



Geoffrey Herd, Clive Greensmith and Hannah Collins, Photo Courtesy of Jan Regan

**The Story of a Young Violinist and the Geneva Music Festival:
The First Decade
May 22-June 14, 2020**

Once upon a time, a talented 14-year-old local boy captivated guests at the Lancellotti Dining Room with music from his violin. This year, the same accomplished and renowned violinist, Geoffrey Herd, Founder and Director of the Geneva Music Festival, will return to his hometown of Geneva, New York, to celebrate the Festival's tenth season of bringing world-class musicians and educational performances to the Finger Lakes Region. Committed to making classical music accessible to all through culturally diverse programming, the Geneva Music Festival features artist performances in a variety of venues throughout the region, including Geneva, Canandaigua, Auburn and Skaneateles, New York.

Since his early performances at Geneva On The Lake, Geoffrey Herd has studied at the Shepherd School of Music at Rice University, the Yale School of Music and the Cleveland Institute of Music, and has collaborated with celebrated musicians, such as Ani Kavafian, Clive Greensmith, James Dunham, and Laurie Smukler. He has traveled the world in an effort to bring classical music to remote audiences, and in 2011, he founded the Geneva Music Festival to give back to his hometown in the hopes of entertaining, inspiring and nurturing a lifelong appreciation of classical music. The Festival's mission is to promote the fine arts by bringing innovative world-class performances to the

region, engage a wide range of audiences, and provide opportunities for enrichment to people of all ages, particularly children. For this reason, concert admission is always free to students 18 years old and younger. In addition, the Festival offers several free educational performances each year at local public schools, music institutes, assisted living facilities, and youth outreach programs.



Perry Cleaveland, Rebecca Colleen and Doug Henrie performing in the south lawn tent pavilion at Geneva On The Lake

Photo Credit Courtesy of Jan Regan

The Geneva Music Festival began ten years ago with Geoffrey Herd and a small group of talented local musicians, including Violinist Eliot Heaton and Cellist Hannah Collins, performing a weekend-long festival with concerts at Hobart and William Smith Colleges and an education program at the Geneva City School District. In the early years, artists ate, slept, and rehearsed in Mr. Herd's childhood home in Geneva. Ten years later, the Geneva Music Festival presents an average of 13 concerts over the course of three weeks with more musicians, larger audiences, and greater musical diversity. As the Festival continues to grow, supportive patrons, board members, festival friends and local hotels generously provide meals and lodging for more than 30 artists during the three-week event. In addition to the colleges, venues have included wineries, churches and our very own Geneva On The Lake Boutique Resort Hotel. In celebration of its tenth season, the theme is "Geneva Music Festival: The First Decade," featuring diverse musical influences showcased over the years, including Jazz, Latin, African American, and women composers and musicians.

Genna Knight
February 19, 2020

In addition to directing the Geneva Music Festival for the past ten years, Mr. Herd has performed at venues such as the Isabella Stewart Gardner Museum of Art in Boston and Carnegie Hall's Weill Recital Hall and has presented concertos with numerous orchestras including the Rochester Philharmonic, the Thailand Philharmonic, the Cayuga Chamber Orchestra, the Ithaca College Symphony, the Amherst Symphony, the Finger Lakes Symphony, the University of Tennessee Symphony Orchestra, and the Longmont Symphony. A sought-after recitalist and chamber musician, Mr. Herd is currently a faculty member at the University of Tennessee-Knoxville, where he has built a thriving studio, attracting students from around the globe.

Join us May 22-June 14, 2020, to celebrate the 10th Annual Geneva Music Festival, as native Geoffrey Herd and his internationally-renowned colleagues, friends, teachers and students return to their beloved Finger Lakes to perform for audiences who supported them as student artists, in the hopes of inspiring young artists and musicians of the future.

Tickets for adult admission to each concert and an after-concert reception are \$25 (ages 18 and under are free). Visit genevamusicfestival.com for a full schedule and ticket information.

Please check GenevaOnTheLake.com, or call 315-789-7190 for special dinner offers during the festival.