music with our communities through robust educational programs and free concerts for all.

Whether you're a second grader picking up a violin for the first time, a new audience member attending a pre-concert talk that unlocks the mysteries of the classics, or a family seeing a favorite movie with live orchestral accompaniment, there's something for everyone—and you always belong.

For more about the HSO's education and community offerings, visit [hartfordsymphony.org](http://hartfordsymphony.org)—and learn how you and your family can participate in and support our initiatives to enrich our communities through the uplifting, unifying power of music

### 3.4 VERBAL EXPRESSION:

# Constituent-focused “tilted” messages

## Current and prospective donors

Your support for the Hartford Symphony Orchestra ensures that extraordinary music and music education thrives in our region.

You make it possible for the HSO to employ the best musicians in the region and bring you the music you love. From Beethoven at the Bushnell’s Belding Theater to movies with live orchestral accompaniment; from the sounds of your favorite bands under the stars at the Talcott Mountain Music Festival to intimate chamber concerts, there’s something for everyone.

Led by dynamic music director Carolyn Kuan, the HSO expands the scope of orchestral music and welcomes all to concerts that are inspiring, relevant, and fun.

Through immersive, innovative performances and outstanding musicianship, the HSO engages thousands across our communities.

By supporting composers and performers from historically underrepresented backgrounds, you also advance our mission to be equitable and inclusive, and ensure that all belong at the HSO. And you help us share our music—and the joy of music-making—through robust educational programs for all ages, in partnership with area schools, local arts providers, and social service organizations. Your contributions also support free concerts throughout the region.

A source of civic pride that helps make the region a vibrant, exciting place to live, work, and play, the HSO is a cornerstone of Greater Hartford. Without your support, we wouldn’t be able to provide Hartford’s most enthralling, enriching, and entertaining cultural experiences.

And we thank you.

# Serving suggestions

**As an organization focused on welcoming both new and established audiences, every communication is an opportunity to break down barriers and connect.**

- Aim to be clear, inviting, and conversational—avoid an overly formal tone and musical jargon.
- Give audiences a sense of what to expect from the music and concertgoing experience—where possible, using video and audio.
- Don't just tell, show: integrate first-person stories, images, and quotes that convey why people should attend concerts and support us.
- Integrate Carolyn's perspective in communications about upcoming programs when possible, bringing her forward as someone people can connect with; in some cases, Orchestra musicians may also be appropriate to feature.

# 4 Visual expression

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## 4.1 VISUAL EXPRESSION:

# Elements of our visual system

Our visual brand identity system supports and enhances our story through carefully chosen and integrated approaches to color, typography, imagery, graphic elements, and composition—all connected to our primary identifier. It links our communication efforts across initiatives and media and provides the flexibility to tune communications for particular audiences and opportunities.

The careful combination and articulation of the above elements across surfaces (print and screen) will build narratives, express meaning, and achieve results.

## 4.2 Primary identifier

Our symbol and wordmark—along with its variations.

## 4.3 Typography

Our type families and approaches to creating typographic hierarchy and affect.

## 4.4 Color

A defined set of colors (our palette) as well as approaches to combining colors to establish and modulate mood.

## 4.5 Imagery

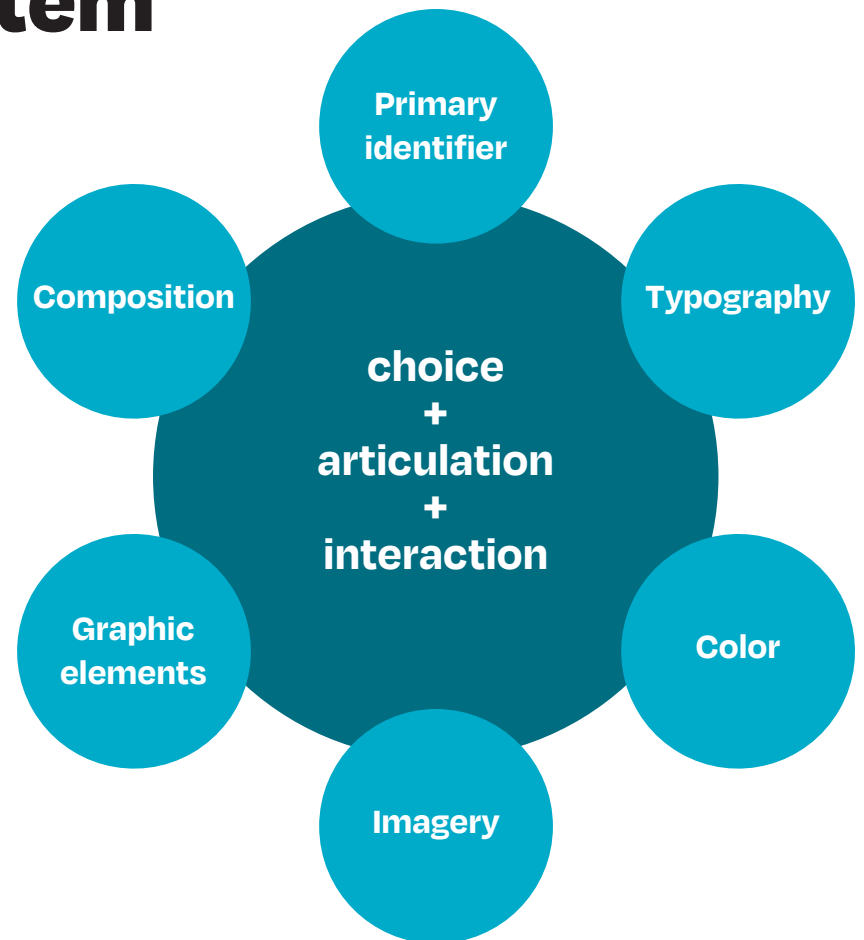
Approaches to sourcing, creating, and using photographic imagery of various types.

## 4.6 Graphic elements

A defined, extensible system of modular visual elements.

## 4.7 Composition

Approaches to using the elements of design to create recognizable and functional brand communications.





HARTFORD  
SYMPHONY  
ORCHESTRA

**Primary  
identifier**

## 4.2 VISUAL EXPRESSION:

# Primary identifier

## Positive

### Symbol

---



### Wordmark

---

HARTFORD  
SYMPHONY  
ORCHESTRA

### Color variations

---



### Our primary identifier includes a symbol and a wordmark.

Our symbol—a stylized monogram built from classical calligraphic forms kept in careful choreography by the conductor's baton—depicts the energy, vitality, and emotion of our Orchestral performance.

Our wordmark complements our symbol through the adoption of a contemporary condensed sans serif typeface that swells in confidence as it ascends from the foundation of the Orchestra to our home, Hartford.

Use the blue or black one-color versions of the identifier in situations where only one color is available or where insufficient contrast or production limitations render the full-color version of our primary identifier illegible or unfeasible.

**How do I choose which version to use?** Choose which version of the identifier to use based on background context. Use the versions of the identifier on this page for light backgrounds, and the versions on the following pages for dark backgrounds.



## 4.2 VISUAL EXPRESSION:

# Primary identifier

## Reverse

### Symbol

---



### Wordmark

---

HARTFORD  
SYMPHONY  
ORCHESTRA

### Color variations

---



Use the reverse version of the primary identifier against dark backgrounds. **Prioritize legibility when making decisions between primary identifier versions.**

## 4.2 VISUAL EXPRESSION:

# Primary identifier

## Clear space and minimum size



### Clear space

### Minimum size



1"

Ensure the primary identifier is at least 1" wide.

Double the height of the capital letters of the wordmark to determine clear space around the primary identifier.

This measurement should be considered a minimum for adjacent typographic elements.

Depending on context, graphic elements and photography may interact directly with the primary identifier as outlined in sections 4.6 and 4.7.

