



STAFF REPORT

Meeting Date: April 20, 2021
To: Honorable Mayor & City Council
From: Jenny Rogers, Director of Community Services
Kristin Buhagiar, Recreation Services Manager – Arts & Culture
Subject: Recommendation by City Council Arts & Culture/Human Relations
Liaisons and Arts & Culture/Human Relations Commissions to
Host the “Sing for Hope Pianos”, an Art in Public Spaces Project
Attachments: 1. Sing for Hope presentation

INTRODUCTION

The City Council Arts & Culture/Human Relations Commission Liaisons (Councilmembers Lili Bosse and John Mirisch) and the Arts & Culture and Human Relations Commissions recommend partnering with Sing for Hope, a New York based non-profit, and the Wallis Annenberg Center for Performing Arts to host the “*Sing for Hope Pianos*”, an Art in Public Spaces project, in addition to allocating \$50,000 towards expenses related to this effort. The “Sing for Hope Pianos” is a public art project and involves placing artist-designed pianos around the City for everyone to enjoy.

FISCAL IMPACT

The recommendation is for ten to twenty pianos to be placed around the City. The cost per piano is approximately \$10,000 and the City would work with Sing for Hope on coordination of the program. Therefore, placing twenty pianos would cost roughly \$200,000, not including security monitoring, and daily opening and closing of pianos in neighborhood settings like parks in residential areas. The City Council Arts & Culture/Human Relations Commission Liaisons recommend allocating \$50,000 towards the project, and the Wallis Annenberg Center for Performing Arts is also interested in contributing \$50,000. The remaining balance of \$100,000 would be funded through sponsorship efforts.

The City’s contribution of \$50,000 would come out of the Department of Community Services general fund budget (00106707).

DISCUSSION

At its meeting on September 15, 2020, the City Council approved an Inter-Commission Initiative between the Arts & Culture and Human Relations Commissions titled *Embrace & Celebrate Culture* for fiscal year 2020/2021. This innovative initiative is a citywide

Meeting Date: April 20, 2021

program to celebrate the rich and unique cultural diversity of the community and support the City in the creation of a culture of equity, inclusion and belonging. To this end, the Arts & Culture and Human Relations Commissions would like to continue this initiative by partnering with Sing for Hope and the Wallis Annenberg Center for Performing Arts to host the “*Sing for Hope Pianos*”, an Art in Public Spaces project in the City. The proposal was presented to the City Council Arts & Culture/Human Relations Commission Liaisons on March 24, 2021. The Liaisons recommended implementing the project in the City and contributing \$50,000 to the effort. The Wallis Annenberg Center for Performing Arts has also been involved in the proposal and is very supportive of the project, and has therefore indicated its interest in contributing staff time and an additional \$50,000 to ensure the success of the project.

Sing for Hope is a non-profit organization based in New York that harnesses the power of the arts to create a better world. Their creative programs bring hope, healing, and connection to millions of people in hospitals, care facilities, schools, refugee camps, transit hubs, and community spaces worldwide. Founded in New York City in 2006, Sing for Hope partners with hundreds of community-based organizations, mobilizes thousands of artists in creative service, and produces artist-created Sing for Hope Pianos across the US and around the world.

The “*Sing for Hope Pianos*” is the country’s largest annual recurring public arts project, placing artist-designed pianos in parks and public spaces for anyone and everyone to play. In the proposed Sing for Hope partnership with the City of Beverly Hills and the Wallis Annenberg Center for Performing Arts, ten to twenty pianos would be placed around the City. The pianos would be designed by renowned artists, celebrities, school groups, and influencers to bring their diverse visions to life. Each piano will have a plaque on the front and sides to credit partners and honor artists and their unique artwork titles.

Once all of the pianos are placed, there would be a celebratory day-long public kick-off event featuring special performances by leading artists and local community groups alike. The pianos are then moved out to parks and public spaces in the City for anyone and everyone to play, amplifying each partners’ reach and engagement. The pianos remain open for all to enjoy for at least three weeks, featuring scheduled and spontaneous musical moments, countless social media shares, etc. At the conclusion of the project, the pianos are placed in their “forever homes” in under-resourced schools, hospitals, and communities where Sing for Hope provides year-round programming.

