



Philharmonia Orchestra of New York

Media Report

Forbes

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The**Epoch**Times



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Outlet	Date	Media Type	Circulation
Delo	3/29/2016	Online	314,000
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The Culture Trip	3/28/2016	Online	426,029
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Modern Restaurant Management	3/23/2016	Online	1,000
Queen of Style	3/20/2016	Online	162
Centraljersey.com	3/18/2016	Online	28,253
The Epoch Times	3/17/2016	Online	3,878,107
Inside Hook	3/16/2016	Online	210,590
Princeton Magazine	3/16/2016	Online	2,415
Princeton Patch	3/16/2016	Online	40,000
Princeton Patch	3/15/2016	Online	40,000
One News Page	3/15/2016	Online	182,547
Princeton Online	3/15/2016	Online	695
Seafood Information	3/15/2016	Online	137
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Total			48,416,950

Ljubljana, Slovenia – March 29, 2016
Online Circulation: 314,000 unique monthly visitors

*This article has been translated

What flavor is a symphony?

By Igor Bratož/Delo.si

New York Philharmonic will Mahler and Berlioz literally served on a plate.

Tonight and tomorrow's concert of the Philharmonia Orchestra of New York (PONY), in which the second symphony of Gustav Mahler's Resurrection and fantastic Symphony of Hector Berlioz, has experienced less common advertising: five top New York chefs, among them are also chefs with Michelin stars award-winning restaurants Andanada 141 and Casa Mono Manuel Berganza and Anthony Sasso are invited to listen to both parts and then make dishes inspired by Berliozovo and Mahler's music.



PONY co-founder and chief conductor Atsushi Yamada these days remarked that barely put dishes inspired by the music of the two great composers. Among the announced dishes are meat balls in the dunes ink, which inspired the "deep, dark sadness musicians unrequited love."

"I invite New Yorkers to visit this beautiful restaurant and discover what flavor is a symphony, then come to our concert and listen to symphonies, which are inspired dishes."

Events organized by the PONY are usually more than just concerts to hear, but stimulates both the eyes and ears: Philharmonic is the director Joachim Schamberger contract length films, recorded on the basis of the two symphonies, the concerts will be in high resolution 4K broadcast on large screens, but this time selected dishes sensory offer PONY extend further into the field of taste.



"It's all part of our mission imagine classical music in the most accessible manner," said Jim Miller , director of the Philharmonic spokesman and president of Momentum Communications Group, "I am lobbying for 'soufflé Resurrection', but in this, unfortunately, did not I was successful. What I regret most is just that, Mahler and Berlioz are no longer here with us to try dishes and told us that the chefs captured the essence of symphonies. "

What are appreciated chefs prepare? Manuel Berganza is a dish assembled symbolic ingredients, the choice is dictated by Mahler's Resurrection: "The symphony is about, and recapitulation of life after death, we used the lamb, because it has a special meaning in Christianity. In order to better capture the development of symphonic stories of memories of happy times to darker periods, I chose black trumpet mushrooms, whereas suggest death and funeral. The dish is warm and pleasant, they should talk about the journey from life to death. "

The Philharmonia Orchestra of New York (PONY), the ensemble has over eighty excellent New York musicians who have played with all the finest orchestras from Lincoln Center, the Metropolitan Opera Orchestra, New York Philharmonic Orchestra, the New York City Ballet Orchestra and former New York City Opera. PONY is known for using the latest technical achievements and project business model, which aims to be innovative interventions in the implementation of classical music.

Art&Business

Warsaw, Poland – March 28, 2016
Online Circulation: 1,000 unique monthly visitors

Philharmonia Orchestra of New York literally serves a symphony on a plate

ArtBizMag.com



What does a symphony taste like? New Yorkers will be able to literally taste two symphonies thanks to a creative move by the Philharmonia Orchestra of New York

The management of the Philharmonia Orchestra of New York (PONY) came up with a great way to promote two of their concerts scheduled for 29 and 30 March 2016:

Mahler's Symphony No. 2 "Resurrection" and Berlioz's

Symphonie fantastique. Five top culinary chiefs in New York have created dishes inspired by these two symphonies. Heads of Michelin-starred restaurants, including the heads of the restaurants Andanada 141 and Casa Mono, Manuel Berganza and Anthony Sasso, listened to the symphonies and created dishes inspired by the music that moved them the most.

Atsushi Yamada, co-founder and principal conductor of PONY, said that and he also can't wait to taste the dishes, among which for example are squid ink meatballs, inspired by the "deep, dark, brooding sadness of the musician's unrequited love." "I invite New Yorkers to visit these wonderful restaurants and find out what a symphony tastes like, then come to our concerts to hear the symphonies that inspired them," said Yamada.