## 4.2 VISUAL EXPRESSION:

# Primary identifier

## Wordmark only—positive

### Stand-alone three-color wordmark

HARTFORD  
SYMPHONY  
ORCHESTRA

In situations where constrained space or other considerations make it difficult to use the complete identifier, the wordmark may be used on its own.

When used on its own, consider using the three-color version of the wordmark

### One-color wordmark

HARTFORD  
SYMPHONY  
ORCHESTRA

HARTFORD  
SYMPHONY  
ORCHESTRA

The standalone wordmark can also be used in one-color applications.

### Clear space



Use the height of capital letters to determine minimum clear space for adjacent typographic elements.

### Minimum size

HARTFORD  
SYMPHONY  
ORCHESTRA

.5"

Use the wordmark at one half inch in width or greater.

## 4.2 VISUAL EXPRESSION:

# Primary identifier Wordmark only—reverse

### Stand-alone three-color wordmark

HARTFORD  
SYMPHONY  
ORCHESTRA

In situations where constrained space or other considerations make it difficult to use the complete identifier, the wordmark may be used on its own.

When used on its own, consider using the three-color version of the wordmark

### One-color wordmark

HARTFORD  
SYMPHONY  
ORCHESTRA

HARTFORD  
SYMPHONY  
ORCHESTRA

The standalone wordmark can also be used in one-color applications.

### Clear space



Use the height of capital letters to determine minimum clear space for adjacent typographic elements.

### Minimum size

HARTFORD  
SYMPHONY  
ORCHESTRA

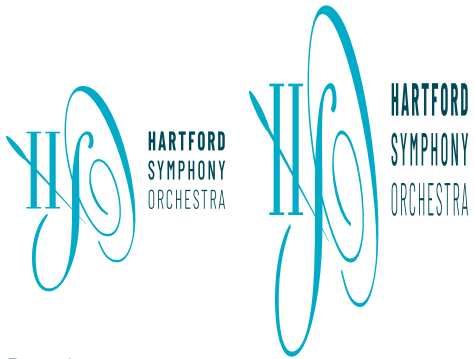
.5"

Use the wordmark at one half inch in width or greater.

## 4.2 VISUAL EXPRESSION:

# Primary identifier

## Avoid these situations



Do not squeeze or stretch.



Do not add elements.



Do not change colors.



Do not rearrange elements.



Do not use the monogram on its own.



Do not use as text or headline.

TYPOGRAPHY

typog-



raphy

## 4.3 VISUAL EXPRESSION:

# Typography

Employing complementary sans serif and serif font families with a variety of weights (and, in the case of Mandrel, widths), our typographic system provides for dynamic compositions as well as carefully crafted type hierarchies.

### Degular Display

**Resounding experiences**  
Resounding experiences

DEGULAR TEXT

**Resounding experiences**  
Resounding experiences

31

### Mandrel Extended

**BRILLIANT** CLASSICS +  
**BOLD** EXPLORATIONS

MANDREL EXTENDED

**Brilliant** classics +  
**Bold** explorations

MANDREL

**Brilliant** classics +  
**Bold** explorations

MANDREL CONDENSED

**Brilliant** classics +  
**Bold** explorations

Subscribers to Adobe's Creative Cloud can access our brand fonts via the Adobe Fonts service for use in print and screen applications.

Hartford Symphony Orchestra

## 4.3 VISUAL EXPRESSION:

# Typography

When developing communications, strive to create clear, distinct, and scannable levels of information hierarchy. Within complicated documents, this reduces reader fatigue and facilitates the navigation of dense content.

→ ..... **DECEMBER 8-10, 2023**

→ ..... **Beethoven 5+5**

Dramatic shifts in size signal significant shifts in hierarchy.

**Gerard Schwarz**, conductor ..... ←

**Orion Weiss**, piano

**Hailstork** *Four Hymns Without Words*

**Beethoven** Piano Concerto No. 5, Op. 73, "Emperor"

**Beethoven** Symphony No. 5, Op. 67

→ ..... **A double dose of Beethoven!** Under the direction of renowned composer and conductor, **Gerard Schwarz**, the HSO performs two monumental pieces by the ultimate icon of orchestral music. **Beethoven's Piano Concerto No. 5, "Emperor"** will feature pianist Orion Weiss, a performer described as "simply breathtaking" by the *Herald-Tribune*. **Symphony No. 5** is one of the absolute cornerstones of Western classical music. Built on an unforgettable and deceptively simple four note motif, there is no truer definition of a classical "master work." **Adolphus Hailstork's Four Hymns Without Words** is a set of short pieces featuring hymn-like opening statements.

Shifts in color, weight, and style create hierarchies within headlines or dense blocks of information.

## 46th Young Artist Competition

The HSO invites all Connecticut high school musicians (grades 9-12) to compete in the **46th Young Artist Competition** for a chance to win a cash prize, and an opportunity to perform with the Orchestra. Deadline to apply is February 1, 2024.

Visit [hartfordsymphony.org/yac](https://hartfordsymphony.org/yac) for more information.

Interested in supporting the Young Artist Competition?

Contact Eric Hutchinson at [ehutchinson@hartfordsymphony.org](mailto:ehutchinson@hartfordsymphony.org).

Use a weight and / or style shift for emphasis, to establish levels of hierarchy, or to help reinforce content.

Use text styles to advance and clarify meaning. In this case the underline—a common indicator of a link in screen-based contexts—both calls attention to content and helps describe a desirable reader action.

**When using typographic styles to structure information, consider the following as you design your communication:**

- Type is seen as image as well as read as words. Use scale, weight, and color to vary the typographic landscape on a surface, giving your readers guideposts through important information and providing stopping and resting places for their eyes.
- Many (perhaps most!) people sprint through typographic landscapes. Your typographic guideposts should be structured to facilitate the skimming of material, guiding a reader from one key idea to the next.
- Make it interesting while avoiding confusion. Typographic variety can provide visual interest and inspire curiosity. Too many typographic moves can annoy readers or, worse, cause confusion.



### 4.3 VISUAL EXPRESSION:

# Typography

Typography is image. Use scale and composition boldly when setting headlines. Strive to create energy and visual interest (and enhance meaning) without hindering legibility.

More traditional typography—specifically the use of small caps and / or our contrasting serif brand fonts—helps ground the headline and adds a sense of gravitas.



#### FEATURING

Christopher D. Betts, *Hartford Stage*  
Merik Goma, *The Amistad Center for Art & Culture*  
Quinn Mason, *Hartford Symphony Orchestra*

#### MODERATED BY

Lucy Nalpathanchil

# Artists in Residence Debate

In this example, scale helps identify the key words in the headline, while composition and color suggest the dynamic interaction promised by the event format.

