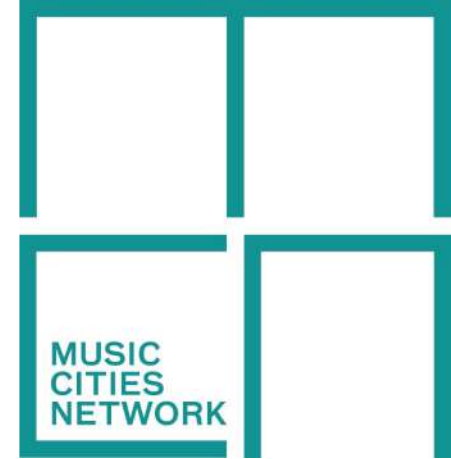


MUSIC CITIES NETWORK

– a presentation

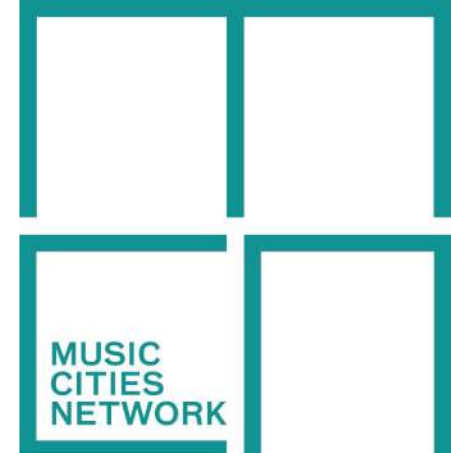
Bergen | 12.09.2018

AGENDA



1. Music Cities - How it all began
2. Insights into the Music City Aarhus
3. Insights into Music City Hamburg
4. Music Cities Network - Agenda & Goals
5. Coming to Bergen

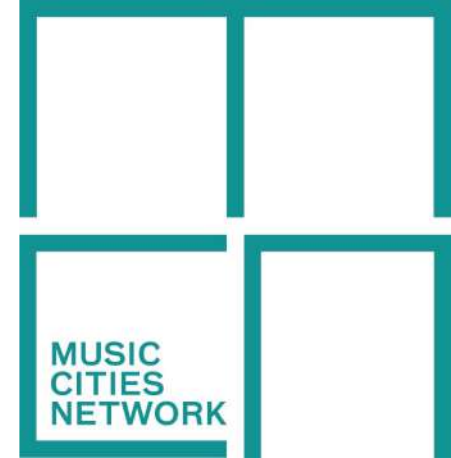
Defining Music Cities



- Community of any size with a vibrant music economy
- Beginning with artists and musicians
- Home to a broad range of professionals who support artist entrepreneurs in their career development
- Containing spaces for education, rehearsal, recording and performance
- Foster a live scene with an engaged and passionate audience

(Mastering Of A Music City, 2015)

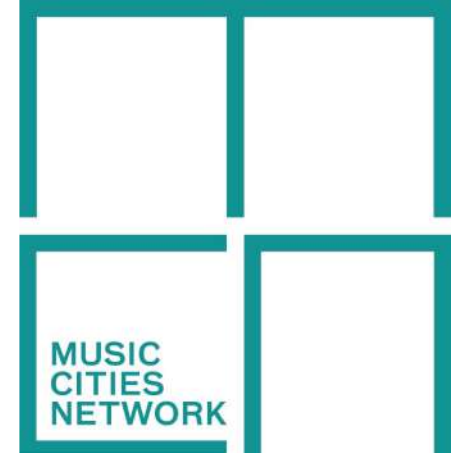
Key Elements of a Music City



1. Artists and musicians;
2. A thriving music scene;
3. Access to spaces and places;
4. A receptive and engaged audience; and
5. Record labels and other music-related businesses

(Mastering Of A Music City, 2015)

Key Strategies of a Music City



.. that both large and small music cities can use to grow and strengthen their music economy:

1. Music and musician-friendly policies;
2. Music Offices;
3. Music Advisory Boards;
4. Engaging the broader community;
5. Access to spaces and places;
6. Audience development; and,
7. Music tourism.

