



PASADENA
SHOWCASE
HOUSE
for the Arts

BACKGROUND ABOUT THE PASADENA SHOWCASE HOUSE FOR THE ARTS

WHAT IS IT? An all-volunteer organization, Pasadena Showcase House for the Arts (PSHA) is a non-profit California corporation whose members donate their time and talents to produce the annual Pasadena Showcase House of Design. About 80 women and men with a myriad of backgrounds accomplish the Herculean feat of producing the Pasadena Showcase House of Design. PSHA is also strongly supported by approximately 200 Intermediate and Associate members who volunteer their time at the Pasadena Showcase House of Design.

HOW DID IT EVOLVE? Founded in 1948, and formerly known as The Pasadena Junior Philharmonic Committee, PSHA adopted the Pasadena Showcase House of Design as their annual benefit in 1965. Now in its 54th year, the Pasadena Showcase House of Design is one of the oldest, largest, and most successful house and garden tours in the United States.

WHAT ARE ITS GOALS? PSHA's goals are to: fund music programs that nurture the study and appreciation of music; provide music education; ensure that music is available to a broad range of audiences; and further the work of the Los Angeles Philharmonic Association.

WHERE DO THE PROCEEDS AND DONATIONS GO?

Gifts & Grants: Cumulative donations of more than \$23 million have been made in support of outstanding music and arts programs throughout the community. Gifts & Grants are awarded to non-profit organizations for music education, music therapy, underwriting of concerts, etc., as well as continuance of our longstanding support of the Los Angeles Philharmonic Association.

Pasadena Showcase House Youth Concert: Begun in 1953, more than 250,000 fourth grade students have attended this annual free concert designed to weave musical concepts into an appealing program that is presented at the Walt Disney Concert Hall by the Los Angeles Philharmonic Orchestra.

Pasadena Showcase House Music Mobile™: Created by PSHA in 1971 and now produced in partnership with the Pasadena Conservatory of Music, the Music Mobile™ is a hands-on, award-winning program that is presented to third grade students. It provides an introduction to classical music and the opportunity to play a selection of instruments and be part of a simulated orchestra. More than 103,500 students have participated since its inception.

Pasadena Showcase House Instrumental Competition: Since 1984, promising young musicians between the ages of 16-24 have been competing annually for monetary awards in the categories of woodwinds, brass and strings. Nearly \$600,000 in prize money has been awarded to assist them in furthering their musical education.