color

color

color

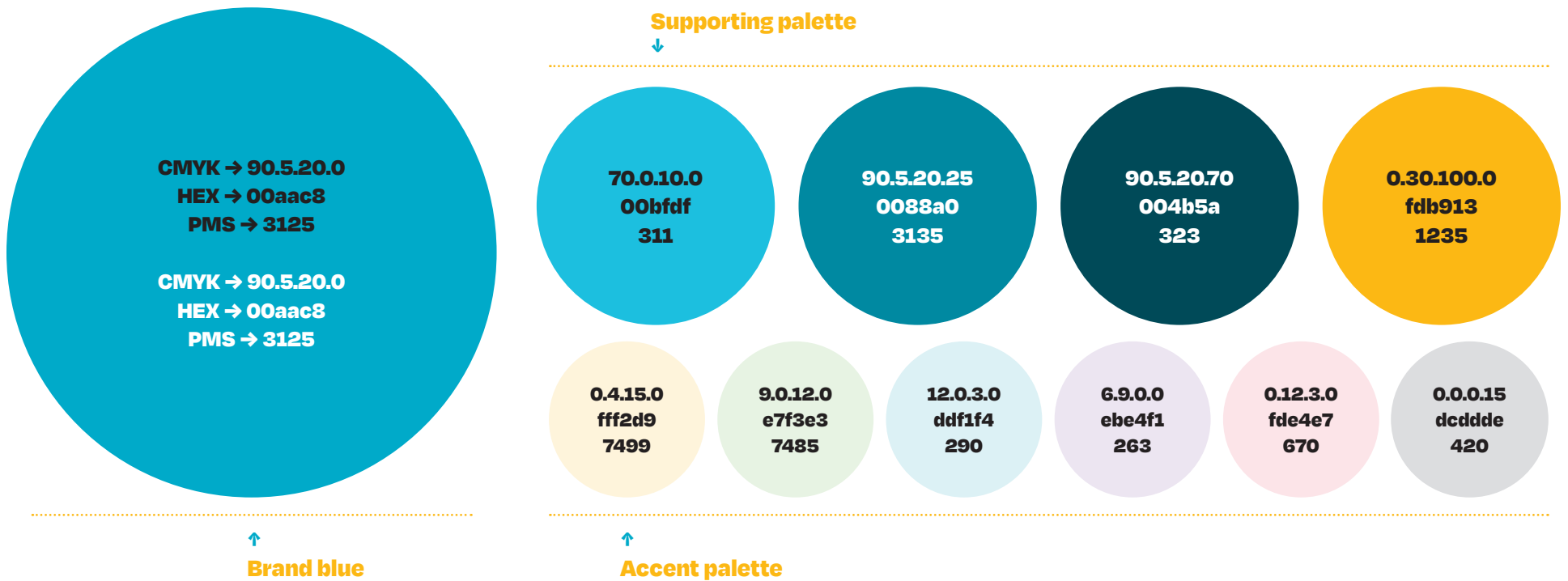
color

color

## 4.4 VISUAL EXPRESSION:

# Color Palette

Owning a recognizable and differentiated color space helps us stand out from the crowd, while making it easier for our patrons to recognize our communications across time and platforms.



35

### CMYK (Cyan Magenta Yellow Black):

An additive color system used for printing. Specified as units (between 0 and 100) of each of the four standard process inks: Cyan, Magenta, Yellow, and Black.

### RGB (Red Green Blue):

The subtractive color system used for specifying colors on screens and composed of Red, Green, and Blue. "Hexadecimal" and RGB codes are interchangeable.

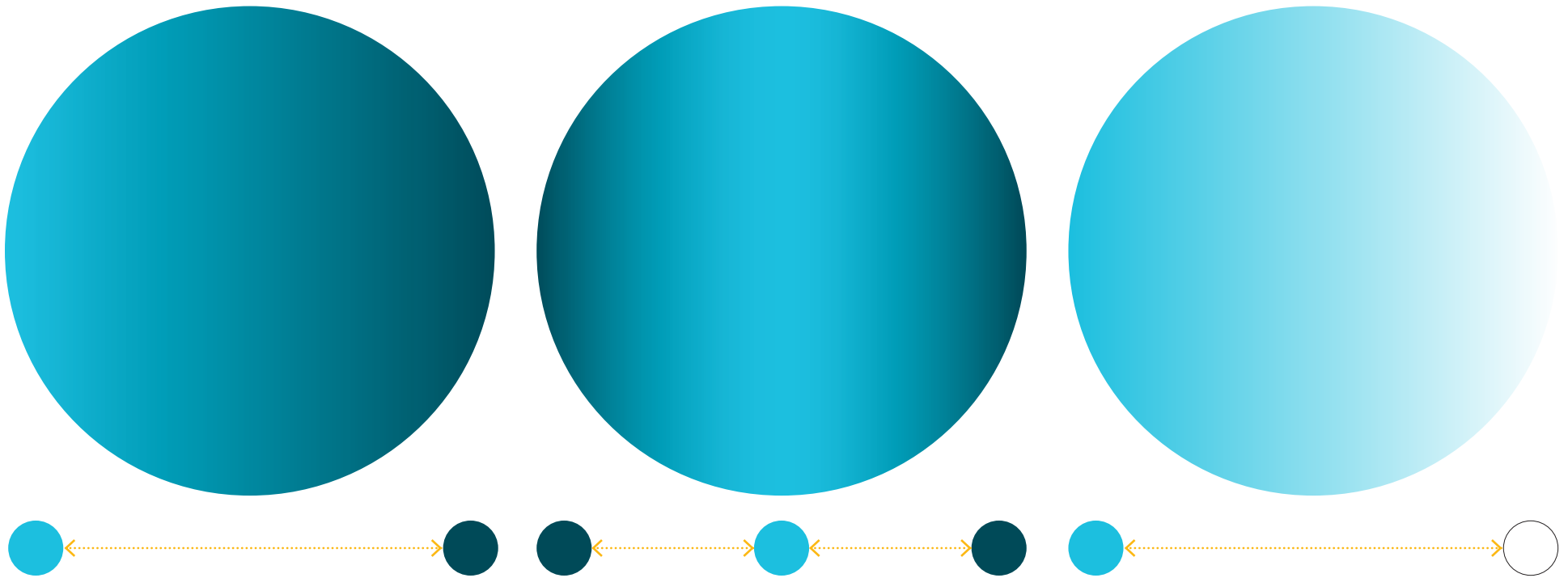
### PMS (Pantone Matching System):

A proprietary color matching ecosystem used to manage color across multiple forms of printing.

#### 4.4 VISUAL EXPRESSION:

# Color Gradients

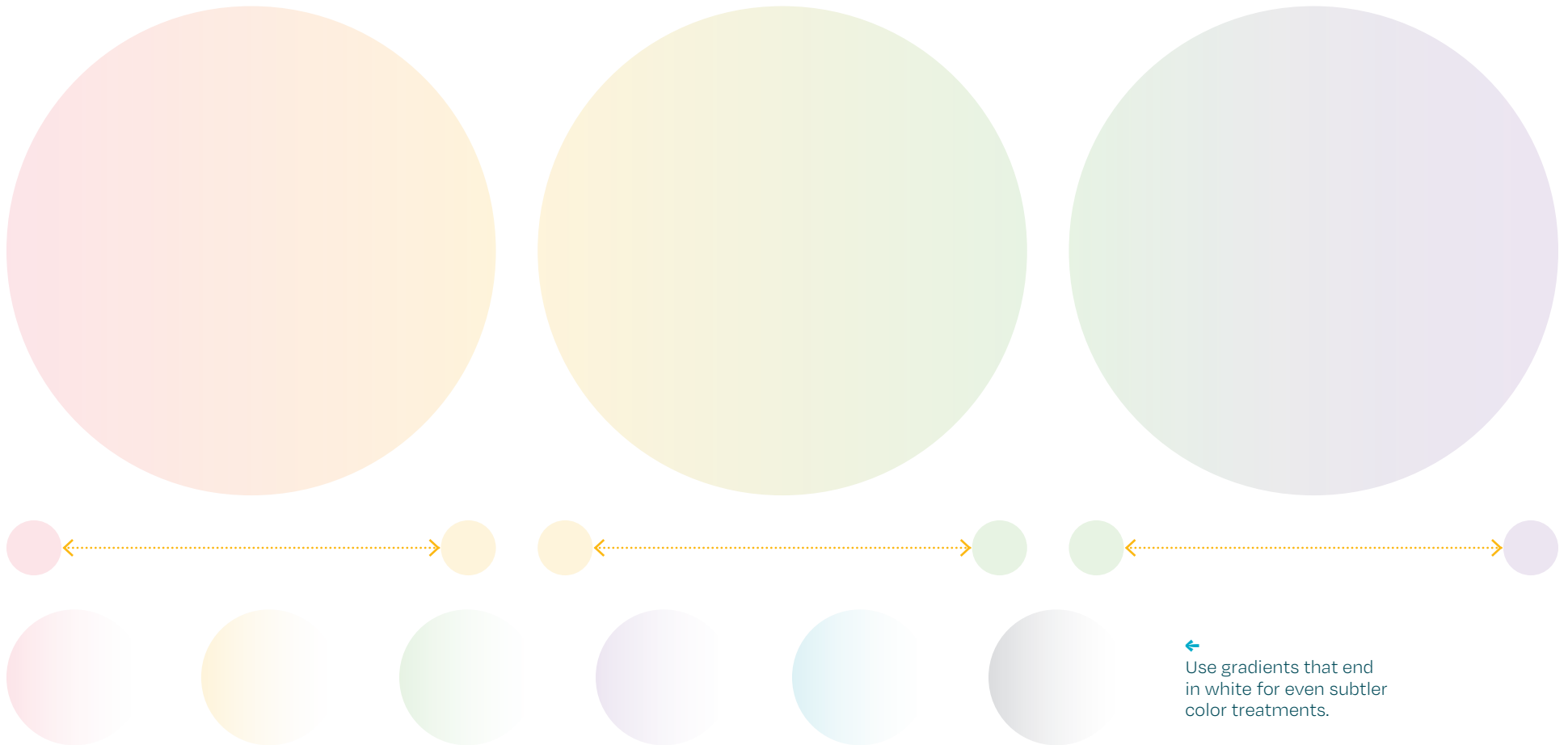
Our brand and supporting blues can be combined to create rich, dramatic gradient effects. Use the directionality of gradients to focus attention and facilitate legibility while maintaining bright, colorful layouts.