(Mastering Of A Music City, 2015)

Music City Aarhus

- connecting the dots!



..in three steps!

promus®



Step 1: The City

- 350.000 inhabitants – DK's second largest city!
- ..hereof 55.000 students
- "Young city" – average age: 37,5
- High-end work force for hi-tech industries
- European Capital of Culture 2017
- Lots of culture: museums, theatres, dance, festivals..... and
- MUSIC!

Step 1: The City

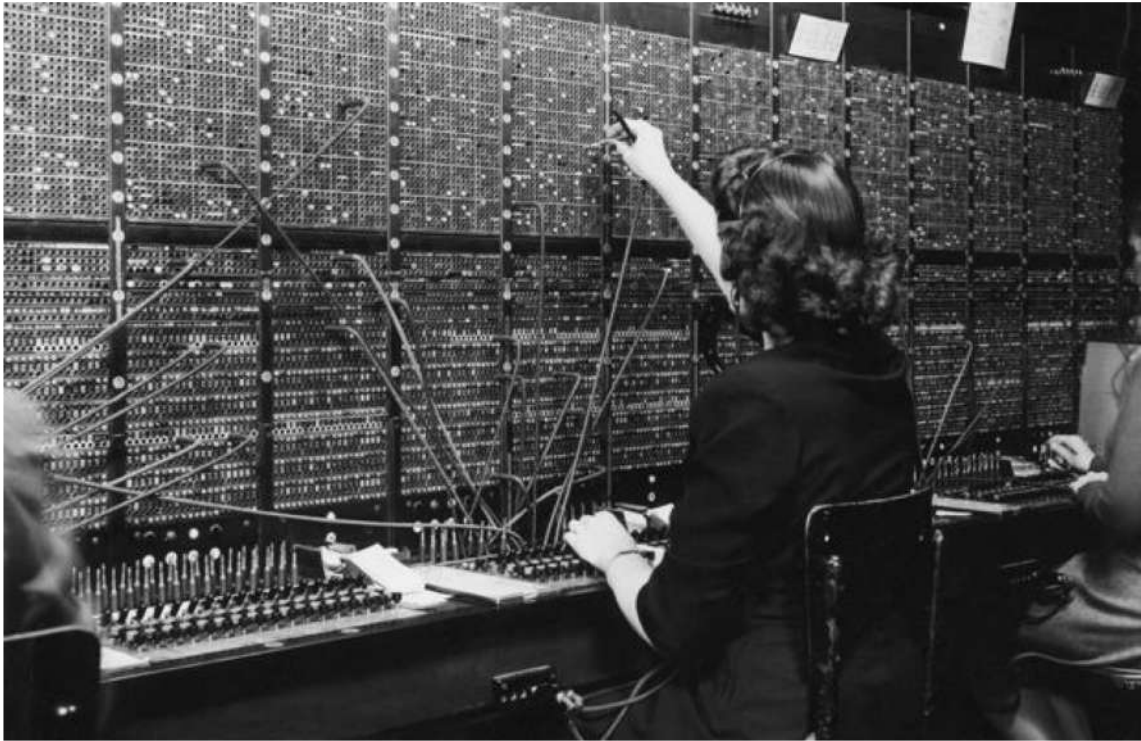
- Music is a vital part of the city's DNA
- All genres are represented – from laptop to classical
- A strong impact on the DK music scene
- A thriving music environment
- Top-class music education
- A tradition for collaboration
- We "produce" rather than "re-produce"
- A strong music infrastructure – covering all areas of the "supply-chain"!
- Music policy

Music is important for Aarhus!

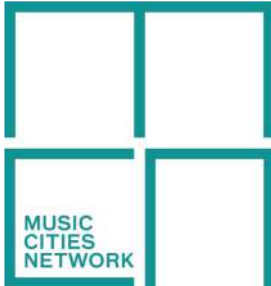
- Attracts students and an educated workforce
- It is part of the city strategy for development
- Represents an industry worth 1,8 billion DKK
- Creates jobs – 1.200 FTE + 2.500 musicians
- Attracts + 1 mill. concert goers p.a.



