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## Orchestrating cheaper seats

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A night at the symphony just got a lot cheaper. In response to the financial crisis, American Symphony Orchestra will sell every seat for every performance of its Lincoln Center season for \$25. Tickets to the 46-year-old symphony usually cost around \$75. "We need to make classical music less of a luxury product," says **Leon Botstein**, music director of the orchestra.

A number of performing arts organizations, like New York City Center with its Fall for Dance Festival, have for years offered cheap seats to attract new, and especially younger, audiences. But most of those initiatives have sponsors. American Symphony Orchestra is covering the cost of the program out of its own budget this year. It hopes the move will help attract new funders in the future. Its season opens Oct. 14 at Avery Fisher Hall with Vincent d'Indy's rarely heard *Fervaal* and runs through May 9.

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