



21CM.ORG CELEBRATES ITS ONE-YEAR ANNIVERSARY WITH THE 2015 POP ICON AWARDS

DEPAUW, IN—JANUARY 11, 2016 21CM.org, the music magazine and entrepreneurship platform for innovative artists, marked its one-year birthday with the announcement of the first ever POP Icon Awards. Throughout 2015, a renowned panel of artists and artistic curators selected 40 people, organizations and projects (POP) they believed were advancing the art form in interesting ways. Each month, voters narrowed down the field to ultimately create this year's POP winners—Music for Food (Overall and Organization), Southern Exposure New Music Series (Project) and Chris Thile (Person).

"We had no idea what to expect when we launched 21CM.org. Each month, the readership has grown exponentially, exceeding all expectations, and the interest in our monthly POP voting has followed that same trajectory. Not only do we have three wonderful winners but an ever-growing, living list of innovation for our art. Congratulations to the Icons, and thank you to our readers, contributors, and 21CM team for a terrific first year," said Mark McCoy, Founder of 21CM and Dean of the School of Music at DePauw University.

In their own words, our curators described what made each nominee deserving of the POP Icon Award, including the three winners:

Music for Food ORGANIZATION

Violinist and core member of Decoda, Anna Elashvili chose Music for Food in November 2015. Said Elashvili, "With a mission to raise resources and awareness in the fight against hunger, the Boston-based Music for Food is a musician-led initiative founded by artistic director Kim Kashkashian. The noted violist is passionately leading the effort, hoping to grow audiences for music while giving back to the community in donations. It seems to be working beautifully. More than 200,000 meals have been served to date, paid for with 100 percent of the concert proceeds and donations. Of course, it wouldn't be the same without the participation of the featured musicians, artists who typically play in the most prestigious concert venues. These performances are more than just the sum of their parts—there is a palpable emotion between the artists and the audience, gathered together for both the joy of music and a cause that helps humanity on a fundamental level."

Artistic Director of Music for Food, Cashman Kerr Price said of the honor, "Being named POP Icon 2015 by 21CM.org is huge for us! We are so grateful to all who voted for us, who believe in our work, and who want to help us spread the word about how music can feed the hungry. Thank you for your vote of confidence!"

Southern Exposure New Music Series PROJECT

Judd Greenstein, a composer as well as the co-director of New Amsterdam Records/New Amsterdam Presents and curator of the Ecstatic Music Festival, chose Southern Exposure in February 2015. "Since 2001, Southern Exposure has been building a dedicated audience for contemporary music on the campus of the University of South Carolina's School of Music. Regularly filling their 400-seat hall with standing-room-only crowds, the series offers a remarkable diversity of contemporary music across four concerts each year. 2014-15 serves as no exception, as the series presents the acclaimed string quartet Brooklyn Rider, the sitar virtuoso Kartik Seshadri, legendary contemporary music soprano Lucy Shelton, and an evening of music by composers Louis Andriessen and Stephen Hartke."

Chris Thile PERSON

21CM editor Elizabeth Hinckley chose Thile in January 2015. In her words, "To experience mandolinist Chris Thile perform live is to visit another planet of musical possibility. While most know him for his progressive acoustic trio Nickel Creek, aficionados of the instrument say they can't decide what sends them to the stratosphere faster—his work with the Punch Brothers or when he performs Bach. Hear his latest collaboration with Edgar Meyer, Bass & Mandolin, on Nonesuch."

21CM LOOKS BACK AND MOVES FORWARD

Geared towards both the professional and aspiring musician, 21CM has been lauded by critics and musicians alike for serving the unique intersection of innovative musicianship and entrepreneurship. Some of 2015's most read pieces included the essay "What Critics Want" by renowned critic Allan Kozinn; a five-way interview with composers Esa-Pekka Salonen, Gabriel Kahane, Steven Stucky, Augusta Read Thomas and Derek Bermel; "The Extraordinary Musician," an essay by composer and founder of New Amsterdam Records Judd Greenstein; and "Why Practice?," a series of musician profiles by Mark Rabideau.

The January 2016 issue "Courageous Music Making" brings back Greenstein's piece and includes a feature on up-and-coming women in jazz by Phil Gallo and an interview with The Lomax Project by Mark McCoy. President and CEO of the New World Symphony, Howard Herring makes the first POP Picks of 2015 as guest curator.

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