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STANFORD GRADS NATALY DAWN AND JACK CONTE OF POMPLAMOOSE RETURN FOR BING CONCERT HALL SHOW, NOVEMBER 1

*San Francisco-based indie rock duo is renowned for their YouTube VideoSongs*

Stanford, CA, October 3, 2014—When multi-instrumentalist Jack Conte and vocalist Nataly Dawn started **Pomplamoose** in their bedroom back in 2008, YouTube was the wild west of the digital world. The Stanford grads (Conte in ’06 and Dawn in ’09) made their online debut that year and quickly became renowned for their quirky style of “VideoSongs,” the most popular being a cover of Beyonce’s “Single Ladies,” which was watched in excess of 10 million times.

Next month, the duo returns to campus for a special live performance selected especially for — and by — Stanford students on November 1 at 8:00 p.m. in Bing Concert Hall.

A big part of their success is the VideoSong format that Conte developed: split screens, clever, punchy editing and guileless charm add up to addictively watchable videos perfectly suited for consumption on YouTube. Their channel, PomplamooseMusic, has amassed more than 102 million views and their music has even been heard on national TV commercials.

The daughter of missionaries, Dawn spent much of her childhood in Europe, where she attended Lycées Français in France and Belgium before returning to the United States to study art and French literature at Stanford University. It was there that she met Conte and formed Pomplamoose (a derivation of the French word for grapefruit, *pamplemousse*), and they eventually began performing, recording and editing songs and videos entirely on their own at home.

Their first upload to YouTube was an original collaboration, “Hail Mary,” which was featured on the YouTube homepage. In 2010 the duo began releasing creative covers of pop songs, such as Lady Gaga’s “Telephone,” which grew their fan base even further. Pomplamoose played 20 live dates in 2011 to sold-out audiences across the United States.

And what is astonishing is they have gained that large fan base not through CD sales, but by independently recording and releasing covers and original songs online. “What Pomplamoose does is very different than what Coldplay is doing,” Conte has said. “This a small business version of a band. We’re the Mom 'n' Pop corner store of bands.”

Prior to their concert, on October 15 at 5:00 p.m., Conte and Dawn will also host a free workshop and discussion of their brand of video production in the Bing Concert Hall Studio. In the process, audiences will hear the story of Pomplamoose and about their vision for a sustainable arts ecology through the development of a new online platform called Patreon.

Tickets for the Pomplamoose concert on November 1, which range from $15-$30, can be purchased at the Bing Concert Hall Ticket Office, by phone at **650-724-2464 (BING)** or online at <http://live.stanford.edu>. The Bing Box Office is located at 327 Lasuen Street. Regular hours are Tuesday-Friday from 12:00-5:00 p.m.

VENUE INFORMATION

Bing Concert Hall is located on the Stanford University campus at 327 Lasuen Street on the corner of Lasuen and Campus Dr. Parking on campus is free of charge after 4:00 PM and on weekends at all times, and may be found in the Galvez Lot across Campus Drive from Bing Concert Hall. Maps and directions are available at http://live.stanford.edu/Venues/parkingmapsdirections.php.

ABOUT STANFORD LIVE

Stanford Live is Stanford University’s performing arts presenter and producer, committed to sharing, celebrating and advancing the art of live music, dance, theater, and opera. Stanford Live unites celebrated and emerging artists with the Stanford campus and greater Bay Area communities in a broad range of experiences that engage the senses and emotions, stimulate minds, and enrich lives. The organization values artistic vitality, learning and an inclusive community. In addition to its home in Bing Concert Hall, Stanford Live also presents performances at other campus venues including Memorial Auditorium, Memorial Church and Frost Amphitheater.

CALENDAR EDITORS PLEASE NOTE:

What: **Behind the Scenes:** **Unpacking** **Pomplamoose**

When: Wednesday, October 15, 5:00 p.m.

Where: Bing Concert Hall Studio, 327 Lasuen Street, Stanford University

Tickets: FREE with advance reservation

<http://live.stanford.edu/calendar/october-2014/behind-scenes-unpacking-pomplamoose>

Description: Join Jack and Nataly for a free workshop focusing on their brand of video production, from the conceptual to the mechanics.

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What: **Pomplamoose in Concert**

When: Saturday, November 1, 8:00 p.m.

Where: Bing Concert Hall, 327 Lasuen Street, Stanford University

Tickets: $15-$30

Description: YouTube sensations and Stanford grads Nataly Dawn (’09) and Jack Conte (’06) come home to campus for this special concert selected for and by Stanford students.

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