

HAUTE LIVING *The New Standard of Luxury*

November 17, 2009

Haute Living EVENTS

Latest
Events

Ten O'Clock Classics (TOC) 6th Annual Benefit with Lou Reed,



11.10.09 | Union Square Ballroom

Guitar legend Lou Reed, New York's first Public Advocate Mark Green, Tennis legend Yannick Noah, Ben Jelen, Dominic Chianese and other special guests attended the Ten O'Clock Classics (TOC) 6th Annual Gala Event in support of their musical education programs at The Union Square Ballroom, 29 Union Square West in Manhattan on November 10, 2009. TOC raised money through a silent and live auction with items such as a Justin Timberlake autographed piano, a Lou Reed autographed guitar, NY Giants tickets and field game passes and tickets to The Today Show with a behind-the-scenes tour, just to name a few. The seated dinner included a much anticipated performances by Ben Jelen with children from the Mount Carmel Holy Rosary School in East Harlem, 8-year-old prodigy violinist Alice Ivy-Pemberton, French tennis legend and singer Yannick Noah and world renowned opera singer Ailyn Perez. Additionally, paintings by celebrated Hamptons based artist Michelle Suna was on display and for sale throughout the event. A Portion of sales from her paintings will go towards the fund raiser. Ten O'Clock Classics (TOC) is a non-profit group seeking to eliminate the financial barriers that keep talented, underprivileged children in New York City from fully realizing their artistic potential

by providing them with the resources needed to study classical music. This gala, TOC's sixth, raised funds for their program and allows TOC to provide many services free of charge, such as music lessons taught by graduates of the Juilliard School, instruments for home practice, educational outings to concerts at venues such as Lincoln Center and Carnegie Hall and outreach concerts for large groups of children at public schools. At last year's gala, Ten O'Clock Classics raised nearly \$200,000. Founded in 2000 by concert pianist Ronen Segev and led by Chairman of the Board, David Pickett, TOC is comprised of the finest young concert artists in the world. Hailed as "The Hip of Classical Music" by The New York Times, TOC has performed in venues throughout the world including New York's Carnegie Hall, Cortot Hall in Paris, and the Melbourne International Arts Festival. TOC's outreach concerts include performances at Studio 54, Gotham Properties, Crunch Fitness, The Knitting Factory, The Cutting Room, MAKOR, Le Cirque, Union Square Ballroom, and numerous other venues. TOC brings Classical Music to a broader audience by presenting top-quality performances in non-traditional venues. By having world-renowned musicians and celebrity hosts perform on young people's turf, the musical experience has much more meaning. TOC's educational initiatives include providing weekly private music lessons and instruments free of charge to NYC school children, and performances and lectures at schools throughout the country.

Photography by [Jakes van der Watt](#).

Additional photos can be viewed [here](#).

For more information about Union Square Ballroom, [click here](#).



