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Conservatorio scola universitaria di
musica Lugano

Certificate of Advanced Studies

„Selfmanagement for Musicians“
University Year 2020 / 2021

Why do Universities have to offer self management ?

Based on an excellent music education self management is

- a program that provides conceptual knowledge and applied skills for the management of cultural and social projects.
- It is designed to bridge best practice and inspirational theory as well as to explore experimental formats and anticipate trends in cultural and social project management.

Times have changed: Many tasks formerly provided by publishers and agents now have to be done by musicians themselves.

- New teams have to be built.
 - New tools provide musicians with service and support.

Managing arts and culture

Managing arts and culture means an artistic activity based on economic foundations and on a detailed knowledge of law.

Preconditions are

- Passion and non stop curiosity
- A huge wide knowledge in your field providing you with the insight to find special content to be explored, to be presented to the audiences, to reach new audiences, to explore new venues
- A deep interest in contemporary politics in order to be able to realize how the law, political or social rules, historical circumstances, religious or other factors influence art production and cultural life.

Learning will consist of

Lecturing on basic theoretical knowledge and strategic examples

- development of special projects

Competencies to acquire are

- Understanding the principles of the cultural and social sector
- Developing projects in the context of social relevance and economic interests
- Gaining knowledge and create a toolkit for project planning processes
- Learning strategies for time, budget, team, network and self-management
- Plan international partnerships and European projects
- Communicate in intercultural environments and with the media
- Establishing projects within urban development and community

The course focusses on

- How to gain knowledge on use of copyright, licensing, usage rights. How to work with copyright societies, with scores and book publishers, with intellectual property in a continuously changing world.
- How to gain knowledge on accounting, how to prepare your statement of revenues and expenditures for auditing, how to help your accountant to draw up the accounts in order to document your fundings, to prepare balancing for auditing
- How to - make a business plan,
 - raise money in national, regional European and international funds by understanding the parameters of the programmes
 - approach donors and sponsors
 - organize crowd funding
- How to submit a financial budget and a concise and comprehensible application
- How to reach the media with your project: suggestions, preparatory material, mistakes to avoid, how to prepare an interview, how to offer an interview, how to gain attention, how to use social and other media, basic knowledge in radio work and audio / video technology
- How to convince a museum, concert hall, opera house of your production
- How to select artists for your project, your agency, your production
- How to choose the structure for your team and your agency, how to organize functions and responsibilities by contracts, how to cooperate with external companies
- How to find supportive people, groups, communities, how to develop a community project
- How to document your project in web, publication, video and audio
- How to evaluate your project in terms of:
team work, audience development, aims, sustainability etc.