Step 2: ...and here comes Promus!



promus®



Connecting the community by...

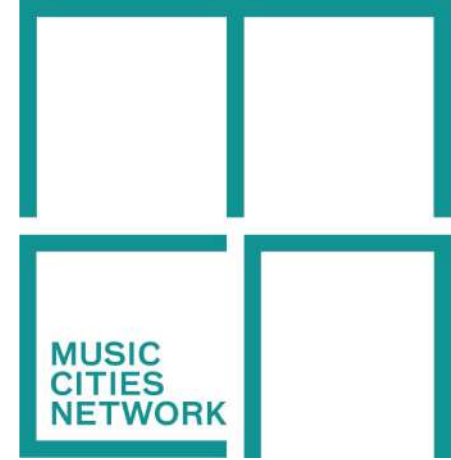
- Talent development
- Networking activities
- Sharing of knowledge
- Mentoring program
- Step-stone for talent
- Music business development
- Business training
- And BTW: Inspired by BRAK

Step 3: Networking!

- Conference organizer – SPOT+
- Collaboration with other music organizations and the music business
- MUSIC CITY AARHUS
- MUSIC CITIES NETWORK

promus[®]





Let's talk about Hamburg...

Step 1: The City

- 1.8m inhabitants
- One of the most dynamic regions for creative industries in EU
- An established hub of the music industry
- Attracting both artists and music business professionals
- Hosts the complete music business value chain
- 3.491 music business companies
- Over 17.234 employees

Step 2: Music Industry Framework

- Not only one organisation
- Hamburg's music industry is fragmented
- Different organisations for the various target groups:
 - Hamburg Music, RockCity Hamburg e.V., VUT Nord, Clubkombinat, Landesmusikrat Hamburg, Musik von der Elbinsel, Jazz Büro, PopKurs

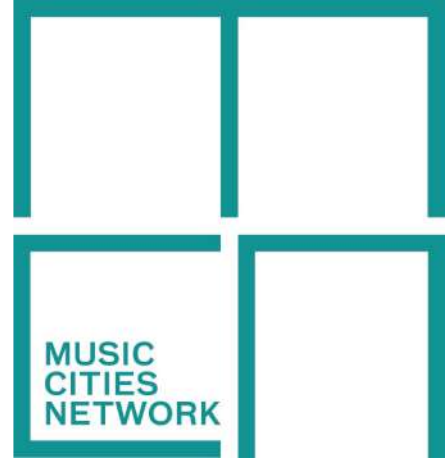


Step 3: Networking

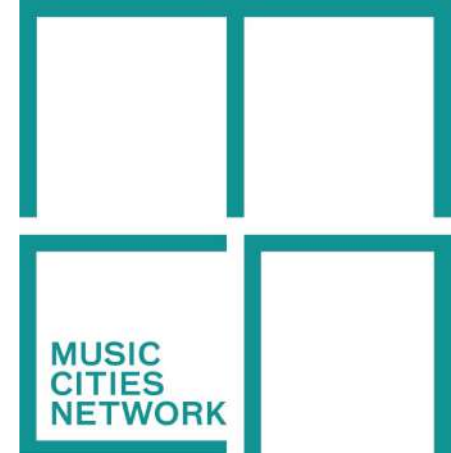
- Netzwerk Musikstadt Hamburg
- Reeperbahn Festival
- Hamburg Haus @ Reeperbahn Festival
- Elbjazz, Überjazz, Dockville Festival
- Learning from others, enabling the ideas and projects through the **Music Cities Network**

We all should not forget..

- Music is culture
- Music is art
- Music is identity
- Music is the "soundtrack of our lives"
- Music is our social glue
- Music is also a business
- Music is "a trademark"



The challenges for all of us..