The liaisons recommended the Arts & Culture and Human Relations Commissions propose ten to twenty piano sites around the City. Examples of locations are the Beverly Hills sign, Beverly Gardens Park, Will Rogers Park, Roxbury Park, Beverly Canon Gardens, La Cienega Park, City Hall, the Wallis Annenberg Center for Performing Arts, and Two Rodeo. Locations will be discussed and agreed upon in upcoming Commission meetings. Local businesses may also be interested in hosting a piano at their location.

The recommended timeline for the project is to begin in August 2021. The pianos will remain around the City for at least three weeks before they are placed in their “forever” homes, as mentioned above. Although it is unknown where the State and County will be in the midst of the COVID-19 pandemic, the situation seems to be improving. Regardless, rigorous safety protocols will be implemented, including mandatory face coverings, social distancing, regular disinfection and more. During other iterations of the “Sing for Hope” project, the pianos have remained safe and have not been vandalized,

Meeting Date: April 20, 2021

even throughout various locations in New York City. Having said that, the City's Rangers and Ambassadors, or other City designated entity, will open and close the pianos daily and monitor them throughout their shifts for safety.

RECOMMENDATION

The City Council Arts & Culture/Human Relations Commission Liaisons (Councilmembers Bosse and Mirisch) and the Arts & Culture and Human Relations Commissions recommend partnering with Sing for Hope and the Wallis Annenberg Center for Performing Arts to host the "Sing for Hope Pianos", an Art in Public Spaces project, in addition to allocating \$50,000 towards expenses related to this effort.

Jenny Rogers,
Director of Community Services

Approved By

Attachment 1



THE SING FOR **HOPE** PIANOS

Wallis Annenberg
Center for the
Performing Arts

City of Beverly Hills City Council Meeting

Presented by Monica Yunus and Camille Zamora, Co-Founders and Co-Executive Directors, Sing for Hope
Rachel Fine, Executive Director and CEO, The Wallis

April 20, 2021

Creativity Unleashed // Social Purpose // Art for All



THE SING FOR **HOPE** PIANOS

Sing for Hope harnesses the power of the arts to create a better world. Founded in 2006, Sing for Hope is a leading “arts peace corps” serving millions in New York City, across the US, and around the world.

Healing Arts



Research-based creative performances, workshops, and curated cultural experiences that promote wellness, connection, and respite in hospitals, long-term care facilities, hospices, and treatment centers.

Education



Dynamic arts workshops and standards-based curricula that inspire civic action and uplift youth, educators, and local communities.

Sing for Hope Pianos



From the Bronx to Beirut, a global arts initiative that creates artist-designed pianos; places them in parks, streets, and public spaces; then transports and activates them year-round in permanent homes in schools and hospitals.

Sing for Hope Piano created by PLAYBILL

Global



Creative advocacy, leadership, and program design that drive the integration of the arts in policy and at global convenings on social change.



THE SING FOR **HOPE** PIANOS

Sing for Hope traces its roots to 9/11, when Juilliard sopranos Monica Yunus and Camille Zamora organized fellow musicians to perform for the firehouse at Lincoln Center, which had lost twelve firefighters that day.

Today, **The Sing for Hope Pianos** is the country's largest annual recurring public arts project, placing artist-designed pianos in parks and public spaces for anyone and everyone to play.

- Reaching **2 million** New Yorkers annually
- Garnering **4 billion** media impressions
- Powered by **5,000+** artists
- **500+** Sing for Hope Pianos to date
- **Countless sing-alongs...**





THE SING FOR **HOPE** PIANOS

A YEAR-ROUND CONTINUUM OF CREATIVE COMMUNITY

Sing for Hope accepts piano proposals from around the globe.



Renowned artists, celebrities, school groups, and influencers bring their diverse visions to life.



The Sing for Hope Pianos are placed in their “forever homes” in schools, hospitals, and communities where SFH provides year-round programming.



The Sing for Hope Pianos hit the parks and public places for anyone and everyone to enjoy.





