

Navigating your Music Professional Pathway in the 21st Century

A Way Ahead for Music and Entrepreneurship

An online training series of live webinars



Erasmus+



A. Understanding Key Concepts & expanding thinking

Entrepreneurship in Music: Why, What and How

By Gretchen Ammussen and Jenny Beer, EMC

10/10/2017



Why is entrepreneurship
important for you as a musician?

EU Study of Future Employment Trends for Musicians

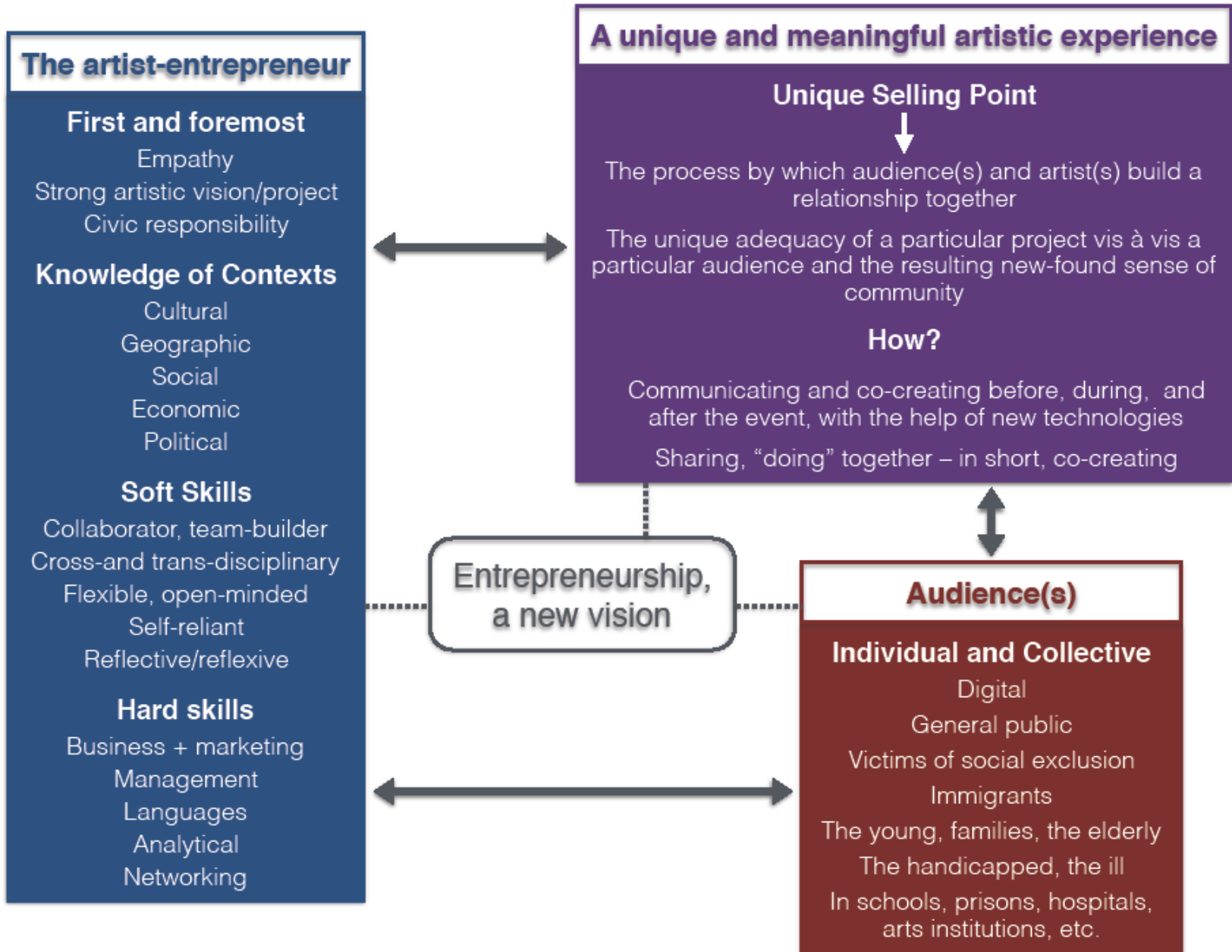
- The digital shift
- A career that is increasingly freelance and project-based

The Self-Managing Musician

- Organises and runs projects
- Manages her career
- Can create and run a festival, an ensemble, a touring network, a music school...the possibilities are infinite!