PONY performances are more than listening events, designed to stimulate the eyes and ears. PONY commissioned filmmaker Joachim Schamberger to produce full-length films based on the symphonies to be projected in 4K resolution on giant screens during the concerts. The new dishes extend PONY's sensory blend into the realm of taste. "It's all part of our mission to present classical music in the most accessible way possible," said Jum Miller, PONY's communications director and president of Momentum Communications Group, and added "I personally lobbied for a 'resurrection soufflé,' but no such luck. My only regret is that the composers aren't alive today to taste these dishes and tell us if we got it right!"

And what did the New York's top chefs make?

Manuel Berganza made a dish with symbolic ingredients inspired by Mahler's Resurrection. "As Mahler's Symphony 'Resurrection' is talking about afterlife and the recapitulation of life, we are using the lamb, because it has an important meaning in Christianity. In order to better capture



the evolution of the symphony from her memories of happy times to the darker moments, I chose black trumpet mushrooms, because the black trumpets symbolize burials and death. So I made a dish of warm and pleasant taste in order to present a journey from life to death," said Berganza.



The Philharmonia Orchestra of New York (PONY) is an ensemble of over eighty of New York's finest musicians. Its members have played with all the major Lincoln Center ensembles, including the Met Opera Orchestra, New York Philharmonic, New York City Ballet Orchestra and former New York City Opera Orchestra. The orchestra uses technological advances and a project-based business model to innovate classical music performance.





London, UK— March 28, 2016
Online Circulation: 426,029 unique monthly visitors

Culinary Collaborations With The Philharmonia Orchestra Of NY

By Malcolm Morano/Theculturetrip.com

Everyone knows a sweet melody or a sour note when they hear one, but can you taste a whole symphony? The Philharmonia Orchestra of New York (PONY) wants us to find out. Through the end of March, five of the New York area's top chefs will be featuring dishes inspired by one of the symphonies in PONY's upcoming concerts. This commission is not the first to pair classical music with gourmet cuisine, but its take is certainly unique. We find out more.

The Philharmonia Orchestra of New York is a newly-formed orchestra, having played its first concert in July 2015. On March 29th and 30th, it kicks off its debut season with a pair of concerts at Jazz at Lincoln Center's Rose Theater. PONY is comprised of musicians from across New York's finest orchestras, including the Met Opera, New York Philharmonic, New York City Ballet and the former New York City Opera; and it is headed by Orchestral Manager David Titcomb, and Principal Conductor Atsushi Yamada, both former members of the New York City Opera.



Given its outgrowth from the NYC Opera, it is heartening to see PONY's continuation of that orchestra's collaboration with Project Hand in Hand – an organization that aims to raise awareness about Japan's continued need for support in the wake of the 2011 Tōhoku earthquake and tsunami, and the resulting Fukushima Daiichi nuclear disaster, through international concerts, including these concerts.

“As someone who was born and raised in Japan, this tragedy affected me deeply, and I was struck by the lack of response from the global music community. Every year since 2011, we have worked to fill this gap by inviting over 100 of Japan's high school chorus students from the disaster area to perform with some of the top classical musicians from New York”, Yamada tells us. “Together, PONY and Project Hand in Hand aim to use performance to support disaster relief, cultural exchange, and education.”





But having some of the country’s best musicians and a noble cause to fight for is not enough for PONY; the orchestra also wants to revolutionize classical music concerts. According to Yamada, “PONY aims to be the future of classical music, attracting new audiences, incorporating new technologies, and creating new experiences.”

In this vein, their upcoming concerts feature films created by Joachim Schamberger to accompany the symphonies. Chris Toscano, Account Executive for PONY’s PR firm, explains, “We wanted to take these performances on March 29-30 beyond the traditional classical music concert expectations – we wanted to create an experience. This is why, in addition to live orchestral performance, we have commissioned original, feature length films, shot and directed in 4K resolution. We are using a state of the art lighting system.” PONY’s new approach to classical music seems to run along the lines of pop music concerts — performances enhanced by light shows and hi-res images.

So, as Toscano says, “Why not add taste into the mix? New York City is an incredible city for food lovers, and the chefs in this city are not only great cooks, but great artists...And not only is food a great way to get younger crowds thinking about a classical music, it is a way for audience members to take our concert experience with them past Rose Theater and into their daily lives.”



Tuna Carpaccio over Edamame Bean Puree

Thus, for their performances of Hector Berlioz’s psychedelic *Symphonie Fantastique*, and Gustav Mahler’s revelatory *Symphony No. 2, “Resurrection”*, PONY has commissioned culinary pairings. For Berlioz, Boqueria Chef Marc Vidal crafted squid ink-infused pork meatballs with garlic aioli and picada, citing “the deep, dark, brooding sadness of the musician’s unrequited love and the torment of his opium-induced visions” as his inspiration. Such rich ingredients certainly do seem to pair well with the symphony’s dramatic weight. And Chef Eder Montero of Txikito has crafted a “Venison Resurrection” for Mahler, starting with “Austrian goulash as a nod to Mahler’s heritage”, and finishing the dish “with pea shoots, a touch of green signifying new life and providing resolution and lightness in rebirth.”