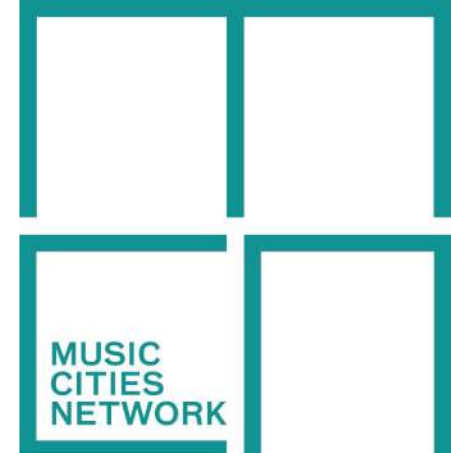


- Globalization & digitalization – creates both opportunities and challenges
- To get decision makers and politicians to sustainably acknowledge that music is "need to have" - rather than "nice to have"!
- To create more business opportunities locally and also internationally
- To secure affordable production- and rehearsal facilities
- To keep the city attractive for new talent!
- The world is now our market place

→ These challenges made us start to work together

Music Cities Network

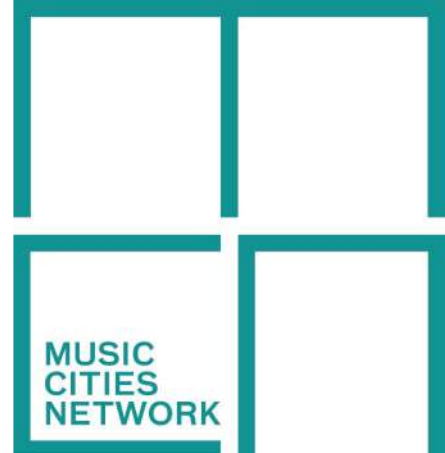
How did it start?

