



# THE GLENN GOULD MONTHLY

## OCTOBER 2009

### The Glenn Gould Prize

### *Increscendo* and the Rise of *El Sistema* in Mexico



September 22, 2009

Penny Johnson, GGF contributing author



### CELEBRATION OF MUSIC WEEK

October 26-29, 2009

The Glenn Gould Foundation proudly announces a week long Celebration of Music, in honour of the Eighth Glenn Gould Prize Laureate, Dr. José Antonio Abreu, with The City of Toronto Glenn Gould Protégé Prize winner Gustavo Dudamel.

This exciting week of music is fast approaching so do not miss your chance to attend. Tickets are still available for all events that are open to the public.

#### Join us as we celebrate.

##### Monday, October 26

- [The Glenn Gould Prize Gala featuring the Simón Bolívar Youth Orchestra and superstar conductor Gustavo Dudamel.](#)

##### Tuesday, October 27

- [High School Tour Youth Concerts.](#)
- [Community Outreach Tour](#)

##### Wednesday, October 28

- [The Promise of Music: Transforming young minds and lives - A one-day symposium on music education co-presented by The Glenn Gould Foundation, The SOCAN Foundation and the Royal Conservatory of Music](#)

- [Venezuelan Brass Ensemble Concert at Koerner Hall, Royal Conservatory of Music co-presented by The Glenn Gould Foundation and the Royal Conservatory of Music](#)

##### Thursday, October 29

- [Youth Concert at Rogers Centre.](#)

To support *The Glenn Gould Prize Celebration of Music Week* and *The Glenn Gould Foundation*, [click here.](#)

The Glenn Gould Foundation thanks our generous sponsors without whose support The Glenn Gould Prize Celebration of Music would not have been possible:



### Glenn Gould's Car

For those of you who don't know, Glenn Gould owned quite a famous car that has been featured in past documentaries and films, including 1993's [32 Short Films about Glenn Gould](#).

This rather eminent vehicle was a 1977 Lincoln Continental Town Car, a large black 4 door sedan with rear wheel drive and a V8 engine.

Special thanks goes out to Ray Roberts, Glenn Gould's former personal assistant as well as a current Glenn Gould Foundation board member, for providing us with this information about Gould's car.

### Did you know...



Glenn Gould won a total of four [Grammy Awards](#), one during his lifetime and three others after his death in 1982:

- **1974** — [Grammy Award for Best Album Notes – Classical](#): Glenn Gould (notes writer), for *Hindemith: Sonatas for Piano (Complete)* performed by Glenn Gould;
- **1983** — [Grammy Award for Best Classical Album](#): Samuel H. Carter (producer) & Glenn Gould, for *Bach: The Goldberg Variations*;
- **1983** — [Grammy Award for Best Instrumental Soloist Performance \(without orchestra\)](#), for *Bach: The Goldberg Variations*;
- **1984** — [Grammy Award for Best Instrumental Soloist Performance \(without orchestra\)](#), for *Beethoven: Piano Sonatas Nos. 12 & 13*.



**Aldredum** The oil painting featured in September's e-newsletter was painted by Claribel Cone, not Mike Heffner as stated. We sincerely apologize for the misprint.

Over the past year, The Glenn Gould Foundation has posted a number of stories about various *El Sistema*-inspired programs of music education around the world. From Big Noise Raploch in Scotland, to the Harmony Program Inc., in New York City, and The Leading Note Foundation here in Canada, the list now includes a Mexican program known as *Orquesta Infantil Juvenil Increscendo*, or simply, [Increscendo](#).

Established in the summer of 2007 by director Samuel Heredia, the program – operating in Tampico, Ciudad Madero, and Allamira – functions with the objective of utilizing music education as a means of providing young people with the necessary life skills for working harmoniously with one another. As with *El Sistema* – the original program founded in Venezuela over thirty years ago by 2008 Glenn Gould Prize Laureate, Dr. José Antonio Abreu – *Increscendo* seeks to develop a child's self-esteem, while at the same time building discipline. Adapting *El Sistema* to suit the needs of Mexican children however has been difficult. As Heredia explains, the children do not know "who is [a] good musician and who is not...they know [that] music equals culture but that's it."

Responding to an otherwise lack of institutions offering similar opportunities in the country, Heredia – who funds the program largely through the support of a small network of friends and colleagues – began with forty-seven students from families of limited resources, the majority of which possessed no musical knowledge. Today the program has more than doubled, and there are ninety-seven students who study Monday thru Saturday from 4-8pm in different groups based on age and level of ability. Students range in age from 5-16 and participate in classes at the house of Heredia, a facility that consists of three classrooms for eight students each, one classroom for private lessons, and one large room for orchestral rehearsals.

