



Alexander "Lexo" Toradze



## *Kicking The Notes The Toradze Way*

**Red Carpet Event: Thursday, November 19<sup>th</sup> at 6:30 p.m.**

**Television Premiere: Monday, December 7<sup>th</sup> at 9:00 p.m.**

WNIT Public Television is proud to present **Kicking The Notes The Toradze Way**, a performance documentary of political rebellion, musical passion and extraordinary master teaching. Alexander "Lexo" Toradze graduated from Moscow's prestigious Tchaikovsky Conservatory in 1978, and in 1983, having served as a professor at the Conservatory for six years, requested asylum at the American Embassy in Madrid while on tour with the Bolshoi Symphony Orchestra of Moscow. He now makes his home here in Michiana where he leads the Toradze Piano Studio at the Ernestine M. Raclin School of the Arts on the campus of Indiana University South Bend.

What sets Lexo apart in the world of classical music is not only his virtuosity, but his passion for teaching and his ability to inspire young pianists to "kick the notes" their own way. He never encourages students to copy his interpretative style, but shows them through instruction and by example of his own concert preparation how to create passionate, compelling musical performances that reach across the stage to the hearts of the audience. Our cameras received full access to his lively master classes.

Valery Gergiev, principal conductor for the London Symphony Orchestra states, "The role of Lexo and his studio is very important--possibly historical importance." These Studio pianists are given the rare opportunity to not only develop their virtuoso talent within the teaching environment of Indiana University of South Bend, but on prestigious concert stages around the world. Toradze creates a "real world" environment where students perform in concert halls with the most noted conductors; with expectations that are as high and critiqued as any gifted performer would be playing at a world class level.

Linda Schaller is the project's producer and director. Her documentaries and performance specials have been entertaining, informative and accessible to a broad Public Television audience for more than twenty years, including *And Then One Night: The Making of Dead Man Walking*, which received an Emmy nomination. Angel Hernandez, WNIT's Vice President of Production, is the Executive Producer of **Kicking The Notes The Toradze Way**, a one-hour, high-definition documentary which WNIT will submit to PBS for national distribution and broadcast. Additional interviews will feature world class conductors Valery Gergiev, artistic director of the Mariinsky Theatre and Principal Conductor of the London Symphony; Esa-Pekka Salonen, Music Director of the Los Angeles Philharmonic; and Una Mae Reck, Chancellor, Indiana University South Bend. All these compelling threads are woven together to tell the remarkable story of "Lexo" for the first time on American television. For the general viewing public, this documentary will provide an exceptional opportunity to share in the private lives of these outstanding performers, to witness their process towards achieving professional careers and to enjoy their incredible piano virtuosity.

WNIT Public Television, P. O. Box 3434, Elkhart IN 46515-3434  
For more information, contact Lezlie O'Hara at 574.675.9648 x306,  
lohara@wnit.org, or visit our website at [www.wnit.org](http://www.wnit.org).



Alexander "Lexo" Toradze



# Kicking The Notes The Toradze Way

WNIT Public Television is proud to present **Kicking The Notes The Toradze Way**, a performance documentary of political rebellion, musical passion and extraordinary master teaching, featuring Alexander "Lexo" Toradze, head of the Toradze Piano Studio at the Ernestine M. Raclin School of the Arts on the campus of Indiana University South Bend.

This one-hour, high-definition documentary is locally-produced by WNIT and will be submitted to PBS for national distribution and broadcast. This production provides an exceptional opportunity to share in the private lives of outstanding performers, to witness their process towards achieving professional careers and to enjoy their incredible piano virtuosity.

## Red Carpet Event: Thursday, November 19<sup>th</sup> at 6:30 p.m.

Reception, Dinner, Exclusive Preview Showing, and a Live Performance by students of Alexander "Lexo" Toradze at the Century Center, South Bend

## Television Premiere: Monday, December 7<sup>th</sup> at 9:00 p.m.

On WNIT's High Definition (HD) & Standard Definition (SD) channels

### Platinum Sponsor

- Recognition as a Program Sponsor during Premiere Broadcast on December 7, 2009
  - 100 On-Air Promotional Spots broadcast on WNIT in November/December 2009
  - Recognition as a Program Sponsor in Marketing & Promotional Materials and at the Event
  - Web Banner Advertisement on [www.wnit.org](http://www.wnit.org) during November & December 2009
  - Recognition as a Program Sponsor in WNIT's bimonthly program guide, *The Planner*
  - A Table at the Toradze Red Carpet Event on November 19<sup>th</sup> - Seating for 8 persons
  - VIP Reception and Photo Opportunity with Alexander "Lexo" Toradze
- Your Investment: \$5,000

### Gold Sponsor

- Recognition as a Program Sponsor during Premiere Broadcast on December 7, 2009
  - 50 On-Air Promotional Spots broadcast on WNIT in November/December 2009
  - Recognition as a Program Sponsor in Marketing & Promotional Materials and at the Event
  - Web Banner Advertisement on [www.wnit.org](http://www.wnit.org) during November & December 2009
  - Recognition as a Program Sponsor in WNIT's bimonthly program guide, *The Planner*
  - Four tickets to the Toradze Red Carpet Event on November 19<sup>th</sup>
- Your Investment: \$2,500

### Silver Sponsor

- Recognition as a Program Sponsor during Premiere Broadcast on December 7, 2009
  - 24 On-Air Promotional Spots broadcast on WNIT in November/December 2009
  - Recognition as a Program Sponsor in Marketing & Promotional Materials and at the Event
  - Recognition as a Program Sponsor in WNIT's bimonthly program guide, *The Planner*
- Your Investment: \$1,000

### Bronze Sponsor

- Recognition as a Program Sponsor during Premiere Broadcast on December 7, 2009
  - 24 On-Air Promotional Spots broadcast on WNIT in November/December 2009
  - Recognition as a Program Sponsor in WNIT's bimonthly program guide, *The Planner*
- Your Investment: \$500

### Tickets to the Toradze Red Carpet Event on Thursday, November 19<sup>th</sup>

- Table seating 8 persons: \$525, includes Dinner, Preview, and Performances
- Individual Tickets: \$75 each, includes Dinner, Preview, and Performances



For more information, contact Lezlie O'Hara at 574.675.9648 x306, [lohara@wnit.org](mailto:lohara@wnit.org), or visit our website at [www.wnit.org](http://www.wnit.org).