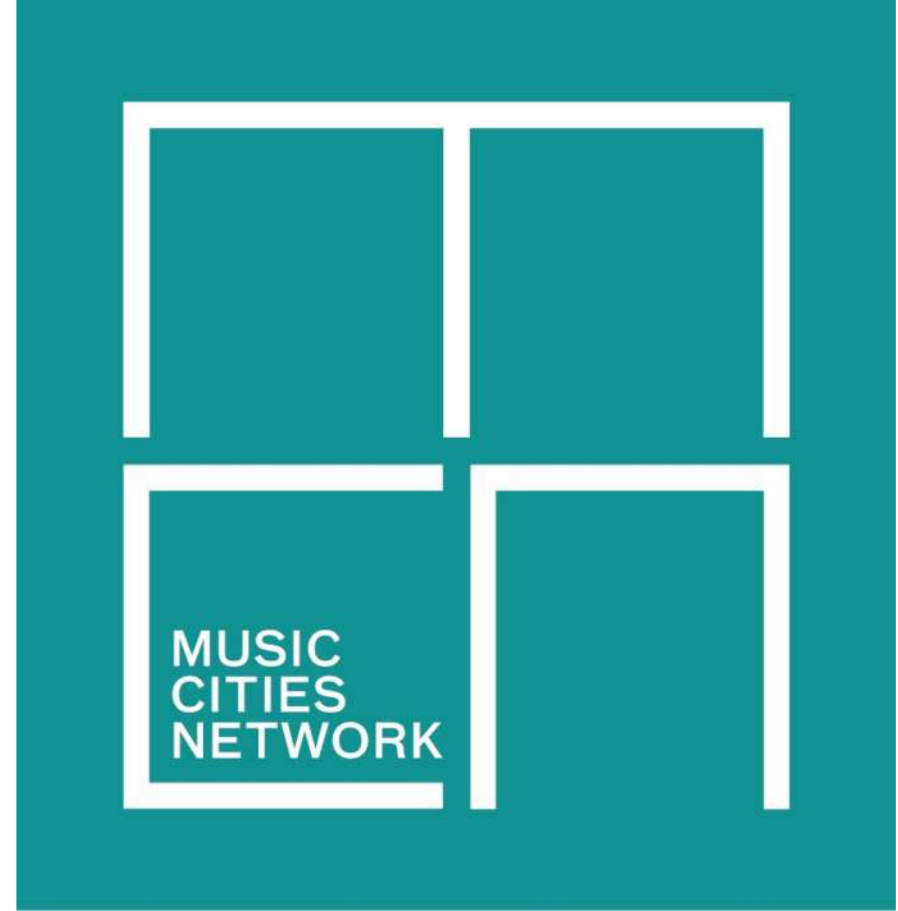


- started in Brighton on May 17 2016 by the Cities of **Aarhus, Hamburg and Sydney**
- initiated by Sound Diplomacy and the Hamburg Music Business Association.
- **The Music Cities public/private network** dedicated to make cities **wealthier, healthier, more livable** and **international** through music.

MEMBER CITIES

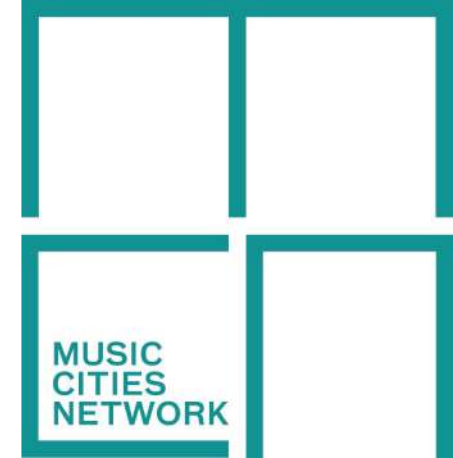
1. Aarhus, Denmark
2. Berlin, Germany
3. Groningen, Netherlands
4. Hamburg, Germany
5. Nantes, France
6. Sydney, Australia





GOALS & AGENDA

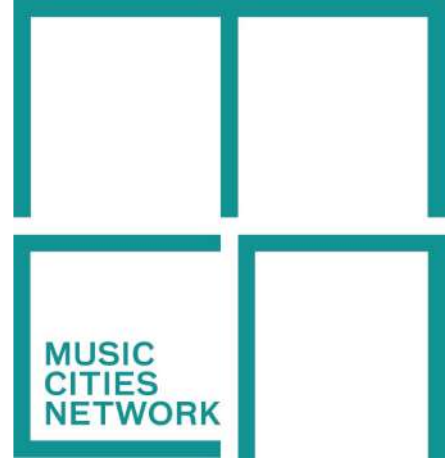
GOALS



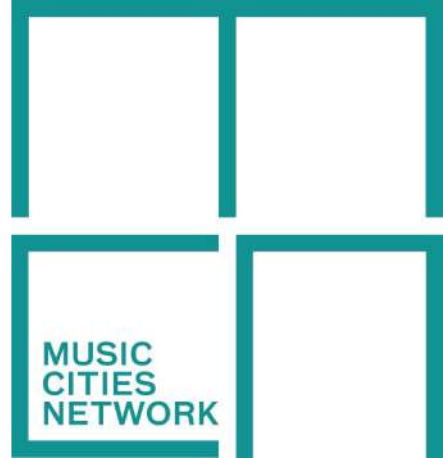
GOALS	Knowledge Exchange, Research & Policy	City, Artist & Business Development	City Marketing & Publicity
	Knowledge exchange	Implementing best practice charter (artists, business, education)	Project development (support & ideas)
	Collaborative research & publications	Exchange opportunities (artists, business, education)	Extended Media & PR
	Implementing best practice charter	Project development	Joint presentations at conferences/festivals
	Lobbying	Further membership advantages	

NETWORK ACTIVITIES

1. Publications
2. Workshops
3. Panels
4. Showcases
5. Project Development
 - a. Women in Music Index
 - b. Residency Programm
 - i. Artists
 - ii. Business Professionals



