

Monday, June 1, 1981

Finding new to enjoy chamber music audiences

By Lorraine McClish
staff writer

A Detroit area real estate developer and the violinist who is the driving force behind Renaissance Concerts have joined to bring a series of chamber music concerts into the clubhouse of a suburban apartment complex.

It is a first-time venture for Jerry Beznos, whose company is underwriting the Sunday afternoon events in Farmington Hills' Muirwood Apartment and Terraces.

"We provide any number and kinds of social events through all of our apartment clubhouses for our tenants as a matter of course," Beznos said. "We chose to bring chamber music into Muirwood because the luxurious amenities there are quite fitting with the high quality of the music."

For Misha Rachlevsky, it is another opportunity to introduce chamber music into the lives of Americans.

RENAISSANCE Concerts is made up of about 25 musicians, most of them members of Detroit Symphony Orchestra, who play chamber music throughout the area.

Led by Rachlevsky, groups of anywhere between three to eight stage the Nightcap Concerts, an on-going series that begins at 11:30 p.m. Fridays in Bloomfield Hills' Unitarian-Universalist Church.

A subsequent innovative series that gives promise of success is chamber music

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— Misha Rachlevsky

on Monday nights in Tweeny's Cafe in Birmingham.

This series has created a market for a restaurant on Monday nights; when most restaurants are closed, and tickets are now being ordered from two to three weeks in advance.

"I want to make chamber music a tradition, if you will, in the U.S.," Rachlevsky said. "I want it to become as common as taking vitamins and jogging."

HE TOLD of his goal by saying, "When the American is wondering what to do on a weekday night he may think of having dinner with friends, a movie or a card game. He generally does not include going to a concert on that list."

"Most Americans think of a concert as a special event, something to get dressed up for, something to plan for, something to order tickets for weeks, maybe months in advance."

Rachlevsky is working toward his goal by using every outlet he can find to bring chamber music to the people. "Because the live music is something that will never be exactly reproduced again. The audience becomes part of the feeling and happening of the moment. It is something that must be tasted."

Beznos adds, "Chamber music was written to be played in a chamber, an intimate experience, which is why Muirwood is so perfect a setting for this kind of music."

Muirwood residents have made known their appreciation for the concerts through "about a half-dozen personally written letters to us after every time Renaissance has appeared there," Beznos said.

"I would hope that other developers might consider what we're doing as a possibility for social events to plan for their tenants," he said.

OF HIS NEW audience, Rachlevsky told of the elderly woman who might not ever venture out to Orchestra Hall on her own to hear a concert and her appreciative response to his coming to her.

And he told of the young couple who had never heard chamber music before who were now asking very sophisticated questions.

The incidences he said were typical of all new audiences.

"Some won't come back. But more do come back and more do become in-

involved," Rachlevsky said.

Getting involved, he explained, is intrinsic to enjoying chamber music.

"I talk a great deal during my concerts, about the palace chambers where four good friends would form an impromptu quartet the same way Americans get together for a bridge game. And I talk about the music that was written for that era," he said.

The violinist said that by playing chamber music in an intimate setting, even though from 6-80 are in the audience every Sunday in Muirwood, he can play music there he would never attempt in a large concert hall.

"The music runs the full range from light and airy to deep emotional statements, but we try to have fun with it and we always play it as it was written to be played," he said.

ALL OF THE musicians involved in Renaissance Concerts are motivated to bring good music into the lives of their audiences.

All of the concerts in Muirwood are offered to the residents there without charge.

"But the only way the general public could get to the concert would be if they had friends living there," Beznos said.

"Ask for an invitation on June 21," he advised. "The concert will be given out-of-doors that day around the pool."

Inquiries about Renaissance Concerts will be taken by calling Rachlevsky at 851-8934.



Misha Rachlevsky uses every outlet he can find to help make chamber music a part of the lives of Americans. Most recently he has teamed up with a real estate developer and patron of the arts to introduce the music in a suburban apartment complex.

