MUSIC CITIES CONVENTION

CREATING VIBRANT AND SUSTAINABLE GLOBAL CITIES

Music Cities Convention is the world's first conference focusing on the relationship between city planning, strategy, development and the music industry.

Music Cities Convention launched in May 2015 and was held alongside The Great Escape – Europe's leading festival for new music in Brighton, UK.

Initiated by The Great Escape co-founder Martin Elbourne and global music market development agency, Sound Diplomacy, Music Cities brought together top minds from municipalities, regions, academics, consultancies and the music industry.

This first sold out edition brought together cities from around the world to showcase solutions and tactics taken in cities to use the music industry – and all its variants – to improve city life. With 15 speakers from across the globe we explored issues around noise and regulation, music tourism, live music, demography and education, entrepreneurship and cluster enhancement and music industry development.

A strong music industry creates vibrant and sustainable global cities.

> **MUSIC AND CULTURE HAVE REGENERATED LIVERPOOL**
>
> Kevin McManus, Liverpool Vision

IN THE INAUGURAL MUSIC CITIES CONVENTION, WE HAD:



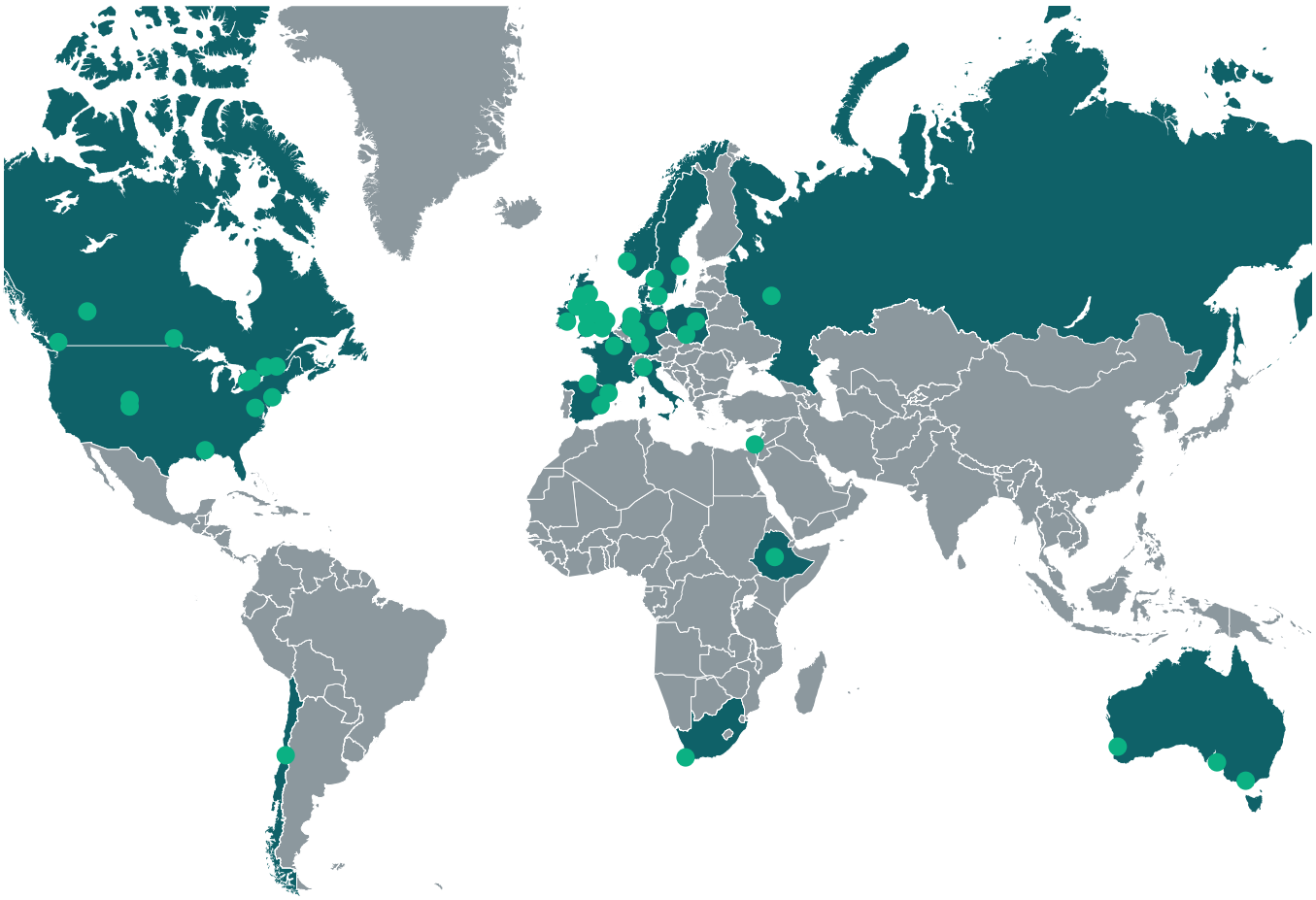




PRESENTATIONS INCLUDED:

- 'Thinker in Residence' – South Australian Government
- Agent of change in Melbourne – SLAM
- The elephant test – Music Venue Trust
- Introducing a festival concept in Addis Ababa
- Building music schools to foster entrepreneurship in townships in South Africa
- St. Paul's creative centre in Adelaide
- Groningen spends more on cultural industries than any other sector
- Using property in new ways – Groningen
- Organisation and less bureaucracy – Berlin