#### 4.4 VISUAL EXPRESSION:

# Color Gradients

Use our accent palette to build subtle, sophisticated gradients that create visual interest without adding excess weight to layouts. Where gradients built from our brand blue and primary palette speak to the power and richness of our offerings, our accent palette speaks to subtlety, nuance, and sophistication.



←  
Use gradients that end  
in white for even subtler  
color treatments.

#### 4.4 VISUAL EXPRESSION:

# Color Usage

Vary the relative proportions of light and dark colors depending on communication intent. In all cases, our brand blue should play a leading role. Lighter colors (and lighter fonts) will speak more quietly, while darker colors (and bolder fonts) have a louder visual voice.



↑  
Our accent palette combined with light typography creates a sophisticated voice.



↑  
Our primary blues combined with bold typography build a sense of energy.



↑  
Our supporting blues combined with small caps serif typography add a sense of formality and gravitas.



# imagery



## 4.5 VISUAL EXPRESSION:

# Imagery Types

Images are critical to telling our story. They come in three basic flavors: ❶ our Orchestra, including our players, music director, and staff; ❷ our patrons, including concertgoers, education program participants, and special event attendees, and ❸ the guest artists we bring to our community. The careful combination of image types helps tell the totality of our narrative.



←↑ ❶  
Our Orchestra and  
music director



↑ ❷  
Our patrons



↑ ❸  
Our guest artists



## 4.5 VISUAL EXPRESSION:

# Imagery Usage

Manipulate images to suit communication needs. 1 Silhouetting images helps focus attention on the subject and facilitates integrating images of varying quality and composition. 2 Images can also be used in traditional containers (circular or rectilinear). 3 Use our palette and graphic elements to frame and highlight key images, or to help them separate from background colors or other images.



↑ 1  
Silhouette



↑ 2  
Traditional container



↑ 3  
Frame / Highlight

#### 4.5 VISUAL EXPRESSION:

# Imagery Usage

Use multiple elements from our visual system—in this case gradients, graphic elements, and manipulated imagery—to create branded visual environments and foreground key images.



# GRAPHIC ELEMENTS

## 4.6 VISUAL EXPRESSION:

# Graphic elements

## A palette of gestures

Inspired by our primary identifier, our signature graphic element is a limitless library of calligraphic and calligraphic-inspired marks used at dramatic scale, in unexpected configurations, and in combination with our typographic and color palettes.

LABELS

CONTAINED AREAS

←DRAMATIC CALLIGRAPHIC ELEMENTS

GRADIENTS

44

4.6 VISUAL EXPRESSION:

# Graphic elements

## Usage

Create visual pathways and connections through the extreme scaling and cropping of calligraphic elements.



4.6 VISUAL EXPRESSION:

# Graphic elements

## Usage

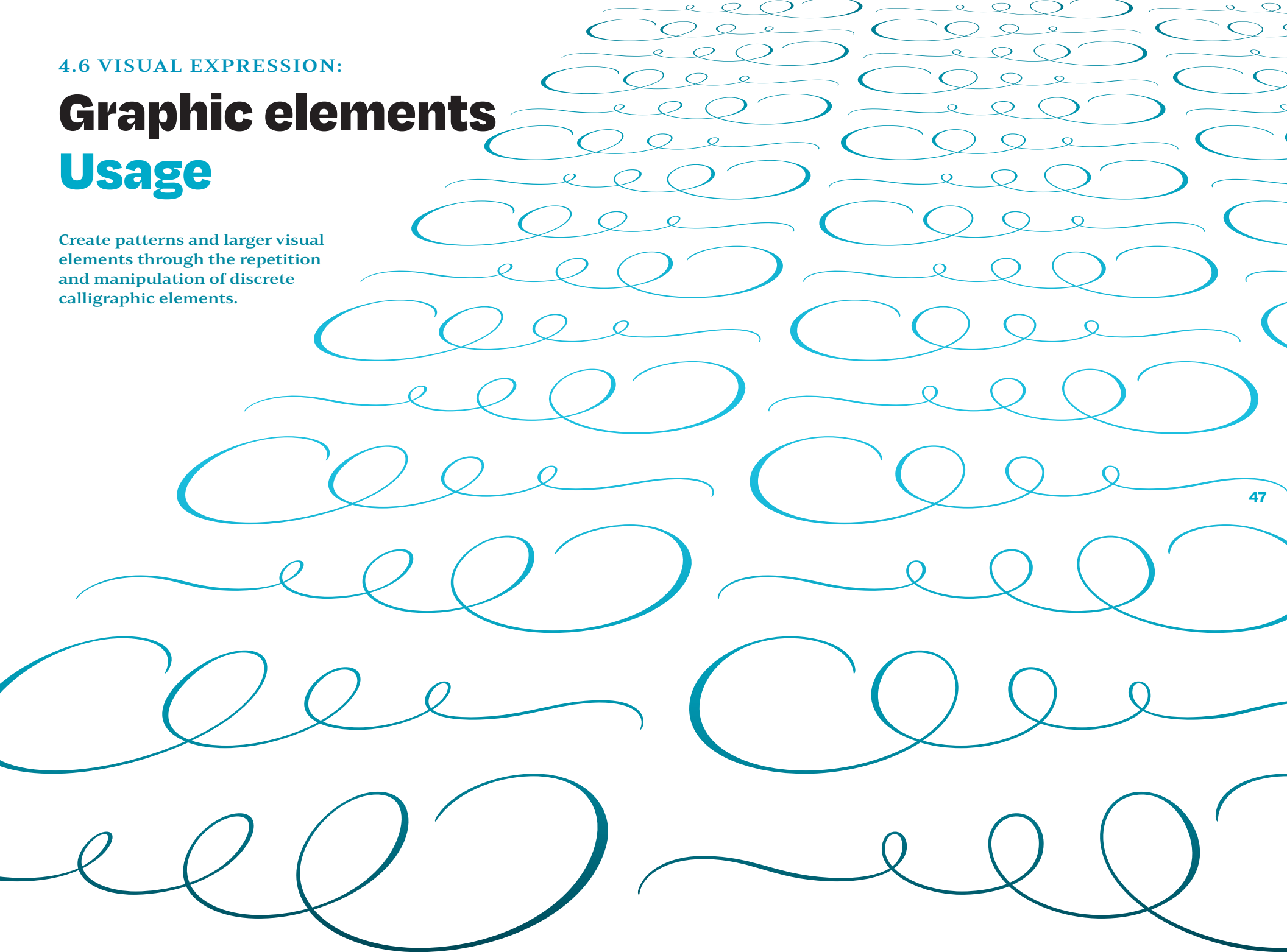
Use multiple calligraphic elements in combination to create unique textures, backgrounds, and abstract illustrations.