Albondigas en Tinta con Calamares. Pork Meatballs, Squid Ink, Seared Baby Squid, Garlic Aioli, Picada

Dishes as thoughtful as these sound intriguing for sure, but some might be left wondering just what this culinary-musical pairing is meant to achieve. Yamada explains that “foodies are not afraid of new experiences – in fact, they actively seek them. And that type of mentality is exactly what we are looking for from our audience. We...want to attract the millennial who has never even thought about attending a classical music concert to give it a chance. And by incorporating this music into something they are already familiar with – food – we are hoping to show to them that classical music is not something to be afraid of. You do not have to be a classical music expert to sit down for a couple hours and enjoy this experience. In the same way that you sit down at a restaurant and can try a brand new dish

with no hesitation, you can sit down in Rose Theater, March 29-30, and experience classical music.”



Osso Buco over Confetti Cous Cous

The PONY-commissioned, symphony-inspired dishes will be available through the end of March 2016 at Andanada, Boqueria, Casa Mono, Txikito, and Salt Creek Grille.

Forbes

New York, NY— March 24, 2016
Online Circulation: 43,276,230 unique monthly visitors

What Does A Symphony Taste Like? Michelin-Starred Chefs Render Music Into Dishes

By Eustacia Huen/Forbes.com

Apparently, good music isn't just food for the soul. It could literally be eaten. Through March 30, a group of Michelin-starred chefs including Manuel Berganza of Andanada 141 and Anthony Sasso of Casa Mono are serving some symphony-inspired dishes in their restaurants in New York and New Jersey.



Lincoln Center Festival presents Danny Elfman's Music from the Films of Tim Burton at Avery Fisher Hall on July 6, 2015.

Organized by Philharmonia Orchestra of New York (PONY)—a new orchestra that rethinks the future of classical music through the incorporation of the latest visual technologies—this idea came about as PONY was brainstorming season premiere ideas to draw audience

to symphonies long after leaving the concert hall, according to Atsushi Yamada, Co-Founder and Principal Conductor, Philharmonia Orchestra of New York and David Titcomb, Co-Founder and Orchestra Manager, Philharmonia Orchestra of New York.

Considering the orchestra's previous collaboration with filmmaker Joachim Schamberger in producing symphony-based 4K films that were projected during concerts, the folks at PONY believe that a collaboration between "two of life's greatest pleasures and art forms" is a natural step to take. This is why, in savoring the dishes and enjoying the performances at Jazz at Lincoln Center's Rose Theater (Mahler's Symphony No. 2 "Resurrection" on March 29 and Berlioz's *Symphonie fantastique* on March 30), the audience can truly "see, hear, smell, taste and feel the symphonies," they noted.



So how were these dishes made?

Basically, the chefs listened to the symphonies and created dishes based on the music that moved them the most. And while each palate-pleasing creation evokes each chef's unique response to the music, the chefs were careful to make their food-music comparison relatable.

For instance, Manuel Berganza, Head Chef of Andanada 141 In New York made a dish using ingredients that were symbolic of many of the key ideas from Mahler's Symphony 'Resurrection.' He noted,

"Since the symphony talks about afterlife and the recapitulation of life, I chose lamb for it's important meaning in Christianity. To fully capture the evolution of the symphony from its

remembrance of the joyful times to darker moments, I chose black trumpets for it represents funerals and death. In Spanish, 'black trumpets' translates to 'Trompetas de los muertos,' which means 'Dead Trumpets.' So effectively, I created this dish with warm and pleasurable flavors to represent the journey from life to death."



*Roasted lamb loin with black trumpets mushrooms and carrots
by chef Manuel Berganza*

But beyond the choice of ingredients, the preparation method could equally relay such a comparison. Take Marc Vidal, Head Chef of Boqueria NYC as an example, who focussed on rendering Berlioz's *Symphonie fantastique* in the preparation of the sauce. Vidal explained,

"The inspiration for this dish came from the deep, dark, brooding sadness of the musician's unrequited love and the torment of his opium-induced visions. I knew that only a good, slow-simmered sauce with full body of flavors could showcase the symphony's depth of emotions. This is why, I spent extra time mixing sofrito, garlic, onions, peppers, tomatoes, white wine and squid ink sauce together to create something as richly satisfying as the symphony itself."



*Pork meatballs, squid ink, seared baby squid, garlic aioli, and picada
by chef Marc Vidal*

And while unfortunately “none of the symphonies’ composers are alive to comment on the accuracy of these renditions,” said Jim Miller, PONY’s communications director and president of Momentum Communications Group, “This is all part of our mission to present classical music in the most accessible way.”

