



Mark Wood performs with students in Fargo, North Dakota.

Can Electrified Violins Amplify Interest In Strings?

Virtuoso violinist Mark Wood takes to the road to stir interest the violin with his innovative line of electric instruments.

“IF YOU ARE A STRING TEACHER you need to do this! It has opened my eyes to so many possibilities! It also has shown me a different way to go about teaching music.” These are the words of just one teacher out of hundreds across the country who have discovered “Electrify Your Strings!,” the series of music education programs orchestrated

by world-renowned electric violinist Mark Wood.

Wood, the lead violinist and string conductor for Trans-Siberian Orchestra, has now brought Electrify Your Strings to schools around the country, where he teaches students how to incorporate the principles of rock 'n' roll into their musical repertoire. After providing stu-

dents with materials ahead of time, Wood spends several days working with young musicians in each city he visits. The program culminates in a massive concert extravaganza in which the students perform alongside Wood—on his seven-string fretted Viper electric violin—and often Wood’s entire band, which includes several other members of Trans-Siberian Orchestra. EYS has reached hundreds of thousands of string players and audience members since its inception in 2002 and has achieved such success that Wood was recently invited by the governor of Arkansas to a private reception held to recognize his work in the field of music education.

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“I love working with kids who want to participate in their music and not just play what I call the black dots on a white page,” Wood says. “When you think about the culture of the 1700s and Mozart, that culture doesn’t exist anymore. We’ve been able to create a niche and use technology never used before. It helps students interact with the music.”

Working through school music programs allows Wood to teach hundreds of students at a time. When he comes to town, the attention of local students is sparked by the revolutionary electric violins, violas, and cellos manufactured by his company, Wood Violins. Having generated tremendous amounts of media attention from major networks, these instruments are being purchased by educators and students at an ever-increasing rate in virtually every district that hosts the program.

In early 2008 Wood released his much-anticipated string method book, “Electrify Your Strings.” Published by Cherry Lane and distributed by Hal Leonard, the book is an essential companion to the EYS program and guide for electric string players everywhere.

www.electrifyyourstrings.com
www.woodviolins.com
www.markwoodmusic.com