

Meet Ignacio Barrón Viela



Ignacio Barrón Viela
The Florida Orchestra
President and CEO



Ignacio Barrón Viela, president and CEO of The Florida Orchestra, takes a few moments to discuss The Florida Orchestra's coming season, as well as its impact on Tampa Bay's cultural landscape.

Please tell us about The Florida Orchestra's upcoming programs for winter and spring 2024.

As we ring in the holiday season, it's prime time for what The Florida Orchestra does best: bringing people together through music. Many families have come to our annual Holiday Pops concerts for generations.

In the spring, it's exciting to bring something truly unique to Tampa Bay: Rick Steves' Europe: A Symphonic Journey. For the first time ever, the celebrity travel expert will join Music Director Michael Francis and the orchestra onstage.

In the new year, TFO gets to the heart of its 56th season, which explores America's musical landscape and beyond.

The Raymond James Pops series puts the full power of the orchestra behind sci-fi movie music from Star Wars and The Mandalorian, Broadway for Valentine's Day, and music of The Beatles. In all, TFO will perform

more than 100 concerts this season in venues throughout Tampa Bay, including the Mahaffey Theater, Straz Center and Ruth Eckerd Hall.

How do The Florida Orchestra and cultural institutions contribute to cultural tourism and the overall cultural landscape of our region?

With performances that appeal to patrons of all ages, TFO is a main draw that feeds directly into the local economy with event-related ancillary audience spending (e.g. food and beverage, retail, parking). TFO performances attract cultural tourism and help businesses appeal to clients and attract and retain employees.

The density of arts organizations and the prevalence of arts events play a role in attracting residents and businesses to (re)locate into a community by improving its image and making it more appealing. Where do you see The Florida Orchestra in this equation?

A native of Spain, I have lived all over the world as a CEO, engineer, management consultant and professional cellist. I am amazed by all we have right in front of us –

especially this orchestra. There is no world-class city without a world-class orchestra.

How do you believe The Florida Orchestra influences individuals and communities?

TFO connects people not only to quality music but to each other and their community, and acts as a catalyst for beauty, healing, excellence and positive social impact. TFO musicians visit schools, hospitals, senior living communities and underserved areas. We reach 150,000 people each season with the power of music.

Can you share a less known, however important, fact about The Florida Orchestra?

The Florida Orchestra employs 70 professional musicians and conductors who live, work and give back to the Tampa Bay community. This is their full-time job. Positions are won based on talent and merit through highly competitive blind auditions that attract the best musicians from some of the world's most prestigious conservatories and music schools.

Visit our website at FloridaOrchestra.org.

