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## SAN FRANCISCO SYMPHONY LAUNCHES NEXT GENERATION OF AWARD-WINNING FREE MUSIC EDUCATION WEBSITE SFSKIDS.ORG

Created by Rolling Orange and featuring artwork and animations by Bay Area artist Jesse Hernandez, SFSKids.org is a music education resource for children 8-13

SFSKids.org is part of the San Francisco Symphony's robust lineup of music education and youth programming, including Adventures in Music, Music & Mentors, Music for Families concert series, and kid- and family-friendly programming throughout the season

**SAN FRANCISCO, CA**—The San Francisco Symphony has launched the next generation of its award-winning, free online music education resource, SFSKids.org.

The new website, which was created by [Rolling Orange](#) and features artwork and animations by Bay Area artist Jesse Hernandez, is designed to be a fun online music education resource for children 8–13. Students can use the website for self-directed learning, while teachers or parents can use the site for group learning in the classroom, homework assignments, or cooperative learning projects.

“The SFSKids brand is iconic—it has always been about making music education fun and engaging for kids of all ages,” said Jake McGowan, Managing Partner at Rolling Orange. “Needless to say, teaming up with the Symphony’s amazing music education team was a huge privilege for us. And Jesse’s delightful ‘Symph Imp’ characters beautifully express the joy and wonder of music discovery. Together we’ve created a dynamic space where kids can explore and experience great music in ways that inspire curiosity and creativity.”

“SFSKids has been a key part of the San Francisco Symphony’s free education offerings since the original site launched in 2002,” said Ron Gallman, the San Francisco Symphony’s Director of Education Programs. “It’s enabled us to engage and inspire young students and music enthusiasts all over the world, fueling a passion for music in the next generation. We’re delighted to continue that tradition with this new version of the website.”

Through six interactive modules, as well as a wide and varied repository of orchestral audio excerpts from the San Francisco Symphony’s archive, SFSKids.org allows students to explore various components of music making and music education concepts. They can learn about the different sections and instruments in the orchestra, instruments from around the world, famous orchestral composers, the art of conducting and composing, and more. The website includes activities designed to foster active listening and to build familiarity with orchestral music as Hernandez’s “Symph Imp” characters help guide students through the learning process.

“It has been an honor to collaborate with the San Francisco Symphony, and super fun working with them to bring these entertaining characters to life,” said artist Jesse Hernandez. “I hope they infuse a sense of comedy and joy to the new site.”

SFSKids’ six interactive modules include:

- **The Instrument Families:** *Meet the instruments of the orchestra and hear how they sound.*
- **Listening Station:** *Listen to the Jukebot to experience some of the world’s greatest symphonic music and let your imagination soar.*
- **Composing:** *Compose your own music. Write a tune using the Composerizer.*
- **Going Global:** *Explore a variety of musical instruments from around the world.*
- **Conducting:** *You’re the conductor. Conduct along with the music and keep the beat.*
- **Musical Moods:** *Pick the mood that best matches how the music makes you feel and create your own music video.*

SFSKids.org is accessible on desktop and mobile devices and is intended as a resource to support several of the learning targets outlined in Music Standards documents at national, state, and local levels. Active listening, responding to music, developing personal preferences, fostering awareness of the expressive characteristics in music, creating music, and making creative decisions about music are some of the music content areas the website supports.

The original SFSKids.org launched in March 2002 as one of the first music websites for children. It offered interactive learning opportunities through animation and creative exploration of music making, and quickly became the preeminent free online music education resource for engaging with orchestral music. The Symphony launched the second generation of the website in 2014. Since its debut, SFSKids.org has reached more than five million users. The current SFSKids.org—the third iteration of the site—features an updated design and content to engage a new generation of users.

### **About Rolling Orange**

Rolling Orange is a full-service web design and development agency based in Campbell, CA. Established in 2000, the company specializes in crafting engaging, interactive experiences for leading arts organizations, universities, government agencies, and corporations. Notably, Rolling Orange partnered with the San Francisco Symphony from 2005 to 2011, creating award-winning companion websites for *Keeping Score: MTT on Music*, a PBS documentary series featuring Michael Tilson Thomas. The team also collaborated with Carnegie Hall to produce the acclaimed [\*Young Person's Guide to the Orchestra\*](#) music discovery website. Other performing arts clients have included the New York Philharmonic, the DeYoung Museum, Stanford Arts, and the Seattle Symphony. Learn more at [www.rollingorange.com](http://www.rollingorange.com).