Depth, Breadth, and Trusted City Relationships

Honed over 10 years in an integrated partnership with New York City Hall that successfully crosses NYC mayoral administrations, The Sing for Hope Pianos are a turn-key solution for highly popular, far-ranging community partnership.

Bronx

Bartow-Pell Mansion Museum
Joyce Kilmer Park
Owen Dolen Golden Age Center
Poe Park Visitor Center
Van Cortlandt House Museum
Willis Avenue Community Garden

Brooklyn

Brooklyn Bridge Park
Brownsville Recreation Center
Building 92: Brooklyn Navy Yard
Coney Island
Fort Greene Park
Hendrick I. Lott House
Jane Bailey Memorial Garden
Maria Hernandez Park
Marion Hopkinsons Park
Old Stone House
Owl's Head Park
Prospect Park: Grand Army Plaza
Shore Road Park

Manhattan

28 Liberty Plaza
Actors Fund: Friedman Residence
Carl Schurz Park
Castle Clinton National Monument
Cathedral Church of St. John the Divine

Central Park: Glade Arch
Central Park: Literary Walk
El Catano Community Garden
Herald Square
Hudson River Park: 14th Street
Inwood Hill Park
La Plaza de las Americas
Little Red Square
Lincoln Center
Madison Square Park
Montefiore Park
Morris-Jumel Mansion
Times Square
Tompkins Square Park

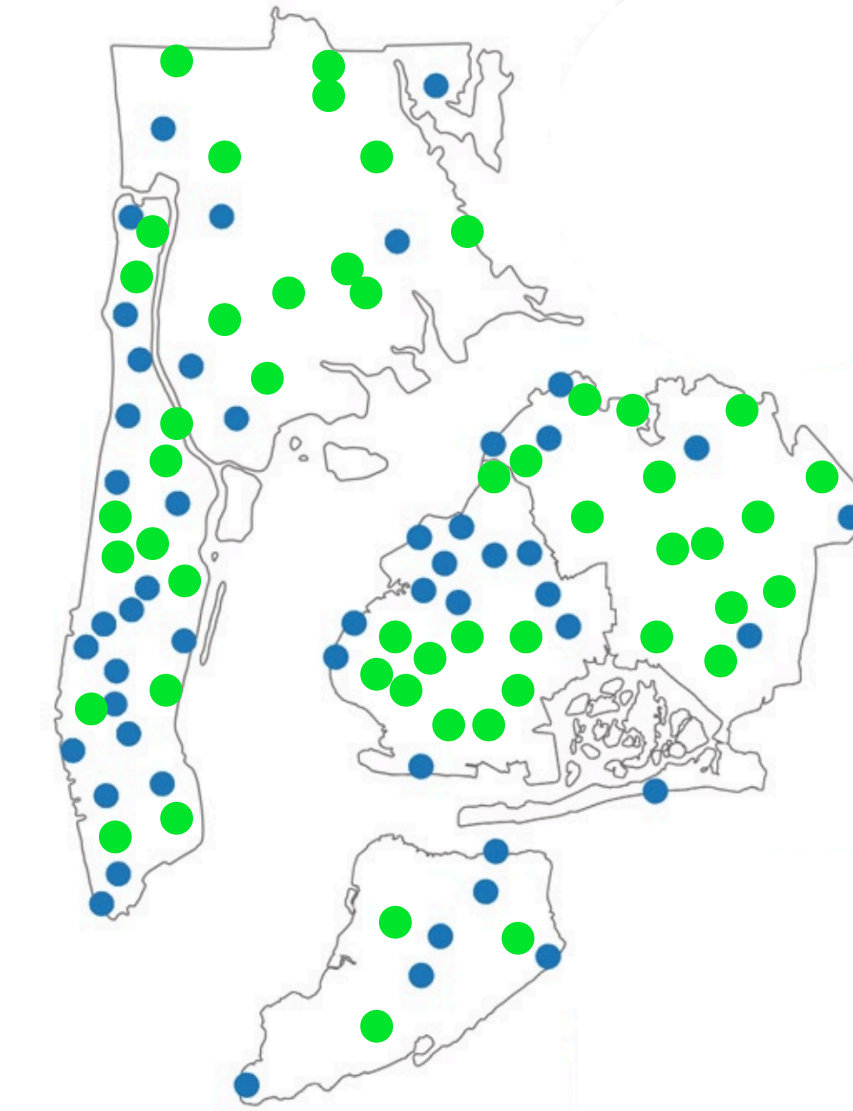
Queens

Flushing Town Hall
Hunters Point South
Kaufman Astoria Studios
Queens County Farm Museum
Rockaway Beach @ 86th Street
Roy Wilkens Recreation Center

