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**FOR IMMEDIATE RELEASE: Park Avenue Artists launches booking division
with the appointment of Devi Reddy**

Park Avenue Artists (PAA) is expanding its operations to create a booking division, partnering with artists to establish presence within the performing arts center, orchestra and festival markets. Devi Reddy will head up the division as Director, bringing with her many years of experience working with acclaimed artists across various musical genres.

The PAA booking division's inaugural signings include the Philip Glass Ensemble, whose members have served as inimitable interpreters of the composer's work for over 50 years, as well as a special project led by trailblazing violinist Kelly Hall-Tompkins in conjunction with her pioneering foundation, [Music Kitchen](#).

David Lai, Co-President of PAA, commented: We are thrilled to have Devi join us at Park Avenue Artists. We have worked with her previously on iconic artists including Joshua Bell and Itzhak Perlman and found her work and passion to be top notch. We are excited to welcome the select artists she brings into the fold to be part of the PAA family.

Ross Michaels, Co-President of PAA, commented: We are fortunate to have a versatile, well rounded staff that is passionate about so many aspects of the music industry - a requirement for a music company in 2023. Park Avenue Artists is committed to invest into many areas of the business and launching a booking division with Devi at the helm, a truly dedicated and experienced industry figure, supports our vision for growth and our commitment to the arts as a whole.

Devi Reddy commented: I have admired PAA's approach to artist management in my previous collaborations with them, and I am delighted to now be a part of their team. They bring a sense of innovation to everything they do while staying true to their core philosophy as a company. I look forward to applying that same energy as we curate our booking division.

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

Devi Reddy is a dedicated booking agent with two goals at the heart of her career: 1) Helping artists achieve growth in their careers both authentically and sustainably, and 2) Progressing accessibility to the arts through equity, diversity, inclusion and belonging (EDIB) initiatives. In 2017, she joined Primo Artists, advancing from Intern to Booking Manager over her four-year tenure. She gained additional industry experience through The Metropolitan Opera, Ravinia Festival, and CAMI Music, and continues to grow her artist management career at Park Avenue Artists by serving on Joshua Bell's management team. Devi holds a B.M.A degree from the University of Michigan School of Music, Theater and Dance in musicology with a piano performance concentration. To learn more about Devi, click [HERE](#).