- People have to be allowed to make mistakes to thrive – Dave Haslam.

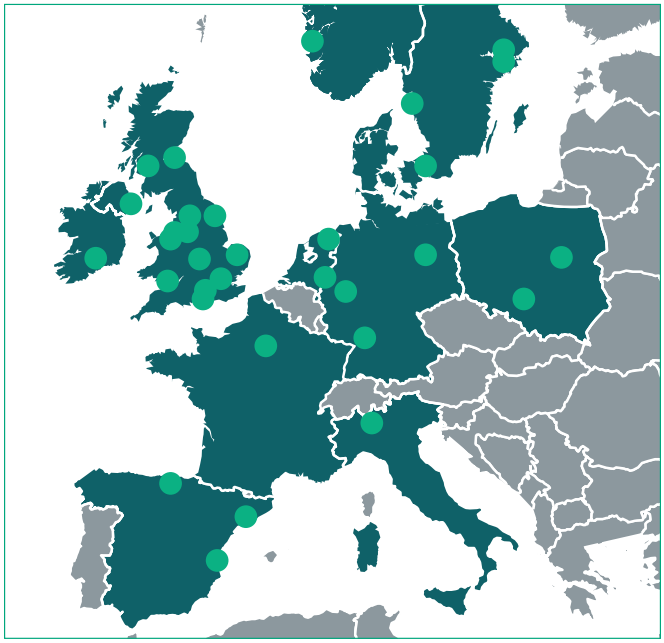
CITIES AND COUNTRIES REPRESENTED AT MUSIC CITIES



WE'RE TALKING ABOUT MAKING THE WORLD A BETTER PLACE

Dave Haslam
Author & DJ, The Haçienda

Europe in focus



SPEAKERS

- **Amy Terrill,** Music Canada
- **Becc Bates,** Arts SA Music Development Office
- **Carles Sala,** Institut de Cultura de Barcelona Barcelona City Council
- **David Grice,** Musitec
- **Dave Haslam,** Author and DJ
- **Johan Eurenius,** Selam
- **Kevin McManus,** Liverpool Vision
- **Mark Davyd,** Music Venue Trust
- **Matthias Rauch,** Mannheim City Government
- **Nico Zimmer,** Technology Foundation Berlin
- **Patrick Donovan,** Music Victoria
- **Paul de Rook,** City of Groningen
- **Sebastien Nasra,** M for Montreal
- **Teshome Wondimu,** Selam
- **Valentino Barrioseta,** Bridges for Music

Music Cities Convention brought together some of the most innovative, creative and forward thinking minds and projects across city planning, policy, creative entrepreneurship, place making and the music industry. It featured stimulating case studies from the likes of Melbourne, Berlin, Liverpool, Manchester, Montreal, Barcelona and Groningen. In addition, it featured ground-breaking new ideas in music placemaking from organisations like Selam in Ethiopia, Bridges for Music in South Africa and the Music Venue Trust in the UK. The convention became a melting pot of ideas and the ideal environment to discover and discuss new views between music and cities. As such, it outlined the economic and cultural spillover impact of music in cities, arguing that music is a wealth generator in all our cities, regardless of size or location.

