

AEC: the leading voice for Higher Music Education in Europe

Conservatorio di musica Giuseppe Tartini Trieste

AEC POP & JAZZ
Platform Meeting 2014
Trieste, 14-15
February 2014

Welcome everyone

AEC Pop&Jazz
Platform Meeting
Trieste 14-15 February 2014

MUSIC INTRODUCTION

Music Guitar Duo

Marko Cepak - Marco Bolfelli

Bill Evans – Time Remembered
Billl Evans – Very Early





STEFAN HECKEL PJP COORDINATOR





GEORG SCHULZ KUNSTUNIVERSITÄT GRAZ, AEC COUNCIL MEMBER





TERESA TREVISAN

INTERNATIONAL RELATIONS COORDINATOR
CONSERVATORIO "G.TARTINI"





BOGDAN BENIGAR EUROPE JAZZ NETWORK EJN





JEREMY COX AEC CHIEF EXECUTIVE





The "New Music Languages" Department of the Conservatorio "G. Tartini"

Presentation by
Pietro Polotti,
Paolo Pachini and Matteo Alfonso





COFFEE BREAK

PLEASE DOWNLOAD THE APP FOR TONY ROE'S PERFORMANCE







Association Européenne des Conservatoires

Plenary Session I

AUDIENCES: WHO IS LISTENING?

JOE TOWNSEND TRINITY LABAN, LONDON
GERRY GODLEY IMPROVISED MUSIC COMPANY

MODERATED BY SIMON PURCELL AND ERLING AKSDAL





TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

Audiences – who is listening?

Joe Townsend – Engaging Audiences and CoLab creative Producer

<u>Dirty loops</u> <u>Chaos Collective</u> <u>laura Jurd</u>

TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE



OSCAR PETERSON PRESENTS

MUSIC – THE ECOSYSTEM

Musicians :-0

Writer/composer :-/

Promoters :-/ (ask Gerry)

Audiences

Record companies/ industry - 😊

Society Global - Local – type
Internet of everything - learning
Society/culture/community

Where is the audience?

	1982 (%)	2008 (%)	Percentage change
Jazz	17.5	7.3	-58
Classical music	11.0	6.9	-37
Opera	2.0	1.2	-40
Musicals	16.6	14.5	-13
Non-musical plays	10.7	8.2	-23
Ballet	3.9	2.5	-36
Art museums	22.7	22.9	+1

Source: National Endowment for the Arts (2008)

	2005 (%)	2011 (%)	Percentage change
Jazz	4.5	4	$ \begin{array}{r} -11 \\ +21 \\ +6 \end{array} $
Classical	3.3	4	
Opera	1.7	1.8	

Source: Kantar Media Taking Part survey (2005/2011)



Extravagant Acts for Mature People.

Clod ensemble

The universe audience is made up of individuals



Arts audiences: insight



Key findings

The analysis identified 13 distinct arts consumer segments among English adults.

The percentages show the estimated proportion of English adults in each segment.

Highly engaged	Urban arts eclectic	Traditional culture vultures
	3%	4%
Some engagement	Fun, fashion and friends	Bedroom DJs
	16%	2%
narticipate	Mature explorers	Mid-life hobbyists
20	11%	4%
		Retired arts and crafts
attend and max	20%	4%
d 1	Family and community focused 9%	
Not currently engaged	Time-poor dreamers	Older and home-bound
	4%	11%
	A quiet pint with the match	Limited means, nothing fancy
	9%	3%



So who is listening to music anyway?



TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE



TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE



What is the difference between a rocker and a jazzman?



A rocker
plays
3 chords
in front of
3,000 people



A jazzman plays 3,000 chords in front of 3 people



TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE







PARTICIPATION – Invoviement

- Taking part audience participation statistics. US and UK.
- Joining in
- Enriching communities

IRNIX LARAN SIGNATURE HONDON

The Rest is Noise Festival

43% of the audience had never been to a classical music concert before.

Imaginative and inclusive London Jazz Festival

Festival of Neighborhood

Big on participation — smart marketing and ducation, drawing money from capitalist enterprise and concessions and using

education, drawing money from capitalist enterprise and concessions and using the money to pay for art

The conservatoire The conservatoire

- Fantastic courses
- Largely created by single-minded educational jazz pioneers
- Some of the best musicians in the world teach in conservatoires and HE
- Supply and demand employment



Creating a Land with music (HEFCE 2004)

- Aspirational
- Widening participation
- Created silos
- Portfolio careers
- In talking about the land with music audience was an assumption.
- Perception that it didn't go further than the strategists and senior managements.
- How on earth can we communicate better with each other.