List of Participating Chefs

Manuel Berganza (Andanada 141, New York)

Marc Vidal (Boqueria NYC, New York)

Anthony Sasso (Casa Mono, New York)

Eder Montero (Txikito, New York)

Luis Estrada (Salt Creek Grille, New Jersey)



MODERN RESTAURANT MANAGEMENT

March 23, 2016

Online Circulation: 1,000 unique monthly visitors

A Feast for the Senses

ModernRestaurantManagement.com/MRM Staff



For its season premiere, The Philharmonia Orchestra of New York (PONY) commissioned top chefs to create dishes inspired by a pair of symphonies as a way of offering audience members an immersive, multi-sensory evening.

“Our audiences come to performances to not only hear the music, but to experience it,” said Jim Miller, PONY’s Communication Director. “It’s all part of our mission to present classical music in the most accessible way possible. Music and food are a perfect pair. Symphonies are made of different movements, taking the listener on a journey from start to finish. The perfect dish does the same—taking the taster through different flavors from the first bite to the last swallow.”



The symphonies being performed on March 29 and 30 at Jazz at Lincoln Center’s Rose Theater: Mahler’s Symphony No. 2 “Resurrection” and Berlioz’s Symphonie fantastique have strong imagery and storytelling elements, according to Miller.

“From resurrection and nature, to love and obsession, the chefs had a bounty of inspiration to work with from these pieces. After listening to each symphony, the chef picked the piece they connected to the most and created a dish inspired by the symphony. The chefs sought to connect both flavors and emotions in their dishes. While emotion is often part of the creation process in the kitchen, the chef was asked to step outside of himself and invoke the emotions of the composer.”

“The chefs sought to connect both flavors and emotions in their dishes.”

The creations include Lomo de Cordero con Trompetas de la Muerta y Zanahorias (Roasted Lamb Loin with Black Trumpets Mushrooms and Carrots) from Chef Manuel Berganza of [Andanada 141](#).

“As Mahler’s Symphony ‘Resurrection’ is talking about afterlife and the recapitulation of life, we are using the lamb, because it has an important meaning in Christianity,” explained Berganza.

Chef Marc Vidal of [Boqueria NYC](#) was inspired by “the deep, dark, brooding sadness of the musician’s unrequited love and the torment of his opium-induced visions” when creating Albondigas en Tinta con Calamares (Pork Meatballs, Squid Ink, Seared Baby Squid, Garlic Aioli, Picada.)



“The Resurrection” got me thinking a little bit more about cooking at its most primal, said Chef Anthony Sasso of Casa Mono. “Bringing something that was so carefully raised and then killed, and bringing it back to life in our own hands.” His creation: Whole Red Prawn with Spring Vegetables.

Chef Eder Montero of Txikito offered Venison Resurrection, comprised of Local Venison, Hot Paprika, Black Trumpet Mushrooms, Baby Root Vegetables, and Pea Shoots.

“Our starting point was an Austrian goulash as a nod to Mahler’s heritage,” he said. “The dish is finished with pea shoots, a touch of green signifying new life and providing resolution and lightness in rebirth.”

Chef Luis Estrada of Salt Creek Grille created a Tuna Carpaccio over Edamame Bean Puree and Osso Buco over Confetti Cous Cous with Onion Guiso.

To add to the multi-sensory experience, PONY commissioned filmmaker Joachim Schamberger to produce full-length films based on the symphonies to be projected in 4K resolution on giant screens during the concerts.

“We are looking to the future of classical music not only in the use of the latest technology, but also as we apply that technology to a sustainable business model,” said Miller. “Our sets are not shipped in large boxes, they’re video files being emailed. As we travel to different performance venues, we hope to continue to collaborate with local restaurants to bring music and food together.”

The partnership between the restaurants and the orchestra allows both parties to reach new audiences, noted Chris Toscano, Account Executive at Momentum Communications Group.



“Classical music fans are trying new restaurants, and restaurant-goers are being introduced to classical music in an unexpected way. Both the restaurant and the orchestra are creating a unique experience for the patron, leaving them with a sensory memory and wanting more. Even with the option of only two pieces, the chefs came up with completely unique dishes based on their own cooking styles and interpretations of the music. Introducing more composers, symphonies, and themes make the dining possibilities endless.”

For additional information on PONY and to purchase tickets, visit www.nyphilharmonia.com.



New York— March 20, 2016
Online Circulation: 162 unique monthly visitors

Michelin-Starred Chefs Create Dishes in Honor of the New Philharmonia of New York

By PJ Gach/Thequeenofstyle.com

You can't taste music, but you can taste dishes inspired by Mahler's Symphony No. 2 "Resurrection" and Berlioz's Symphonie Fantastique.