Staten Island

Clove Lakes Park
Conference House Park
Greenbelt Nature Center
Historic Richmond Town
South Beach Boardwalk
Walker Park

50 Public Piano Locations



50 Public Schools Partnerships

Bronx

Mott Hall Community School
P.S. 035 Franz Siegel
I.S. 232X The Alexander Macombs Middle School
The Bronx Mathematics Preparatory School
P17X@43
P.S. 196
Claremont International High School
P186x@306
P.S. 62X Inocensio Casanova

Brooklyn

P.S. 46 Edward C. Blum
P.S. 532 New Bridges Elementary
P.S. 196K
P.S. 194
Highland Park Community School
P.S. 114 Ryder Elementary
P.S. 52 Sheepshead Bay
Brownsville Collaborative Middle School
James Madison High School
Urban Assembly School for Law & Justice
P.S. 189 The Bilingual Center
P.S. 319
AHRC Middle High School

Manhattan

District 79 - Manhattan Hub, Pathways to Graduation
P.S. 79M Dr Horan School
P.S. 4M The Duke Ellington School
High School For Excellence and Innovation
Rose Hill Pre-K Center

Benjamin Altman School
47 ASL and English High School Campus (HS 47, PS 347 and PS 138)
Landmark High School
I.S./H.S. 293M City College Academy of the Arts
P.S./I.S. 217 Roosevelt Island School
The Global Learning Collaborative

Queens

PS 20 John Bowne Elementary School
Queens Satellite High School for Opportunity
Academy of Medical Technology
P.S. 154
Community Voices Middle School
Shield Institute
P.S. 135Q
Village Academy
P.S. 50Q Talfourd Lawn
Jacob Blackwell CS111
I.S. 109Q Jean Nuzzi
P.S./M.S. 42 Robert Vernam School
P.S. 212
Institute for Health Professions at Cambria Heights

Staten Island

The Stapleton Lighthouse Community School P.S. 78
P.S. 44 The Thomas Brown School
P.S. 13



THE SING FOR **HOPE** PIANOS

Sing for Hope Piano Artists include renowned creatives...



Sing for Hope is proud to partner with a wide range of artists from around the globe. From graffiti artist **Lance Johnson** to muralist **Billy the Artist**...

... to renowned fashion icons including **Isaac Mizrahi** and **Diane von Furstenberg**...

... to stars of the entertainment world including **Nathan Sykes** of The Wanted and **Jon Batiste**, bandleader and musical director on The Late Show with Stephen Colbert.



THE SING FOR **HOPE** PIANOS

Sing for Hope Piano Artists include beloved Broadway casts...

The SFH Pianos have been embraced by Broadway, with leading casts coming together to perform, activate, and create their own unique piano artworks. SFH's cast partnerships include:





THE SING FOR **HOPE** PIANOS

Sing for Hope Piano Artists include empowered community partners.



Members of ADAPT Community Network
(formerly, United Cerebral Palsy of New York City)



Student groups from NYC
Department of Education



THE SING FOR **HOPE** PIANOS

**Sing for Hope Pianos plaques on front and sides credit our partners
and honor our artists and their unique artwork titles.**



THE  **PIANOS**
singforhope.org

The Sing for Hope Pianos are made possible by the Sing for Hope Founders' Circle:
The International Foundation for Arts and Culture (Dr. Haruhisa Handa, Chairman)
The Arnhold Foundation in loving memory of Sissy and Henry Arnhold
The Thea Petschek Iervolino Foundation
The Anna-Maria & Stephen Kellen Foundation
Ann Ziff
and the generosity of donors like you.