Curriculum BMUS

- Engaging Audiences
 - Y1 Leadership
 - Y2 Community
 - Y3 Marketin g and cultural industries
 - Self-led project
- CoLab

TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE



Supersonics Schools Jazz Programme.....



It had a steady beat and was like a firework exploding in my head! Les Age 9

I liked the saxophone and trumpet, they sounded beautiful together Matthew – Aged 8

We liked Monk the best Janine – aged 8

I hope they come back and play more jazz.
I think most people liked the trumpet.
Ryo – aged 8

I liked playing on the hi-hat while Callum played the ride cymbal.

Matthew aged 9

TRINITY LABAN CONSERVATOIRE OF MUSIC AND DANCE

- Marketing perceived as dirty
- "You want me to teach them how to lie" jazz teacher
- "I have nothing to say" "I am not fully formed" student
- Student blog

"Education either functions as an instrument which is used to facilitate integration of the younger generation into the logic of the present system and bring about conformity or it becomes the practice of freedom, the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world."

Paulo Friere – Pedagogy of the Oppressed



http://www.youtube.com/watch?v=Ko0kdCf0zTE Southbank centre - Jazz Warriors

<u>Jazzwerkstadtt:</u>

Brandt Brauer Frick

Chaos Colective

<u>laura Jurd</u>

Thankyou

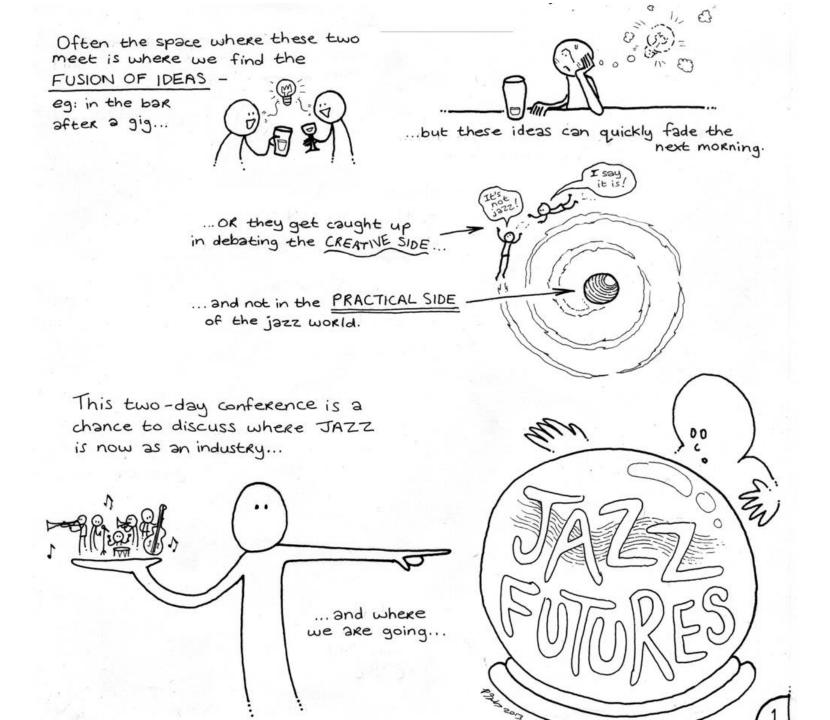


 Improvised Music Company (IMC) is a not for profit organisation for jazz and related music, established by Irish jazz musicians and supporters in 1991. Today, we're Ireland's largest specialist music producer, with hands-on involvement in many aspects of music making throughout the island, from festival programming, concert promotion, touring, recording, education and audience development.



Based in Dublin, with partners right across Europe, 12 Points showcases young, creative and ambitious artists in jazz and related music from all points on the continent.

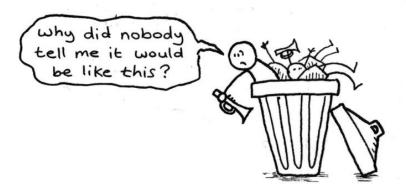
Our mission is to assist and promote these emerging artists, bringing their music to new audiences..

