

SPOTLIGHT

ON *Back Bay*

by Clint Hamblin



Shinik Hahm, music director of the Philharmonia Orchestra of Yale

Yale Performs at Symphony Hall. Nearly 400 musicians and singers will take the stage of Boston's Symphony Hall on Friday, April 27 when the Yale School of Music, the Yale Institute of Sacred Music and the Yale Glee Club present Benjamin Britten's powerful and yet rarely-heard *War Requiem*.

Shinik Hahm, music director of the Philharmonia Orchestra of Yale, the graduate orchestra of the Yale School of Music, will conduct the performance. For more information, visit www.bso.org.



Contratto (Blue), 1925, by Leonetto Cappiello

Objects of Desire: Product Poster Masterpieces. The exhibit is running until Monday, May 28 at the International Poster Gallery located at 205 Newbury Street. This colorful exhibition traces the numerous ways in which poster artists have made products and brands irresistible to the public since the 1890s. The show is free and open to the public. Gallery hours are Monday through Saturday from 10 am to 6 pm and Sunday from noon to 6 pm. For more information, visit www.internationalposter.com.

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Soaps at Lush

“You can lick it, but don’t eat it!” Yup, that’s what the salesperson said at Lush, the all natural soap and cosmetic store located at 166 Newbury Street. The display looked like wedges of pecorino Romano cheese. “It’s not cheese, it’s soap,” the clerk proudly revealed. “Would you like me to cut you a wedge?”

Lush handmade cosmetics are 100 percent vegetarian and tested on humans. No animal testing here, and don’t be surprised if you see soap with an expiration date. It’s natural and all things natural eventually expire. Just remember, “You can lick it, but don’t eat it!”

Morton’s, The Steakhouse offers high-tech dinner. The first-of-its-kind and invitation-only news conference held at Morton’s, The Steakhouse located at 699 Boylston Street, presented a new high-tech concept in advertising. Velocity Advertising, in conjunction with Velocity Broadcasting, a private satellite broadcasting company, has put together a partnership enabling organizations to reach core audiences throughout the United States right from the Morton’s dinner table.

National companies invite key people to a private dinner at one of the 78 Morton’s restaurants where they see a coast-to-coast broadcast pitching the company’s products. The unveiling of this technique took place at a news conference (held in Morton’s private boardrooms and velocity suites in 46 markets across the country) via private satellite. The news conference was interactive, allowing for questions to be addressed by panelists participating in the event. Previous presentations have demonstrated that this technique successfully increases sales. What a surprise! Who would turn down a free steak dinner at Morton’s?