

JUILLIARD ENTREPRENEURSHIP SYMPOSIUM

Creativity as Business

July 24, 2024



Juilliard

Creativity as Business

The annual Juilliard Entrepreneurship Symposium aims to foster dialogue, learning, and connection among Juilliard students and alumni from multiple disciplines and generations. Established in 2018, the symposium focuses on the skills of entrepreneurship, that is, translating an idea into something that has value and creating opportunities for yourself and your communities. Presented by the Alan D. Marks Center for Career Services & Entrepreneurship and the Office of Alumni Relations, the event features guest speakers, workshops, and presentations led by Juilliard alumni and other leaders from the arts field. The 2024 symposium is built on three areas that address the space where art and entrepreneurship converge: community, creative process, and business acumen.

How have artists harnessed their creative abilities to entertain, forge strong communities, and establish successful organizations?

What business models allow communal artistic projects to thrive?

How do we create possibilities for ourselves and our communities in service of our values?

Symposium attendees will explore critical questions, techniques, and practices that allow them to find professional opportunities and craft a new path forward.

How the Event Will Run

The Entrepreneurship Symposium will begin with a keynote presentation at noon; all symposium participants are encouraged to attend. Following the panel, there will be six sessions throughout the day. You will be provided with Zoom links to each session and are welcome to jump around to different sessions that are occurring simultaneously. We encourage you to take notes and ask questions.

Schedule

[Creativity as Business Keynote Presentation](#)

Max Woertendyke (Group 44, drama), Charles Yang (BM '11, MM '13, violin), and Sabrina Sandvi Berry (BFA '94, dance)

Noon | 60 minutes

[Strategies for Producing Collective Work](#)

Moscelyne ParkeHarrison (BFA '19, dance) and Alex Jones (BFA '15, dance)

1:15pm | 60 minutes

[From Idea to Impact: Leveraging AI for Creative Entrepreneurship](#)

Yuri Cataldo (Professional Apprentice Program '05, costumes)

1:15pm | 60 minutes

[Sounds That Carry: Empowering Communities Through Creative Placemaking](#)

Olivia Cosío (MM '20, voice) and Renate Rohlfing (MM '12, collaborative piano)

2:30pm | 60 minutes

[Event Strategy 101: Business Basics for Producing Your Next Performance](#)

Sarah Wells (Professional Apprentice Program '17, Drama Division)

2:30pm | 60 minutes

[Making Space for Creativity](#)

Heather Bixler (MM '91, violin)

3:45pm | 60 minutes

[Bridging Communities Through Music: The Keys 2 Success Journey](#)

Jee-Hoon Krska (Pre-College '86, piano)

3:45pm | 60 minutes

Closing Remarks

4:45pm | 5 minutes

[Creativity as Business Keynote Presentation](#)

Core Content Area: Multidisciplinary

Time: Noon ET | 60 minutes

Zoom Link: [Click Here](#)

The keynote presentation features panelists Max Woertendyke, Charles Yang, and Sabrina Sandvi Berry in a discussion moderated by Alice Jones, assistant dean of community engagement and career services.

About the Presenters



Max Woertendyke (Group 44, drama) is an award-winning producer, actor, and the founder of Noble Gas Media, a prestige film company focused on the development of thriller, horror, and dark comedy as well as arts and culture documentaries. A native New Yorker, Woertendyke began his career as a Juilliard-trained actor, cultivating extensive creative relationships and becoming the trusted partner of up-and-coming and established film creatives as well as the regular producing partner of David Corenswet, Dane Elcar, and more. A recipient of the Juilliard Career Advancement Fellowship and the Jonathan Madrigano Entrepreneurship Grant for his commitment to quality storytelling and enterprising spirit, Woertendyke has shepherded dozens of projects to completion—touching every aspect of the film funnel along the way, from concept to delivery. A working actor, Woertendyke has performed in Tony and Audelco award-winning revivals, off-Broadway world premieres, and regional classics. He has appeared in numerous independent films and on the small screen in shows ranging from *Succession* and *Longmire* to *Wu-Tang: An American Saga*, *American Horror Story*, and more. He lives in Brooklyn with his wife and son.