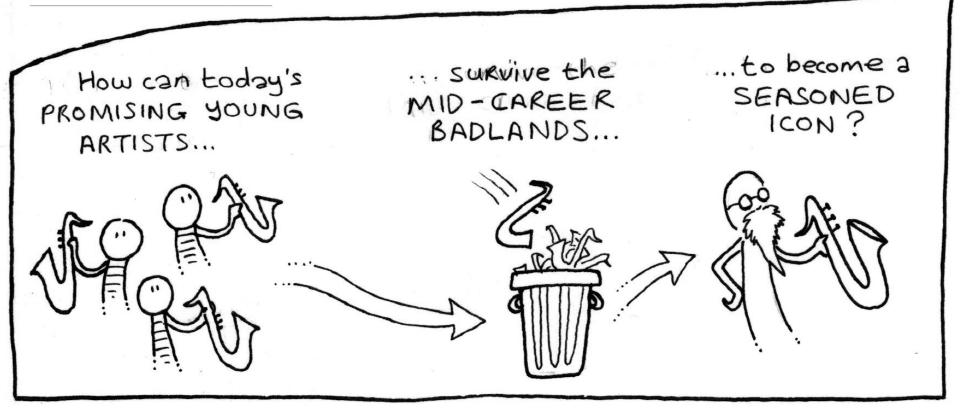


Like the Rest of the world, JAZZ has been going through a period of great upheaval... Hold on to the past. You might think of it as DEPRESSION ... AAAGHH. ... but perhaps it would be more accurate to say that we are living through MUSIC INSTITUTIONS Change doesnit have to be a pad thing! We are Love me / I'm selling still at the lots of different start of this online stuff! I'm Revolution .. OUR WORK, online! I'm NEWSPAPER ARE DOOMED H.M.V. Nice try, but online is cheaper .. It's moving so fast-there are no SALE CONFIRMED! Who knows where the next superstan The old guard have been badly hit ... So where does all that ...and yet some leave JAZZ when so many INDEPENDENT specialist record shops landmarks have shifted? RECORDS are doing well! we value their expertise.

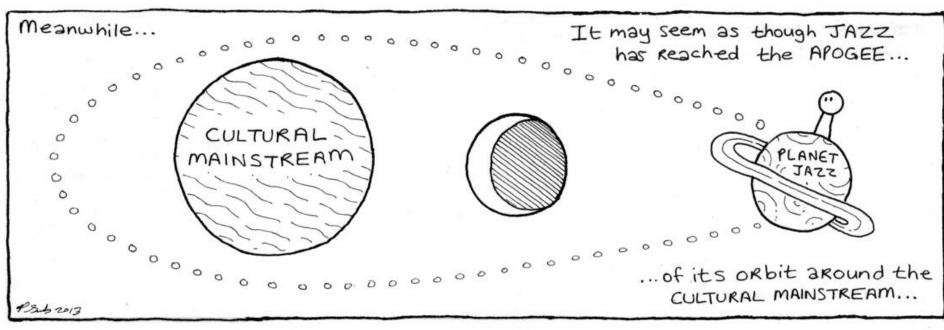


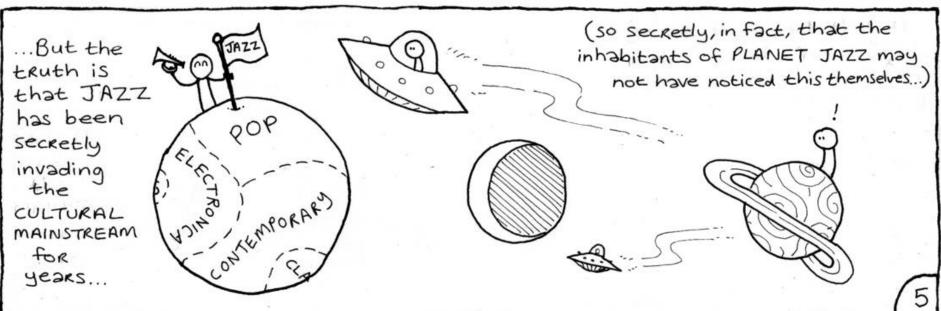
Students continue to train as jazz musicians, but they come out unprepared for the realities of jazz as a career...

