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**FOR IMMEDIATE RELEASE: Park Avenue Artists expands booking division
with the addition of six artists and appointment of Greg Kastelman as Co-Director of Artist Bookings**

Park Avenue Artists (PAA) is expanding the booking arm of its operations with the hire of Greg Kastelman, a well-respected and veteran booking agent, producer, and consultant with nearly 15 years of experience in the industry. Kastelman will work closely alongside Devi Reddy, Director of Artist Management & Booking, to further cultivate PAA's roster, grow its presence within the performing arts center, orchestra and festival markets, and contribute to the vision of PAA's core artist booking mission.

Kastelman brings with him six artists from Unbound Artists, the company he founded in 2018 – iconoclastic guitarist and composer Kaki King; virtuosic violinist and storyteller Philippe Quint; Brazilian singer and guitarist Badi Assad; Ethio-American singer, composer and activist Meklit Hadero; Venezuelan-American performance artist Migguel Anggelo; and soulful Swedish/Thai artist Sirintip.

Since Park Avenue Artists launched its booking division in January 2023, it has built a selective and diverse roster which includes the inimitable Philip Glass Ensemble; Senegalese griot, percussionist and composer Aba Diop; and *Forgotten Voices*, the chamber project created by trailblazing violinist Kelly Hall-Tompkins. The addition of Kastelman's six artists will grow the booking roster's total number of artists to nine.

David Lai, Co-President of PAA, commented: "To have someone of Greg's reputation and talent join us at Park Avenue Artists is a major win. Greg is one of the most savvy and thoughtful agents with whom I've worked. His knowledge of the performing arts and orchestra worlds will be invaluable as he joins Devi in taking our booking department to the next level focusing on amplifying truly unique artists."

Ross Michaels, Co-President of PAA, commented: "Park Avenue Artists is always searching for more ways to advance the arts with our own particular brand of artist development. Expanding the booking staff and roster under Devi's care and attention to artists is in line with our vision of where Park Avenue Artists is headed. Having Greg as a part of our team is a natural extension of the company thesis and I am thrilled on what new artists and projects we'll be able to help bring to the world."

Devi Reddy commented: "I am so proud of what we have accomplished in our booking division's inaugural year. We have thoughtfully curated a roster of nine artists who are authentic and forward-thinking in their craft while creating art at the highest level. As we move into our second year, I can think of no one better to join the PAA family than Greg. A longtime colleague who shares my and Park Avenue Artists' philosophy on what artist

management can and should be in the 21st century, Greg will be a welcome addition as we continue to expand and innovate within our industry.”

Greg Kastelman commented: “I have long admired PAA’s approach to artist management. My conversations with David Lai and Ross Michaels over the years have boosted my confidence in the future of innovative and compassionate artist management. Having gotten to know Devi Reddy over the last several tumultuous years of “post-pandemic” booking, I can think of no one more dedicated and visionary to lead us both through these challenges and opportunities. I am delighted to bring several Unbound artists into the fold of the wider PAA roster, as well as a shared core philosophy I cultivated at Unbound Artists: *we can be authentic to our core, engaged with our practice, and connected with our fans and champions; we can be talented, creative, and entrepreneurial; we can be all of these things, as long as we remain untethered by convention, and grounded by gratitude.*”

Park Avenue Artists is a company of wide-ranging individuals, tastes, and artistic pursuits. From managing GRAMMY® and Emmy award-winning artists including Joshua Bell and Time for Three, creating [virtual instrument software](#), and producing [symphonic concerts](#) for internationally-renowned artists ranging from Itzhak Perlman to Zedd, PAA extends the fields of artist management, intellectual property, and production beyond their traditional scope. For more information on Park Avenue Artists, visit www.parkavenueartists.com.