### **About Jesse Hernandez**

Jesse Hernandez is a visual artist born and raised in the San Francisco Bay Area. He is most widely recognized for his street art murals, animation, toy designs, and diverse illustration work. Hernandez's recent clients have included the U.S. Mint, Marvel, *Star Wars*, DC Comics, Toho, Warner Bros, PlayStation, Xbox, WWE, Netflix, Google, *Rolling Stone*, Dreamworks, Fandango, Reebok, Rockstar Energy, Cosmopolitan Las Vegas, and the Oakland Museum. Recognized for his contributions to Bay Area sports, Hernandez has designed artwork and apparel for the Golden State Warriors, San Francisco Giants, San Jose Sharks, San Jose Earthquakes, and Oakland Athletics, and has earned the honor of throwing out the first pitch for both the Giants and the A's (where he threw his signature knuckleball). More about Jesse and his work can be found at his website [urbanaztec.com](http://urbanaztec.com) and on Instagram: [@UrbanAztec](#).

*Lead sponsorship for SFS Kids is provided by The Sakurako & William Fisher Family.*

### **About the San Francisco Symphony's education programs**

The San Francisco Symphony's education programs are a cornerstone of its mission, and the organization provides some of the most extensive education and community programs offered by any American orchestra. The Symphony's free music education experiences engage students in grades 1-12 throughout the San Francisco Unified School District (SFUSD).

The **Fisher Family Adventures in Music (AIM)** program partners with San Francisco's public schools to provide free comprehensive music education experiences. Launched in 1988, AIM ensures that every child in grades 1-5 in San Francisco's elementary schools receives equitable

access to music education for five consecutive years. AIM offers an interdisciplinary program which integrates live music performances and related music-learning experiences with the everyday classroom curriculum. The program consists of in-school ensemble performances, tailored classroom materials and resources, and an annual private concert by the San Francisco Symphony at Davies Symphony Hall. The program introduces students to music of the world in addition to western classical music, and reflects the diverse cultural heritage of San Francisco's student population. All components of AIM are aligned with the Common Core Standards and integrate with core subject curriculum.

The impact of AIM and the resulting demand in music participation allowed the SF Symphony to expand its programs for older students in grades 6–12. Through the **Music and Mentors** program, the Symphony supports San Francisco public middle and high school band and orchestra programs with direct, ongoing, and substantial collaboration with the district's music teachers at each school site—free of charge. Each week, the program provides hands-on music instruction and mentorship to adolescent instrumentalists enrolled in instrumental classes at school. It also offers instrument repairs, purchases, and supplies. Students in the program as well as their families receive complimentary tickets to San Francisco Symphony and Youth Orchestra concerts, to open rehearsals, and to popular cultural celebration concerts including Día de los Muertos and Lunar New Year.

Founded by the San Francisco Symphony in 1981, the **San Francisco Symphony Youth Orchestra** is one of the San Francisco Symphony's flagship education programs and is recognized internationally as one of the finest youth orchestras in the world. The SFSYO provides a tuition-free orchestral experience of preprofessional caliber to more than 100 talented young musicians ranging from ages 12 to 21 from communities throughout the greater Bay Area. SFSYO musicians are chosen from more than 300 applicants in annual competitive auditions. The SFSYO rehearses and performs at Davies Symphony Hall under the direction of Wattis Foundation Music Director Radu Paponiu, and members of the orchestra are coached weekly by SF Symphony musicians and have opportunities throughout each season to work with various esteemed visiting artists and conductors.

The popular **Music for Families** series for Bay Area families was launched in 1993 and is designed to introduce children and their parents to the wonders of live orchestral music. Part performance and part family outing, the series consists of matinee concerts designed to spark the imagination of the whole family through an exploration of different aspects of the orchestra and its repertoire. Music for Families concerts are designed to be educational, engaging, and fun. They include performances of great symphonic music, fascinating musical discoveries, and informative talks about the orchestra, the instruments, the musicians, and the music. Music for Families concerts are geared to ages 5 and up.

The Symphony's online educational resources include a variety of digital programs that offer lessons and activities designed to support schools and promote music education at home. To learn more about the Symphony's full lineup of education programs, visit [sfsymphony.org/EducationCommunity](https://sfsymphony.org/EducationCommunity).

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