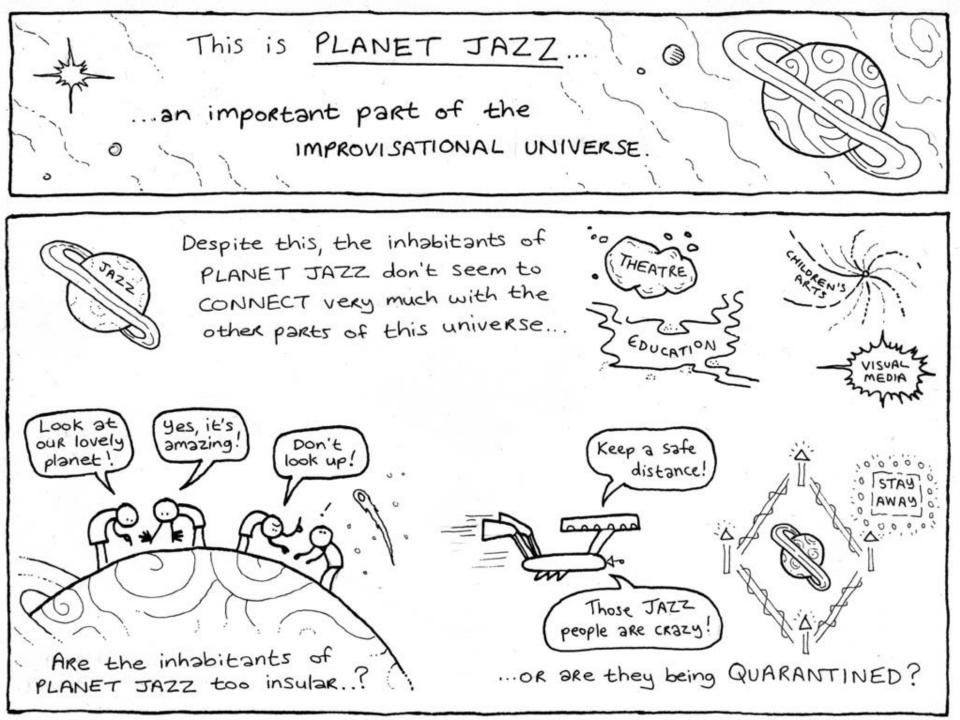












WHERE IS THE HIGH QUALITY MUSICAL WORK TOR CHILDREN ...?



The jazz world needs to look at how we do things ... A focus on ... can weaken SPECIALISATION ... VERSATILITY.

We need to find solutions and keep evolving ... After ISN'T A WHAT ...



We need to adapt to survive, or we'll be left behind just like the candle-makers when other light sources were invented...

50 ask yourself this:

CANDLES ...

... OR ARE YOU SELLING LIGHT?





Will you accept the next innovation, or will you just be SNUFFED OUT?

Earlier, the current period of change in the music industry was referred to as a ...

... But perhaps a better term is ...





FIR AGUS MNÁ NA HÉIREANN

DOWNWITH JAJA 24 25 26 AUGUST 2012

REMEMBER YOUR PATRIOTS!

YOUR COUNTRY NEEDS YOU. THE SCOURGE OF JAZZ WITH ITS FOREIGN RHYTHMS AND DIABOLICAL AIRS HAS NOT YET BEEN CLEANSED FROM ERIN'S BLESSED SHORES.



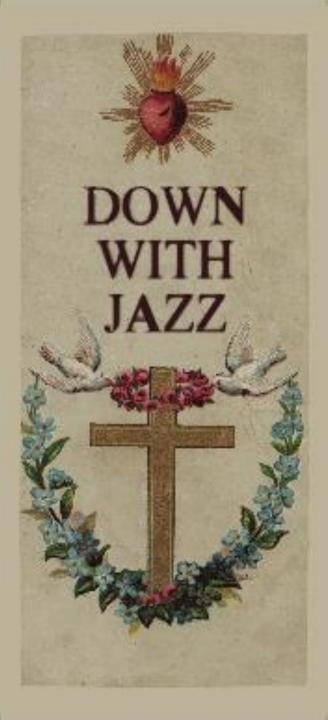


MEETING HOUSE SQUARE TEMPLE BAR, DUBLIN 2



READ THE PAMPHLET AT WWW.DOWNWITHJAZZ.IE AND GET YOUR
FREE TICKETS FROM THE GOD FEARING PEOPLE AT WWW.TEMPLEBAR.IE

Signed: The Rev Peter Conefrey Commemorative Committee



The Evils of Jazz

Purents of hely Ireland, hear my cry,
Christ's Vicars now appeal to you and I
To combat fast this evil of the hour
Jazz dancing, which rules with pemp and power,
The high, the low, the rich and poor as well
Have all succumbed to this pernicious spell.

Even the matron dignified, and the widowed heart
Must needs in such mad glamour take a part;
Hence, sad to see the frivolous and the young—
Sweet seventeen of whom the poets sung—
So prone to take part in this cursed jazz dance.
The sprang from Russia or the slums of France.

Dear Irish colleens, hasten ye and crush
Jazz dancing, for it makes the Virgin Mary hlush.
Root out such vile creations from out sod,
Come, banish these modes, so displeasing to God.
Patriotic daughters, it's now up to you
To cease juzz dancing for the sake of Roisin Dhu.

Oh, worst of all, is to see a young maiden
Puffing her tog, in the synagogues of satum,
And instead of dancing, they're pruncing like jeanets,
All through the juzz hall for full sixty minutes,
And without any attention to music at all,
No more than mad bullocks let loose from a stall.

