



FOR IMMEDIATE RELEASE

Media Contact: Heather O'Mara | 502.585.9408 | HOMara@LouisvilleOrchestra.org

WHY BEETHOVEN?

Louisville, KY (8.31.17)... On Friday, October 13 at 11AM and Saturday, October 14 at 8PM the Louisville Orchestra is led by Teddy Abrams performing Beethoven's Seventh Symphony at the Kentucky Center. Single Tickets start at \$20 and are available by calling 502.584.7777 or visiting LouisvilleOrchestra.org.

Through one piece of music Teddy attempts to answer the questions: "Why is this one composer's work so iconic? Why do so many of his pieces have such a great and lasting impact on society?"

During the first half of the performance, Teddy will dive deeply into Beethoven's Seventh Symphony in A Major with the Louisville Orchestra performing excerpts for illustration. During the second half of the concert the Orchestra will perform the work in its entirety.

"It's not a normal concert," says Abrams. "Seeing how theatre companies focus on a single work gave me the idea to have one of our programs focus exclusively on one of the greatest masterpieces of all, Beethoven's Seventh Symphony; it's going to be a rethinking of how we approach the traditional classical music concert.

We're going to try to give access into Beethoven's inner thinking, the inspiration and technique behind all of Beethoven's work. What gives Beethoven his powers? What gives Beethoven his special insight into humanity and into life?

Beethoven's Seventh Symphony combines the very best of Beethoven. It's the perfect way to encapsulate a master's spirit in a single concert."

The Friday morning Hilliard Lyons Why Beethoven Coffee Concert tickets range from \$20 - \$50. The Saturday evening Brown-Forman Why Beethoven Classics Concert range from \$27 - \$85. Student tickets are \$10 with valid I.D. and subject to availability. LO Concert Talks are hosted by Classical 90.5FM WUOL's Daniel Gilliam and take place one-hour prior to each concert (free for ticket holders). Flexible and pro-rated subscription packages are still available by calling 502.587.8681 or by visiting LouisvilleOrchestra.org.

The 80th Brown-Forman Classics + Hilliard Lyons Coffee Season

[Yuja Wang plays Rachmaninoff](#) || 9.23.2017 || [Teddy Abrams](#)|| [Yuja Wang](#) || [Tickets](#) || [Info](#)

[Why Beethoven?](#) || 10.13 + 14.2017 || [Teddy Abrams](#) || [Tickets](#) || [Info](#)

[The Greatest: Muhammad Ali](#) || 11.4.2017 || [Teddy Abrams](#) || [Tickets](#) || [Info](#)

[Tchaikovsky Violin Concerto](#) || 1.12 + 13.2018 || [Jayce Ogren](#) || [Gabriel Lefkowitz](#) || [Tickets](#) || [Info](#)

[War + Peace](#) || 2.2 + 3.2018 || [Teddy Abrams](#) || [Tickets](#) || [Info](#)

[The Planets: An HD Odyssey](#) || 2.23 + 24.2018 || [Thomas Wilkins](#) || [Tickets](#) || [Info](#)

[Kentucky Classics: Festival of American Music 1](#) || 3.24.2018 || [Teddy Abrams](#) || [Lizzie No](#)|| [Tyrone Cotton](#) || [Ben Sollee](#)
|| [Paul Kowert](#) || [Michael Cleveland and Flamekeeper](#) || [Tickets](#) || [Info](#)

[Play: Festival of American Music 2](#) || 4.6 + 7.2018 || [Teddy Abrams](#) || [Tickets](#) || [Info](#)

[Beethoven Piano Concerto No. 4](#) || 4.27 + 28.2018 || [Courtney Lewis](#) || [Andrew Hsu](#) || [Tickets](#) || [Info](#)

[The Rite of Spring](#) || 5.11 + 12.2018 || [Teddy Abrams](#), || [Tickets](#) || [Info](#)

September + October Snapshot

9.9.17 || Season Preview || Iroquois Amphitheater || 7pm || [Info](#)

9.16.17 || Sgt. Pepper's at the LO Pops || Kentucky Center || 8pm || [Tickets](#) || [Info](#)

9.23.17 || Yuja Wang Plays Rachmaninoff || Kentucky Center || 8pm|| [Tickets](#) || [Info](#)

9.27.17 || Mostly Mozart || Kentucky Country Day School || 7:30pm || [Tickets](#) || [Info](#)

9.28. 17 || Mostly Mozart || Ursuline Arts Center || 7:30pm || [Tickets](#) || [Info](#)

9.30.17 || Mostly Mozart || Paul W. Ogle Center at IUS || 7:30pm || [Tickets](#) || [Info](#)

10.13.17 || Why Beethoven? || Kentucky Center || 11:30AM || [Tickets](#) || [Info](#)

10.14.17 || Why Beethoven? || Kentucky Center || 8PM || [Tickets](#) || [Info](#)

10.21.17 || The B-52s || 8PM || [Tickets](#) || [Info](#)

The mission of the Louisville Orchestra is to change lives throughout our entire community as only the Louisville Orchestra can – by promoting a culture of music through outstanding performances + education. Our sponsors believe in this mission: The Louisville Orchestra is sponsored by the Fund for the Arts, The Kentucky Arts Council, and the Association of the Louisville Orchestra.

Brown-Forman sponsors the 2017/18 Classics Series.

LG+E Sponsors the 2017/18 Pops Series and the Music Without Borders Series.

Hilliard Lyons sponsors the 2017/18 Coffee Series.

Tafel Motors sponsors The Conductors Society Donor Lounge. To learn more about becoming a donor, contact Leslie Antoniel at 502.587.8681

###