



# The Tuning Fork

April 2023



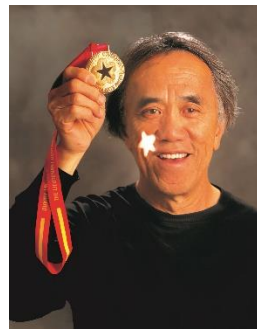
## Edmonton Youth Orchestra Board 2022- 2023

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## Our 70<sup>th</sup> Anniversary Logo



## Wei Yew on the design behind the EYO 70<sup>th</sup> Anniversary logo



In 2022, designer Wei Yew created the new logo that celebrates EYO’s milestone 70th anniversary. He wanted the design to represent celebration, vibrancy, and of course music, and he combined those elements to create a visual metaphor in the design.

“The visual metaphor represents, in this case, music, and youthfulness — young people. That’s why you have [a] kind of jubilant expression of the orchestra,” says Yew.

The letters in the logo each represent a different part of this visual metaphor. The “E” represents a bass clef, the “Y” shows that youthfulness and celebration by depicting a person raising their arms, and the “O” represents a whole note but also the wholeness needed for an orchestra to play together. “Everyone is involved, and you work as a team,” says Yew.

Music holds an important place in Yew’s heart, and it was a no-brainer for him to design the logo for the EYO. “Music [has been] a very important part of me since I was 19 years old. I have studied singing, I played the oboe, I played the cello... [and] I still play the flute,” he says. He also conducted three choirs and two musicals. “To me, music is so important.” At one point, Yew even wanted to become a professional musician, but his parents encouraged him to pursue other avenues instead. Yew initially studied

As we move into the final part of our 70<sup>th</sup> Anniversary Season we want to recognize and sincerely thank graphic designer/artist **Wei Yew**, who donated his expertise - updating our branding and creating our new Edmonton Youth Orchestra logo!

*The following article was prepared by Senior Orchestra trombonist, Mya Colwell, after her interview with Wei. Many thanks to you both – Wei and Mya!*

architecture before realizing that his true passion was in graphic design.

“My favourite part of my design process is the ability to translate the objectives or aims and missions of the organization or company into a visual metaphor,” he says. “There are so many things I've done that [depict] the visual metaphor... and when you analyze it, you know why it's designed that way.”

Variety also inspires Yew, and he says, “over the last 42 years, I haven't repeated any one style at all.”

Yew's design process is relatively simple. He always starts with sketches before transferring a design to a digital medium. “My favourite is pens and paper,” he says.

He notes that music is very inspirational for him during the design process, and he encourages young musicians to foster their love of music, whether they go on to pursue music professionally or for fun.

When asked if he had any advice for young musicians, Yew stuck with a classic: “Practice, practice, practice!”

### Upcoming Concerts

***This weekend - an event that will make musical memories to last a lifetime!***



Edmonton Youth Orchestra players sitting side by side with the musicians of the ESO, to perform Rimsky-Korsakov's *Scheherazade*, led by ESO Music Director Emeritus William Eddins. Our esteemed Music Director,

Michael Massey, conducts the world premiere of his own composition, *Symphonic Variations - Avenue House*, inspired by fond memories from his childhood in London.

[Tickets available through the Winspear Box Office.](#)

**May 14, 2023 2 PM Winspear Centre  
Senior & Intermediate Orchestras in Concert**

***The Finale to our 70<sup>th</sup> Anniversary Season, including compositions from the EYO's first conductor, Keith Bissell, and from current (and long-standing) conductor, Michael Massey.***

A poster for the Edmonton Youth Orchestra concert. The top features the Edmonton Youth Orchestra logo and the text 'Edmonton Youth Orchestra'. The main title is 'Edmonton Youth Orchestra' in a large, bold font. Below it, the date and time are 'Sunday, May 14 @ 2pm' and the venue is 'Winspear Centre'. The conductor is 'CONDUCTOR: MICHAEL MASSEY' and the guest conductor is 'Guest Conductor: Cosette Justo Valdés'. The conducting intern is 'Conducting Intern: Sarah Rossi'. The program includes: 'Five Courty Dances from "Gloriana" / Britten', 'Excerpts from Mr. Lear's Gallery &amp; Mr. Lear's Exhibition / Massey', 'From Symphony No. 6 "Pastoral" / Beethoven Allegro ma non troppo', 'Prelude to Die Meistersinger / Wagner', 'Danzon No. 2 / Marquez', and 'Under the Apple Boughs / Bissell ... and more!'. Ticket information is 'Tickets: \$15 Adults • \$10 Seniors/Students • TIX on the Square • At the door' and the website is 'www.eyso.com'. The bottom features logos for Edmonton, Edmonton City Council, Edmonton Community Foundation, Alberta Foundation for the Arts, University of Alberta Department of Music, and ARMTA.

### Auditions

Video-recorded auditions and applications are now being accepted for the 2023-2024 season – for new and returning players. **Submission deadline - May 31, 2023.**

Auditions for all instruments, with the exception of percussion, will be done through the submission of video-recordings. Percussionists who wish an in-person audition, in order to make use of the EYO percussion equipment, can contact the EYO office (780-569-5290; [eyo@shaw.ca](mailto:eyo@shaw.ca)) to book an audition time.

**Please Note: Intermediate Orchestra members must be 11 years of age by September 1, 2023.**

Complete audition information is available through the [EYO website](#).

## Scholarships

Scholarships, awarded on the basis of performing ability, potential, and contribution to the EYO, are awarded each year to encourage the musical development of EYO musicians. To be eligible, candidates must meet each specific scholarship's requirements. Some scholarships require auditions; others do not. Our [scholarship webpage](#) provides descriptions and criteria for all available scholarships.

If you are applying for scholarships requiring applications and auditions:

- Please confirm eligibility requirements through the [EYO scholarship page](#).
- Complete and submit the appropriate scholarship application form(s) with your audition. Forms available through [the website](#) and at rehearsals.
- **Your scholarship audition is also your 2023-2024 instrument audition. You do not need to submit two separate auditions.**

## 70<sup>th</sup> Anniversary Apparel & History Book



**70<sup>th</sup> Anniversary Hoodies and Sweatshirts** can be ordered through the EYO office. Hoodies/sweatshirts are being sold at cost: \$40/hoodie; \$30/sweatshirt. Order forms and size charts are available through [the website](#) and at rehearsals.

## Celebrating Musical Excellence: 70 Years of the Edmonton Youth Orchestra 1952-2022. By Josephine Boxwell

The Edmonton Youth Orchestra has been providing exceptional orchestral education to young musicians since 1952. With contributions from students, music directors, general managers and board members, this commemorative book tells a 70-year story of repertoire, rehearsals, performances and a love of orchestral music.

Books (\$30) are available at all concerts and rehearsals, and through the EYO office. More information available [here](#).

*This project was funded in part by the Government of Alberta.*

## 70<sup>th</sup> Anniversary Legacy Campaign \$70 for 70 years

We hope that many of our members, their families, and fans will be inspired to make a [\\$70 gift](#), and we encourage you to even add a few zeros if you can! As a charitable organization, all gifts receive a tax-deductible receipt.

*Thank you for all the wonderful donations so far – and for helping to celebrate our 70<sup>th</sup> Anniversary Season. Here's to the next 70 years!*

**We gratefully acknowledge our sponsors and individual donors – your contributions and support are most appreciated.**



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780-569-5290 | [eyo@shaw.ca](mailto:eyo@shaw.ca) | [www.eyso.com](http://www.eyso.com)  
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