C. Bohan, Austioneer, Mohill Published 30th December 1934 The Leitrim Observer

Plenary Session I

AUDIENCES: WHO IS LISTENING?

JOE TOWNSEND TRINITY LABAN, LONDON
GERRY GODLEY IMPROVISED MUSIC COMPANY

MODERATED BY SIMON PURCELL AND ERLING AKSDAL





BAR CAMP UDO DAHMEN



Conservatorio di musica Giuseppe Tartini Trieste





Association Européenne des Conservatoires

THE AUDIENCE – DO THEY "GET IT"?

COMMUNICATION REQUIRES A SENDER AND A RECEIVER.

A COMMON GROUND IS NEEDED TO UNDERSTAND THE MESSAGE.

ARE THERE DIFFERENT LEVELS OF UNDERSTANDING – WHEN LISTENING TO MUSIC?

DOES EVERYBODY HEAR MUSIC THE SAME WAY?

DO YOU ALWAYS HEAR MUSIC THE SAME WAY?

WHAT ARE THE DIFFERENCES IN COMMUNICATING IN MUSIC VERSUS A LANGUAGUE – AND THE SIMILARITIES?





APPRECIATIVE INQUIRY AS A HELPFUL TOOL IN PREPARING PERFORM BEFORE AUDIENCE.

RITES OF PERFORMANCE: CONCERT RITE/ANIMATION RITE





HOW TO BEST PREPARE STUDENTS FOR MAKING A LIVING OUT OF MUSIC AFTER GRADUATION?

CONTEMPORARY MUSIC EDUCATION BEYOND JAZZ.

TECHNOLOGY TRAINING FOR THE CONTEMPORARY MUSICIAN.

DO IT YOURSELF-STRATEGIES FOR THE PROFESSIONAL MUSICIAN: SOCIAL MEDIA PROMOTION AND CAREER MANAGEMENT.

DIGITAL BRANDING AND PROMOTION FOR THE CONTEMPORARY MUSICIAN.

MUSICBUSINESS AS PART OF THE STUDY PROGRAMME.





WHAT SKILLS DO WE WANT OUR STUDENTS TO **ACQUIRE? IMPROVISATION SKILLS ONLY?** IF YES, IN WHAT STYLE, IDIOM OR JAZZ LANGUAGE AND ON WHAT REPERTOIRE?

AND ON WHAT GENERAL ABILITIES DOES THIS SKILL **REST? IF NO, WHAT ELSE WE WANT TEACH THEM?**

NEED FOR ORCHESTRATION IN JAZZ EDUCATION.

WHAT EXAMPLES / BEST PRACTICE CAN FOLLOW WITH REGARDS TO THE RHYTHMIC DEVELOPMENT OF OUR **STUDENT?**





IMPROVISATION AND LANGUAGE



Conservatorio di musica Giuseppe Tartini Trieste





JAZZ RESEARCH IN JAZZ STUDY **CURRICULUM – YES OR NO?**

HOW EFFECTIVELY INTRODUCE IT IN STUDY PROCESS.





HOW CAN WE ENHANCE STUDENT AND TEACHER EXCHANGE WITHIN PJP?





JAZZ COMPETITIONS: A BLESSING OR A CURSE?





PARTNERSHIPS BETWEEN MUSIC ACADEMIES AND MUSIC INDUSTRY.

HOW COULD THESE PARTNERSHIPS BE DESIGNED? WHAT SHOULD BE THE PURPOSE OF THESE COLLABORATIONS? HOW COULD THEY **BE REVIEWED?**

WHAT ARE THE DIFFICULTIES WHEN CREATING **COLLABORATIONS?**





HOW CAN STATISTICAL ANALYSIS
OF THE SUCCESS OF RECORDINGS
FEED INTO RESEARCH?

LOOKING AT CHART
PERFORMANCE AS A WAY OF
INTERPRETING THE IMPACT OF
MUSIC ON SOCIETY.





AND NOWLET'S VOTE!

CHOOSE THE TOPICS YOU WISH TO DISCUSS TOMORROW

PLEASE STICK ON THE BOARD OUTSIDE
THE GREEN POST-IT S
YOU HAVE BEEN GIVEN

PLEASE BE BACK FOR TONY ROE'S PERFORMANCE



AEC Pop&Jazz Platform Meeting Trieste 14-15 February 2014



Association Européenne des Conservatoires

TIN MEN AND THE TELEPHONE INTERACTIVE LIVE PERFORMANCE

TONY ROE





PRACTICAL INFORMATION

SHUTTLE BUSES TO PIAZZA OBERDAN ARE WAITING FOR YOU OUTSIDE

FREE EVENING! – IF YOU BOOKED A RESTAURANT WITH US, PLEASE GO THERE ©

TOMORROW: SHUTTLE BUSES TO SISSA WILL LEAVE FROM PIAZZA OBERDAN AT 9:15









AEC: the leading voice for Higher Music Education in Europe

Conservatorio di musica Giuseppe Tartini Trieste

AEC Pop&Jazz
Platform Meeting
Trieste 14-15 February 2014

Plenary Session II

Music introduction

Body Jockey – BJ set 2
Interactive electro dance music performance
By Sarah Taylor, Maurizio Goina and Pietro Polotti

