

JOE PIAZZA

Projects

Apple Music Negotiation

Lead negotiator for the sale of the domain name www.applemusic.com for the launch of Apple Computer's iTunes Music Store.

Director of Production & Entertainment

Staten Island Waterfront Festival @ the Ferry

Selected artists and repertoire, and programmed musical segments. Served as media and PR spokesperson. Designed festival site, and coordinated logistics. Directed its highly-acclaimed memorial "Tribute to September 11, 2001" at SI's Borough Hall, overlooking New York Harbor.

Artistic Director

Snug Harbor Cultural Center—Staten Island, NY

Served as Snug Harbor's first Artistic Director. Conceptualized a Summer Festival demonstrating its potential as a viable arts institution, thus positioning Snug Harbor to become eligible for funding from national, state and city arts agencies. Presented prominent artists and organizations such as:

New York Philharmonic
Metropolitan Opera Company
Lionel Hampton
Gerry Mulligan & His Orchestra
Odetta
Maynard Ferguson & His Orchestra

Larry Harlow (Salsa) Orchestra
Il Gulliard di Piazza Theatrical Ensemble
International African-American Ballet Company
Asia Society Dance
Goethe House Exhibits
Dixieland & Ragtime Jazz All Stars

Marketing & Production

The Longhorn—Minneapolis, MN

Initiated the idea to this proprietor that there was a large, yet untapped audience for jazz in the Minneapolis area. Formed and led a cutting-edge jazz group with strong rock sensibilities, which changed the Longhorn from a rock club into a major jazz venue, creating the opportunity to book and present prominent jazz artists, such as:

The Bill Evans Trio
Sonny Rollins
Eddie Harris Band
Tony Williams Lifetime
Art Blakey and the Jazz Messengers

The Gary Burton Quartet
Earl "Fatha" Hines
The McCoy Tyner Quintet
The Jimmy Smith Trio
Anthony Braxton

Advocacy

Asked to testify before the New York City Council on behalf of the Associated Musicians of Greater New York, Local 802:

- To repeal the Cabaret Law (which limited the number of musicians (3) who could play cabarets)
- Regarding Noise Abatement