Little Island



FOSUN 复星
28 LIBERTY



Sing for Hope

Learn more at singforhope.org

ARTIST NAME | WORK TITLE, 2020

Sing for Hope Pianos created by (from left): Christopher Spinelli and Diana Tonelli.



THE SING FOR **HOPE** PIANOS

Celebratory Day-Long Public Kick-off Event



Each year, we launch The Sing for Hope Pianos with all **Sing for Hope Pianos together** for anyone and everyone to play in a one-day festival of “art for all.”



THE SING FOR **HOPE** PIANOS

Igniting Creativity in Students

After their summertime public residency, all Sing for Hope Pianos go to public schools, where they are activated year-round by visiting Sing for Hope artists and our Citizen Artist Curriculum.

- Proven decade-long partnership with the NYC Dept. of Education
- Currently serving 100,000+ students and community members
- Now in 200+ NYC public schools



Sing for Hope Pianos created by (from top):
The Keith Haring Foundation and The Broadway Cast of FUN HOME.



THE SING FOR **HOPE** PIANOS

Global Storytelling

The Sing for Hope Pianos are visible on a global scale, with over **4 billion media impressions** — more than any other interactive initiative in the country in the last decade.

The
New York
Times

WSJ



CBS

NEW YORK
OBSERVER

DAILY NEWS

NEW YORK POST



Newsday



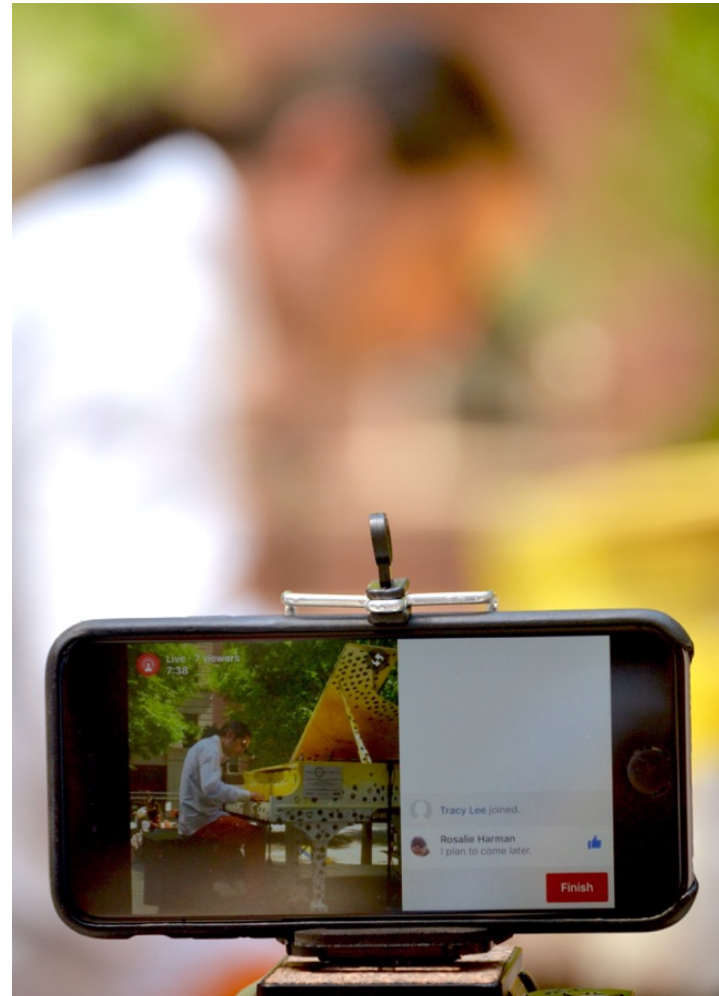


THE SING FOR **HOPE** PIANOS

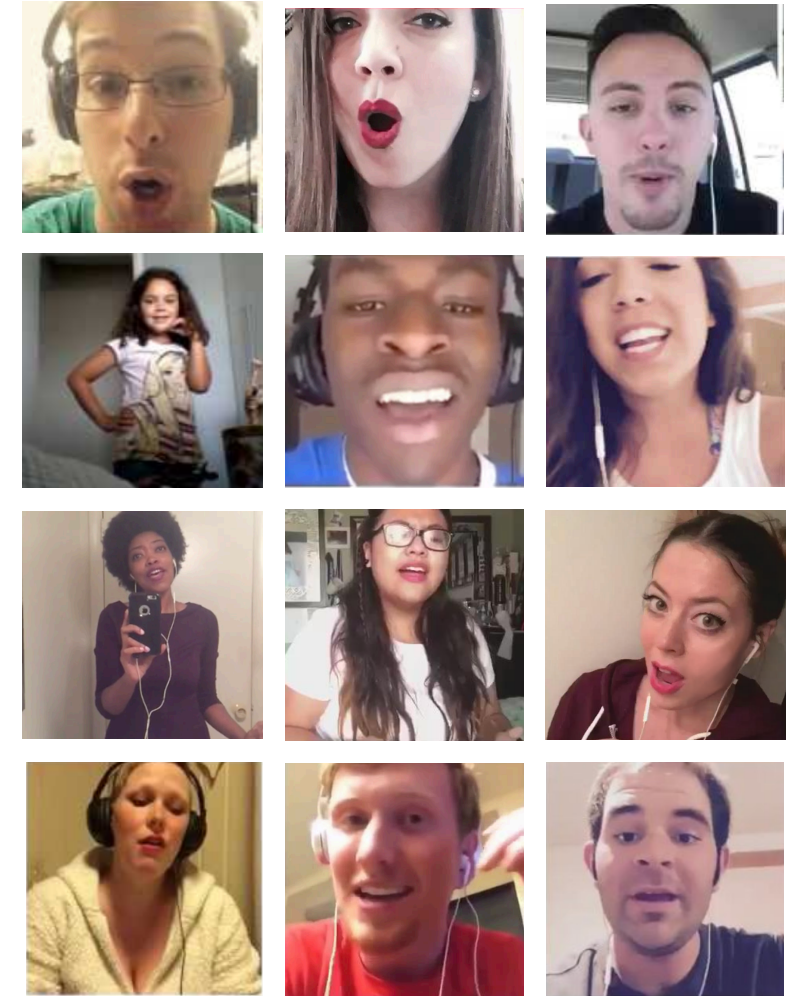
Social Media Explosion: Joy Amplified Through User-Generated Content



Instagram-worthy Sing for Hope Pianos: TikTok, Skype, Google Hangouts, and FaceTime duets connect people at Sing for Hope Pianos in different locations across the city and around the world.



