

Brand Manifesto: A Night at the Symphony

It happens almost the second you cross the threshold into Symphony Hall.
The energy shifts.
The distracting noise of the world doesn't have tickets. But you do.

On the stage, a prestigious assortment of the world's most accomplished musicians
take their place in 80 of the most coveted chairs in all of performance.
A cacophony of wind, brass, strings, and percussion –
tune and flood the hall with vibration – sounds not made for speakers.
But for senses.

Welcome to the Atlanta Symphony Orchestra –
Atlanta's national treasure for the world's highest expression of Music.
In its ideal state – pure. Acoustic. Live. Amplified only by passion.

With the flick of a wrist, the conductor snaps the hall to silence.
With another it begins. Symphony. Tight. Precise. Expansive.
Building and flowing over your perception.
Resonating in your senses with the composer's intent.
Your experience is intensely personal – music in its most authentic form.
Your brain is alive like nowhere else.
And it's perfectly legal.