



## Piano Renewal Initiative

### Investing in the Foundation of Luther's Music Program

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Goal: \$500,000

**A**t the heart of Luther's exceptional music program lies an extraordinary instrument: the piano. In fact, pianos are fundamental to virtually everything the Luther College Music Department does in Jenson-Noble Hall of Music. It's rare to find a space of any size in the music building that doesn't contain a piano. These instruments are heavily used—and not just for piano lessons and piano recitals.

For decades, Luther's Music Department has done a masterful job of maintaining a collection of more than 100 pianos that spans nearly a century. The availability of quality keyboard instruments makes possible everything the Music Department does: music theory, music history, composition, voice lessons, saxophone lessons, conducting class, music education seminars, ear training, and more. Students, faculty, and guest artists rely on these pianos. They are essential to day-to-day operations and must be maintained and replaced on a regular basis to ensure the best performance.

Over the past several years, the Luther Music Department has focused on improving student practice facilities. Students taking private piano lessons have access to 16 new and rebuilt quality grand pianos. Recitalists also have the opportunity to perform on three outstanding concert grand Steinways in the Noble Recital Hall and the Center for Faith and Life. The remainder of the practice rooms have newer Yamaha uprights, designed to hold up to constant institutional use. Whether they're being used in the classroom, vocal studio, seminar, or on the concert stage, quality pianos are vital to the educational experience of Luther music students.

In the next step of the piano renewal initiative, the college will focus on the increasing need for new instruments in the music faculty studios. Most of the pianos in the teaching studios range from 40 to 100 years old, making it difficult to tune and maintain these aging instruments. The Music Department seeks to provide new Yamaha grands for the main vocal and instrumental faculty offices, as well as large performance pianos from the Yamaha CX Series for the Orchestra Rehearsal Room and the Sperati Band Rehearsal Room (which students use daily for ensembles, jazz groups, seminars, and the occasional concerto competition). Yamaha grand pianos provide the perfect balance of affordability and craftsmanship in an institutional setting. Luther College will purchase the pianos through West Music, Iowa's certified Yamaha dealer.





To jumpstart the piano renewal, the college is investing nearly \$50,000 in the replacement of 13 digital pianos in the keyboard lab, which is used daily by music students in their piano skills class. These 20-year-old Yamaha Clavinovas will be upgraded in summer 2020 and ready for use in the coming academic year.

### DONOR RECOGNITION LEVELS

\$25,000 or more	Octave Sponsor
\$10,000 – \$24,999	Chord Sponsor
\$3,000 – \$9,000	Key Sponsor

### NAMING OPPORTUNITIES

If you are interested in underwriting the full cost of one of the newly purchased pianos, Luther College will be pleased to recognize your commitment on a small plaque placed on the designated instrument. The pianos and corresponding naming levels include:

Orchestra Rehearsal Room – 7’6” Grand Piano	\$75,000
Sperati Band Rehearsal Room – 6’7” Grand Piano	\$60,000
Faculty Studios – 5’8” Grand Piano (9 total)	\$40,000

Luther College invites all alumni and friends to support this important initiative. Gifts and pledges of all sizes are appreciated. Multiyear pledges may be fulfilled over three years. A portion of all gifts received will support the new Luther College Piano Maintenance Endowment, helping to provide ongoing care and maintenance of the college’s extensive collection of keyboard instruments for years to come. For more information, contact the Luther College Development Office at 563-387-1862, or visit [luther.edu/giving](http://luther.edu/giving).

“The piano—the instrument—is the backbone of our music program. I can’t think of a class, a course, an ensemble, an activity of any kind in which a piano is not essential. Without large numbers of first-rate, well-cared-for pianos the quality and reputation of our music program would be unsustainable.”

—Professor Daniel Baldwin  
 Director of Orchestral Activities  
 Music Department Head