

# Imagining the Future of Music Education

AEC - Prague

September 21st 2019





Ronald Jones: 1952-2019









School of Athens





Rick Beato



Adam Neely



# Quattroporte

Quattroporte is a strategy agency that works with:

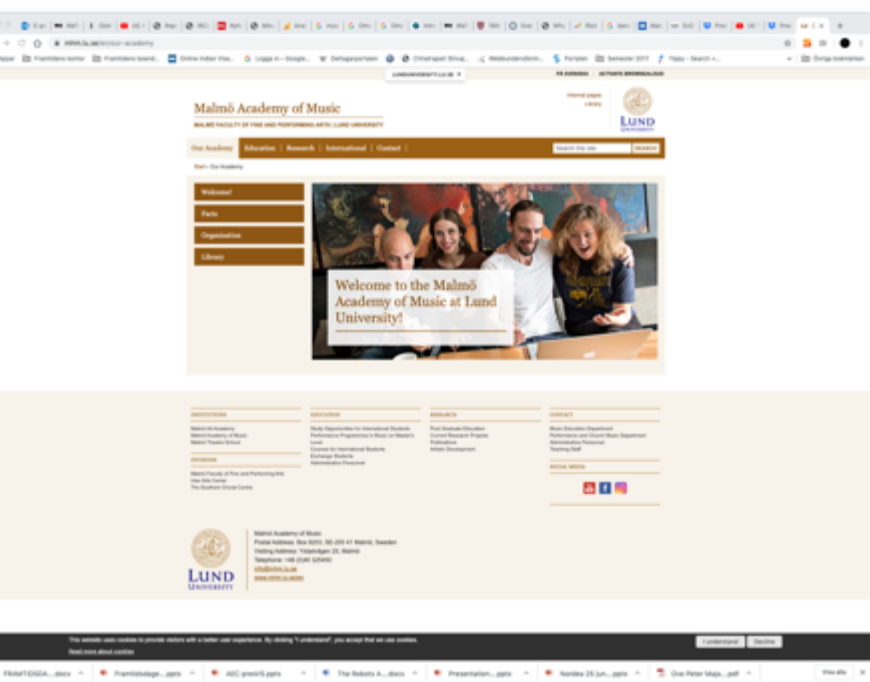
- TREND RESEARCH
- INNOVATION AND CONCEPT DEVELOPMENT
- STRATEGIC COMMUNICATION
- BIG DATA ANALYS – Q-BALL

## **Interdisciplinary Organization:**

Statistics, mathematician, brand strategy, economist, top expert, politician, cultural writer, designer, teacher, chef, marine biologist, musician, journalist, killer, copywriter, artist, linguist, analyst











**DA**  
Domus Academy / School of Design  
NEWSCHOOL OF ARCHITECTURE & DESIGN

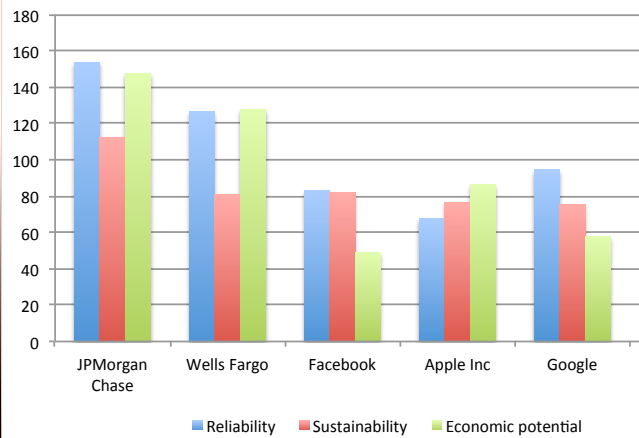


**LUND**  
UNIVERSITY





Vad är svenska banker idag? Genomsnitt=1



**Harvard  
Business  
Review**

XLI

AUGUST 2004

**JMR**

JOURNAL OF MARKETING RESEARCH

## 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



90s



## SEMINARIUM: 00-isterna om framtiden

**Det finns över en miljon 00-ister i Sverige.** De utgör vår framtid men vad vet vi egentligen om dem? Som människor, medborgare och konsument: Den allmänna bilden är att de är supercurlade internetinfallingar. Är de verkligen det? Eller drömmer de om något annat? Det gåtfulla folket...

Då Quattroporte är mer än lovligt intresserade av framtiden i nya perspektiv bestämde vi oss i vintras 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 överraskade och störtförälskade i den framtidsbild barnen målade upp för oss. "Dom" som är vår nästa generation vuxna.

Vad drömmer de om? Vad vill de bli? Vad är viktigt? Vill DU veta vad som krävs av samhället i en såväl nära som fjärran framtid, för att våra yngre medmänniskor ska vilja växa upp och satsa på ett liv Sverige? Vi har facit i en gedigen rapport som vi tänker dela med oss av på ett seminarium hos oss den 2 maj.