Decorative items for the final touch

Jerry Gold, manufacturer, designer, owner and operator of Drapery Boutique, boasts that he runs the most unusual shop in the Detroit area.

Speaking from the boutique at 30858 Orchard Lake Road, Gold said, "I have one or another of my competitors in here all the time looking around to see what I'm doing."

What Gold is doing is putting all those items that pull a room or decorating project together under one roof and selling quality goods for below department store prices.

He specializes in the final touches for windows, walls, bath or beds, with price tags made possible by skipping the middleman.

"All of the fabrics you see here come direct from the mill," Gold said, sitting in a partitioned-off area where three design consultants are kept busy aiding customers in decorating their windows. "There are no ready-mades here.

That's why I'm in this neighborhood. My clients are acutely aware of quality and very often they want something different, even if they are only buying sheers."

The big something different this season is Gold's own designs of vertical blinds, fashioned with about three-inch wide slats in materials that he has sometimes designed himself.

GOLD LEFT his job in the drapery department at Sears about 10 years ago to open his first shop "because the department stores weren't aggressive enough for me."

"Detroit department stores are running about five years behind Chicago and New York in contemporary decorating."

He has since closed his first boutique in Sterling Heights, "partly because the east side is trailing the west side of the city in contemporary decorating and

partly because I couldn't afford that hour drive back and forth every day."

"I opened this store the same week I moved into Farmington Hills less than a mile from here."

The format that worked for Gold in Sterling Heights is working for him here in the boutique's Bath Shoppe with color coordinated accessories offered for up to 25 percent off department store prices.

He stocks as many as 300 different designs of Dakota contemporary bedspreads and comforters at any one time, some with a 50 percent cut in price.

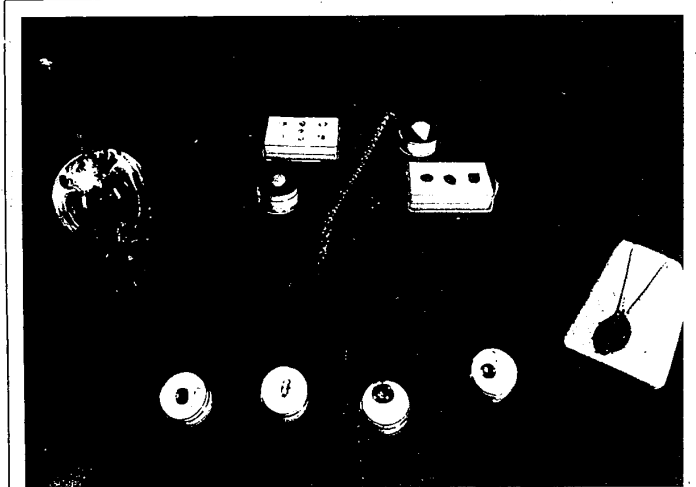
There are 300 in-stock wall paper patterns to choose from, at discount prices, and if customers can't find what they want from that choice, Gold offers another 700 patterns from designer special order books.

"Everything here is specialized," he said, "right down to the last place mat."



RANDY BORST/staff photographer

Jerry Gold holds sway over the partitioned-off section of Drapery Boutique where clients confer with experts for custom-made window dressings.



RANDY BORST/staff photographer

\$1 million gem show

Sema and Al Lazar will bring \$1 million in gems, most of them loose stones, to celebrate the grand opening of Gold Gallery in Loehmanns Hunter's Square on Thursday, Friday and Saturday, June 4-6. Gemologists will be in the gallery to talk about both precious and semiprecious stones as an investment. Cary Stefania, jewelry designer, will be on hand to draw up designs for stones

chosen from the gallery. Show-goers are invited to bring in their own loose stones for a design made by Stefania. Show hours will be on Thursday from 10 a.m. to 9 p.m.; Friday and Saturday from 10 a.m. to 5:30 p.m. Hunter's Square is on Orchard Lake Road, south of 14 Mile Road.

ARTS & CRAFTS SHOW

FRIDAY JUNE 7