



PASADENA
SHOWCASE
HOUSE
for the Arts

Introduction to

Pasadena Showcase House for the Arts

Thank you for your interest in membership in Pasadena Showcase House for the Arts (PSHA). PSHA is an all-volunteer non-profit California corporation whose members donate their time and talents to produce the annual Pasadena Showcase House of Design. Founded in 1948, as The Pasadena Junior Philharmonic Committee, the organization adopted the Pasadena Showcase House of Design as the annual benefit in 1965. It is one of the oldest, largest and most successful house and garden tours in the nation. During the COVID-19 pandemic, like most non-profit organizations, PSHA has had to pivot to alternate schedules and fundraisers, and suspend some its programs.

The Pasadena Showcase House of Design is a complex fundraiser that usually takes place between mid- April and mid-May. Planning occurs throughout the year, however, the work begins in earnest in January when the house is leased from the owner for renovation and designers selected by PSHA begin the work to transform it into the Showcase House. Year after year, the undertaking of this multifaceted project brings together a group of dedicated, hardworking members whose combined talents and skills produce this iconic event.

An essential part of PSHA's mission is to nurture the study and appreciation of music and to ensure that music is available to a broad range of audiences. Proceeds from the Showcase House and donations fund a Gifts & Grants program that awards funds to other local non-profit organizations. Examples of past recipients include underwriting of concerts, choral productions, musical theater, opera, jazz quartets, marching bands and orchestras at local schools, senior centers and many other non-profit organizations. Additionally, music

therapy for at-risk children, scholarships for young musicians and music education at a variety of levels are staples of the program. This is in addition to the longstanding support of the Los Angeles Philharmonic Association.

PSHA also funds and produces three annual music programs:

The Youth Concert is a free concert designed to weave musical concepts into an appealing program that is presented at Walt Disney Concert Hall by the Los Angeles Philharmonic for 4,200 fourth grade students.

The Instrumental Competition brings together exceptionally talented musicians, ages 16 - 24, to compete for monetary prizes to further their music education. Approximately \$30,000 is awarded annually.

Music Mobile™ is a hands-on award-winning program that, in partnership with the Pasadena Conservatory of Music, is presented to third-grade students throughout the San Gabriel Valley. It provides an introduction to classical music, as well as the opportunity to play a selection of instruments and to be part of a simulated orchestra.

The success of the Pasadena Showcase House of Design has enabled PSHA to make cumulative donations of more than \$23 million in support of the arts and provide opportunities for nearly 400,000 young people to discover, enjoy and study music. The programs funded by PSHA have enriched the lives of countless people and brought a lasting legacy to the community.