Lets start with a mission statement

For example

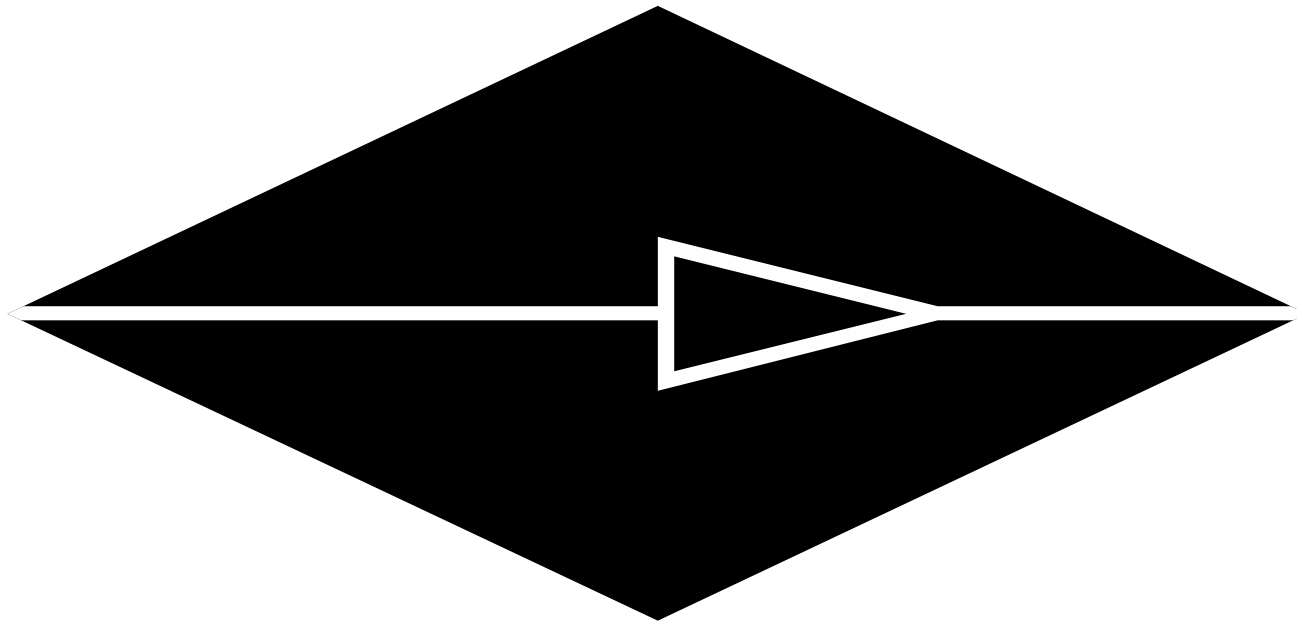
www.musicafeminainternational.eu

MusicaFemina – women made music

The Creative Europe Cooperation Project, MusicaFemina, connects organizations from Austria, Slovenia and Hungary. It aims at rising awareness about gender-balance in the music scene, highlighting creativity of women in music, facilitating new creations and insure transnational mobility of female artists: composers, performers, authors, poets of our time and of our cultural heritage. The MusicaFemina exhibition startet in 2018 in the imperial garden of Schönbrunn in Vienna. During two months of exhibition 56.000 guests enjoyed the music of more than 100 female composers from all over the world.

**And now: lets develop a visual identity
!**





HEROINES OF SOUND FESTIVAL

A large teal circle is centered on the page, serving as a background for the logo.

female:pressure★★★★★

BTHVN



bthvn2020.de # bthvn2020

2020

Beethoven neu entdecken.

Creating Objectives – General and selective

Depending on the programme / the festival / the concert series / you want to participate

Examples for Objectives

- Make a contribution towards gender balance awareness in society, confronting different national contexts, and contribute to a dialogue for a more equal society.
- Trigger a debate on the development of cultural policies on gender equality, equal payment and other gender-related issues, based on analyses, good practices and recommendation.
- Imagine new business model in practice (royalties, publishing, etc.) and new business model recommendation for European artists and the European cultural sector.
- Provide the European audiences with opportunities to reflect on gender equality issues through art.
- Provide European audiences with new knowledge about the creativity of the “forgotten half” of society, and invite the audience to experience Europe’s history through another angle.

Create a strict time table for your festival / project

Depending on the programme / the festival / the concert series / you want to participate

Categorize activities into

- Dissemination and communication
- Media and communication
- Performances / concerts
- Exhibitions / publications

Create responsibilities

Create Communication rules among the team members

- All e-mails between the partners :
Subject: title / Activity Number
- Dropbox exchange
- Monthly skype meeting
- Each activity has to be documented,
- in advance: take care of foto, social media, documentwrtion
- include all the logos of your sponsors in the report papers

Some basic rules before you start

Read contracts carefully

Ask for all terms you don't understand

A contract is a way to get along with your partners

Ask lawyers

Don't take a contract for granted – you always can ask for omissions and changes

Build up good relations with the team members, so that she / he will inform you of further options

Learning about

- Contracts
- Copyright /
Urheberrecht – cannot be sold
- Mechanical rights
- Creative Commons
- Royalties
- Membership at Performing Right
Societies (PRS)
- Library Music

Talking on money

Creating a budget

Basic information on accounting

Creating invoices including time lines and contracts

How to acquire fundings

- national / regional / city fundings.
- Special foundations for women 's culture, for NS exiled culture, human rights, for gender equality, for cultural heritage etc.
- EU fundings several programmes
- Foundations for projects, publications, advanced training, scholarships, residencies, ateliers etc.
- Special groups as roma, sinti, immigrants, prisoners, refugees etc.
- By political parties, private persons, Eu commission, governments

One of the best ways to acquire funds:

(How to) fund a Verein / NGO / Legal entity

Statutes / mission /charitable status

Steps to be taken:

Asking for/getting information about possible funding opportunities from your ministry of foreign affairs, EU advisory desk, embassy (located in your country of destination) or, when applying, national cultural institutes

Getting information from cultural information platforms or offices at an international, national or local level; music information centres, associations of authors, architects, musicians, composers etc.

