

Creativity / Commerce / Culture / Collaboration

Spring 2011



VCU Brandcenter Friday Forum

Jan. 28 / 11am - 12:30pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

Antonio Garcia

Director of Jazz Studies / Virginia Commonwealth University



Antonio García is an Associate Professor of Music and the Director of Jazz Studies at Virginia Commonwealth University, where he founded the B.A. Music Business Emphasis. He has received commissions to write jazz, symphonic, chamber, solo and specific advertising compositions and has freelanced as trombonist, bass trombonist, or pianist with over 70 nationally renowned artists and organizations including Ella Fitzgerald, Mel Tormé, Gladys Knight & the Pips, Phil Collins, the New Orleans Symphony, and the New York Metropolitan Opera Company.

Tony is International Trombone Association Journal Associate Jazz Editor and past editor of the IAJE Jazz Education Journal. His books and articles are widely published; and he has taught and performed vocally and instrumentally in Canada, Europe, South Africa, Australia, The Middle East and across the U.S. Previous posts include at Northwestern University and at Northern Illinois University, where he received NIU's Excellence in Undergraduate Teaching award and was nominated as its candidate for 1992 CASE U.S. Professor of the Year. Visit his web site at www.garciamusic.com.

Topic / Creative Risk

Descriptor / In jazz, as in advertising, it's about creating something new out of shared experiences.