Grammy-winning violinist **Charles Yang** (BM '11, MM '13, violin), recipient of the 2018 Leonard Bernstein Award, has appeared at the festivals of Schleswig-Holstein, Aspen, Ravinia, Caramoor, and Interlochen and has performed at Carnegie Hall, Musikverein, Lincoln Center, Metropolitan Museum of Art, Royal Danish Theatre, Walt Disney Concert Hall, Konzerthaus Berlin, Beijing's Forbidden City, YouTube Music Awards, Google Zeitgeist, and Joe's Pub. A compelling vocalist, crossover artist, and improviser, he is a member of Time for Three, an eclectic, free-wheeling string trio that locates itself at the busy intersection of Americana, modern pop, and classical music. In 2023, the group received a Grammy Award for best classical instrumental solo for the recording *Letters for the Future*, featuring the music of Kevin Puts and Jennifer Higdon with the Philadelphia Orchestra and conductor Xian Zhang. Yang—an adventurous composer, arranger, songwriter, and collaborator—co-wrote the original score to *Land*, a 2021 film directed by Robin Wright. He has also collaborated onstage with artists including Steve Miller, Savion Glover, Jon Batiste, Gaby Moreno, Joshua Bell, Michael Thurber, Peter Dugan, and Misty Copeland. In 2019, Yang premiered Kris Bowers' concerto *For a Younger Self* at Walt Disney Hall. Yang began his violin studies with his mother, Sha Zhu, in Austin, Texas, before working with Kurt Sassmanshaus, Paul Kantor, Brian Lewis, and Glenn Dicterow. Yang performs on the 1852 "ex-Soil" J.B. Vuillaume.



After graduating from Juilliard, **Sabrina Sandvi Berry** (BFA '94, dance) became a full-time faculty member at Charlotte Ballet in North Carolina. As a senior faculty member, she taught ballet, taught and developed the school's modern dance syllabus, introduced the first apprentice composition class, and choreographed for the preprofessional trainees. While maintaining her teaching position, she also founded and directed her own performing dance company, American Dance Art. When her two children were toddlers, Berry embarked on a new path and, in 2011, she opened Sandvi Studio, a fully equipped Pilates training studio. It was here that she pursued her deep interest in helping others overcome health challenges ranging from a heart transplant, a journey through cancer, disc herniations, injuries, and chronic pain, among others. She found herself fulfilled and passionate on this new path, where her eye for seeing and understanding the human body deepened. She is also a functional mobility specialist, certified in Functional Range Conditioning, Kinstretch, and the FRS Internal Strength Model. An advanced level MELT method instructor, Berry teaches privately in her studio and online as well as offering an on-demand video membership.



Strategies for Producing Collective Work

Core Content Area: Creative Process

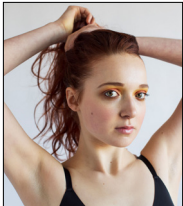
Time: 1:15pm ET | 60 minutes

Zoom Link: [Click Here](#)

Participation Expectations: Zoom chat, verbal and/or visual participation

Moscelyne ParkeHarrison and Alex Jones will explore essential tools for successful collaboration, emphasizing their producing philosophy and fostering dialogue on effective strategies. They will stress the critical role of the creative team, advocating for its establishment, maintenance, and nurturing throughout the production process. They will highlight the significance of investing in team growth across various dimensions, not limited solely to financial aspects, as the project gains momentum. Their production philosophy addresses each stage of a new creation, highlighting the importance of team growth and adaptability. Participants will engage in discussions about team engagement, stakeholder alignment, and flexibility for maximizing opportunities. This workshop offers practical insights and prompts introspection, thus empowering participants to navigate collaborative production dynamics with finesse and innovation.

About the Presenters



Moscelyne ParkeHarrison (BFA '19, dance), a bicoastal dance artist, is the associate artistic director of Post:ballet and director of BODYSONNET. At Juilliard, she earned the Joseph W. Polisi Artist as Citizen Award. She received additional training at Hubbard Street Pro, Walnut Hill, BANFF, and Jacob's Pillow. She has performed works by Crystal Pite, Martha Graham, José Limón, Nacho Duato, Bill T Jones, Johannes Wieland, Roy Assaf, Ihsan Rustem, Chuck Wilt, Robin Dekkers, and more. ParkeHarrison has received support from the Anthony Quinn Foundation, MassCultural Council, and NEFA as well as commissions from the LINES Training Program, Post:ballet, and Juilliard. A faculty member at Berkeley Ballet Theater and LINES, she has taught workshops at UC Davis, Berkeley, and Yale University. She is choreographing *Magma*, an immersive dance theater experience with Post:ballet at the Midway, a nightclub in San Francisco.



Alex Jones (BFA '15, dance) was recently a visiting scholar at Stanford's Center for Design Research. He has danced, acted, and written music professionally and recently served as an experience design specialist at YBCA. He also teaches as an adjunct lecturer in CIIS' collaborative arts MFA program and as a lead instructor at Streetcode Academy for its design program. He is the general manager for SFBatco, a San Francisco theater company. Jones was recently part of the production team for Thom Browne at New York Fashion Week 2024.