Eighty of New York and New Jersey's top musicians have come together to play under one roof as the Philharmonia Orchestra of New York. Led by Maestro Atsushi Yamada, PONY aims to change the way audiences experience a symphony by adding 4K filmmaking.

To celebrate the birth of this new orchestra, top area chefs were commissioned to create dishes inspired by two symphonies that will be performed by PONY at the end of the



month. Mahler's Symphony No. 2 "Resurrection" and Berlioz's Symphonie Fantastique have been turned into meals by chefs Manuel Berganza and Anthony Sasso of the Michelin-starred Andanada 141 and Casa Mono, Chef Marc Vidal of Boqueria, Chef Eder Montero of Txikito, and Chef Luis Estrada of Salt Creek Grille. "I invite New Yorkers to visit these wonderful restaurants and find out what a symphony tastes like, then come to our concerts to hear the symphonies that inspired them," said Atsushi Yamada, PONY's co-founder and principal conductor in a press release. "I can't wait to taste them myself!"

Below are the dishes and the addresses of the restos.

Andanada 141 (141 W 69th Street)

Lomo de Cordero con Trompetas de la Muerta y Zanahorias

Roasted Lamb Loin with Black Trumpets Mushrooms and Carrots.

"As Mahler's Symphony 'Resurrection' is talking about afterlife and the recapitulation of life, we are using the lamb, because it has an important meaning in Christianity." – Chef Manuel Berganza

Boqueria NYC (53 W 19th Street)

Albondigas en Tinta con Calamares

Pork Meatballs, Squid Ink, Seared Baby Squid, Garlic Aioli, Picada.

"The inspiration for this dish came from the deep, dark, brooding sadness of the musician's unrequited love and the torment of his opium-induced visions." – Chef Marc Vidal

Casa Mono (52 Irving Place)

Spanish Gamba Resurrected with New York's First Taste of Spring

Whole Red Prawn with Spring Vegetables.

"The Resurrection" got me thinking a little bit more about cooking at its most primal. Bringing something that was so carefully raised and then killed, and bringing it back to life in our own hands." – Chef Anthony Sasso

Txikito (240 9th Avenue)

Venison Resurrection

Local Venison, Hot Paprika, Black Trumpet Mushrooms, Baby Root Vegetables, Pea Shoots.



“Our starting point was an Austrian goulash as a nod to Mahler’s heritage. The dish is finished with pea shoots, a touch of green signifying new life and providing resolution and lightness in rebirth.”

– Chef Eder Montero

Salt Creeke Grille (4 Bingham Avenue, Rumson, NJ 07760)

Tuna Carpaccio over Edamame Bean Puree and Osso Buco over Confetti Cous Cous with Onion Guiso.

– Chef Luis Estrada

During the concerts held at Lincoln Center's Rose Hall, filmmaker Joachim Schamberger created a full-length film for each work that will be shown during the concerts.

Mahler's Resurrection will be performed on March 29th, all tickets are \$5 for the performance. Berlioz’s Symphonie fantastique will be performed on March 30th, tickets run from \$5 to \$30.

To purchase tickets and get more information on PONY, please visit their site.



Princeton, NJ— March 18, 2016
Online Circulation: 28,253 unique monthly visitors

SHOP TALK: Find out about deals and promotions at area stores

By Rich Fisher/centraljersey.com

Salt Creek Grille at 1 Rockingham Row in Forrestal Village is adding two special dishes to its menu for a limited time. Executive Chef Luis Estrada was recently commissioned by the Philharmonia Orchestra of New York (PONY) to create a series of dishes inspired by symphonies being performed in a pair of concerts on Mar. 29-30 in Rose Theater at Jazz at Lincoln Center to kick off PONY's spring season.

Diners can enjoy the entrees from March 21-30, including an Ossu Buco over Confetti Cous Cous, and a Tuna Carpaccio over Edamame Bean Puree. The prices are \$30 and \$13, respectively, with \$1 from each dish going towards Project Hand in Hand, an organization set up to inspire Japanese youths to participate in choral music following the March 2011 tsunami and nuclear disaster at the Fukushima Daiichi power plant, north of Tokyo.

For more information call 609-419-4200 or log on to saltcreekgrillprinceton.com. For more info on POY visit nyphilharmonia.com



New York — March 17, 2016
Online Circulation: 3,878,107 unique monthly visitors

Craft Distillers Fest, Good France Festival, Taste of Fifth

By Annie Wu/Theepochtimes.com

The Philharmonia Orchestra, Presented Through Food



Boqueria's Pork Meatballs with squid ink, seared baby squid, garlic aioli, and "picada".



*Salt Creek Grille's Osso Bucco over Confetti
Couscous with Onion Guiso*

How does one interpret music through food? Five chefs have created dishes inspired by symphonies that will be performed at two upcoming concerts at Lincoln Center's Rose Theater by the Philharmonia Orchestra of New York: Gustav Mahler's "Resurrection" Symphony No. 2 and Hector Berlioz's "Symphonie Fantastique."