Searching for private foundations and their funding principles

Checking with your city or region whether there are special funding schemes related to your project / your task / target group / Eu desk

Asking advice to friends or contacts who may have participated in a project in your country of destination;

Participating or even founding a network using crowd intelligence

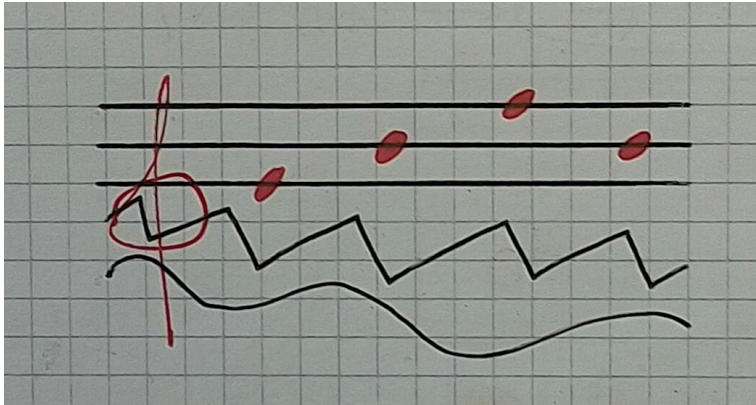
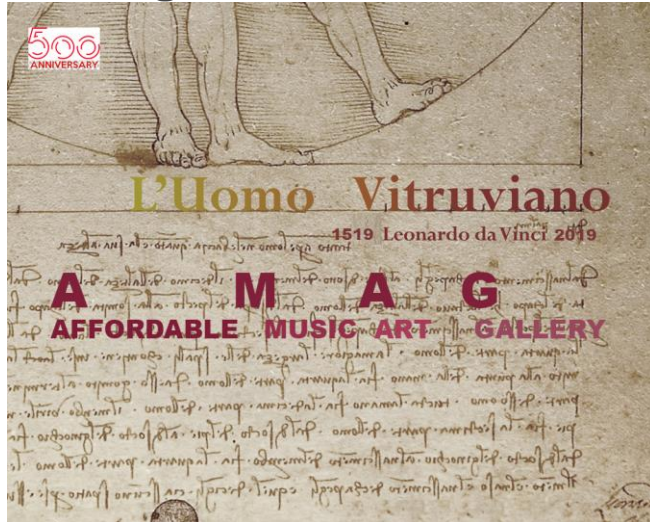
Getting funds through a crowdfunding platform.

Tasks to be fulfilled by the students

- Develop a visual identity
- Write a CV, 10 lines, addressing your target audience
- A show case festival
- Salzburg festival
- Breakdance festival
- Inclusive festival
- ...
- Create 3 to 5 Objectives

Depending on the programme / the festival / the concert series / you want to participate

Visual Logos and festival ideas by the students



Organizing and Management

Main Teammembers



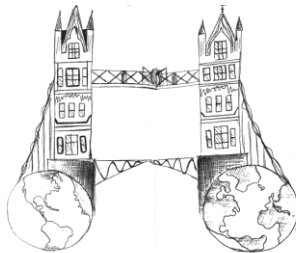
Daniel, Leonardo, Davide

Who's who

(Still in work)

«Cultural Bridge» Festival

Cultural Bridge festival



Lugano

2021

Thoughts and Concept writing

of

Davide, Leonardo and Daniel

Affordable Music Art Gallery (AMAG) is an Italian Festival that brings music and contemporary art and dance together, creating a new concert experience. Founded in 2019, on the 500th anniversary of Leonardo da Vinci's death – the Renaissance genius that resided twice in Milan, leaving masterpieces such as *The Last Supper* and the famous portrait *The Musician* -, it will take place every year in Milan from 15th April, World Art Day, till 21st June, European "Fête de la Musique", addressing from the very beginning the young generations to provide them occasions to approach classical music as well as opportunities of cultural exchange of high personal significance.