From Idea to Impact: Leveraging AI for Creative Entrepreneurship

Core Content Area: Business Acumen

Time: 1:15pm ET | 60 minutes

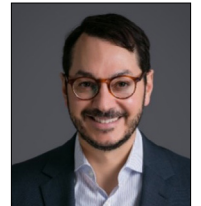
Zoom Link: [Click Here](#)

Participation Expectations: Verbal and/or visual participation

Demystifying AI for artists and creatives, this talk illustrates AI's potential as a powerful ally in entrepreneurship. Led by Yuri Cataldo, who seamlessly integrates art and technology, it shows how AI can amplify creativity and streamline operations. Yuri provides practical frameworks for integrating AI tools into creative processes and business strategies, enabling attendees to quickly launch and scale new ventures. The focus is on transforming apprehension into actionable insights, empowering creatives to harness AI's potential and drive their entrepreneurial success in a digital world.

About the Presenter

Yuri Cataldo (Professional Apprentice Program '05, costumes) is a Yale-trained set/costume designer with many Broadway, opera, regional theater, film, and dance credits. With an MBA from MIT and an MFA from Yale, Cataldo expertly combines artistic flair with entrepreneurial strategy. As the co-founder of Athenian VC, he invests in pioneering early-stage startups using AI at the intersection of finance, SaaS, and design. As a research scientist at Autodesk, he leads innovative research application at the intersection of generative AI and the creative industries. Cataldo is the author of a bestselling book on finance and blockchain and a mentor to emerging talents at MIT Sandbox, Yale Tsai City, and MassChallenge. His distinctive blend of creative vision and technological acumen positions him as a leading figure in shaping the future of art and innovation.



Sounds That Carry: Empowering Communities Through Creative Placemaking

Core Content Area: Community

Time: 2:30pm ET | 60 minutes

Zoom Link: [Click Here](#)

Participation Expectations: Verbal and/or visual participation, breakout groups

This session is dedicated to cultivating inclusive and collaborative community arts initiatives that surpass conventional, one-way models of engagement. Through discussion, experiential exercises, and a toolkit to inspire inquiry, participants will learn how to activate creative and collaborative projects within their communities—whether as a performing or teaching artist, entrepreneur, or administrator. Olivia Cosio and Renate Tsuyako Rohlfing will offer tools and real-life examples that demonstrate the creative placemaking process, from design to implementation and measurement, all while establishing an equity-oriented framework for sustainable engagement. They will also highlight the grants and creative pathways to funding that made each endeavor possible. By developing unique musical projects specifically with and for communities, artists and organizations can amplify existing creative resources, support partnerships, and cultivate meaningful and lasting connections.

About the Presenters



Olivia Cosio (MM '20, voice) (she/her) is a mezzo-soprano and educator whose research and practice focus on the role of the arts in contributing to improved educational outcomes. Alongside Renate Tsuyako Rohlfing, Cosio is the co-founder and principal consultant of Sounds That Carry, which specializes in the revitalization of social impact programs for arts organizations through assessment, curriculum design, and teaching artist training. Before this work, she served as Harvard University's director of first-year arts initiatives. Cosio's passion for equitable arts education stems from her career as an operatic mezzo-soprano at the international level; she has performed at London's Holland Park, Royal Opera of Versailles, Tanglewood, and Salzburg's Großes Festspielhaus. She also holds a master's from the Harvard Graduate School of Education and a bachelor's from Oberlin College and Conservatory. She is proudly from downtown San Francisco.



As a pianist and music psychotherapist, **Renate Tsuyako Rohlfing** (MM '12, collaborative piano) (she/her) is passionate about integrating music and public health. She researches the impact of music on grief, anxiety, and depression, and she writes for *Psychology Today* about the therapeutic uses of music and on her blog, Music on My Mind. As a co-founder of Sounds That Carry with Olivia Cosio, Rohlfing develops projects that facilitate deeper connections within communities. Recent and upcoming performances include Spoleto Festival USA, Musikfest Bremen, Lucerne Festival, and Davos Festival. She is an associate professor at Berklee College of Music, where she teaches classes on music, health, and psychology. Rohlfing is a proud native of Honolulu and a graduate of Juilliard and New York University.