The Sing for Hope Pianos are embraced by iconic artists and international celebrities, who often shoot music videos on the SFH Pianos in their iconic outdoor locations; recent music videos created by Sara Bareilles and Great Big World.



ISingforHope: A viral social media campaign where participants share videos of themselves saying “I sing for hope because...” followed by an inspirational song.



THE SING FOR **HOPE** PIANOS

**“The point is simple. Bring communities together through random acts of public music.”
- LA Times**



Video featuring "The Polka Piano" created by The Braille Institute
Los Angeles Chamber Orchestra - Play Me, I'm Yours, 2012 — 1 Cal Plaza, DTLA
<https://youtu.be/k-AKDXFx4jl>



About Sing for Hope
<https://bit.ly/2RTmFBW>



CBS Sunday Morning, June 3, 2018
<https://youtu.be/PVeKqXavuKM>



THE SING FOR **HOPE** PIANOS

Rigorous COVID-19 Protocols Designed with Mount Sinai Health System and Hudson Yards

In collaboration with Mount Sinai Health System for our Winter 2020-21 NYC program at Hudson Yards (sponsored by Hudson Yards and SAP), Sing for Hope designed and implemented rigorous safety protocols, including mandatory face coverings, social distancing, disinfection, online performances scheduling, reduced capacity, and other virtual and in-person systems.





Summary of Proposal

The Sing for Hope Pianos program offers a year-continuum of creative community-building in four dynamic stages:

STAGE 1: RFP & ARTIST SELECTION PROCESS

- SFH shares Request for Proposals (RFP) via cultural and educational networks.
- Proposals from artists are submitted and processed by SFH..
- SFH convenes an outside adjudication panel with participants from leading cultural and community-based organizations.
- Artist selections are made and communicated.

