America’s Discovery of the Arts after the Industrial Revolution:

The Evolution of the Middle Class through Music
Background

Industrial Revolution

• Advances in:
  • Employment
  • Mobility
  • Technology

• People began to view art as entertainment.

• Each social class had a different view of music during this time.
Concert Life
Institutional Concert

- Audience: High-Brow Society
- Purpose: Education and Entertainment
- Where: Professional Concert halls

- London
  - Philharmonic Society, est. 1815
- Paris
  - Société des Concert du Conservatoire, est. 1828
Concert Life

Benefit Concert

- Audience: Middle Class
- Purpose: Entertainment
- Where: Smaller Concert halls, churches, homes
- Promoted by individual organizers for their own financial gain.
  - Featured Vocal and Instrumental Solos as well as Ensembles
  - Amateur Repertoire
Concert Life

Low-Status Concert

• Audience: Working class/ lower middle class
• Purpose: Entertainment and Social Gathering
• Where: Cafes, Restaurants, taverns, parks, dance halls
• Free entrance or low ticket price.
Concert Life

Opera

• Europe
  • Supported by Government Funding

• America
  • Relied on private funding or ticket sales

Instrumental Music

• Developed through a dislike of Opera by Boston Puritans
  • Boston Academy of Music, Est. 1833
  • New York Philharmonic Society, Est. 1842
Piano Integration
Piano Integration

John Broadwood

- Improved the English action piano
  - Increased power, dynamic range, sustaining capacity
  - Introduced metal bars and plates
- Utilized the Industrial Process of the day
  - Mass produced pianos
  - Much more affordable
Piano Integration

Social Status

• Every middle class parlor had a piano as its centerpiece
• Owning a piano ranked a family in society

Courtship

• Young women would play the piano for suitors.
• Made them appear popular and gave them greater chances for marriage.
Piano Integration

Decline of Music Appreciation

• Lack of professional pianists
• Music became a necessity rather than a luxury
Women in Society
Women in Society

Expectations of 19th c. Women

- Entertainers
  - Her role was to provide relief from the workday.
  - All women were expected to play the piano.

- Homemaker
Women in Society

Piano Teacher

• Considered the most proficient to teach the piano.
• Opened job opportunities and created independence
  • Private Lessons
  • School Positions
Women in Society

Educational Advances

• Qualifications and expectations of piano teachers increased.
• Universities emphasized their music programs.
  • The success of their music teachers became a point of pride and respect.
  • Music was now considered a subject that could be a student’s primary emphasis rather than a pastime.
Women in Society

Church Employment

- Churches began to expand their music programs.
  - Organists
  - Soloists
  - Pianists
- Some women earned close to $500 a year.
- Larger churches paid sopranos $1500 a year.
Women in Society

Widowhood

• Unfortunate means of employment
• Gave women an opportunity to utilize skills they had learned from their husbands.
• Many took over the family business.
  • Instrument Building
  • Sheet Music Printing
Summary

• Development of Concert Life
• Integration of the Piano in Society
• Women’s changing role and occupational opportunities