NETWORK ACTIVITIES



PUBLICATIONS

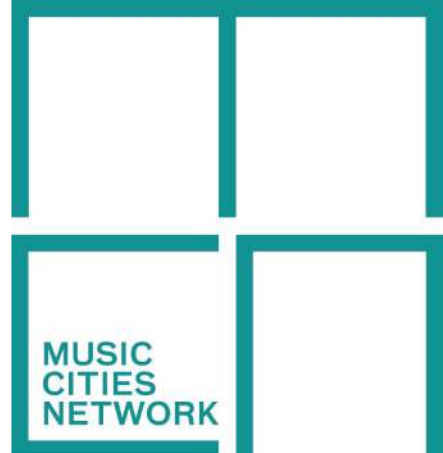
- first international Audience Development Knowledge Exchange Program between the venues and festivals



THE FUTURE OF VENUE COMMUNICATION

Study Results & Action Plan:
[Audience Development for Venues & Festivals](#)

NETWORK ACTIVITIES



Women in Music Index

- Overview of world wide initiatives for and from women in music

Search

* Click on the header to sort the column

Name	Focus	Country	City	Since	Keyword	Mission
City grants Sydney	reg	AUS	Sydney	2017	Policy	City of Sydney grants – the new introduced grants have a particular stream for funding health & safety projects. This has largely come out of a broader national conversation about the need to address sexual harassment and abuse issues in venues.
Music Victoria - Women's Advisory Board	reg	AUS	Melbourne	2015	Panel	Music Victoria is establishing a Women's Music Industry Advisory Panel to address barriers and leverage opportunities for women in the Victorian contemporary music industry and community.
Women in the Victorian Contemporary Music Industry	reg	AUS	Melbourne	2015	Report	This discussion paper considers the issues confronting women in the contemporary music industry in Victoria. It is based on a survey conducted by Music Victoria and focuses on workplace gender equality and career development.

NETWORK ACTIVITIES

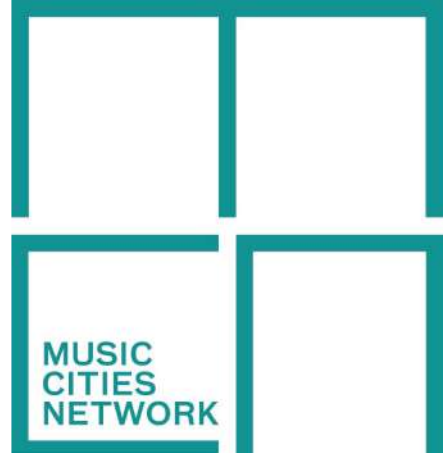
MUSIC
CITIES
NETWORK

Residency Program

- Pilot Project Urban Music Lab in Aarhus June 2018
- Second version is planned in 2019
- Funding for Hamburg version pending



NETWORK ACTIVITIES



Workshops, Panels, Showcases,
Networking Events
f.e. @ SXSW, ESNS, SPOT, RBF

**MUSIC CITIES
SHOWCASE
@ SPOT Festival
May 12th, 2018/
HeadQuarters**

20.45
Athletic Progression
(Aarhus/DK)

22.00
Ilgen-Nur
(Hamburg/GER)

23.15
9 Grader Nord
(Bergen/NOR)

**MUSIC CITIES SHOWCASE
@ SPOT Festival / May 12th, 2018
HeadQuarters**

present:

Athletic Progression
Hailing from Aarhus, Denmark, Athletic Progression is an instrumental trio rooted in Hip Hop and Jazz. While the three young Danes are openly influenced by artists such as Herbie Hancock, Yussef Kamaal, and Flying Lotus, they have a sound completely of their own, instantly recognizable and very catchy. Since making their debut a few years ago, the band has gone from strength to strength.

Ilgen-Nur
22-year-old Ilgen-Nur's song universe is a combination of classic, indie and slacker rock tunes reminiscent of artists such as Kurt Vile, Courtney Barnett and Kate Nash. She sings about teen angst and an uncertain future, but also about the nice little things in life - like wearing smudged lipstick but still feeling beautiful. Her debut EP "No Emotions" was released in 2017.