STAGE 2: ARTWORK CREATION

- Chosen artists convene at Sing for Hope Piano Art Studio (or alternative local site mutually determined with partnering organizations) to create their piano artworks.
- SFH piano technicians and studio managers ensure smooth artistic creation process.
- SFH staff maintain supplies, including artist paints from sponsor Liquitex.
- Post-painting, SFH staff applies plaques, weatherizes instrument via finishing, and affixes specially designed rain tarp.

STAGE 3: PUBLIC RESIDENCY (including Launch Event)

- Sing for Hope Pianos kick off with a daylong Launch Event, our one-day open festival of “art for all” with pianos on plaza open for all to enjoy, featuring special performances by leading artists and community groups alike.
- SFH Pianos are then moved out to parks and public spaces for anyone and everyone to play, amplifying our partners’ reach and engagement. .
- SFH Pianos remain open for anyone and everyone to enjoy for 3 weeks, featuring scheduled and spontaneous musical moments, countless social media shares, etc.
- Each location is chosen in tandem with City Hall and co-managed daily by our consortium of Sing for Hope Piano Buddies and city parks managers, BIDS, community organizations, and local business owners.

STAGE 4: PERMANENT HOMES & ONGOING PROGRAMMING (including Ribbon-Cutting)

- After their public residency, the SFH Pianos are transported back to the SFH Pianos Art Studio (or alternative local site mutually determined with partnering organizations) to be retouched and tuned.
- SFH Pianos are then moved to selected under-resourced schools, hospitals, and/or community-based organizations to become hubs for future programming.
- SFH Pianos are presented to their new permanent homes in special Ribbon-Cutting events with communities.
- In NYC, SFH Pianos are now in 200+ public schools, serving 100,000+ students and community members.
- SFH Pianos live on forever in their new community homes, sparking imagination via our ongoing programs and igniting creativity year-round.

“I believe we have a responsibility and a built-in urge to use our creativity to help improve the lives of those less fortunate. Sing for Hope does this every day, from hospital rooms in Hell’s Kitchen, to after-school programs in the South Bronx, to the Sing for Hope Pianos on our city streets. I am inspired by this work and proud to be a part of an organization that uses creative expression to transform the lives of the underserved.”

— **Muhammad Yunus**

Sing for Hope Founding Board Member,
2006 Nobel Peace Prize Laureate,
and US Presidential Medal of Freedom Recipient





Appendix



BOARD OF DIRECTORS

Jon Batiste Internationally Acclaimed Musician, Bandleader of The Late Show with Stephen Colbert

David Beahm Founder, David Beahm Experiences

Andrea Bocelli Internationally Renowned Tenor and Recording Artist

Jeffrey Chertoff Investor, Advisor

Garance Choko Founder & Strategist in Chief, Coda

CaSandra Diggs Chief Financial Officer, Council of Fashion Designers of America

Renée Fleming Grammy Award-Winning Soprano; Creative Consultant, Chicago Lyric Opera

Annabelle Garrett Owner, Pritario Capital Management, LLC

Tahra Lore Grant Vice President of Corporate Communications, Sony Pictures Entertainment