Acquiring an Entrepreneurial mind-set

- A way of thinking and acting
- A capacity to seize opportunities
- An ability to learn and grow from those you encounter
- A capacity to bring together people and resources
- An ability to take risks



Inspiring Stories from across Europe

- Collegium 1704 and Collegium Vocale



Collegium 1704 - Goals

- Revitalize early music in Czech Republic
- Create new opportunities for Czech musicians
- Make Prague a top destination for baroque music lovers
- Create a self-governing ensemble

Collegium 1704 – Key factors to Success

- Language and communication skills
- Awareness of socio-economic & cultural contexts, societal evolutions
- Collaborative and reflective skills
- Business acumen, strategic and analytic
- Capacity to dream, invent, take risks

Celebrating Collegium 1704' s
10th anniversary

El Sistema Greece

<http://elsistemagreece.com/>

Social inclusion of refugee children
in Greek/European society through
music

El Sistema Greece

- Inspired by the educational programme successfully developed in Venezuela
- Community outreach project running in several refugee camps (Athens, Lesbos)
- Future projects to include Greek children

Red Note Ensemble

John Harris and Robert Irvine

Co-founders and artistic directors

<http://www.rednoteensemble.com>

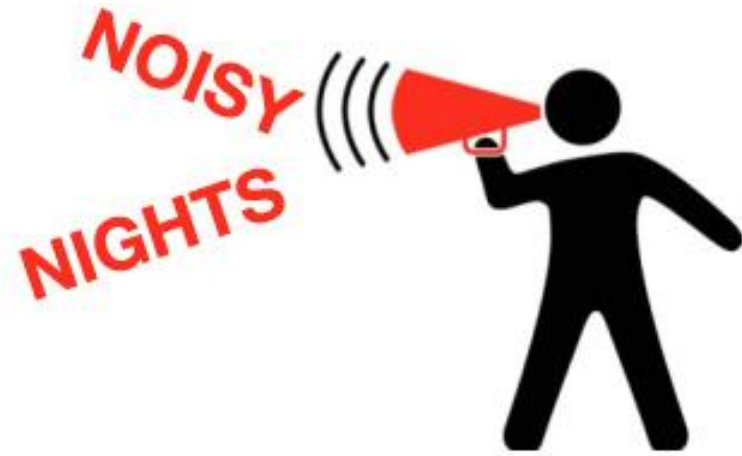


Red Note Ensemble

- Performance strand : Developing, commissioning, performing new music
- Access, Engagement and Participation strand : Reaching and developing new underserved audiences for contemporary music

Red Note Ensemble

“...(cultivating) a healthy, jovial attitude and great respect to audiences, while maintaining an outward looking Scottish identity.”