How to offer a project to the radio

- Be convinced of the quality of the music
- Brilliant and extra ordinary in layout, booklet, graphic work, text
- Check available programmes and their structures
- Check ebu music structure mus.ebu.ch
- Make use of existing structures and try to change / broaden them slightly

Create an idea every day for one month

Result student A

Jan 12th

dress to impress the audience (e.g. copy the exact dress wore by people in the paintings)

Jan 13th

Sponsor the posts on social media so that more people can see the festival's contents

Jan 14th

Create presentation videos of people in the team

Jan 15th

Let the performers themselves do a promotional video of the concert they're taking part in

Jan 16th

Let the artists mingle with the audience even before the concert

Jan 17th

Distribute flyers in the most important metro stations of the city

Jan 18th

Do an introduction of the concert

Jan 19th

As an introduction, read some passages from a novel that can inspire the audience

Jan 20th

Speak with a low voice to present the program

Jan 21st

Act out the story of the background of the composition

Jan 22nd

Let the audience rate the concert

Jan 23rd

Let the audience clap/applause wherever they want

Jan 24th

Let the audience complain if they don't like the concert

Jan 25th

Whisper whenever addressing the audience

Jan 26th

Hypnotize the audience

Jan 27th

Project images on the wall behind the artists

Result Student B

Jan 28th

Project images directly on the bodies of the artists

Jan 29th

Multisensorial concert (spray perfumes in the hall)

Jan 30th

Let the audience sit on cushions on the floor

Jan 31st

Let the audience lie down

Feb 1st

Let the audience turn the pages to musicians

Feb 2nd

Don't use electric lights, just candles

Feb 3rd

Confiscate all the smartphones during the concert

Feb 4th

Play the movements of the pieces backwards

Feb 5th

Project a silent film during the concert

Feb 6th

Let the audience draw sketches during concerts

Feb 8th

Play the concert in another room

Feb 9th

Include some comics gags between the pieces

Feb 10th

Light the room/hall with all the smartphones' flashlight

Feb 11th

Play leaving the metronome sound on

Feb 12th

Play and then discuss and explain to the public what went well and what went wrong from a technical musical point of view

Student C

January 11 play out of tune purposely
January 12 play from behind the audience
January 13 play a piece in silence, miming the note
January 14 play wrong notes purposely
January 15 let the audience chose the piece order
January 16 let the audience chose the encore
January 17 let the audience be on stage
January 18 bandage the audience
January 19 give audience earplugs
January 20 play a concert like in "silent disco"
January 21 play all the concert behind a tarpaulin
January 22 give the audience a strange and obligatory dress code
January 23 play with the audience, like clapping or singing
January 24 play a small pieces before the concert
January 25 play while the audience leaves the concert hall
January 26 play dancing
January 27 let the audience move and even dance
January 28 ask the audience if they liked the piece we just play
January 29 select one person from the audience to be the conductor
January 30 explain the pieces that will be played
January 31 play backwards compared to the program
February 1 play on your knees
February 2 play with a mask
February 3 play in total darkness
February 4 play with a play of lights
February 5 play the same pieces several time, every time in a different way
February 6 organize a flash mob with the audience
February 7 play the same pieces on different instruments
February 8 stop the performance abruptly
February 9 be aggressive with the audience
February 10 talk loud while on break
February 11 play with sports gear

CORONA CRISIS IDEAS

As for the last task we asked ourselves:

What kind of music is relevant and gives an answer to burning questions:

- .Music connected to sustainability and to climate crisis#
- Music on pacifism and gender equality
- Music on Black lives matter
- How to YouTube in Corona Times

Methods of Evaluation

Tasks to be fulfilled:

Mission Statement of your project

Visual Identity of your project

One month - evry day an innovative idea for your performances

Ideas on competitions

Corona Crises Ideas presented in word and videos