Imagining the Future of Music Education

AEC - Prague

September 21st 2019
Ronald Jones: 1952-2019
School of Athens
Quattroporte

Quattroporte is a strategy agency that works with:

- Trend research
- Innovation and concept development
- Strategic communication
- Big Data analysis – Q-ball

Interdisciplinary Organization:
Statistics, mathematician, brand strategy, economist, top expert, politician, cultural writer, designer, teacher, chef, marine biologist, musician, journalist, killer, copywriter, artist, linguist, analyst
1. Quantitative studies
1987-2019
Over 500,000 interviews

Focus groups
- Values
- Consumption
- Communication
- Work life
- Economy
- Politics
- Lifestyle
- Culture

2. Big data - Q-Ball
- 250 million websites
- Prognosis
- KPI-analysis

3. Meta studies
- International journals
- Peer-reviewed
Det finns över en miljon 00-ister i Sverige. De utgör vår framtid men vad vet vi egentligen om dem? Som människor, medborgare och konsumenter. Den allmänna bilden är att de är supercurlade internetinfödingar. Är de verkligen det? Eller drömmer de om något annat? Det glöds utet...

Då Quattroporte är mer än lovligt intresserade av framtiden i nya perspektiv bestämde vi oss i vinter för att ta reda på mer om vad dessa små personer mellan 6 och 12 år gamla, födda rakt in i det nya millenniet, funderar på. Vi blev inte besvikna. Bara ovannskade och störtförälskade i den framtidsbild barnen målade upp för oss. ”Dom” som är vår nästa generation vuxna.


INTRESSERAD?
Anmäl dig på vår Facebooksida: www.facebook.com/quattroporteAB eller mejla till victoria.sandell@quattroporte.se

VAR:
Quattroporte
Repsläktsgatan 17B/Göttgatan 36
(ingång via Brunogallerian)

NÄR:
Den 2 maj klockan 17:30

OSA:
Senast 30 april

New driving forces
Students born in the 90s and in the 00s has very different views
Musicians and values

OPENESS TO CHANGE

SECURITY SEEKING

IDEALISM

MATERIALISM

ESS 2002-2016
Quattroporte konsult 2005-2018
Q-BALL
What is Q-Ball?

1. The system consists of three parts. A separate "mini Google" with over 250 million web pages.
2. Smart KPIs / Sentiments that can be connected directly to a company's economic development, the success of a politician, etc.
3. A predictive algorithm that can look 5 years in the future.

Everything is wholly owned by Quattroporte Konsult AB.
The image of top Musical schools
KPI measured with Q-Ball

The Image of top Music schools
10 TRENDS

Affecting future music education
Meaningful Economy
A new economic doctrine

Driver 1.
From an economic driving force to values driven development.

Driver 2.
From individualistic to collective

Driver 3.
From knowledge to skill
Lifestyle will be more important than status

The Meaningful Economy comes after the Transformation Economy
Digital Revolution
The second dimension

- Talent
- Quality of life
- Health
- LGBTI
- Food
- Environment
- Equality

- Nationalism
- Protectionism
- Exceptionalism
- Conservatism
- Security
Feminine Revolution
Female Leadership
Muzacality
Muzacality

1968
10 %
vi, IV, V, I

2019
90 %
vi, IV, V, I
Agneosology

AGNESEOLOGY/INTELECTUS
- What don’t know
- What we don’t know that we don’t know
- Beyond what we can talk about (Agnesology)
- What we never can prove (fully)
- What we can’t measure
- GIORDANO BRUNO/Nicholas Cusanus
- Intelectus view

DECARTESIAN VIEW/RATIO
- Decartesian view/Ratio
- What we know
- What we can prove
- What we can measure
- Of public good
Beyond Exploration
Two perspectives

Agneseology

Descartes
- The measurable
- What we don’t know
Beyond Exploration

Methods of not knowing

Descartes

The measurable

What we know

Initiation
Empathy
Understanding
Meaning
Beliefs
Education
Fantasy
Creativity
Beyond Exploration
A new form of epistemology – not focusing on knowing

- A new form of epistemology – not focusing on knowing
- I know how to play. Technique. Harmony, Musical knowledge, Style etc.
- I understand why I play music
- I intuitively know how to provoke higher goals
- Understand how to be creative. Understand how to create emotions. Understand musicality
  - Understanding
  - Intuition
Interdisciplinarity
What you see is what you see...and

Untitled (Interrogation Room used for the detention of Stephen Biko from September sixth through the eighth, 1977. Room 619 of the Sanlan Building, Security Police Headquarters, Strand Street, Port Elizabeth, Cape Province, South Africa),
The Informal University
The Informal University

Diagramrubrik

[Eng] Coolness

[Eng] Millennials Target Group

- Juilliard School
- The Royal Academy of Music (London)
- University of Music and Performing Arts
- Norwegian Academy of Music
- RICK BEATO
- Curtis Institute of Music
- New England Conservatory of Music
- Royal College of Music (London)
- Royal College of Music (Stockholm)
- Sibelius Academy
- Berklee College of Music
- Yale School of Music
- Conservatoire de Paris
- ADAM NEELY
TOWARDS 2040
Imagining the future of music education
Towards 2040

- What you hear...
- Interdisciplinarity
- Beyond exploration
- Meaningful economy
- AI
- The second dimension
- Feminine revolution
- Muzacality
- Agnoslogy
- Informal university
CONCLUSIONS
The movement

<table>
<thead>
<tr>
<th>From (2019)</th>
<th>To (Beyond 2025)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>Muzak</td>
</tr>
<tr>
<td>Formal</td>
<td>Informal</td>
</tr>
<tr>
<td>Free-economy liberalism doctrine</td>
<td>Meaningful economy</td>
</tr>
<tr>
<td>Bureaucracy</td>
<td>Skill(o)cracy</td>
</tr>
<tr>
<td>AI-threatened</td>
<td>AI-supported (poetic technology)</td>
</tr>
<tr>
<td>Innovation</td>
<td>Interdisciplinarity</td>
</tr>
<tr>
<td>Knowledge</td>
<td>Agneosology</td>
</tr>
<tr>
<td>Exploration</td>
<td>Beyond exploration</td>
</tr>
</tbody>
</table>
Conclusions

- The **feminine revolution** will be even more important in the future. Composers, song writers and directors will be dominated by woman.
- The **digital revolution** will change the way we create. It is up to us to decide how.
- There is in the **soft talent** and skill the main value/originality of the future lies.
- Musicians are of a **special breed** and you are in the forefront of change.
- The **difference** between the educated and the non-educated is increasing. The feminine revolution, AI and Meaningful Economy should not be allowed to become a wall. Musical institutions has special responsibility.
SOME CONSEQUENCES
Some consequences

• Do not try to mimic successful organizations from the private sector
• Open up for informal talent
• Use AI to find what you don’t know you don’t know
• Create institutions where there is room for silliness, interdisciplinarity and experimentation
• Education and talent before knowledge and evidence
• Try to meet the Muzak trend and qualify into music
QUESTIONS
Beyond Exploration

• What do we don’t know that we don’t know?
• Which questions are we not allowed to ask to reach beyond exploration?
• Where do music come from?
Imagining the Future of Music Education

AEC - Prague

September 21st 2019