



LANG LANG

FEBRUARY 27, 2017

Heralded as “the world’s ambassador of the keyboard” by *The New Yorker*, the star pianist Lang Lang has been selected as one of the 100 Most Influential People in the World by *Time* magazine, citing him as a symbol of the youth of China and its future. In 2013, he was designated by the Secretary General of the United Nations as a Messenger of Peace focusing on global education. *The Today Show* coined the term “Lang Lang Effect” to describe the 40 million Chinese children inspired by his legacy to study an instrument. And his open-hearted, emotive playing on the grandest of stages – such as consecutive performances on the 56th and 57th Grammy® Awards and the Opening Ceremony of the 2008 Beijing Olympics – have earned him the title “hottest artist on the classical planet” from *The New York Times*.

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