

MONIQUE MEAD

Performer, Innovator, Educator

BIOGRAPHY 2013

A passionate ambassador of classical music, violinist Monique Mead enjoys a multi-faceted career as a performer, educator, and innovator. Inspired and mentored by Leonard Bernstein, Mead has devoted her performing career to nurturing new audiences and deepening the musical experience for seasoned concertgoers. Her programs with major orchestras and festivals in the United States and Europe have drawn international acclaim for their popular appeal and innovative approach.

Interweaving live music with education and audience engagement at the highest level, her programs have reached millions through television appearances, a six-year radio series with the Munich Radio Orchestra, and nearly 20 years of concerts with the Cologne Philharmonic, Munich Symphony, Düsseldorf Symphony, Berlin Radio Orchestra, RIAS Chamber Choir, Neue Philharmonie Westfalen, San Diego Symphony, and the Mainly Mozart Festival, among others.

Sharing her passion for audience engagement are conductors and soloists such as Manfred Honeck, Leonidas Kavakos, Jon Kimura Parker, Sarah Chang, Lars Vogt, Arabella Steinbacher, and Yan Pascal Tortelier, with whom she collaborates to create interactive events that build excitement around the concert experience. In this capacity, she has created long-term programs for many arts organizations in the United States and Europe. Her current focus is on the Pittsburgh Symphony, where she serves as Consultant for Integrative Strategies, spearheading initiatives that build loyal audiences and integrate music into community life.

Mead's ability to see musical connections in everything from springtime to soccer, and riddles to recycling has resulted in over 200 thematic programs for audiences of all ages, many sponsored by Audi, Bayer, FC Bayern-München, Dresdner Bank, Ronald McDonald House, BASF, Opel, and the Anders Foundation, among others.

In addition to programming, performing, and presenting concerts with orchestras since 1997, Mead has trained hundreds of orchestral musicians to be effective teaching artists, helping them to make meaningful connections with young audiences. The opportunity to offer this training at the pre-professional level came in 2012, when Mead was appointed Director of Music Entrepreneurship Studies at Carnegie Mellon University. With a focus on experiential learning, she collaborates with world-class musicians in helping students develop a broad range of skills and take an innovative approach to professional life.

Other affiliations with CMU include a position as Violin Instructor at the Preparatory School and a lecture series for CMU's Osher Lifelong Learning Institute. Most recently, Mead founded the Center for Arts Innovation at CMU, which serves as a cross-campus laboratory for developing strategies and products that support orchestras and other arts organizations.

Mead's summers are spent with her family in Steamboat Springs, Colorado, where she and her husband, Andres Cardenes serve as Directors of the Strings Music Festival. They also perform at chamber music festivals in Rockport, MA; Orcas Island, WA; Mainly Mozart, CA; and Skaneateles, NY.

She performs on a violin made by Niccolò Amati in 1687, graciously made available by Carnegie Mellon University.

For more information: www.moniquemead.com

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