### INTRESSERAD?

Anmäl dig på vår Facebooksida:  
[www.facebook.com/quattroporteAB](http://www.facebook.com/quattroporteAB) eller  
mejla till:  
[victoria.sandell@quattroporte.se](mailto:victoria.sandell@quattroporte.se)

### VAR:

Quattroporte  
Repslagargatan 17B/Götgatan 36  
(ingång via Brunogallerian)

### NÄR:

Den 2 maj klockan 17,30

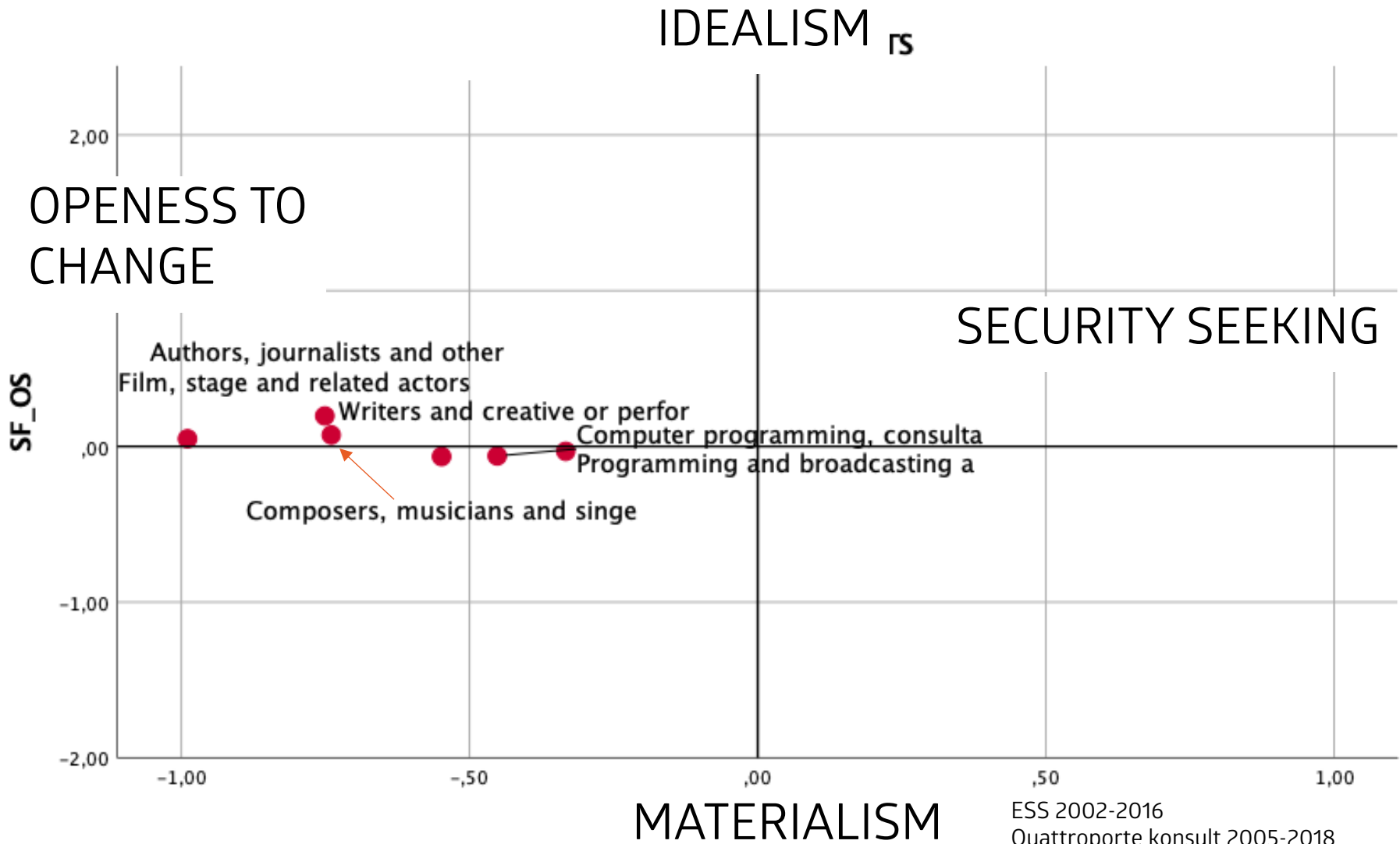
### OSA:

Senast 30 april



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

# Musicians and values







Q-BALL

# What is Q-Ball?

## INDEX

250+ millions  
web pages,  
billions of social  
media posts

Multi dimensional  
sentiment  
analysis  
KPIs

Predictive  
algorithm

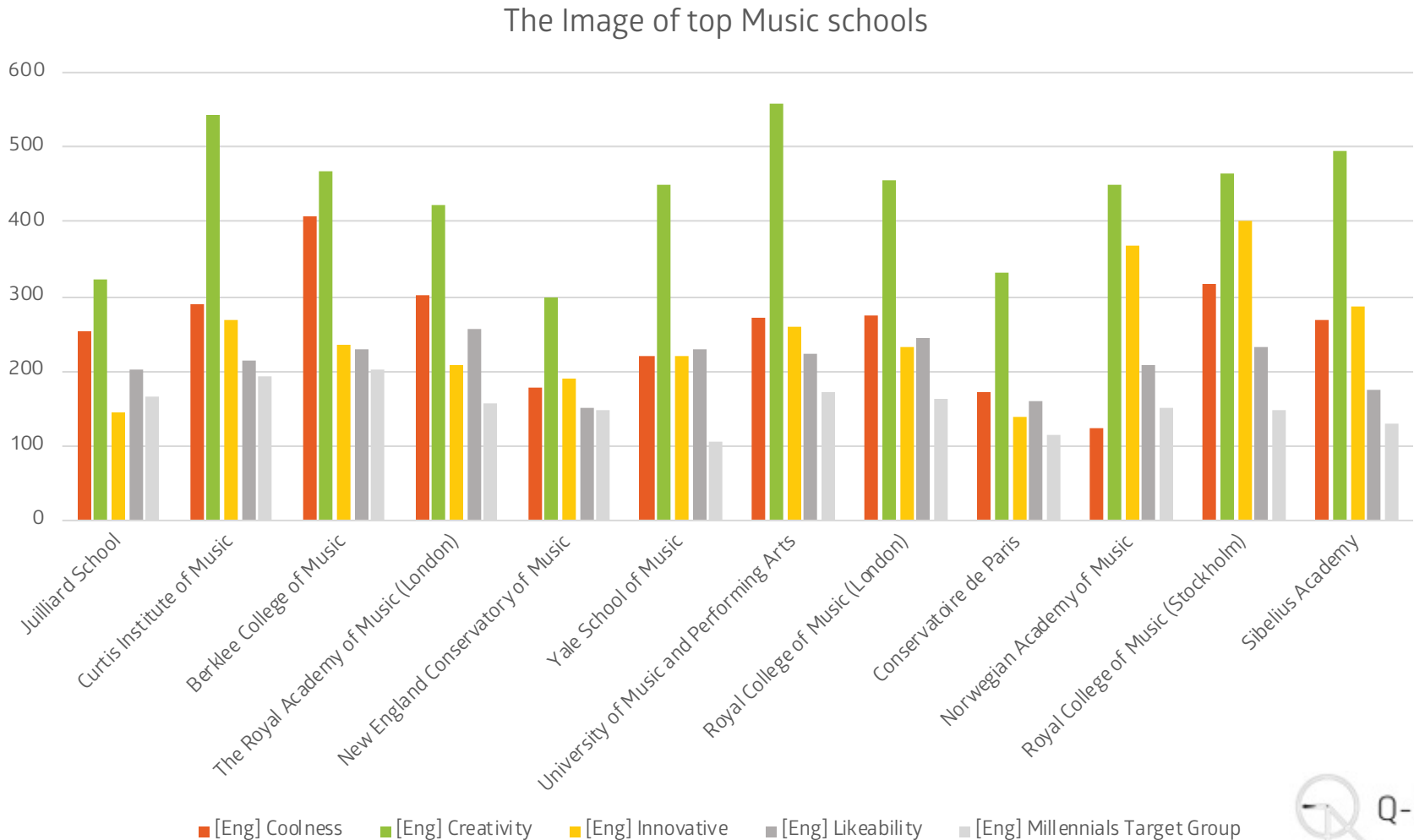
1. The system consists of three parts. A separate "mini Google" with over 250 million web pages.
2. Smart KPIs / Sentiments that can be connected. directly to a company's economic development, the success of a politician, etc.
3. A predictive algorithm that can look 5 years in the future.

Everything is wholly owned by Quattroporte Konsult AB.



# The image of top Musical schools

KPI measured with Q-Ball



# 10 TRENDS

Affecting future music education



# Meaningful Economy

A new economic doctrine

## Driver 1.

From an economic driving force to values driven development.

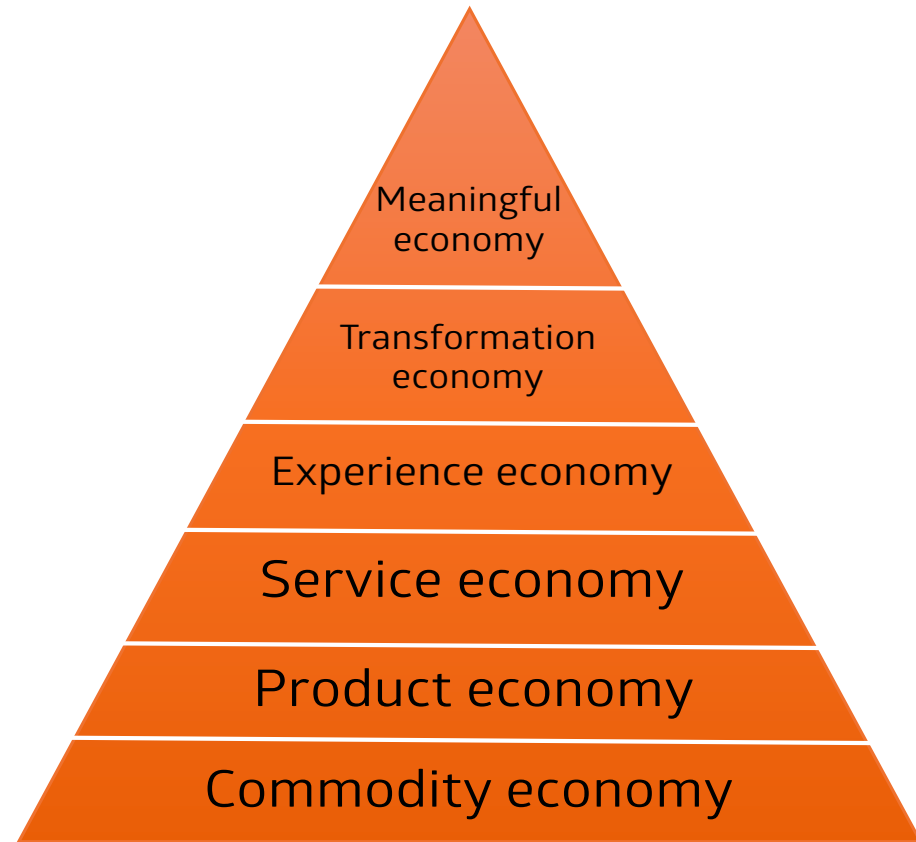
## Driver 2.