Through the use of didactic materials and musical instruments, Heredia – himself a teacher – explains that he is "personally in charge of examining the capacities of each child, since they all have particular talents, and in so doing we are better able to increase the child's musical abilities." All students are trained in the basic elements of music, as well as ear training, theory, technique, and body coordination. In addition to Heredia, *Increscendo* employs three teachers, all of which receive two years of training from Heredia in addition to the undergraduate degrees in music that they already possess. As for instruments, most have been purchased online.

Having been recognized on an international level, *Increscendo* has surpassed the expectations of its supporting members and teachers and is currently being considered for additional funding by the Mexican government. Heredia has even been in touch with *Conaculta*, the Mexican government bureau of culture and art that seeks to provide funds for arts and music in Mexico. UK-born violinist/violist and composer, Peter Martin, remarked of his being "...greatly impressed and moved by the wonderful and inspirational work you are doing in Mexico..." Families of the students themselves have also felt the positive impact of *Increscendo*. Roberto Maldonado Aguilar, father of six-year old Alex, and seven-year old Paola Encedina, remarked that: "It is priceless when I see the smile of satisfaction of my children... I feel very proud of them. Both their attitudes as well as their marks at school have improved remarkably. The work that Heredia is doing with the children is wonderful."

Individuals wishing to support *Increscendo* in an effort to – in the words of *Increscendo* board member, Guillermo Alger – "bring together a lot of smiles to hundreds of kids that are waiting to discover music" should contact [info@increscendomexico.org](mailto:info@increscendomexico.org).



### Coming this month:

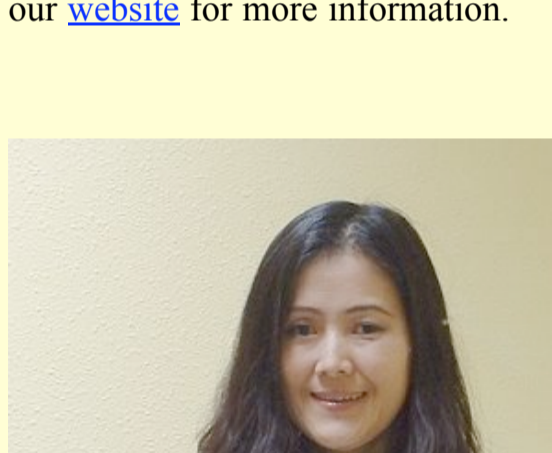
### Our New Look!

The Glenn Gould Foundation's website has been newly redesigned for your viewing enjoyment. Complete with a new look, updated links and better navigation through its various pages, the website is your best way to learn more about Glenn Gould and the Foundation too. We hope you check it out at [www.glenn Gould.ca](http://www.glenn Gould.ca), and please let us know what you think about it at [info@glenn Gould.ca](mailto:info@glenn Gould.ca).



Sketch of Glenn Gould courtesy of Yuka Zuver.

Your feedback is important to us as we enter a new phase in The Glenn Gould Foundation's history. Our goal is to propel the Foundation to a higher level, reflective of Gould's remarkable international stature. We strive to elevate the Glenn Gould Prize to be the world's preeminent arts award and to advance works of music and communication that perpetuate Gould's ideals. Please feel free to visit our [website](#) for more information.



**Yuka Zuver** (@StudioDaCino) is a Japanese-born self-taught pencil artist.

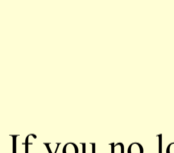
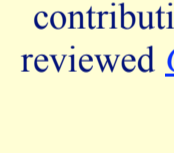
Over the past few years she has focused her drawing talent on portraits including Glenn Gould. The late Canadian pianist has been the main inspirational subject since 2006 and continues to motivate in all elements of her artworks.

She lives in the United States, on Whidbey Island near Seattle with her husband, two daughters, and a dog.

### Become a fan of the GGF...

Find us on Facebook, Twitter and the GGF blog!

Be sure to check out the latest blog from GGF contributing author Penny Johnson who recently reviewed [Genius Within: The Inner Life of Glenn Gould](#).



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THE GLENN GOULD FOUNDATION  
69 Yonge Street, Suite 1401  
Toronto ON M5E 1K3  
Canada  
[info@glenn Gould.ca](mailto:info@glenn Gould.ca)  
[www.glenn Gould.ca](http://www.glenn Gould.ca)