Chefs Manuel Berganza of Andanada, for example, created the Roasted Lamb Loin with black trumpet mushrooms and carrots, in reference to the symbolic importance of lamb in Christianity, while Eder Montero of Txikito made a goulash-like dish of local venison with hot paprika and spring vegetables, as a nod to Mahler's Austrian heritage.

Through March 31

Concerts: Tuesday, March 29 & Wednesday, March 30

Participating restaurants: Andanada, Boqueria, Casa Mono, Txikito, Salt Creek Grille

nyphilharmonia.com/concerts



InsideHook

New York, NY— March 16, 2016
Online Circulation: 210,590 unique monthly visitors

MAN ABOUT TOWN

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Michelin chefs create [symphony-inspired eats](#) for Philharmonia

Post-Paddy parade literary event at [Tavern on the Green](#)

[An ode to NY's glorious pizza parlors](#)

Princeton, NJ — March 2016
Online Circulation: 2,415 unique monthly visitors

Plate to Date: Salt Creek Grille's Tuna Carpaccio & Confetti Couscous

PrincetonMagazine.com/Sarah Emily Gilbert



Now until March 30, Salt Creek Grille Princeton is offering entrees that take you on a full sensory experience

Salt Creek Grille Princeton is adding two “fantastique” dishes to its menu for a limited time. Executive Chef Luis Estrada was recently commissioned by the Philharmonia Orchestra of New York (PONY) to create a series of dishes inspired by symphonies being performed in a pair of concerts on March 29 and 30 at Rose Theater at Jazz at Lincoln Center to kickoff

PONY's spring season. Diners at the restaurant can enjoy the entrees now until March 30 at the restaurant, including an Ossu Buco over Confetti Couscous, and a Tuna Carpaccio over Edamame Bean Puree.

“The Tuna Carpaccio exquisitely captures the raw emotion on display in Berlioz’s *Symphonie fantastique*. With a nod to the Philharmonia Orchestra of New York’s project, this dish brings together a symphony of flavors emanating from an opulent, pan-European prestige intertwined with an Asian influence,” said Chef Estrada. “Also inspired by Berlioz, the rich veal and opulent marrow of the Ossu Buco paired with Confetti Cous celebrates the irresistible tenderness of young love in *Symphonie fantastique*.”





The Osso Buco and the Tuna Carpaccio will be priced \$30 and \$13 respectively, with \$1 from each going towards Project Hand in Hand, an organization set up to inspire Japanese youths to participate in choral music, following the March 2011 tsunami and nuclear disaster at the Fukushima Daiichi power plant, north of Tokyo. This is part of an initiative led by PONY, whose performances at Jazz at Lincoln Center will bring together an ensemble of 100 students from The College of New Jersey and 130 Japanese students to sing alongside the orchestra, conducted by Maestro Atsushi Yamada, PONY's co-founder.

PONY performances are more than listening events, designed to stimulate both the eyes and ears. PONY has also commissioned filmmaker Joachim Schamberger to produce full-length films based on the symphonies to be projected in 4K resolution on giant screens during the concerts. Salt Creek Grille's dishes extend PONY's sensory blend into the realm of taste. Tickets are on sale now at www.nyphilharmonia.com/concerts with prices starting at just \$5.

"To the best of my knowledge, this is the first time an orchestra has commissioned chefs to create dishes inspired by symphonies," said Jim Miller, PONY's communications director. "It's all part of our mission to present classical music in the most accessible way possible. I personally lobbied for a 'resurrection soufflé,' but no such luck. My only regret is that the composers aren't alive today to taste these dishes and tell us if we got it right!"

To order the dishes, visit Salt Creek Grille Princeton at 1 Rockingham Row in Forrestal Village, or go to www.saltcreekgrilleprinceton.com. Reservations can be made via Yelp at <http://bit.ly/1px71ZO>.



Princeton, NJ
Patch

Princeton, NJ— March 16, 2016
Online Circulation: 40,000 unique monthly visitors

Car Burglaries/Salt Creek Grille Offers/Former BOE Member Passes: Princeton Patch Mid-Week Review

Patch.com/Anthony Bellano

A look at the stories from March 12-15, 2016.

[Man Charged in 14 Princeton Area Car Burglaries: Police](#)

- Jonathan DeHart was arrested in Princeton on March 13.

[Salt Creek Grille Princeton Serves Up Symphony-Inspired Dishes](#)

- Executive Chef Luis Estrada was commissioned by the Philharmonia Orchestra of New York to create a series of symphony-inspired dishes.

[Former Princeton Board of Education Member Passes Away](#)

- Stephen Dunbar died on March 13.