From individualistic to collective

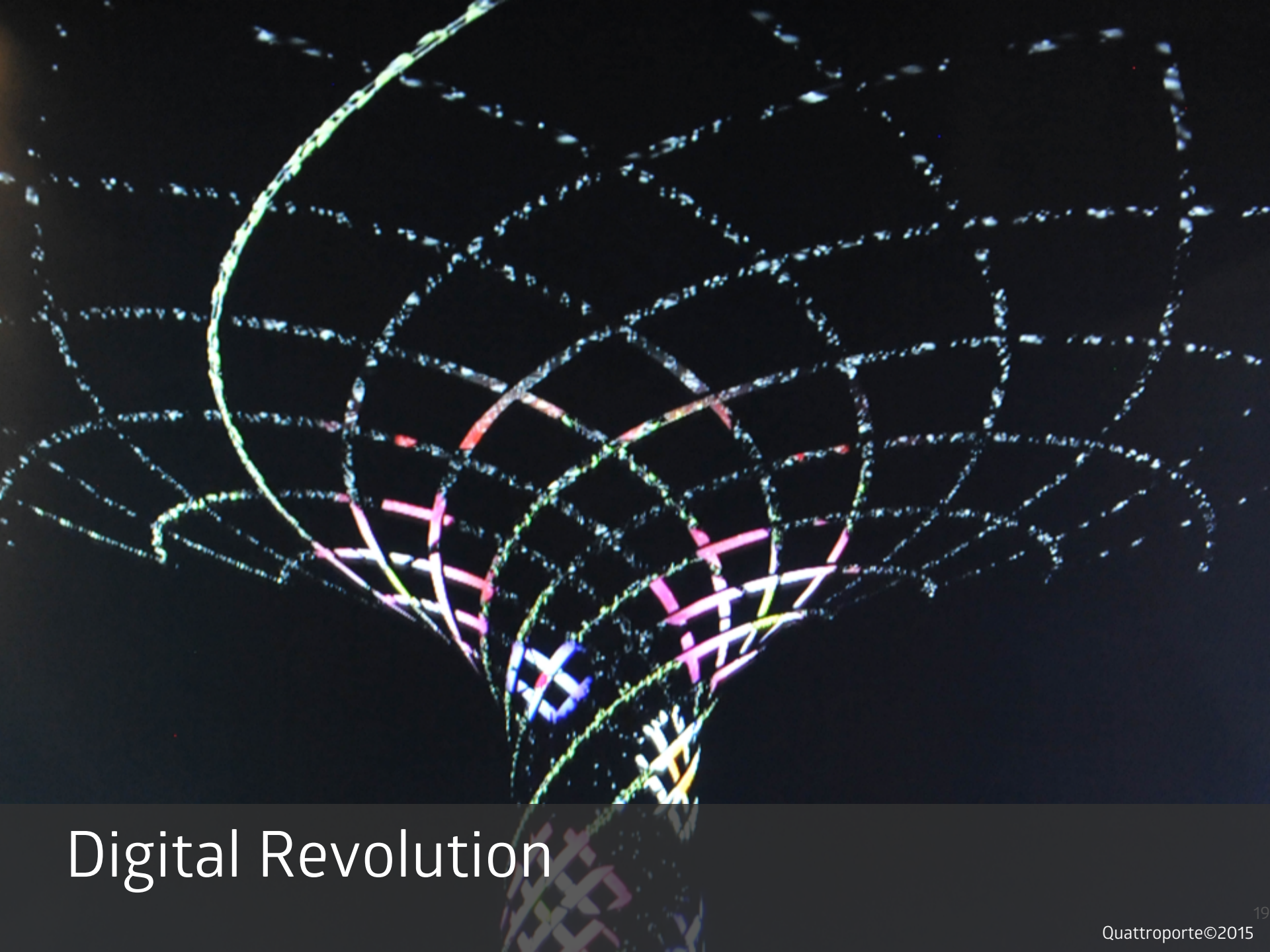
## Driver 3.

