



COLLEGE OF FINE ARTS & COMMUNICATION

**LAMAR UNIVERSITY**

Mary Morgan Moore Department of Music

GUEST ARTIST RECITAL

**JOSÉ VALENTINO IN CONCERT**

with the Lamar University Flute Ensemble

Friday, March 28th, 2025

Rothwell Recital Hall

7:30PM

## **Dr. José Valentino**

The 2024 Grand Prize® Winner & 10-time Global Genius® Award Winner, four-time Latin GRAMMY® Award Winner and four-time Latin GRAMMY® Award Nominee, EMMY® Award Winner, 55-time DownBeat® Music Award Winner (record holder), and 33-time Global Music® Award Winner (record holder), Dr. José Valentino Ruiz maintains a vibrant career as an internationally touring cross-genre performing artist, recording artist (flutist, saxophonist, and bassist) and composer, having performed 1400+ concerts as Headliner in numerous festivals, performing arts centers (including twice at Carnegie Hall), and conferences on six continents (North and South America, Africa, Europe, Asia, & Australia); led 40+ non-profit mission trips; delivered 110+ keynotes, concerts, workshops in academic sectors; consulted numerous Fortune 500 companies; produced 150+ albums and 10 documentaries; and published 100+ research articles. His innovative contributions and company have significantly impacted the music industry, generating substantial value and recognition.

Dr. José Valentino Ruiz holds pivotal roles as Founder & CEO of JV Music Enterprises, a serial-award-winning music enterprise where he: 1) delivers exhilarating cross-genre concerts internationally, 2) produces top-tier albums, media, and film music, and 3) offers keynotes, masterclasses, and articles for educational and business organizations. He is also Expert Columnist on Music Business & Creative Enterprise Leadership at F-flat Books; former Music Producer at Hayden5; Global Director of Entrepreneurial Initiatives at the Global Institute for Music Research; and Founder, Coordinator, and Associate Professor of the University of Florida's Music Business & Entrepreneurship program.

### ***Even If I Suffer, I Will Dance – José Valentino***

This is a deeply personal and electrifying work that I composed, produced, and dedicated to the incredible flutist and educator Brielle Frost. This piece was commissioned as a celebration of resilience, creativity, and the power of movement—an electronic dance music (EDM) composition designed for flute choir and pre-recorded accompaniment, fusing classical instrumentation with modern electronic production. At its core, this piece explores a sense of pentatonic wonder, rhythmic interplay, and an almost surreal, dreamlike fantasy world—a sonic escape from the chaos and uncertainty that life often presents. Imagination is a gift, a sanctuary where we can dream freely and create without limits. *Even If I Suffer, I Will Dance* embodies that notion, inviting performers and listeners alike to tap into their creativity and embrace collaborative music-making that transcends personal and collective struggles. The composition is built upon a hypnotic and provocative three-chord progression, reminiscent of the minimalist movement pioneered by composers such as Steve Reich and Philip Glass, yet reimagined for today's sonic landscape. This minimalism, interwoven with commercial-style melodies and vibrant polyphonic textures, creates a sense of unity—a utopian vision of harmony where every voice matters, blending in rhythmic ecstasy. Life inevitably promises suffering; as humans, we must all navigate trials and tribulations. Yet, this piece is a reminder that despite adversity, we must never let the weight of our troubles keep us from dancing.

Years ago, at the National Flute Association convention, I founded and led a series of exhibition showcases called *Dance Your Flute Off*, which became a major hit for several consecutive years. In 2015, I continued this theme with one of my earliest albums, *I Make You Wanna Move*, which ultimately became my first Grammy nominated album for Best Latin Jazz. Dance has always been at the heart of my artistic vision—not just as a form of entertainment, but as a conduit of life. Dancing is how we navigate the world. It is how we respond to the unpredictable rhythms of existence, finding our own groove in the continuous river of time. It is a current that carries us forward, not just toward movement, but toward beauty, joy, renewal, and wonder. *Even If I Suffer, I Will Dance* is an invitation—to move, to create, and to celebrate the unbreakable spirit of human expression. May we all keep dancing.

## **— PROGRAM —**

**Music selections will be announced from stage**

**Newly commissioned premieres by José Valentino**

One Last Melody..... José Valentino

Brielle Frost and José Valentino

Even If I Suffer, I Will Dance.....José Valentino

José Valentino and the Lamar University Flute Ensemble

Lamar University Flute Ensemble

Brielle Frost, director

Angela Costanza, Estefani De la Torre, Rally Ermenc, Theresa Goldin, Isabelle Hawkins,  
Stephen Matherne, Diana Miranda, Mikayla Montanez, José Pérez,  
Esther Saldana, Emmanuel Rodriguez, Diara Tsikis

This event was made possible by the Lamar University Center for Resiliency

*Audience members are reminded to silence all electronic devices before the performance.  
As a matter of courtesy and copyright law, no unauthorized recording or photographing is permitted in  
the performance hall.*

*The Susan and Jimmy Simmons Music Building is a non-smoking facility.*

Stage Assistants: Phi Mu Alpha Sinfonia  
Program Assistants: Tau Beta Sigma