4.6 VISUAL EXPRESSION:

# Graphic elements

## Usage

Create patterns and larger visual elements through the repetition and manipulation of discrete calligraphic elements.



#### 4.6 VISUAL EXPRESSION:

# Graphic elements

## Usage

Use the negative shapes created or inspired by calligraphic forms to build layouts with a more contemporary, sensibility.



4.6 VISUAL EXPRESSION:

# Graphic elements

## Sub-brand labels

Use labels to identify our main sub-brands.

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## 4.7 VISUAL EXPRESSION

### COMPOSITION

## 4.7 VISUAL EXPRESSION:

# Composition

## Activating our visual system

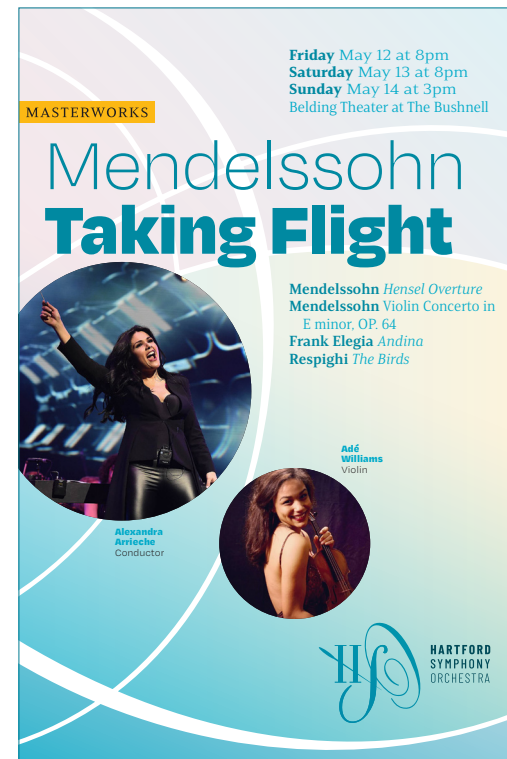
Using all the elements of our visual system, strive to create layouts that draw viewers into and through content, helping them find key information and leaving them with an actionable next step.



↑ Poetic typography, asymmetry, and dramatic changes in scale create a dynamic layout that establishes a circular visual rhythm.



↑ Dramatic shifts in typographic scale, subtle use of color, and activation of white space add visual interest to a linear compositional approach.



↑ Imagery containers and carefully selected calligraphic elements help frame key information in this welcoming composition.

## 4.7 VISUAL EXPRESSION:

# Composition Using a grid

Use an underlying grid to help bring order to compositions by creating relationships between the vertical and horizontal alignment of elements. Grids with odd numbers of columns facilitate asymmetric compositions. Consider the grid a starting point on which to ground compositions and to build out from, rather than a restraining element.

Friday, May 12 at 8pm  
Saturday, May 13 at 8pm  
Sunday, May 14 at 3pm  
Belding Theater at The Bushnell

MASTERWORKS

# Mendelssohn Taking Flight

Featuring  
Alexandra Arrieche *Conductor*  
Adé Williams *Violin*

Program  
Mendelssohn *Hensel Overture*  
Mendelssohn *Violin Concerto*  
in E minor, OP. 64  
Frank *Elegia Andina*  
Respighi *The Birds*

HARTFORD  
SYMPHONY  
ORCHESTRA

A concert poster for Mendelssohn's 'Taking Flight' featuring conductor Alexandra Arrieche and violinist Adé Williams. The poster has a dark teal background with a grid of vertical lines. The title 'Mendelssohn Taking Flight' is prominently displayed in white and blue. A photograph of the conductor is on the right side.

MASTERWORKS

# Mendelssohn Taking Flight

May 12-14, 2023  
Friday & Saturday at 8pm  
Sunday at 3pm  
Belding Theater at  
The Bushnell

Mendelssohn *Hensel Overture*  
Mendelssohn *Violin Concerto*  
in E minor, OP. 64  
Frank *Elegia Andina*  
Respighi *The Birds*

Alexandra Arrieche *conductor*  
Adé Williams *violin*

HARTFORD  
SYMPHONY  
ORCHESTRA

A draft version of the concert poster, showing the layout with a light background and a grid. It includes a circular inset photo of the conductor.

MASTERWORKS

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Belding Theater at The Bushnell

# Mendelssohn Taking Flight

Mendelssohn *Hensel Overture*  
Mendelssohn *Violin Concerto* in  
E minor, OP. 64  
Frank *Elegia Andina*  
Respighi *The Birds*

Adé  
Williams  
Violin

Alexandra  
Arrieche  
Conductor

HARTFORD  
SYMPHONY  
ORCHESTRA

The final concert poster features a light blue and white background with a grid. It includes two circular inset photos: one of the conductor and one of the violinist. The text is arranged in a clean, modern layout.

5

# Our system in action

# Prototypes

## Masterworks

MASTERWORKS

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Adé Williams violin



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5.1 OUR SYSTEM IN ACTION:

# Prototypes Community

Moderated by  
**Lucy Nalpathanchil**



**HSO EXTENDED**



## Joyce C. Willis Artist in Residence Panel Discussion

Wednesday, March 22 at 7pm  
Hartford Stage  
50 Church St, Hartford





**Christopher D. Betts**  
Hartford Stage



**Merik Goma**  
The Amistad Center  
for Art & Culture




**Quinn Mason**  
Hartford Symphony  
Orchestra



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 HARTFORD SYMPHONY ORCHESTRA

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JOYCE C. WILLIS ARTIST IN RESIDENCE

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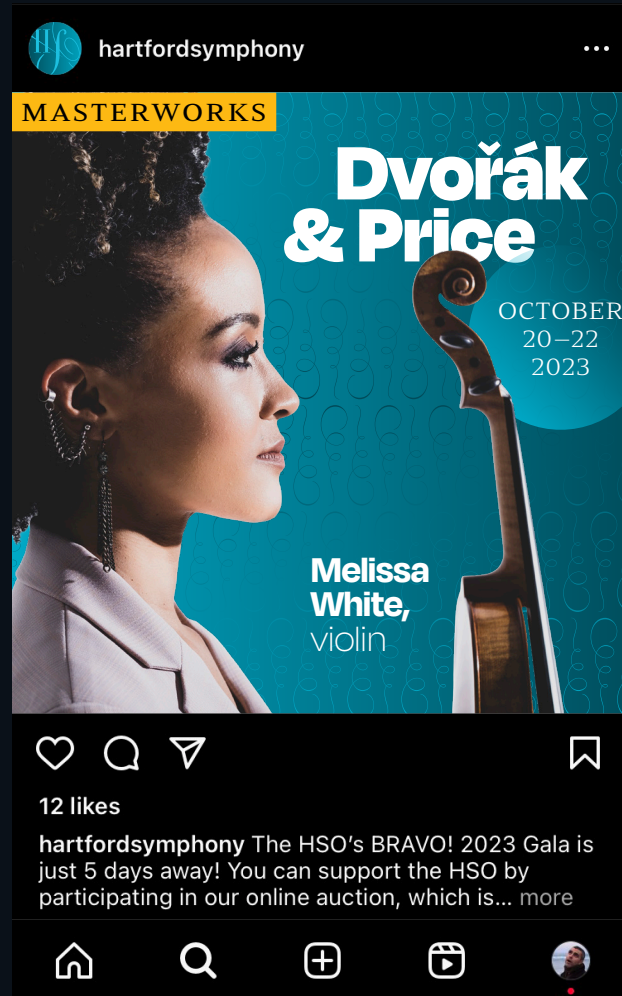
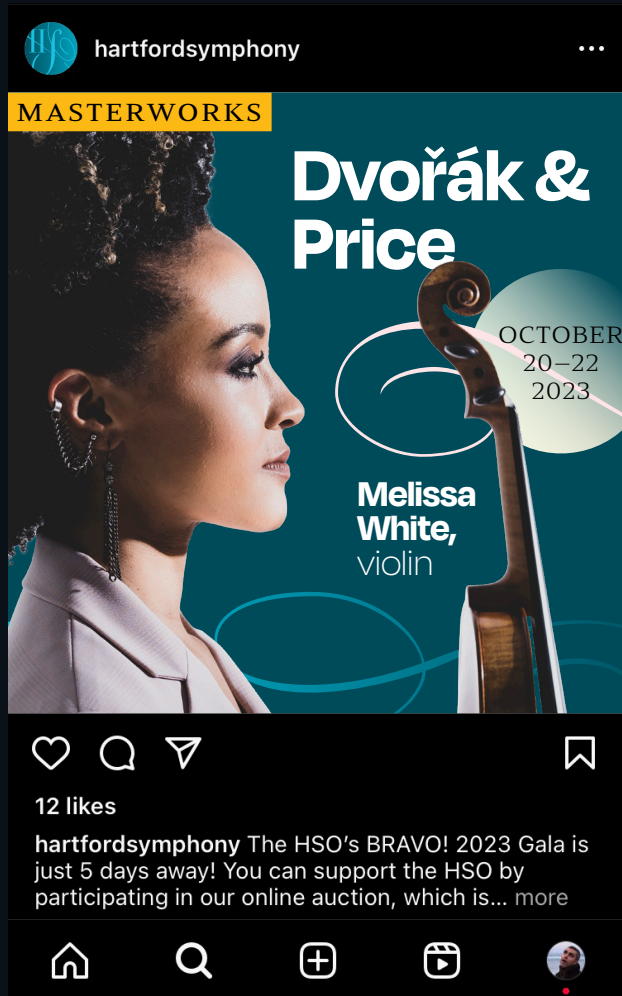
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5.1 OUR SYSTEM IN ACTION:

# Prototypes Social



5.1 OUR SYSTEM IN ACTION:

# Prototypes Social

hartfordsymphony

MASTERWORKS

DECEMBER  
8-10  
2023

Gerard Schwarz

Orion Weiss,  
piano

Beethoven  
5+5

12 likes

hartfordsymphony The HSO's BRAVO! 2023 Gala is just 5 days away! You can support the HSO by participating in our online auction, which is... more

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MASTERWORKS

Enduring Love  
Stories

FEBRUARY  
9-11  
2023

Boyd  
Meets Girl,  
guitar &  
cello duo

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MASTERWORKS

FEBRUARY  
9-11  
2023

Clarice Assad,  
New composition  
World Premiere

Enduring Love  
Stories


12 likes


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Sunday at 3pm  
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Mendelssohn Violin Concerto in E minor, OP. 64  
Frank Elegia Andina  
Respighi The Birds

**Featuring**  
Alexandra Arrieche conductor  
Adé Williams violin

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Please note: face masks are required to enter the Belding Theater for our Sunday matinee Masterworks concerts.

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**OUTWARD SOUND**


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5.1 OUR SYSTEM IN ACTION:

# Brochure Masterworks



5.1 OUR SYSTEM IN ACTION:

# Brochure Masterworks

**2023-2024 SEASON AT-A-GLANCE**

**Elgar's Enigma**  
80th Anniversary Celebration  
SEPTEMBER 29-OCTOBER 1, 2023

**Dvořák & Price**  
OCTOBER 20-22, 2023

**Ravel & Debussy**  
NOVEMBER 10-12, 2023

**Beethoven 5+5**  
DECEMBER 8-10, 2023

**Enduring Love Stories**  
FEBRUARY 9-11, 2024

**Copland & Bernstein**  
MARCH 8-10, 2024

**Vivaldi's Gloria**  
APRIL 12-14, 2024

**Mozart & Prokofiev**  
MAY 10-12, 2024

**The Planets**  
JUNE 7-9, 2024

All Masterworks concerts are performed in the **Baldwin Theater** at **The Bushnell Center for the Performing Arts** **Friday & Saturday at 8 pm** **Sunday at 3 pm**

Join Carolyn Kuan and other special guests one hour prior to each concert as they offer unique insight into the music and composers that will be featured at the concerts that lie ahead.

**Masterworks Series Sponsor**  
The Elizabeth M. and Harrietta M. Lanson Foundation

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## Welcome to the 2023-2024 Hartford Symphony Orchestra Season

Our 80th season celebrates the brilliant classics of tradition and bold explorations of our time, place and purpose. Now in her 13th season, Music Director Carolyn Kuan leads the orchestra through the 2023-2024 Masterworks series in dynamic fashion, breathing fresh energy into the concert hall with extraordinary music and outstanding musicianship. From the iconic opening notes of Beethoven's Fifth Symphony to the romanticism of a new work for a husband-and-wife duo, plus fascinating and masterful guest artists, this is the Hartford Symphony Orchestra of today and tomorrow. This season is sure to energize you as we look forward to another 80 years of resounding experiences!

**FEBRUARY 9-11, 2024**

**Enduring Love Stories**

Carolyn Kuan, conductor  
Boyd Meets Girl, guitar & cello duo  
Rupert Boyd, guitar  
Laura Metcalf, cello

**Tchaikovsky** Romeo and Juliet Overture-Fantasy  
**Assad** New Commission Works PREMIERE  
**Wagner** "Prelude & Liebestod" from Tristan und Isolde  
**Offenbach** Ophéus in the Underworld Overture

**Romance is in the air with Enduring Love Stories.** The HSO introduces you to star-crossed lovers throughout time and explores the struggles they endured. Through the music of Tchaikovsky's Romeo and Juliet, Wagner's Tristan und Isolde, and Offenbach's Ophéus in the Underworld the HSO brings emotion and passion to the stage. Bringing dynamic duos into the present, the HSO has commissioned a double concerto by Grammy Award nominated composer Clarence Assad for the husband-and-wife guitar and cello duo, Boyd Meets Girl, composed of Rupert Boyd, guitar and West Hartford native, Laura Metcalf, cello.

**CONCERT SPONSOR:** The Alexander Campbell Medalist and the Major Medical Memorial Concert

**MARCH 8-10, 2024**

**Copland & Bernstein**

Carolyn Kuan, conductor

**Strauss, Jr.** On the Beautiful Blue Danube  
**Copland** Appalachian Spring  
**FEATURING RARELY SHOWN HISTORICAL FOOTAGE OF MARTHA GRAHAM**  
**Bernstein** Fancy Free

**Dance your way to Baldwin Theater for Copland & Bernstein!** We start this concert by waltzing to Johann Strauss, Jr.'s On the Beautiful Blue Danube. Step into the unique experience of listening to the HSO perform Copland's Appalachian Spring, while viewing rarely shown historical video footage of Martha Graham performing her original choreography. Keep your toes tapping with Bernstein's Fancy Free, the 1944 precursor to Broadway's On the Town.

**CONCERT SPONSOR:** Bunden Hall for Innovative Programming

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**SEPTEMBER 29-OCTOBER 1, 2023**

**Opening Weekend  
Elgar's Enigma  
80th Season Celebration**

Carolyn Kuan, conductor  
HSO Brass Quintet

**Schubert** Symphony, D. 759 "Unfinished"  
**Schwarz** Concerto for Brass Quintet and Orchestra (After Handel Op. 15, No. 2)  
**McCarthy** American Dance Music  
**Elgar** Enigma Variations, Op. 36

**Welcome back to Baldwin Theater in celebration of the HSO's 80th season!** The HSO Brass Quintet is brilliantly featured on two captivating works by active American composers Gerald Schwarz and Daniel McCarthy. We still don't know why Franz Schubert never finished his Symphony, D. 759, creating one of music's greatest unanswered questions. Edward Elgar's Enigma Variations is a work dedicated to the composer's friends, with each variation a musical sketch meant to represent one of them. However, there are two "enigmas" to be solved: one variation's subject is undisclosed, and Elgar himself referenced a hidden musical motive. Gather among friends and try to solve these musical mysteries.

