

**From:** Simon Ghraichy <[REDACTED]>  
**To:** [REDACTED]  
**Subject:** Re: Projects  
**Date:** Wed, 11 Mar 2015 19:45:38 +0000

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Thank you so much!!!

On Wed, Mar 11, 2015 at 3:44 PM, [REDACTED] > wrote:  
How wonderful! Will pass along to Jeffrey :)

On Mar 11, 2015, at 3:38 PM, Simon Ghraichy <[REDACTED]> wrote:

Dear [REDACTED],

Here are the projects I wanted to discuss with Jeffrey if I had the chance to meet him during this trip. Could you please let me know what he thinks of when you have the chance? No hurries...

### **Media coverage for Bard and Carnegie**

I will be playing in Bard in August and then a solo recital in Carnegie's Weill Hall on October 15th, 2015 (Please save this date!!). I would like to have some press coverage for these events in medias that are not necessarily directly related to classical music. I would like to target different, younger and more versatile public, so Social Media (twitter/Instagram?) and Fashion or Trendy magazines would be the best.

### **Promotional presentation video**

I would love to make a video recording of me playing in a very unusual chic place in New York (my dream would be the Cloud Club on the top of the Chrysler Building or any similar suggestion) where I would be playing on a design piano (such as the Steinway designed by Karl Lagerfeld [http://eu.steinway.com/fileadmin/user\\_upload/Karl-Lagerfeld\\_article.png](http://eu.steinway.com/fileadmin/user_upload/Karl-Lagerfeld_article.png) OR the Pleyel designed by Peugeot <http://i.ytimg.com/vi/A8-e9uEeeKc/maxresdefault.jpg>). It would be an unusual promotional material that would make big difference and Medias would want to relay it.

### **What's to follow Bard and Carnegie's Weill?**

As in Bard I will only be playing piano solos and unfortunately NO collaboration with the orchestra, I was wondering if Leon Botstein would like to invite me to play a concerto in his next Vanguard Serie with the American Symphony Orchestra in Carnegie's Stern Auditorium. I have some ideas he might like such as the Lalo Piano Concerto that I will be playing in the Theatre du Chatelet in Paris next May 2016.

I'd really love to hear Jeffrey's opinion about all that and his advices. Does he think of anyone I could contact and that could be helpful in realizing them?

I might be aiming pretty high, but I'm sure I can do it, especially with Jeffrey's help and advices.

Best thoughts,  
Simon

Simon Ghraichy

[REDACTED]

[REDACTED]