[2 Suspected Prostitution Houses Busted in Mercer County: Prosecutor](#)

- Two men were charged following the execution of search warrants last week.

[Salt Creek Grille in Princeton Offers Easter Brunch, Dinner](#)

- Easter Sunday is March 27.



Princeton, NJ— March 15, 2016
Online Circulation: 40,000 unique monthly visitors

Salt Creek Grille Princeton Serves Up Symphony-Inspired Dishes

By Anthony Bellano/Patch.com

Executive Chef Luis Estrada was commissioned by the Philharmonia Orchestra of New York to create a series of symphony-inspired dishes.



Princeton, NJ -- Salt Creek Grille Princeton Executive Chef Luis Estrada was recently commissioned by the Philharmonia Orchestra of New York (PONY) to create a series of dishes inspired by symphonies being performed in a pair of concerts on March 29 and 30 at Rose Theater at Jazz at Lincoln Center.

The entrees will be on the menu at the restaurant from March 21-30. Items will include an Ossu Buco over Confetti Cous Cous, and a Tuna Carpaccio over Edamame Bean Puree.



The Osso Buco and the Tuna Carpaccio will be priced \$30 and \$13 respectively, with \$1 from each going towards Project Hand in Hand.

Project Hand in Hand is an organization set up to inspire Japanese youths to participate in choral music, following the March 2011 tsunami and nuclear disaster at the Fukushima Daiichi power plant, north of Tokyo.

“The Tuna Carpaccio exquisitely captures the raw emotion on display in Berlioz’s *Symphonie fantastique*. With a nod to the Philharmonia Orchestra of New York’s project, this dish brings together a symphony of flavors emanating from an opulent, pan-European prestige intertwined with an Asian influence,” Estrada said. “Also inspired by Berlioz, the rich veal and opulent marrow of the Osso Buco paired with Confetti Cous Cous celebrates the irresistible tenderness of young love in *Symphonie fantastique*.”

PONY’s performances at Jazz at Lincoln Center will bring together an ensemble of 100 students from The College of New Jersey and 130 Japanese students to sing alongside the orchestra, conducted by Maestro Atsushi Yamada, PONY’s co-founder.



One News Page

Princeton, NJ — March 15, 2016
Online Circulation: 182,547 unique monthly visitors

Salt Creek Grille Princeton Serves Up Symphony-Inspired Dishes

OneNewsPage.com



Executive Chef Luis Estrada was commissioned by the Philharmonia Orchestra of New York to create a series of symphony-inspired dishes.



Princeton, NJ— March 15, 2016
Online Circulation: 695 unique monthly visitors

Salt Creek Grille Princeton Commissioned by the Philharmonia Orchestra of New York to Create Dishes for Season Opening

PrincetonDining.com

Chef Luis Estrada Will Feature Two New Dishes On The Menu from March 21-30, Inspired by Berloiz's Symphony fantastique

Princeton, NJ – March 15, 2015 – Salt Creek Grille Princeton is adding two “fantastique” dishes to its menu for a limited time. Executive Chef Luis Estrada was recently commissioned by the Philharmonia Orchestra of New York (PONY) to create a series of dishes inspired by symphonies being performed in a pair of concerts on March 29 and 30 at Rose Theater at Jazz at Lincoln Center to kickoff PONY’s spring season. Diners at the restaurant can enjoy the entrees from March 21-30 at the restaurant, including an Ossu Buco over Confetti Cous Cous, and a Tuna Carpaccio over Edamame Bean Puree.

“The Tuna Carpaccio exquisitely captures the raw emotion on display in Berlioz’s Symphonie fantastique. With a nod to the Philharmonia Orchestra of New York’s project, this dish brings together a symphony of flavors emanating from an opulent, pan-European prestige intertwined with an Asian influence,” said Chef Estrada. “Also inspired by Berlioz, the rich veal and opulent marrow of the Osso Buco paired with Confetti Cous Cous celebrates the irresistible tenderness of young love in Symphonie fantastique.”

The Osso Buco and the Tuna Carpaccio will be priced \$30 and \$13 respectively, with \$1 from each going towards Project Hand in Hand, an organization set up to inspire Japanese youths to participate in choral music, following the March 2011 tsunami and nuclear disaster at the Fukushima Daiichi power plant, north of Tokyo. This is part of an initiative led by PONY, whose performances at Jazz at Lincoln Center will bring together an ensemble of 100 students from The College of New Jersey and 130 Japanese students to sing alongside the orchestra, conducted by Maestro Atsushi Yamada, PONY’s co-founder.

PONY performances are more than listening events, designed to stimulate both the eyes and ears. PONY has also commissioned filmmaker Joachim Schamberger to produce full-length films based on the symphonies to be projected in 4K resolution on giant screens



during the concerts. Salt Creek Grille's dishes extend PONY's sensory blend into the realm of taste. Tickets are on sale now at www.nyphilharmonia.com/concerts with prices starting at just \$5.