**OCTOBER 20-22, 2023**

**Dvořák & Price**

Carolyn Kuan, conductor  
Melissa White, violin  
23-24 Joyce C. Willis Artist in Residence  
**Brahms** Tragic Overture, Op. 81  
**Price** Violin Concerto No. 1  
**Dvořák** Symphony No. 7, Op. 70

**We welcome violinist Melissa White as the 2023-2024 Joyce C. Willis Artist in Residence for her first of two HSO Masterworks performances of the season.** Performing Florence Price's Violin Concerto No. 1, White will enchant you with the grace, precision, and warmth she brings to the stage. Brahms' Tragic Overture has a turbulent, dramatic character and Dvořák's Symphony No. 7 can be argued as one of the composer's greatest works—a thrill to experience performed by a live orchestra!

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**DECEMBER 8-10, 2023**

**Beethoven 5+5**

Gerard Schwarz, conductor  
Orion Wells, piano

**Hallstork** Four Hymns Without Words  
**Beethoven** Piano Concerto No. 5, Op. 73, "Emperor"  
**Beethoven** Symphony No. 5, Op. 67

**A double dose of Beethoven!** Under the direction of renowned composer and conductor, Gerard Schwarz, the HSO performs two monumental pieces by the ultimate icon of orchestral music. Beethoven's Piano Concerto No. 5, "Emperor" will feature pianist Orion Wells, a performer described as "simply breathtaking" by the Herald-Tribune. Symphony No. 5 is one of the absolute cornerstones of Western classical music. Built on an unforgettable and deceptively simple four-note motif, there is no truer definition of a classical "master work". Adolphus Hallstork's Four Hymns Without Words is a set of short pieces featuring forms like opening statements.

**CONCERT SPONSOR:** The Frank Memorial Concert

**NOVEMBER 10-12, 2023**

**Ravel & Debussy**

Carolyn Kuan, conductor  
Cy Leo, Harmonica

**Ruo** Folk Songs for Orchestra  
**Spiwakovsky** Concerto for Harmonica and Orchestra  
**Debussy** Prélude à l'après-midi d'un faune  
**Ravel** Ma Mère l'Oye (Mother Goose)

**Folk songs tell the story of life, community, and tradition.** Experience the lush, fantastic musical language from Ravel and Debussy while being introduced to the playful and creative works of Ruo and Spiwakovsky all in the spirit of folk songs. Folk songs for Orchestra, according to the composer, drew inspiration from the Chinese ancient and folk music, Western avant-garde, rock, and jazz. Spiwakovsky's Concerto for Harmonica and Orchestra presents the harmonics in a way you have never experienced before. The "French Connection" rounds out the program with Debussy's symphonic poem, Prélude to the Afternoon of a Faun, and Ravel's Mother Goose.

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**JUNE 7-9, 2024**

**The Planets**

Carolyn Kuan, conductor  
Melissa White, violin  
2023-24 Joyce C. Willis Artist in Residence

**Simon Amont**  
**Bruch** Violin Concerto No. 1, Op. 26  
**Holst** The Planets

**We close our 80th Masterworks season with a return appearance from Melissa White, the HSO's 2023-2024 Joyce C. Willis Artist in Residence performing the soaring melodies of Bruch's Violin Concerto No. 1.** According to Carlos Simon, his intent for Amont was "to re-create the musical experience of an African American Pentecostal church service that I enjoyed being part of while growing up in this demographic." Each movement flows into the next to reflect the way the worship service flows. Inspired by the astrological characters of each planet, Holst's The Planets bears the richness and emotional warmth of humanity, encapsulating the theme of the entire program bringing people together through the spirit of music.

**CONCERT SPONSOR:** The Frank Memorial Concert

**SPECIAL EVENT  
SATURDAY, MARCH 10  
2024, 7:30 PM**

**Itzhak Perlman  
in Recital**

Itzhak Perlman, violin  
Rohan De Silva, piano

**The Hartford Symphony Orchestra and The Bushnell Center for the Performing Arts are teaming up to bring you Itzhak Perlman in Recital.** The legendary violinist returns to The Bushnell for one exciting evening to perform a solo violin recital with his long-time pianist and friend, Rohan De Silva.

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- All subscribers are eligible for same-season exchanges for unused tickets (must notify box office in advance of original concert).
- As a subscriber, you'll receive discounts at our partner restaurants in the Greater Hartford area.
- Access to exclusive events and experiences with the HSO throughout the year.
- Invitation to our informative annual meeting in October 2023.
- Free bar drink for new subscribers.

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**SNAIL MAIL**  
Hartford Symphony Orchestra  
186 Capitol Avenue  
Hartford CT 06108

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# Brochure

## Fall concert guide



5.1 OUR SYSTEM IN ACTION:

# Brochure Fall concert guide

**FALL 2023 AT-A-GLANCE**

Elgar's Enigma  
SOVI Anniversary Celebration  
SEPTEMBER 29 - OCTOBER 1, 2023

Dvořák & Price  
OCTOBER 20-22, 2023

HSO's Tales of Halloween  
OCTOBER 30, 2023

HBO X Parkville  
NOVEMBER 1, 2023

Ravel & Debussy  
NOVEMBER 10-12, 2023

Beethoven 5-5  
FEBRUARY 9-11, 2024

Enduring Love Stories  
FEBRUARY 9-11, 2024

**MASTERWORKS**

**SEPTEMBER 29 - OCTOBER 1, 2023**  
Opening Weekend  
**Elgar's Enigma**  
80th Season Celebration

**Caroleyn Kuan, conductor**  
**Melissa White, violin**  
23-24 Joyce C. Willis Artist in Residence

**Erins** "Tage Overture, Op. 81  
Price Violin Concerto No. 1  
Dvořák Symphony No. 7, Op. 70

**We welcome violinist Melissa White as the 2023-2024 Joyce C. Willis Artist in Residence for the Fall of 2023!**

**HSO's extended performance of the season:** "Erins"  
Florence Price's Violin Concerto No. 1. White will enrich our live-the-arts program, and we warmly welcome her to the stage. "Erins" Dvořák's Overture has a beautiful, dramatic character and Dvořák's Symphony No. 7 can be regarded as one of the composer's greatest works—both as a result of experience performed by a live orchestra.

**NOVEMBER 10-12, 2023**  
**Ravel & Debussy**  
**Caroleyn Kuan, conductor**  
**Cecy Lee, Harp**

**Ruo Fei, Songs for Orchestra**  
Soviet/Russian Concerto for Harmonica and Orchestra  
**Debussy Prelude à l'après-midi d'un fumeur** (Afternoon of a Fumar)

**Ruo Fei, Songs for Orchestra**  
Explicate the lush, fantastic musical language from Ravel and Debussy while being introduced to the playful and creative works of Ruo and Gidonky all in the spirit of folk songs. Folk Song for Orchestra, according to the composer, drew inspiration from the Chinese ancient and folk music, Western avant-garde, rock, and jazz. Soviet/Russian Concerto for Harmonica and Orchestra presents the harmonica in a way you have never experienced before. The "French Connection" stands out the program with Debussy's symphonic poem, Prelude to the Concert in F major, and Ravely's Mother Goose.

