



FOR RELEASE: October 29, 2008

Contact: Patricia Speelman  
612.340.0155 ext. 311  
[patricia@southerntheater.org](mailto:patricia@southerntheater.org)  
[www.southerntheater.org](http://www.southerntheater.org)

## **Kate Nordstrum named Southern Theater Music Programming Director**

MINNEAPOLIS, MN – Kate Nordstrum has been named music programming director of the Southern Theater. Already serving as the director of marketing and communications at the Southern, Nordstrum will take on the duties of the new part-time position officially beginning in November.

Nordstrum graduated from the Carlson School of Management at the University of Minnesota, designing her own major in arts administration. An internship at Lincoln Center in New York City led to a staff position as marketing manager, where she helped book and promote musicians spanning genres from classical chamber to avant-garde world at events like the Mostly Mozart Festival, Great Performers, Lincoln Center Out of Doors, Midsummer Night Swing, American Songbook, and Lincoln Center Festival. Her work in New York at Lincoln Center as well as City Center formed the basis for "an incredible education in art from genres and disciplines across the board," she said. In January 2006, she rejoined the Twin Cities arts community as the director of marketing and communications at the Southern Theater.

"In addition to my established duties as marketing director, I was often brought on in an advisory role to help cultivate music audiences at the Southern," Nordstrum said. Music programming in the past has frequently included local music companies like Mu Daiko, Mary Ellen Childs' CRASH, Minneapolis Guitar Quartet and Cantus Vocal Ensemble.

Nordstrum's advisory role gained momentum when she was instrumental in bringing the nationally acclaimed Wordless Music Series to the Southern stage in 2007, its only satellite location outside of New York. "The Wordless Music Series started as a perfect project for the space," she said. "The intimate setting, with new music crossing genres, had everyone on the edge of their seats." The Series represents Nordstrum's interest in music pairings, juxtaposing two sides of the bill to bring together normally disparate audiences.

Southern Theater President Patricia Speelman said that the programming directors are charged with recognizing how the Southern fits into the larger performing arts community, and how that larger picture can best be brought back into the Southern.

"I was pleased to recognize that a current staff member had both the experience and connections required, and was willing to take on the duties of this part-time position," Speelman said. "Because of her previous work in New York and her personal interests in a wide variety of musical genres, Kate is well-situated to bring her background as both an avid audience member and experienced administrator to establishing programming choices that reflect local, national, and even international music scenes."

The music programming director is the second announced of three programming positions new this year to the organization, following the appointment of Twin Cities director Jon Ferguson as director of theatre programming. The directors of dance, theatre, and music represent a strategic investment in maintaining and building upon the Southern's history of making bold interdisciplinary program choices. Speelman said that the positions will be tied closely to one another in the development and management of artistic programming at the Southern Theater. "No one operates in a vacuum, so all programming decisions will be made in concert with all the programming directors," she noted.

While music will constitute a small portion of the Southern's programming, Nordstrum envisions it taking a more visible role, with music threading throughout the season. Working with musicians who have an established relationship with the Southern, and cultivating relationships with new artists, she hopes to build consistent music programming that will complement the rest of the season.

While the Twin Cities has many valuable music venues, Nordstrum suggested that the space itself promotes an engrossing relationship between performer and audience that isn't always possible elsewhere. A big reason for that, she added, is that Southern audiences are particularly curious and eager to learn: "The electricity is always high. I see people wanting to be moved, hoping to be enveloped, and I do see that as unique."

**Southern Theater mission and artistic statement**

The Southern Theater cultivates artistic exploration by providing a vibrant home for performance, fostering a multiplicity of voices and catalyzing connections among artists and audience.

The Southern presents and produces performance characterized by innovation and originality. We value connections to the local community and celebrate artwork that holds potential for transformative exchange. On stage, we are unyielding in our commitment to the highest levels of professionalism and artistic integrity.

For more information on the Southern, please visit [www.southerntheater.org](http://www.southerntheater.org) or call 612.340.0155.

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