"To the best of my knowledge, this is the first time an orchestra has commissioned chefs to create dishes inspired by symphonies," said Jim Miller, PONY's communications director. "It's all part of our mission to present classical music in the most accessible way possible. I personally lobbied for a 'resurrection soufflé,' but no such luck. My only regret is that the composers aren't alive today to taste these dishes and tell us if we got it right!"

To order the dishes, visit Salt Creek Grille Princeton at 1 Rockingham Row in Forrestal Village, or go to www.saltcreekgrilleprinceton.com. Reservations can be made via Yelp at <http://www.yelp.com/biz/salt-creek-grille-princeton>.

About Salt Creek Grille

Salt Creek Grille offers sophisticated fare in a casual upscale setting, putting a creative spin on traditional American favorites. The restaurant's open, exhibition-style kitchen serves up fresh dishes that are light and healthy yet more flavorful than ever, with an emphasis on organic and locally sourced ingredients. Visit www.saltcreekgrilleprinceton.com or call 609-419-4200 for reservations. For private parties and group sales, contact Lauren Hartwyk, Sales Manager at 609-419-4250.

About the Philharmonia Orchestra of New York:

The Philharmonia Orchestra of New York (PONY) is an ensemble of over eighty of New York's finest musicians. Its members have played with all the major Lincoln Center ensembles, including the Met Opera Orchestra, New York Philharmonic, New York City Ballet Orchestra and former New York City Opera Orchestra. They are joined by recent graduates of America's finest conservatories. The orchestra uses technological advances and a project-based business model to innovate classical music performance. The musicians first performed as PONY in Danny Elfman's Music from the Films of Tim Burton at the Lincoln Center Festival in July 2015. PONY musicians are proud members of Local 802, American Federation of Musicians. For more information on the Philharmonia Orchestra of New York, please visit www.nyphilharmonia.com.

About Project Hand in Hand:

Project Hand in Hand aims to support the recovery of the East Japan disaster by creating international friendships and exposing students to global views. The musicians of PONY and Project Hand in Hand have worked together for years to help the children of Japan through the power of music. Every year since 2011, a joint performance has been held at



Lincoln Center with the musicians and a 200-member chorus sponsored by Project Hand in Hand, including students from Japanese high schools and American universities. Project Hand in Hand uses performance to support disaster relief, cultural exchange, and education. The performances have raised awareness about the continued struggles for Japanese citizens affected by the disasters, as well as hope that they will rise above these tragedies.

A stylized graphic of a blue wave or splash, composed of several curved lines in shades of blue and white, positioned above the text "Seafood Information".

Seafood Information

March 15, 2016
Online Circulation: 137 unique monthly visitors

Salt Creek Grille Princeton Serves Up Symphony-Inspired Dishes

GoTradeSeafood.com

“The **Tuna** Carpaccio exquisitely captures the raw emotion on display in Berlioz’s Symphonie fantastique. With a nod to the Philharmonia Orchestra of ... [...read more](#)



Oakland, CA— March 7, 2016
Online Circulation: 15,785 unique monthly visitors

Momentum Communications Group Retained by Philharmonia Orchestra of New York

Bulldogreporter.com

The Philharmonia Orchestra of New York (PONY), comprised of some of New York's finest orchestral musicians, many of whom played together previously with the New York City Opera Orchestra, retained Momentum Communications Group to introduce the new ensemble and promote its debut concerts at Lincoln Center.

"We're trying to destroy the stuffy classical concert traditions that can make this wonderful music inaccessible to new audiences," said Atsushi Yamada, PONY's co-founder and principal conductor. "We retained Momentum to help us communicate our vision for how classical music should be presented to today's audiences."

"Launching a new orchestra is the opportunity of a lifetime," said Jim Miller, communications director for PONY and president of Momentum Communications Group. "I grew up loving classical music, but haven't had the opportunity to bring it into my professional life until now. I'll always be grateful to Maestro Yamada for that. It's thrilling to collaborate with him and his team as they bring innovations from the worlds of film and popular music to the classical concert stage."

"We were inspired by PONY's vision to break taboos in our marketing campaign, which we're calling The Future is Classical," said Miller. "It lets audiences know when you buy a ticket to a PONY concert you buy admission to an entirely new experience of a timeless masterpiece that fires on all cylinders." The campaign integrates publicity, direct marketing, social media, advertising and experiential marketing.

"We put an emphasis on fostering open exchange between musicians and audience members," said Momentum account executive Chris Toscano. The campaign invites the



public to submit videos playing instruments for a chance to appear in a pre-concert video. Momentum also broke with tradition by commissioning New York chefs to create dishes inspired by the two symphonies. “At least ten chefs said yes, so now we’re trying to figure out exactly how to make the most of this unexpected bounty.”