AEC Annual Congress and General Assembly 2019
Parallel Session II
8 November 2019 Friday
12:00-13:10

Re-imagining Entrepreneurship:

Presentations by:

• DEMUSIS and RENEW Projects
• Entrepreneurship and Innovation Program at Reina Sofia
• SMS Entrepreneurship Working Group
AGENDA OF THE SESSION:

12:00 Welcome, introduction and agenda of the session

12:10 RENEW Project Presentation by **Renee Jonker**

12:30 DEMUSIS Project Presentation by **Ivana Perkovic**

12:45 SMS WG 3 Presentation by **Payam Susanni, Anna Maria Ranczakowska and Renee Jonker**

13:00 Entrepreneurship, Leadership and Innovation Program of ESMRS by **Esther Vinuela**
AEC Congres Torino
8 November 2019
12:10 - 13:10 Parallel Sessions
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RENEW
AEC Congres Torino
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RENEW
Renee Jonker
Head Master NAIP Royal Conservatoire The Hague
RENEW

Reflective Entrepreneurial Music Education Worldclass
RENEW

Worldclass...
5 student bootcamps in 5 countries
1 teacher training program
online portfolio learning
symposium
website with outcomes
bootcamp...
bootcamp...
or intensive week?
entrepreneurship...
entrepreneurship...

or professional integration and self efficacy?
RENEW student bootcamps

London linked with Århus
Oslo linked with Helsinki
The Hague linked with teacher training
portfolio/ on-line learning

using Slack as platform
BOOTCAMP LONDON
2 - 6 October 2017

reflection and the place of the artist in the C21

LECTURES
the artist as citizen
introduction to the portfolio
conceptual thinking - the business canvas

WORKSHOPS
socially engaged practice
creative music making: responsibilities /
collaboration / leadership
personal values and motivational driving factors
performative presentation and communication skills

CASE STUDIES
Drumworks
Gestalt Arts
Soundcastle

introduction to the Aarhus bootcamp
summary and reflective evaluation
BOOTCAMP ÅRHUS
27 Nov - 1 Dec 2017

the musician in a corporate context

PROTOTYPE ASSIGNMENT FOR LEGO
inbetween London and Århus
4 project teams prepared projects
using online platform Slack

Århus (project space)
four project teams worked on prototypes
three apps, one card game, all about / with music

Århus Friskole
teams tested prototypes in primary school

Århus (project space)
after tests project teams adapted prototypes

Århus (RAMA)
presentation projects to expert jury:
Søren Holme, LEGO group
Anders Ørbeak, musician / psychologist
Kristina Bonne, designer

outcomes summary and reflective evaluation
BOOTCAMP OSLO
12 - 16 February

music now! the artist as citizen

WORKSHOPS
music improvisation
music now / artist - citizen

LECTURES
projectmanagement - rock in pond
hard skills

CASE STUDIES
Lars Petter Hagen, musician in society
Caroline Smith, the Feminist Library London

PROJECTS - three days start to finish
five project teams created and played performances
on Thursday in venues they selected in the city of Oslo

VENUES
1 elevator in NMH
2 Norwegian Police University College
3 a spa
4 a public library
5 coffee bar Pust

introduction to the Helsinki bootcamp
outcomes summary and reflective evaluation

17 students
4 tutors
2 entrepreneurs

Norges musikkhøgskole
Norwegian Academy of Music
RENEW student bootcamps
Mike McCormick
Sofie de Klerk

BOOTCAMP HELSINKI
9 - 13 April 2018

skilled, happy & balanced music professional

STUDENT’S PROJECTS
students prepared a personal project brief
between Oslo and Helsinki bootcamps
plans were pitched, feedbacked and further
developed during bootcamp

CASE STUDIES
Matti Nives, we jazz entrepreneur
Pauliina Lerche, Mimmit, cross medial brandbuilding
Saara Aalto, from vision to career
Inkeri Borgman, the Gigle app to book gigs

LECTURES
portfolio design
budgetting
develop gut feeling

MINI WORKSHOP MARKET, 45 min. each
pitching in 60 sec’s
cross arts practice
video editing
time management
writing as a tool
product based planning
website building

outcomes summary and reflective evaluation
BOOTCAMP THE HAGUE
24 - 28 September 2018

18 students
3 facilitators
9 tutors

socially engaged artistic practice

STUDENT’S PROJECTS
concepting and developing your project plan
coaching sessions

LECTURES
mapping the landscape
rock in pond
sustainability and long term benefits
working in an intercultural context
introduction to guided feedback

WORKSHOPS
person centered improvisation
KidK: participatory vocal work
exploring The Mystifiers workforms
reflective exercises

CASE STUDIES
MiMic, organisation and funding
Music & Dementia
The Mystifiers
Kwekers in de Kunst
attending rehearsal Kwekers in de Kunst
daily musical warm up with participants
RENEW Teacher Training

pitching project plans on Thursday
reflective evaluation

Koninklijk Conservatorium
Den Haag
findings:

- outcomes further processed in DEMUSIS and SMS/WG 3
lessons learned:

teamwork is an issue ...
lessons learned:

- teamwork is an issue

- Angie (Angela Dominguez) of the AEC
Grazie!