Performer: Sara Taylor

Electronics: Pietro Polotti





Plenary Session II PANEL DISCUSSION

- Peter Schulze, Music Journalist, Jazzhead Sendesaal Bremen
- Francesco Martinelli, festival director, promoter and writer, Pisa
- Bogdan Benigar, Ljubljana Jazz Festival, Europe Jazz Network
- Joe Townsend, Trinity Laban, London
- Gerry Godley, Artistic Director "Improvised Music Company"

Moderator: Hannie Van Veldhoven, Utrechts Conservatorium





BAR CAMP

11:30 - 13:00 AND 14:30 - 16:00

6 TOPICS DISCUSSED IN BREAKOUT GROUPS
ROOMS FROM 131 TO 136 IN THE MAIN BUILDING
YOU CAN CHOOSE ANY OF THE 6 TOPICS

Topic	Moderator	Room
1	Martin Granum	131
3	Berklee Valencia	132
4	Arnould Massart	133
5	Stefan Heckel	134
7	Lars Andersson	135
9	Giel Dekkers	136





INTERACTIVE SESSION **BODY PERCUSSION, VOICE** AND AUDIENCE

BY MARIA PIA DE VITO AND UDO DAHMEN





COFFEE BREAK



Conservatorio di musica Giuseppe Tartini Trieste





Association Européenne des Conservatoires

Closing Session

JAZZ AND POP IN HIGHER MUSIC EDUCATION IN ITALY

PAOLO DAMIANI HEAD OF JAZZ AT SANTA CECILIA, ROME

INTERVIEWED BY MARIA PIA DE VITO





REPORTING BACK ON THE BAR CAMP DISCUSSIONS





Please fill in your PARTICIPANT QUESTIONNAIRE









NEWS FROM THE AEC

BY JEREMY COX



Conservatorio di musica Giuseppe Tartini Trieste





ERASMUS NETWORK FOR MUSIC

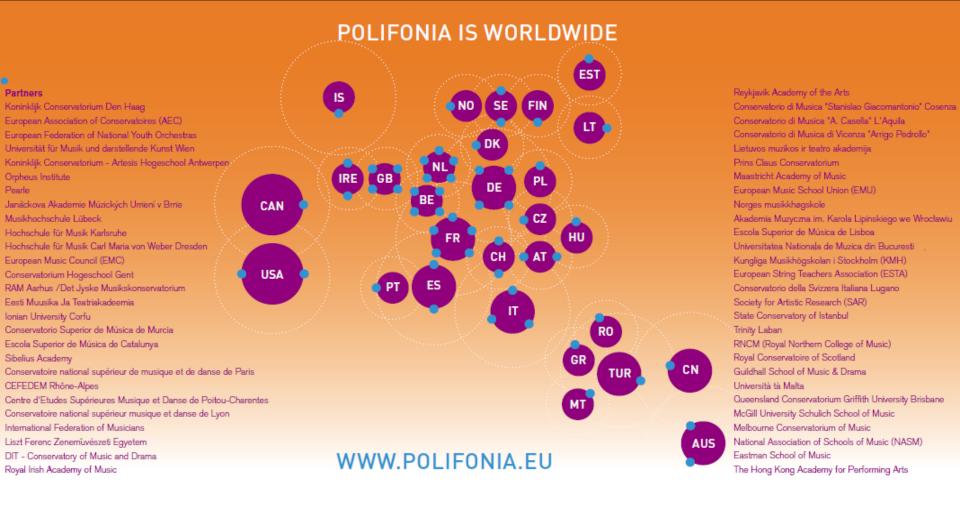


General update

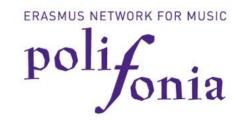








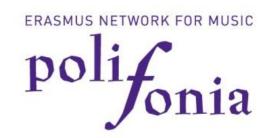








'Polifonia' covers the map of Europe...



Austria Italy

Belgium Lithuania

Czech Republic Malta

Germany The Netherlands

Denmark Norway

Estonia Poland

Greece Portugal

Finland Romania

France Sweden

Hungary Switzerland

Iceland Turkey

Ireland United Kingdom

...and beyond!