**Concert Sponsor:** **Next Step**

**MASTERWORKS**

**DECEMBER 8-10, 2023**  
**Beethoven 5-5**  
**Caroleyn Kuan, conductor**  
**Olivo Weiss, piano**

**Haydn Four Symphonies**  
Händel Four Concertos No. 6, Op. 73, "Empire"  
**Beethoven** Symphony No. 5, Op. 67

**A double dose of Beethoven!** Under the direction of renowned conductor and pianist General Schwart, the HSO performs two monumental pieces by the German titan of symphonic music: Beethoven's Piano Concerto No. 5, "Empire" (with a special piano from Steinway), and the Piano Sonata Op. 10, No. 5, "Empire" described as "virgily breathtaking" by the Herald Tribune. Symphony No. 5 is one of the absolute cornerstones of Western classical music. Built on an unforgettable and deceptively simple four-note motif, there is a raw, visceral definition of a classical "master work". Adeline Hallmark's Four Symphonies recital is a set of short pieces featuring lyrical/lyric opening statements.

**Concert Sponsor:** **Next Step**

**FEBRUARY 9-11, 2024**  
**Enduring Love Stories**  
**Caroleyn Kuan, conductor**  
**Royal Meecham, guitar & cello duo**  
**Rupert Boyd, guitar**  
**Laura MacCall, cello**

**Tchaikovsky Romeo and Juliet Overture**  
**Assad Anghata**  
**Wagner "Prelude & Liebestod"** from Tristan und Isolde  
**Offenbach Opéra de la Undersound Overture**

**Someone is in the air with Enduring Love Stories.** The HSO introduces you to state-of-the-art scores throughout time and explores the struggles they endured. Through the music of Tchaikovsky's Romeo and Juliet, Wagner's Tristan und Isolde, and Offenbach's Opéra de la Undersound the HSO brings emotion and passion to the stage. Emerging dynamic duo into the program, the HSO has commissioned a double concerto by Grammy Award-nominated composer Cecy Lee, paired for the husband-and-wife guitar and cello duo, Royal Meecham, composed of Rupert Boyd, guitar, and Laura MacCall, cello.

**Concert Sponsor:** **Next Step**

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20% off tickets for friends of subscribers (some restrictions apply).  
You'll receive advance notice when a concert goes on sale and the opportunity to purchase tickets before the general public.  
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As a subscriber, you'll receive discounts at our partner restaurants in the Greater Hartford area.  
Access to exclusive events and experiences with the HSO throughout the year.  
Invitation to our informative annual meeting in October 2025. Free bus drive for new subscribers.

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**SNAIL MAIL:** Hartford Symphony Orchestra, 168 Capital Avenue, Hartford CT 06106  
**Friday and Saturday @ 8PM and Sunday @ 3PM**  
All ticket holders are invited to an on-arrival bus ride home before the concert.

**HSO EXTENDED**

**NOVEMBER 1, 2023 @7PM**  
**HSO X Parkville**

**At the Hartford Symphony Orchestra at Parkville on Parkville Hill, this is your chance to experience a special blend of string quartet music at Connecticut's first and largest food hall. This intimate, dining and listening concert will give the quartet a full night's worth as they perform in this unique space. Seating is limited, so get your general admission tickets now!**

**PLEASE NOTE:** your general admission tickets include walk, food and beverage are available for purchase at the House.

**POPS!**

**OCTOBER 26, 2023 @3PM**  
**HSO's Tales of Halloween**

**Take your seats for a thrilling Halloween celebration with the Hartford Symphony Orchestra and Hartford Chamber!** Join us for the HSO's most exciting, festive and largest food hall. This intimate, dining and listening concert will give the quartet a full night's worth as they perform in this unique space. Seating is limited, so get your general admission tickets now!

**Guests are encouraged to wear Halloween costumes (at Parkville) and transform into a popstar! Meet with lighting, decorations, festive activities, and tons of tricks and treats!** Join us...if you dare!

**DECEMBER 16, 2023 @3PM**  
**Holiday Orque!**

**There is no better way to celebrate the season with the magical music of the holidays performed by the HSO, so an exciting celebration will be the basis of the seasonal Orque at the Symphony. These joyful, joyful, traditional, and generally well-timed, love and dance on and above the stage, all while the HSO performs your festive favorites.**

**DECEMBER 22, 2023 @7PM**  
**Elf in Concert**

**Ready, set, magically transported to the North Pole to twinkle and raise to a delirious among Santa's elves. Unlike to think the feeling that the Elf's Elf, the adult's ready to take to New York, in full elf uniform, in search of his real feelings. This holiday season raise the heartbeating holiday classic on a giant screen as every note of John Denver's wonderful score to played live to pictures in Elf in Concert!**

**Elf and all related characters and elements © & TM New Line Productions, Inc. (2022)**

**Welcome Melissa White**

**The Hartford Symphony Orchestra welcomes Melissa White, violin, as the second Joyce C. Willis Artist in Residence for the 2023-2024 season, made possible through a generous grant from The John C. and Ann C. Roberts Foundation. The OWI is the second of three one-year artist in residence honors in honor of Joyce C. Willis, a former Board of Directors board member, founding member and past board president of the Amalthea Center, board member of the Hartford Symphony Orchestra, and general support of Hartford Stage who passed away in June of 2020. As part of her residency, Ms. White will perform both alongside the orchestra in key Masterworks Concerts and in solo recitals in partnership with the Grammy-nominated pianist Cecy Lee at the Hall Center. Ms. White will host panel discussions on performance topics at Parkville and will spend quality time with students at the Greater Hartford area with the Learning & Social Impact Department.**

**October 8, 2023 @2PM**  
**Legends & Myths**  
21st Century Tale, with the Resonant  
**Featuring: Leonid Sigal, artist director & violin**

**Coming in 2024**  
**Art in Song** February 25, 2024 @2PM  
**Sunday, May 19, 2024 @2PM**  
**Avatar @ 90**

**SERIES SUBSCRIPTIONS NOW AVAILABLE**

**Support the Hartford Symphony Orchestra Become an Annual Fund Donor!**

By becoming a member of the Annual Fund, you will receive exclusive, year-long valued-the-arts benefits to enhance your HSO experience with us.

Access to our exclusive quarterly newsletter. Quarterly invitations to experience including Open rehearsals and First Rehearsal & Backstage. Being in our concert programs.  
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**Learning 6 Social Impact**

**46th Young Artist Competition**

The HSO invites all Connecticut high school musicians (grades 9-12) to compete in the 46th Young Artist Competition for a chance to win cash prizes, and an opportunity to perform with the Orchestra. Deadlines to apply is February 1, 2024. Visit [hartfordsymphony.org/46](http://hartfordsymphony.org/46) for more information.

Interested in supporting the Young Artist Competition? Contact Eric Hutchinson at [ehutchinson@hartfordsymphony.org](mailto:ehutchinson@hartfordsymphony.org).

**2023-2024 SEASON**

<b>SEPTEMBER</b> Masterworks Elgar's Enigma SOVI Anniversary Celebration September 29 - October 1, 2023	<b>DECEMBER</b> Masterworks Beethoven 5-5 December 8-10, 2023	<b>MARCH</b> Copland & Bernstein March 15-16, 2024	<b>MAY</b> Masterworks Mozart & Prokofiev May 10-12, 2024
<b>OCTOBER</b> Sunday Serenades Legends & Myths October 8, 2023	<b>NOVEMBER</b> HSO Extended HSO X Parkville November 1, 2023	<b>APRIL</b> Masterworks Vivaldi's Gloria April 14-14, 2024	<b>JUNE</b> Masterworks The Planets June 7-9, 2024
<b>NOVEMBER</b> HSO Extended HSO X Parkville November 1, 2023	<b>DECEMBER</b> Masterworks Ravel & Debussy December 8-10, 2023	<b>MAY</b> Masterworks Mozart & Prokofiev May 10-12, 2024	<b>JUNE</b> Masterworks The Planets June 7-9, 2024

Masterworks concerts are the Friday and Saturday of 8pm and 3pm and Sunday of 3pm and 8pm. All other concerts are the Saturday of 8pm and Sunday of 3pm. All ticket prices are subject to change without notice. All ticket prices are subject to change without notice.

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