Event Strategy 101: Business Basics for Producing Your Next Performance

Core Content Area: Business Acumen

Time: 2:30pm ET | 60 minutes

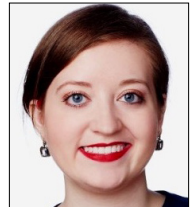
Zoom Link: [Click Here](#)

Participation Expectations: Zoom chat, verbal and/or visual participation

Sarah Wells breaks down the common mistakes artists make when they first start to produce their own performances, fundraisers, and events. In this session, you will learn how to build your initial budget; how to better forecast ticket sales and attendance using basic data analytics; how to determine the best price for ticket sales; how to work smarter (not harder) with your social media marketing; and how to identify hidden costs and minimize financial uncertainty for a successful event that won't leave you unexpectedly covering the costs out-of-pocket. You'll also be provided with supplemental materials to take with you and use for your next event, including editable spreadsheet models and recommended resources for further exploration of the presented topics.

About the Presenter

Sarah Wells (Professional Apprentice Program '17, drama division) is a former staff member of the Juilliard Drama Division. She holds a bachelor's in music (voice) from Indiana University Jacobs School of Music with an outside field in theater as well as an MBA from the Indiana University Kelley School of Business with a major in management and entrepreneurship. She got her MBA as a means of blending her passion for the arts with the business acumen necessary to navigate an ever-shifting artistic landscape. A firm believer in venture advocate behaviors, Wells enjoys consulting with artists who want to produce their own work but don't know where to start.



Making Space for Creativity

Core Content Area: Creative Process

Time: 3:45pm ET | 60 minutes

Zoom Link: [Click Here](#)

Participation Expectations: Zoom chat, verbal and/or visual participation

The space needed for creativity in a musician's daily schedule is more at risk than ever in our current culture of nonstop tasks and technological overstimulation. The Default Mode Network (DMN) is a group of brain regions that function together when a person is recalling memories but is deactivated when a person performs goal-oriented tasks. Despite its importance for cognitive divergent thinking, the relationship of the DMN to creativity has only recently been researched and is only superficially understood. In this workshop, Heather Bixler, violinist and neuroscientist, will introduce exercises to participants, both with and without musical instruments, that will trigger the stimulation of the DMN and then use this brain network to develop creativity in solving specific musical obstacles in practice and in performance. Understanding the cognitive creative process is the first step in controlling the creative process so essential for all musicians.

About the Presenter



Heather Bixler (MM '91, violin), classical violinist and educator, is a graduate of Indiana University (BM), Juilliard (MM), and the University of Memphis (DMA). As a recording artist, Bixler was a featured soloist on the Grammy-nominated recording *Forty Acres and a Burro*. Bixler held first violin positions in Orquestra Ciutat de Barcelona and Orquestra Sinfonica de Galícia as well as concertmaster positions with the South Dakota Symphony, Orquestra Sinfonica de la Minería, and Garden State Philharmonic. Pursuing her interest in the effect of music on the brain, in 2021, Bixler completed a bachelor's in neuroscience at Columbia University, where she was awarded the Jennifer A. Pack Prize for excellence in the study of neuroscience and behavior. After graduation, she worked as a research assistant in a neuroscience lab at Columbia, recently completing a groundbreaking study on neurodegenerative diseases. Bixler lives in New York, performing and teaching violin.

Bridging Communities Through Music: The Keys 2 Success Journey

Core Content Area: Community

Time: 3:45pm ET | 60 minutes

Zoom Link: [Click Here](#)

Participation Expectations: Zoom chat, verbal and/or visual participation

Embark on a transformative journey delving into the power of music to unite communities and drive social change. This talk explores the personal story behind Keys 2 Success, a pioneering initiative founded in 2016. Discover Jee-Hoon Krska's evolution from having a passion for music to navigating the intersection of music and engineering, culminating in the creation of Keys 2 Success.

You'll explore Krska's deep ties to Newark and the inspiration for community engagement fueled by a realization of educational disparities. You'll learn critical lessons from establishing Keys 2 Success, including strategies to garner local and nonlocal support and harness the transformative potential of classical music.

Join the call to action to participate in the movement for social cohesion and change, emphasizing the collective effort needed to shape a harmonious future. Take advantage of this opportunity to be inspired and empowered to make a difference through the universal language of music.

About the Presenter

Jee-Hoon Krska (Pre-College '86, piano) is the founder of Keys 2 Success, a program enriching Newark children's lives through music education. Originating from Malaysia, she excelled as a pianist before immigrating at age 11 to the U.S., where she continued her piano studies as a scholarship student in Pre-College with Olegna Fuschi. Despite her musical talent, she pursued a PhD in electrical engineering at the Massachusetts Institute of Technology and enjoyed a successful career in the semiconductor industry. However, her involvement in Newark's Pennington Court public housing community ignited her passion for youth empowerment, leading her to establish Keys 2 Success in 2016. Krska contributes to Arts Ed Newark and advocates for diversity and inclusion in various organizations, embodying her commitment to making a positive impact on Newark's youth and the community generally.