1000 Airplanes on the Roof
(excerpt)

Phillip Glass

Red Note Ensemble

NoMad Music

<http://www.nomad.fr>

Hannelore Gattet

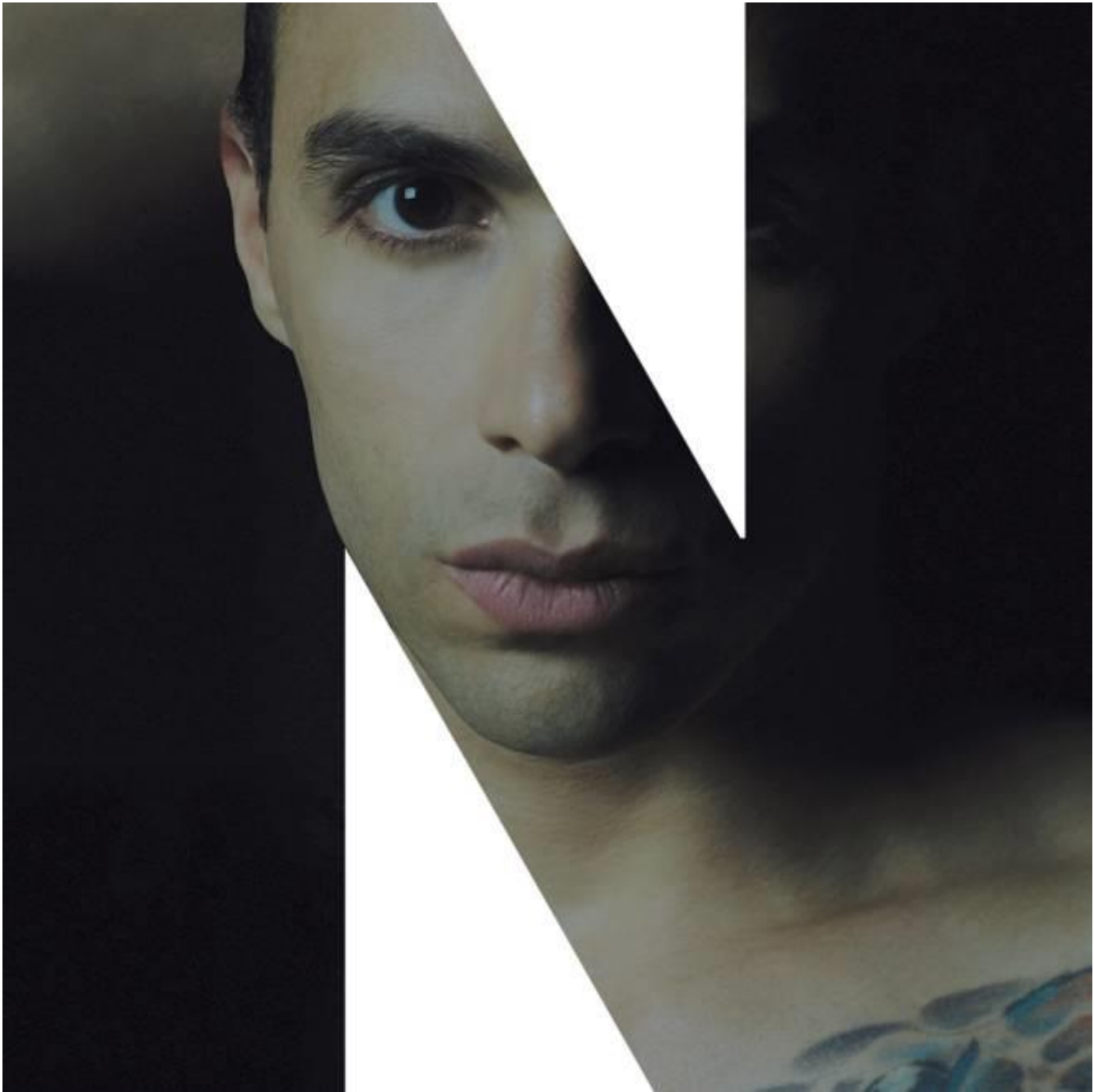
Clothilde Chalot

Innovative media dedicated to 2.0 music

Eliminating borders between musical genres

- Digital platform for classical, jazz and world music
- High quality independent record label
- On-line webzine
- Digital residencies + participative apps







What do these stories tell us?

- Dream, invent, be authentic and true to who you are;
- Look outside the box, be inspired by your context – listen to your world and understand its specificities;
- Put the audience at the heart of your story;
- Success will depend on artistic excellence and excellence in delivery...



Next week:

B. Positioning yourself

Find your place in the value chain for increased competitiveness and sustainability

By: Nenad Bogdanovic, CCRSM

18/10/2017

