



*THE COLLECTIVE QUARTET - A CONCERT CREATED AND PERFORMED BY NEW WORLD SYMPHONY FELLOWS & RAFAEL BALDWIN JOHN KESER

IMZ ACADEMY 2019

IMZ
INTERNATIONAL
MUSIC + MEDIA CENTRE

presented by **GW COSMETICS®**
passion for beauty

THE COMPLETE PERFORMER OF THE FUTURE – EMBRACING MEDIA SKILLS IN MUSIC EDUCATION

29-30 October 2019

In cooperation with and at Music + Arts University of the City of Vienna (MUK), Vienna/Austria
Supported by AEC – Association Européenne des Conservatoires

www.imzacademy.com



Co-funded by the
Creative Europe Programme
of the European Union

IMZ ACADEMY 2019: “THE COMPLETE PERFORMER OF THE FUTURE – EMBRACING MEDIA SKILLS IN MUSIC EDUCATION”

29-30 October 2019

In cooperation with and at Music + Arts University of the City of Vienna (MUK), Vienna/Austria
Supported by AEC – Association Européenne des Conservatoires

What kind of mindset and skills beyond musical excellence do classical performers need to thrive in our ever-increasing digital world and how can these be trained by Conservatoires?

This IMZ Academy establishes the importance of media skills for the next generation of musicians and explores how the music education of the future should adapt its syllabus to prepare students effectively for the opportunities + challenges of the digital realm.

LEADING EXPERTS IN THEIR FIELD EXAMINE TODAY’S MULTI-MEDIA MUSICAL LANDSCAPE AND ASSESS THE IMPLICATIONS FOR HIGHER MUSIC EDUCATION INSTITUTIONS FROM ALL ANGLES:



Peter Maniura, IMZ Academy Director, Project Director Classical Archive and Orchestras Digital Strategy at BBC Music, provides an overview of the current digital + media landscape and presents specific case studies in the use of digital + social media.



Miranda Harmer, Chair at Conservatoires UK Student Network, examines the student perspective and reflects on the positive impact of media skills on her musical career.



John Kieser, Executive Vice President and Provost at New World Symphony, shares his distinctive expertise in integrating technology + digital into master postgraduate studies and discusses curriculum considerations as well as actual training sessions.



Yury Revich, Violinist, sheds light on the artist’s standpoint and illustrates how media skills are a key component in his career strategy, using his successful social media promotion strategy for his concert series “Friday Nights with Yury Revich”.



Christopher Widauer, Head of Digital Development at Vienna State Opera, elaborates on the employers' perspectives and presents the multitude of new career opportunities for musicians trained in media skills.



Martin Zimmer, Head of Cast / Audiovisual Media at Design Department of the Zurich University of the Arts, explains how he successfully established a transdisciplinary course focusing on audiovisual media, social media and online strategies for audience engagement.

COURSE AIMS

- To outline the range of editorial and technical knowledge which a Conservatoire or University Music Department requires to promote and position itself and its students in the digital world
- To help define and develop their digital strategy and curricula for the benefit of their students
- To identify the changes in attitude and approach required from management and teachers in order to effect change
- To explore the role that digital can play in the make-up of the complete classical musician in the 21st century, acknowledging the revolutionary way that music is now made, listened to and distributed by digital networks and social media
- To share examples of best practice in digital courses for music students as an integral part of the undergraduate and post-graduate experience

DEDICATED TO

- Management staff of Higher Music Education Institutions + Universities
- Teaching staff of Higher Music Education Institutions + Universities
- Alumni and Post-Graduate students, who want to remain up-to-date on best practice in teaching

BENEFITS FOR PARTICIPANTS AT A GLANCE

- Speakers from renowned organisations share their unique insights
- Practice-driven approach to learning with real-life case studies
- Networking opportunities with international peers
- Engage + connect with the IMZ Community + AEC Network and open up potential collaborations with the music + media sector

**FIND OUT MORE AND REGISTER
AT WWW.IMZACADEMY.COM!**

THE IMZ ACADEMY IS AN INITIATIVE OF THE IMZ INTERNATIONAL MUSIC + MEDIA CENTRE

The IMZ Academy is the professionalisation initiative of the IMZ International Music + Media Centre, the international network dedicated to the promotion of performing arts through audiovisual media. With more than 150 IMZ Member companies around the world the IMZ is committed to supporting the industry by providing information, opportunities, know-how for young talent and business promotion.

www.imz.at

CONTACT

IMZ International Music + Media Centre
Stiftgasse 29 / 1070 Vienna / Austria

Katharina Jeschke
Secretary General

Ruth Pfletschinger
Deputy Secretary General

+ 43 (0)1 889 03 15
office@imz.at

www.imz.at
www.imzacademy.com

PARTNERS