Eva Haller Philanthropist

Linda E. Johnson President and CEO, Brooklyn Public Library

Andrea Jung President and CEO, Grameen America; Board Member, Apple

Rochelle King VP Creative Production, Netflix

Katie Loeb Director of Innovation, Loeb NYC

Margie Loeb Philanthropist

David Miller President, Minnetonka Moccasin

Josh Pultz Founder, Amplified Entertainment

Cara Smyth Vice President, Glasgow Caledonian University New York

Kara Unterberg Investor, Philanthropist; Founder New York SongSpace

Billy Weisman President, Weisman Enterprises; Founder, DoTopia

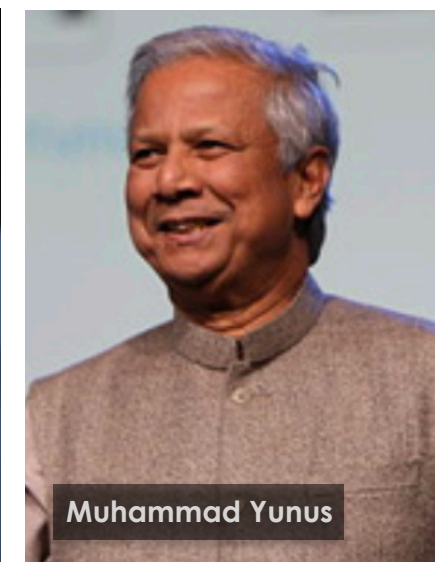
Damian Woetzel Former Principal Dancer, NYC Ballet; President, The Juilliard School

Monica Yunus Soprano; Co-Founder, Sing for Hope

Muhammad Yunus 2006 Nobel Peace Prize Laureate; Founder, Grameen Bank

Camille Zamora Soprano; Co-Founder, Sing for Hope

Ann Ziff Philanthropist; Chair, The Metropolitan Opera





THE SING FOR **HOPE** PIANOS

Sing for Hope is powered by co-founders Monica Yunus and Camille Zamora, Chief Operating Officer Richard Robertson, a full-time staff of fifteen, and an ever-expanding Artist Partner roster of creatives from countless genres.



Monica Yunus is the Co-Founder and Co-Executive Director of Sing for Hope. Ms. Yunus has performed with the world's leading opera companies, including The Metropolitan Opera, Washington National Opera, The Zouk Festival, and in recitals in Spain, Guatemala, and her native Bangladesh. She has been named a 2016 Young Global Leader of the World Economic Forum, honored with a 21st Century Leaders Award, as "New Yorker of the Week" by NY1, and named one of the "Top 50 Americans in Philanthropy" by Town & Country. A leading voice in the "artist as citizen" discussion, she has performed and spoken at Fortune's Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations. The daughter of Nobel Peace Prize Laureate Muhammad Yunus, Ms. Yunus is a graduate of The Juilliard School.



Camille Zamora is the Co-Founder and Co-Executive Director of Sing for Hope. An internationally acclaimed soprano, she has appeared with collaborators ranging from Yo-Yo Ma to Sting, with ensembles including London Symphony and Glimmerglass Opera, and in live broadcasts on NPR, BBC Radio, Deutsche Radio and Sirius. A graduate of The Juilliard School, she has been recognized by the Congressional Hispanic Caucus and named one of CNN's Most Intriguing People, NY1's "New Yorker of the Week" and one of the "Top 50 Americans in Philanthropy" by Town & Country. A regular contributor to The Huffington Post and a leading voice in the "artist as citizen" discussion, Camille has performed and spoken at Fortune's Most Powerful Women Summit, Skoll World Forum, Aspen Ideas Festival, and the United Nations.



THE SING FOR **HOPE** PIANOS

AROUND THE WORLD...



The Kennedy Center
WASHINGTON, D.C.



Elephant West Arts Space
LONDON, UNITED KINGDOM



Global Social Business Summit
WOLFSBURG, GERMANY



Duke Children's Hospital
DURHAM, NORTH CAROLINA



5 Sites Serving Refugee Populations
ATHENS, GREECE



AUB Medical Center
BEIRUT, LEBANON



... & ANYWHERE
PEOPLE ARE, VIA
SING FOR HOPE
VIRTUAL.



THE SING FOR **HOPE** PIANOS

Our top question: What happens when it rains?

The Sing for Hope Pianos are made possible by our best-in-class community volunteer system.

SFH Piano Buddies receive daily updates from our Project Leaders, volunteering their time to keep an eye on their local pianos and covering them with our specially designed “rain-jacket” protective tarps in inclement weather.

(Warning: SFH Piano Buddy side effects have included countless new friendships and at least one successful marriage proposal!)

Sing for Hope Piano created by Jordy Lievers-Eaton.





THE SING FOR **HOPE** PIANOS

JOIN US

Join the Sing for Hope Pianos global movement and share creative hope and healing arts worldwide

Contact

Lester Vrtiak, Director of the Sing for Hope Pianos

lester@singforhope.org