From knowledge to skill

Lifestyle will be more important than status



*The Meaningful Economy comes after the Transformation Economy*

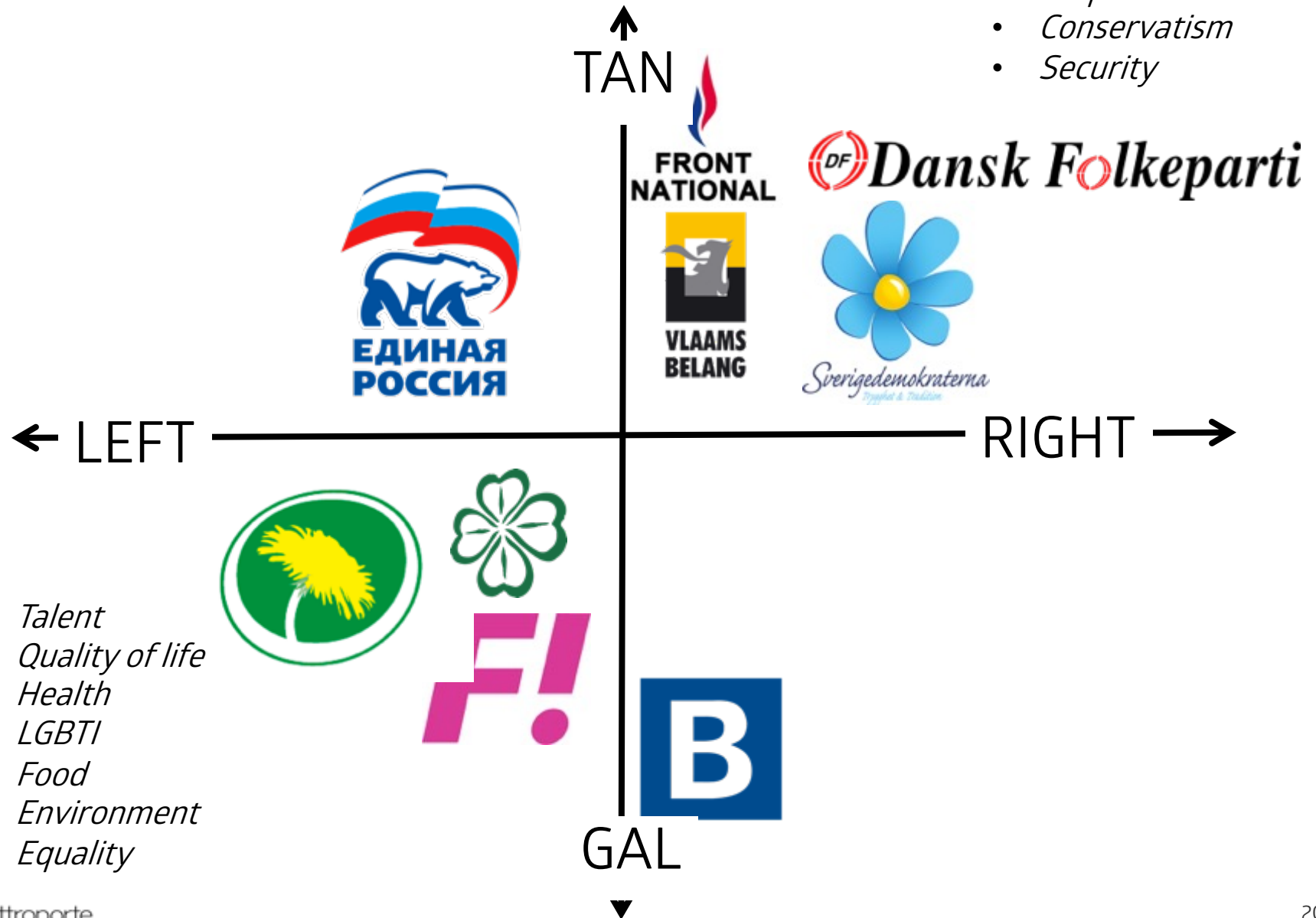


# Digital Revolution



# The second dimension

- *Nationalism*
- *Protectionism*
- *Exeptionalism*
- *Conservatism*
- *Security*



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



AI





# Feminine Revolution





Female Leadership

# Muzacality

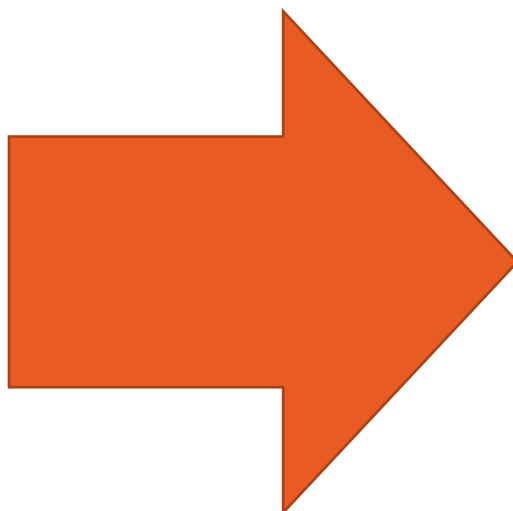


# Muzacality

1968

10 %

vi, IV, V, I



2019

90 %

vi, IV, V, I



# Agneosophy

## 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
- Intellectus 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**

