



Association Européenne des  
Conservatoires, Académies de Musique et  
Musikhochschulen (AEC)



# AEC Pop and Jazz Platform 2020



# *Get your hits together !\**

AEC-SMS *Strengthening Music in Society*

**Working Group 3** Entrepreneurial Mindset for Musicians

Friday 7 February 2020

17:00-18:00 Concert Hall Miry



# *Get your hits together ! \**

\*) English for the Estonian expression: *Get Your Shit Together*

as an alternative for the word *entrepreneurial*:

- Get Your Shit Together (GYST)
- self efficacy
- professional preparation/integration



# *Get your hits together !*



*AEC-SMS Strengthening Music in Society*

*Working Group 3 Entrepreneurial Mindset for Musicians*

**Anna Maria Ranczakowska** – Estonian Academy of Music and Theatre

**Camilla Overgaard** – Royal Academy of Music Aarhus/Aalborg

**Payam Gul Susanni** – Yasar University, Izmir

**Vourneen Ryan** – Royal Irish Academy of Music, Dublin

**Anita Debaere** – Pearle\* live performance Europe

**Paulina Gut** – AEC Office

**Renee Jonker** – Royal Conservatoire The Hague



# programme 17:00 – 18:00

6 parallel mini-workshops of 30 minutes

Camilla	Inspiring Successes - start with why and keep asking!	1.05
Anita	Risk taking and failure	2.01
Vourneen	Music & the mind	Café Miry
Anna	The three co's: co-creation, communication, cooperation	1.06 foyer
Renee	The art of asking questions	1.07

The last 20 minutes for plenary reports and your feed-back

# The art of asking questions



*“It’s much more difficult to teach people how to keep an open mind than to teach people the dates of some battles in history or an equation in physics.”*

Yuval Noah Harari

(interviewed by Adriaan van Dis/VPRO Television on 4 February 2020)

What may we have experienced?



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the needle:



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- The main function of our ears is to detect changes in our sounding environment.

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- **We need to change, our music needs to change to keep on attracting the ears of our audiences.**

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the fingertip:

- **Leading/teaching is different from guiding/coaching.**

# What may we have experienced?



the needle:

- The main function of our ears is to detect changes in our sounding environment.
- We need to change, our music needs to change to keep on attracting the ears of our audiences.

the fingertip:

- Leading/teaching is different from guiding/coaching
- **The challenge is to let our students explore new spaces and find answers to new questions themselves.**

when asked, students come up with:



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- designing audio workstations for blind people

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- making an album with my band mixing Western/Karnatic music

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- designing audio workstations for blind people
- making an album with my band mixing Western/Karnatic music
- **organizing concerts with traditional Chinese music and early baroque**

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- designing audio workstations for blind people
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- **getting an orchestral job**

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- organizing concerts with traditional Chinese music and early baroque
- getting an orchestral job
- **organizing inter-active musical workshops in a nursing home for people with dementia**

# when asked, students come up with:



- designing audio workstations for blind people
- making an album with my band mixing Western/Karnatic music
- organizing concerts with traditional Chinese music and early baroque
- getting an orchestral job
- organizing inter-active musical workshops in a nursing home for people with dementia
- **organizing solo-concerts around the theme of vulnerability**

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- making an album with my band mixing Western/Karnatic music
- organizing concerts with traditional Chinese music and early baroque
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- organizing inter-active musical workshops in a nursing home for people with dementia
- organizing solo-concerts around the theme of vulnerability
- **combining early music with contemporary electronics**

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- getting an orchestral job
- organizing inter-active musical workshops in a nursing home for people with dementia
- organizing solo-concerts around the theme of vulnerability
- combining early music with contemporary electronics
- **designing an app that supports making music with multiple disabled visually impaired-children**



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# Yuval Noah Harari:



*“Nobody knows what the job market looks like in 30 years. In some areas you can wait 30 years and see what happens and then react. But in education, you can’t wait.”*

*“Because we don’t know what the job opportunities will look like, focusing on any particular skill could be a wrong bet. So the best bet is to focus on the very ability to learn to change. To change and reinvent yourself again and again throughout your life”*



*Thank you and have a nice change!*

*Renee Jonker*

*Royal Conservatoire The Hague*

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