9 Grader Nord
9 degrees north of the Equator lies the exotic island Sri Lanka, where most of this eclectic band originate. With instruments such as the bamboo flute, guitar, and the cajón, 9 Grader Nord perform ragas from A to Z. Their sound is best labeled as energetic, mysterious and rhythmical. The band debuted at the Bergen festival Festsplene, and they have played numerous gigs at jazz festivals in Norway since then.

www.rockcity.de www.brak.no www.promus.dk

SPOT
The Music Cities Showcase is presented by RockCity Hamburg & V, Hamburg; Brak Bergen and Promus Aarhus - and is supported by Bundesministerium für Kultur und Medien Hamburg, Brak and Music City Aarhus & Music Cities Network.
www.musiccitiesnetwork.com

**SHOWCASE / PANEL
MUSIC CITIES NETWORK
REEPERBAHN FESTIVAL**

20th September 2018	19:00 Reception	19:30 Athletic Progression (Aarhus)	20:40 RAN (Berlin)	21:50 VOYOU (Nantes)	23:00 Inge van Calkar (Groningen)	00:10 BBXO (Hamburg)
21st September 2018	14:30 Music Cities Network Panel					

@ HAMBURG HAUS
(St. Pauli Museum, Davidstr. 17)

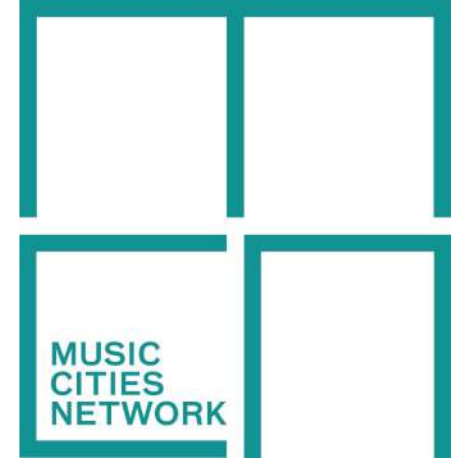
UPCOMING

MUSIC
CITIES
NETWORK

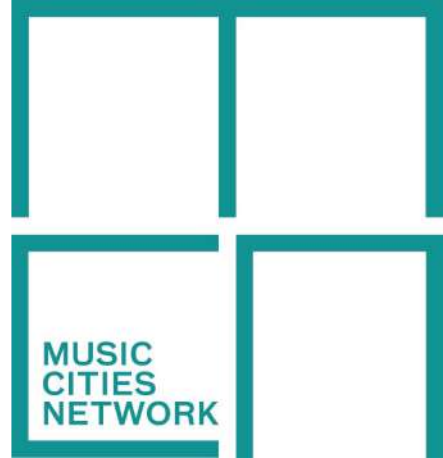
- Develop Policy Database
- Implement Residency Program for Young Music Business Professionals
- Found our Association on German law
- Meet the Music Cities Networking Events

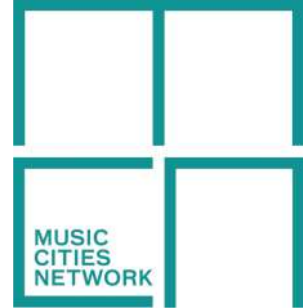


Coming to Bergen..



- A music city is defined by being “self-sufficient” i.e. having an infrastructure that can take and evolve talent from A to Z
- Hamburg, Aarhus and also Bergen are capable of this
- The cities profit from 1 on 1 exchanges, but also from all the knowledge and experiences from the complete MCN





CONTACT

**Lena Ingwersen, Project Manager
Music Cities Network &
Hamburg Music Business Association**

Jesper Mardahl, Director Promus, Aarhus

info@musiccitiesnetwork.com
www.musiccitiesnetwork.com

Music Cities Network is a cooperation between the cities of (in alphabetical order):



**MUSIC CITY
AARHUS**

Senatsverwaltung
für Wirtschaft, Energie
und Betriebe

berlin Berlin



Handelskammer
Hamburg

Gemeente
Groningen



Initiated by

IHM |



Sep 2018