

Artistic Singing for All Levels

2016 Region 13 Convention

Ryan Heller, Master Director 700, Pride of Portland Chorus

with special guest: Frenzy

Course Objectives: To identify the elements of artistic singing/performing and explore strategies to develop an artistic product at any level.

What is Artistry?

Webster's defines artistry as:

1. artistic quality of effect or workmanship <the *artistry* of his novel>
2. artistic ability <the *artistry* of the violinist> <a lawyer's *artistry* in persuading juries>

Artistry can be technical and planned, but no matter the level, the objective is always the same: to communicate with our audiences. As stated in SAI's JCDB (Expression category): "the goal of the performer is to project a sentiment appropriate to the song and to produce an emotional response in the listener."

Elements of an artistic presentation:

Energized Vocal Line	Phrasing	Energy
Tone Flow	Forward Motion	Finesse
Dynamic Flexibility	Embellishments	Emotional Communication
Vocal Style	Tempo/Rhythm	Characterization
Lyric Flow	Inflection	Audience rapport

ENERGY:

- Vocal
- Musical
- Lyrical
- Physical

Why separate? Integrate!

Chorus vs. Quartet:

The role of the director (know when they need you!)

Buy-in from each singer

The importance of the lead/how do harmony parts fit in?

Coaching

*To achieve unity, we must first have a specified plan. The plan is not putting our performance in a box, but about presenting a unified whole to our audience. After all, one on one communication is the most profound: one ensemble communicating with one audience is our ultimate goal. Once in agreement, we can then apply all of our skills so that the performance transcends as much technique as possible!



Ryan Heller

Master Director 700

Ryan Heller has been leading Portland's mighty Pride for more than 13 years!

A "barbershop brat," he joined the Barbershop Harmony Society as a high school freshman, singing with then Evergreen District champs, Vocal Gentry. Under Ryan's leadership, Pride of Portland has won regional championships each cycle of competitions, made six appearances on the international stage with five top ten finishes, received the Audience Choice Award at the 2010 international convention in Seattle, WA, and most recently a 4th place finish in the fall of 2014 at international competition in Baltimore, MD. In April of 2013, Ryan received his Master Director 700 award when POP took first place at our regional contest, with a record-breaking score of 701 points.

Along with the tremendous distinction of being Pride's Master Director 700, Ryan is the Artistic Director/Conductor of Chorus Austin, and previously of the Portland Vocal Consort, a professional choir which he also co-founded. Other recent positions include: Music Director/Conductor of the Southwest Washington Symphony (2003-2013) and Co-founder/Conductor of the Columbia Chorale of Oregon (2001-2009). His Master of Music and Bachelor of Music degrees are in conducting and vocal studies from Chapman University (Orange, CA) and Portland State University (Portland, OR). He is also sought after as a chorus and quartet coach, clinician, conference speaker and guest director.

Ryan's musical career has seen many highlights outside of the barbershop world. He has been the musical director of a wide variety of productions throughout the country including--among others--Brigadoon, Pirates of Penzance, H.M.S. Pinafore, Sweeney Todd, Annie, Company, and Into the Woods. While an undergraduate, Ryan was Music Director of the Orange Coast Unitarian Universalist Church (Costa Mesa, CA). The choir appeared on the acclaimed Victoria Recital Series, earning the group reviews as "the best church choir in Orange County," as well as recording the ensemble's first CD. Ryan has appeared and/or recorded with groups such as the Austin Symphony, Portland Opera, William Hall Master Chorale, Rose-City Chamber Orchestra, Choral Cross-Ties, Portland Baroque Orchestra, Capella Romana, Lakewood Theater Company and the Broadway Rose Theater Company. He has toured with groups throughout the United States, Europe, and China.

Recent awards include Austin Critic's Table nominations for best choral performance (Chorus Austin, 2014, 2012), the ASCAP/Alice Parker Award for Innovative Programming from Chorus America (Chorus Austin, 2013), and American Prize Finalist (Chorus Austin, 2013 and 2011).

A rarely known fact about Ryan is that, while an undergrad, he received a scholarship from the Young Singers Foundation of Sweet Adelines International, and received a Young Artist Award from the National Recording Academy. In demand throughout the country as a conductor, singer and coach, Ryan encourages, cajoles and educates each performer toward becoming the best they can be. A demanding yet loving leader, Ryan never fails to bring out the optimal performance in each musician with whom he works.

Frenzy Quartet

2016 2nd Place International Quartet



Frenzy: a wild outburst, almost insanity or temporary madness

These four talented women have performed all over Washington State and British Columbia, and entertained audiences with their distinctive sound and style.

Frenzy is truly an international quartet with Anne living in the Vancouver, BC area while Nikki, Judy, and Melissa live in the Seattle, WA area. Long drives and border crossings have become a regular part of their weekend rehearsals!

All four members of Frenzy are members of Sweet Adelines International (a worldwide a cappella singing organization for women). Frenzy includes two chorus directors and a choreographer and, between them, they represent two choruses: a cappella joy Chorus (Seattle, WA), and Westcoast Harmony Chorus (Surrey, BC). They are all chorus and quartet coaches and, in their “real lives”, they have day jobs in the law, financial analysis, and teaching areas.

In October, 2011 Frenzy travelled to Houston, TX to compete in their first International contest together. They not only won the coveted Novice Quartet prize, but they also achieved amazing scores and went on to compete in the top 10 Finalists contest, finishing 8th place. Placing in the Top 10 automatically sent them to the 2012 International contest in Denver, CO, where they finished 4th in the world! Their 4th place finish in Denver qualified them for the 2013 International contest in Honolulu, HI. Frenzy was thrilled and honoured to win the “Most Entertaining Quartet” award, and also keep their spot in the “top ten” with a 7th place finish!! Frenzy was beyond excited to bump up to a “top five” spot with their 5th place finish in Baltimore, MD, in 2014. In 2015, in Las Vegas, NV, Frenzy was named the "Most Entertaining Quartet" for the second time, and was ecstatic to walk away with 2nd place medals!