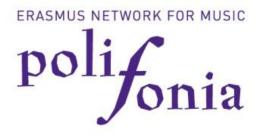
- Australia
 - Canada
 - USA
- Hong Kong

To refresh your memory...



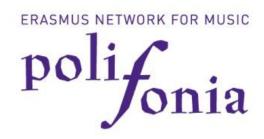
- 3rd edition of a very successful Erasmus Network
- 55 partner institutions
- 26 European countries, 4 countries outside Europe
- Jointly coordinated by the AEC and the Royal Conservatoire The Hague

Overall aim



'To promote innovation in and enhance the quality, attractiveness and accessibility of European higher music education through cooperation at the European level'

Five working groups



- WG1 'Assessment and standards'
- WG2 'Artistic research in higher music education'
- WG3 'Accreditation and benchmarking'
- WG4 'Educating for entrepreneurship'
- WG5 'Recognition, monitoring and joint degrees'

'Polifonia' during 2013



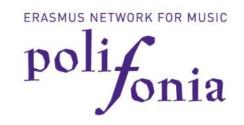
- 8 WG meetings all over Europe
- 1 Annual Network Meeting in Barcelona
- 2 Seminars
- 3 Workshops
- EPARM 2013
- 7 Site visits
- 4 Review visits
- 2 Dissemination films

ERASMUS NETWORK FOR MUSIC



Upcoming events 2014

WG2 on Artistic Research

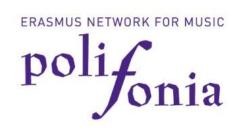


EPARM Forum

Royal College of Music Stockholm
Sweden

6-8 March 2014

WG5 on Mobility Recognition, Monitoring and Joint Degrees

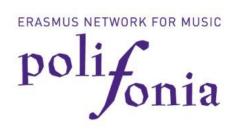


Interactive workshop on international strategies

Royal Academy of Music Aalborg
Denmark

26-28 SEPTEMBER 2014

WG4 on Lifelong learning: Educating for Entrepreneurship



'The musician as creative entrepreneur'

Royal Conservatoire The Hague
The Netherlands

19-20 SEPTEMBER 2014

MORE INFORMATION:

www.aec-music.eu/polifonia









UPCOMING EVENTS



Conservatorio di musica Giuseppe Tartini Trieste





EPARM FORUM (European Platform for Artistic Research in Music)

Royal College of Music, Stockholm 6-8 March 2014





EARLY MUSIC PLATFORM "The Spirit of the Place"

Conservatorio "A. Pedrollo", Vicenza 4-5 April 2014







INTERNATIONAL MUSIC INSTITUTION LEADERS FORUM (IMILF 2014)

Keimyung University, Daegu, Korea 14-17 May 2014



Trieste



ANNUAL MEETING FOR INTERNATIONAL RELATIONS COORDINATORS 2014

Royal Academy of Music, Aalborg, Denmark 27-28 September 2014









AEC

IRC meeting 2014

26-27/9 in Aalborg, Denmark

NORDPLUS

Band teaching conference

8-10 april in Aalborg, Denmark



Where is Aalborg anyway?



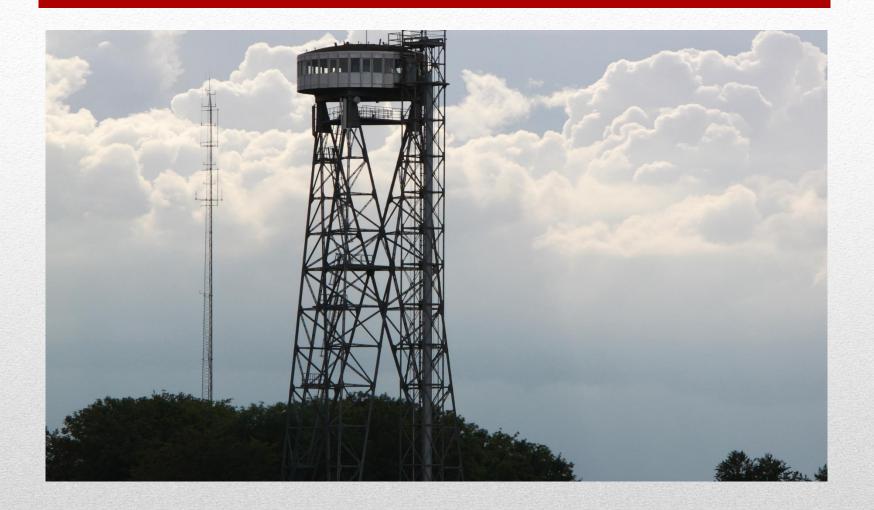
You have a dream !!