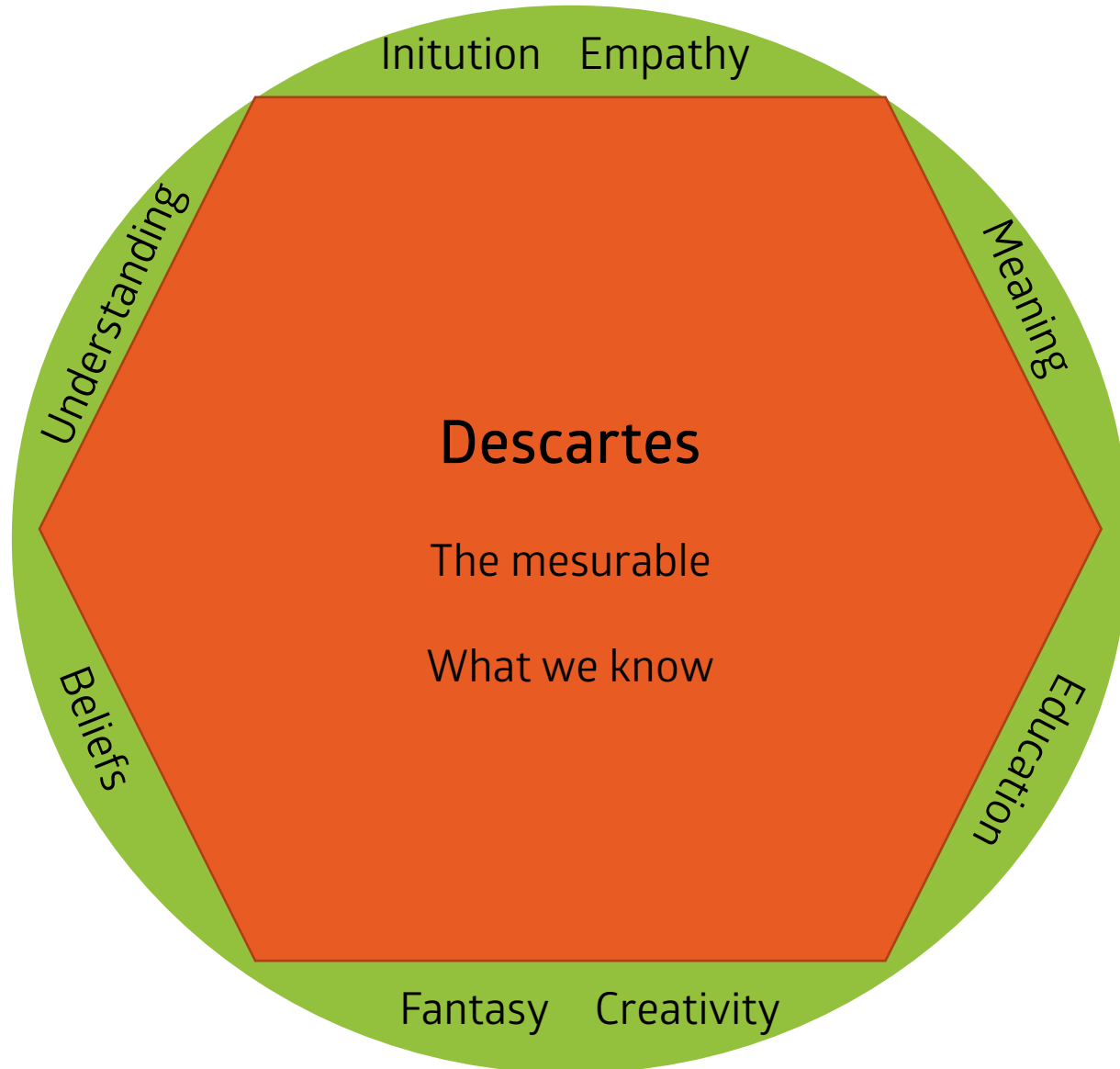


**Descartes**

- The measurable
- What we don't know

# Beyond Exploration

Methods of not knowing

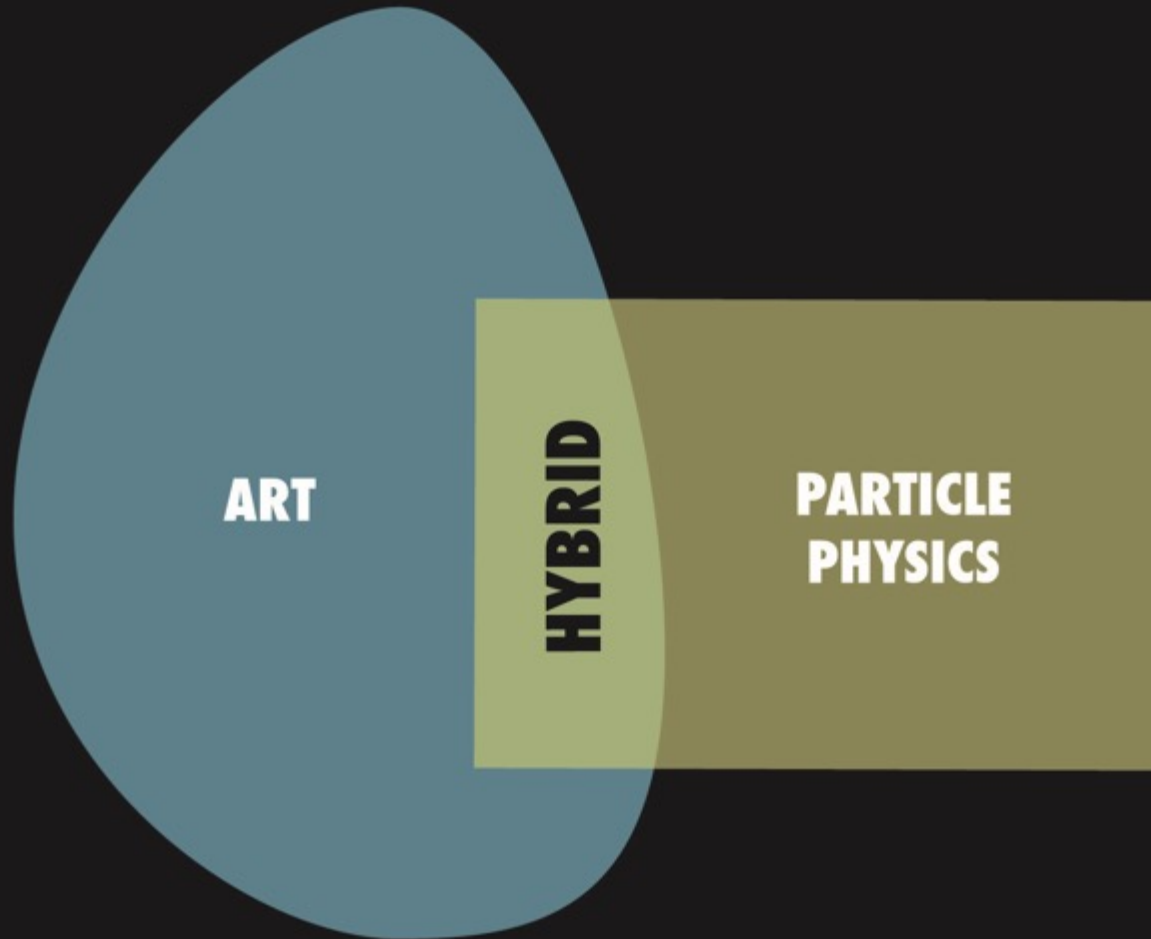




# Beyond Exploration

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

*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),*



What you see is what you see...and