We've got it



Keep dreaming ...



We've got that too

Well sort of



How about amazing building!!! architecture ???



In real life



View from the window



State of the art recording studio

Teaching Bands: what??

- Teaching: as teaching curriculum in front of a class
- Supervising: as being a "band-doctor"
- Mastering: as being the Bob Dylan or Miles Davis in your band
- Facilitating: as helping your band to do what they want to do

- Everybody does it
- Nobody ever talks about it



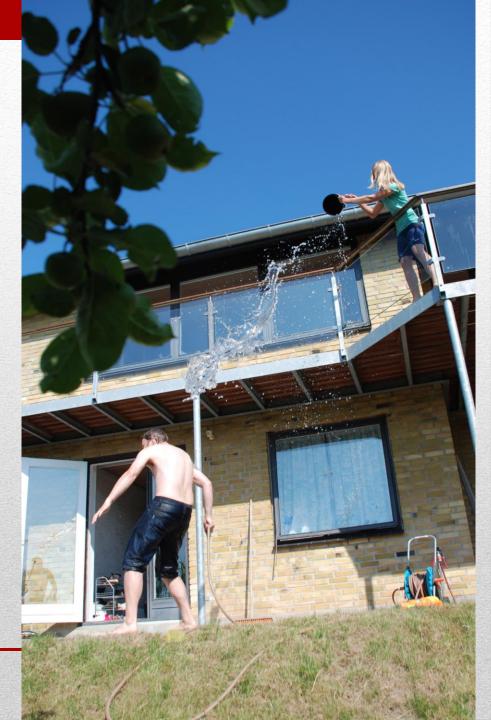
Why??



New teaching and motivation methods

Knowledge sharing

Inspire the kids to use their knowledge in creative and surprising ways



The "Hands On" conference

- Ensemble rooms (and studio) are booked for live demonstrations
- All teachers must deliver content and present it
- Activities will be shared on a web page after the conference
- "What's next video and discussion sessions
- How do we do in our institutions (exams, semesters, ECTS)

Events in Aalborg: Band teaching conference 810/4 IRC meeting 26-27/9

Martin Granum magr@musikkons.dk

AEC ANNUAL CONGRESS AND GENERAL ASSEMBLY 2014

Franz Liszt Academy of Music, Budapest, Hungary 13-15 November 2014







Announcement of the PJP Meeting 2015







Pop and Jazz Platform 2015

Berklee College of Music VALENCIA















Audio Recording Chair, Joe Hostetter, 1974



Lee Berk, Don Puluse, and Wayne Wadhams, 1984







Berklee International Network

- Baron School of Music Hong Kong
- Conservatorio de Artes Del Caribe San Juan, Puerto Rico
- Conservatório Musical Souza Lima São Paulo, Brazil
- L'AULA de Música Moderna i Jazz Barcelona, Spain
- Colegio de Música USFQ Quito, Ecuador
- Escuela de Música Medios, Arte y Tecnologia Bogotá, Colombia
- Escuela de Música Contemporánea Buenos Aires, Argentina
- Holland College Charlottetown, Prince Edward Island, Canada
- International College of Music (ICOM) Kuala Lumpur, Malaysia
- Jazz & Rock Schulen Freiburg, Germany
- JMC Academy Sydney, Melbourne and Brisbane, Australia
- Koyo Conservatory Kobe, Japan
- Metropolia University of Applied Sciences Helsinki, Finland
- Music Academy International Nancy, France
- Newpark Music Centre Dublin, Ireland
- Philippos Nakas Conservatory Athens, Greece
- Pop & Jazz Conservatory Helsinki, Finland
- The Rimon School of Jazz and Contemporary Music Ramat Hasharon, Israel
- Seoul Jazz Academy Seoul, Korea































International Career Center





See you in Valencia! 13-14 February 2015



PRACTICAL INFORMATION

SHUTTLE BUSES TO TEATRO VERDI ENJOY THE CAFÉS IN THE CITY CENTRE

CONCERT AT TEATRO VERDI STARTS AT 20:00
PROGRMME IN THE READER
PLEASE BE ON TIME

DINNER AT STAZIONE MARITTIMA
WE WILL WALK THERE TOGETHER FROM THE THETRE





CLOSING REMARKS



Conservatorio di musica Giuseppe Tartini Trieste





Thank you! See you in VALENCIA!













AEC: the leading voice for Higher Music Education in Europe

Conservatorio di musica Giuseppe Tartini Trieste

AEC Pop&Jazz
Platform Meeting
Trieste 14-15 February 2014