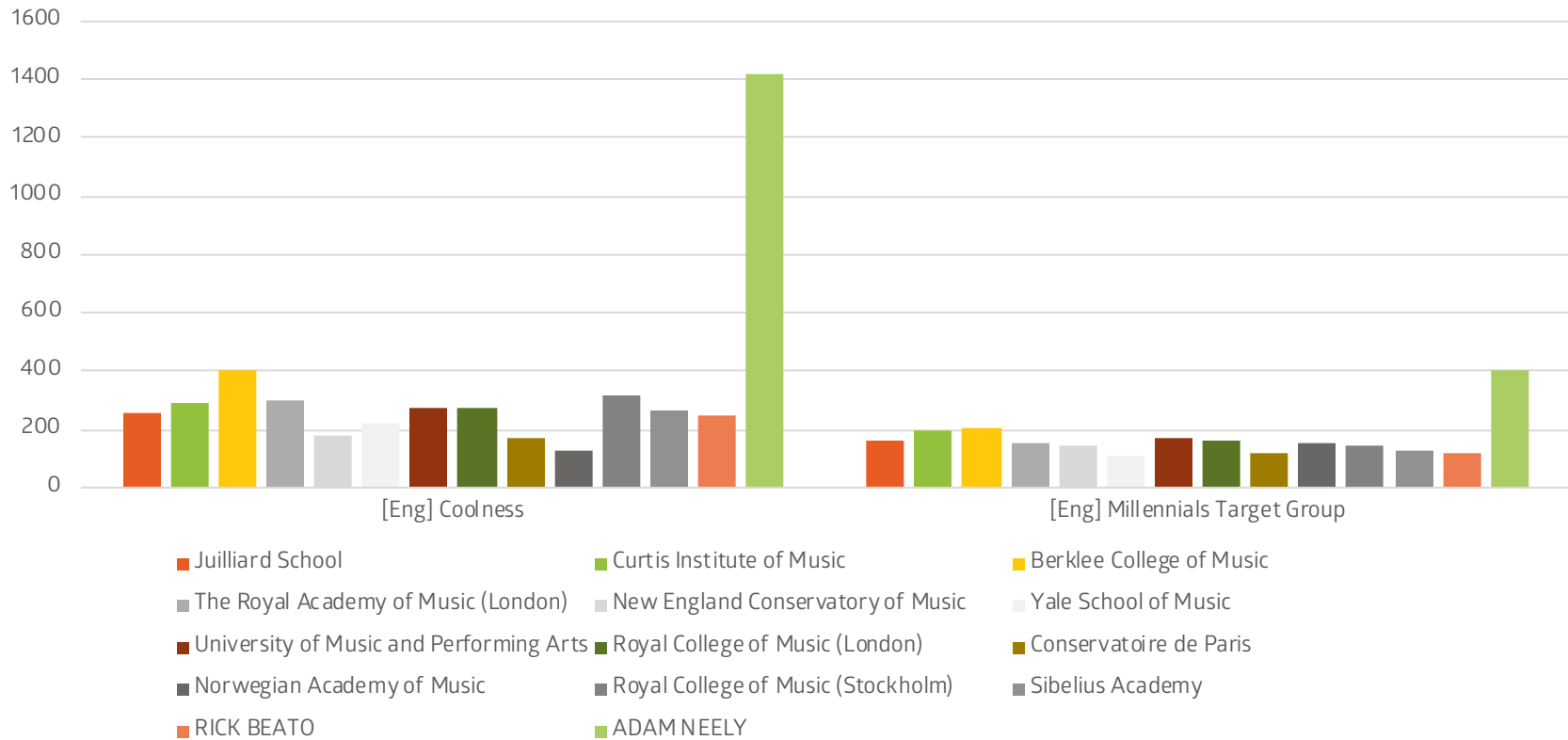




The Informal University

# The Informal University

Diagramrubrik

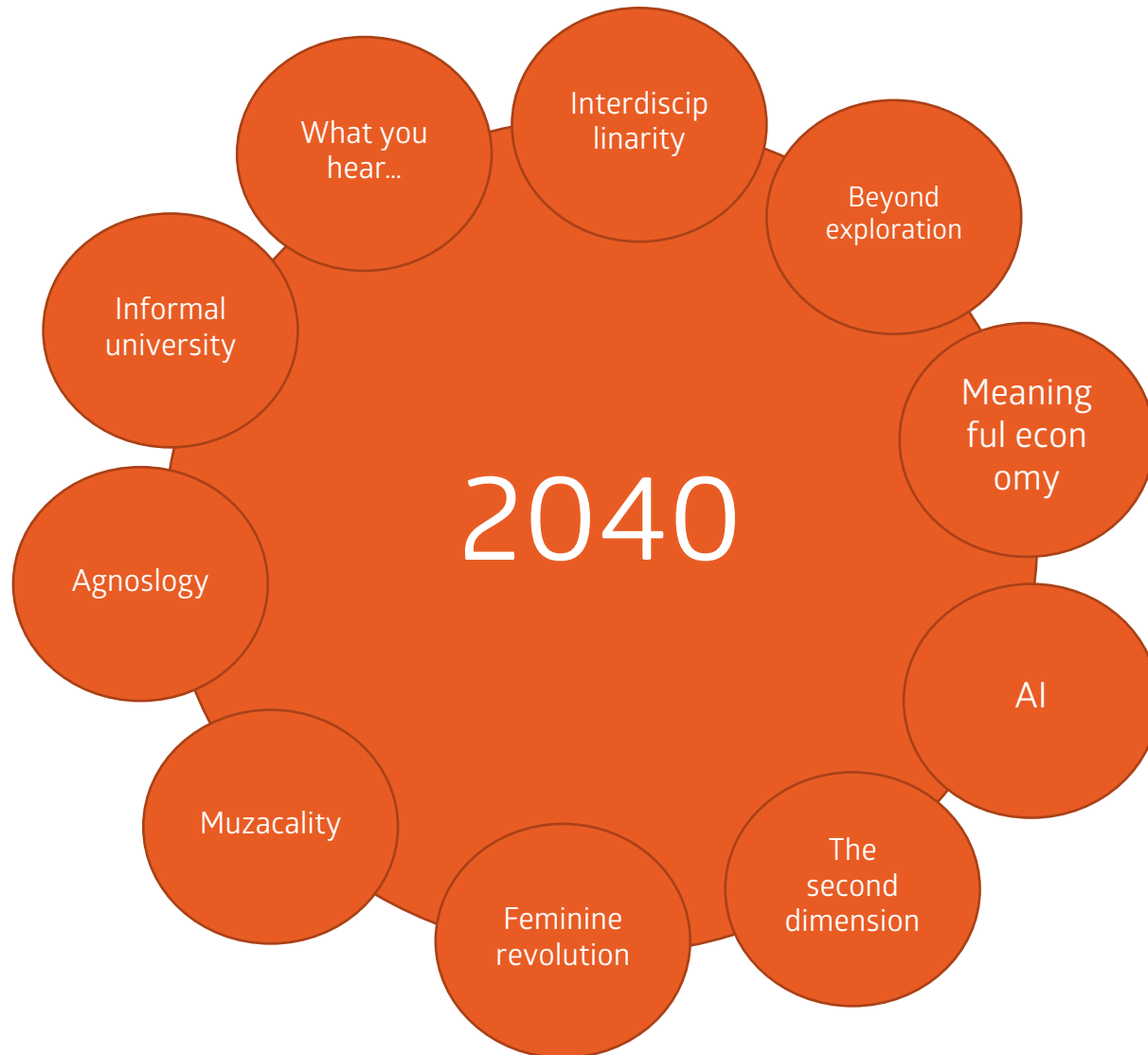


# TOWARDS 2040



# Imagining the future of music education

Towards 2040



# CONCLUSIONS

# The movement

From (2019)	To (Beyond 2025)
Music	Muzak
Formal	Informal
Free-economy liberalism doctrine	Meaningful economy
Bureaucracy	Skill(o)cracy
AI-threatened	AI-supported (poetic technology)
Innovation	Interdisciplinarity
Knowledge	Agneosology
Exploration	Beyond exploration



# 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 a 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?





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