The conference closed with the presentation of 'The Mastering of a Music City: Key elements, Effective Strategies and Why It's Worth Pursuing', produced by Music Canada and IFPI.

www.ifpi.org/Mastering-of-a-Music-City.php

NETWORKING

Music Cities Convention was the perfect meeting point for professionals in both planning, policy, innovation, placemaking and music industries. There were dedicated networking areas across the conference space, facilitating further exchange for the attendees.





MUSIC VENUES ARE VERY IMPORTANT TO THE OVERALL ECONOMY OF CITIES

Mark Davyd,
Music Venue Trust

DELEGATES (BRIGHTON 2015)

MARIO ANASTASIADES Middlesex University, ENGLAND
TARA AUSTIN Ogilvy and Mather, ENGLAND
JAMES BARKER Mystic Sons, ENGLAND
VALENTINO BARRIOSETA Bridges for Music, SOUTH AFRICA
BECC BATES Arts Council of South Australia, AUSTRALIA
EKATERINA BAZHANOVA On The Go Russia, RUSSIA
SYBIL BELL Independent Venue Week, ENGLAND
RUUD BERENDS Eurosonic Noorderslaag, NETHERLANDS
PAUL BONHAM Arts Council, ENGLAND
JOHN BOWNAS Croydon Council, ENGLAND
MICHAEL BRACY Future of Music Coalition, USA
PAUL BROADHURST Greater London Authority, ENGLAND
CHRIS BYE Arts Council, ENGLAND
CHRISTOPHE CASSAN Bilbao International Music Event, SPAIN
DONNA CLOSE AMP Culture, ENGLAND
SCOTT COHEN The Orchard, ENGLAND
CHRIS COOKE Unlimited Media, ENGLAND
HAYLEY COTTON Metropolis Monkey, ENGLAND
DAN CRANNITCH Arts Council of South Australia, AUSTRALIA
BOB D'EITH Music British Columbia, CANADA
MARK DAVYD Music Venues Trust, ENGLAND
PAUL DE ROOK City of Groningen, NETHERLANDS
MIZ DE SHANNON Leeds College of Music, ENGLAND
JOACHIM DE VRIES City of Groningen, NETHERLANDS
PATRICK DONOVAN Music Victoria, AUSTRALIA
PETE DYSON London Metropolitan University, ENGLAND
KRISTINA EDFELT Goteberg and Co, SWEDEN
JOHAN EGERBLADH EURENIUS Selam, SWEDEN
MARTIN ELBOURNE The Great Escape/Music Cities Convention, ENGLAND
JONN ELLEDGE City Metric, ENGLAND
JESSE ELLIOTT Colorado Creative Industries, USA
ANDREW ERSKINE Tom Fleming Consultancy, ENGLAND
GWILYM EVANS Welsh Government – Department for Economy, Science and Transport, WALES
PETER EVANS Pink Accounts, ENGLAND
SIAN EVANS Sound Diplomacy, ENGLAND
DELE FATUNLA Royal African Society, ENGLAND
SEGOLENE FAVRE-COOPER Mama Event Paris/Printemps de Bourges, FRANCE
MONICA FERGUSON The Stables – Milton Keynes, ENGLAND
HONOR FISHBURN Battersea Power Station Development Company, ENGLAND
OLAF FURNISS Musik Woche/ Wide Days Festival, SCOTLAND
MATT GLOVER School for Start-ups, ENGLAND
GERRY GODLEY Leeds College of Music, ENGLAND
MARK GORDON Generator Northern Ireland, NORTHERN IRELAND
DANIELLE GRANT City of Fort Collins, Colorado, USA
DAVID GRICE Musitec, AUSTRALIA
ROBERT HAIN City Financial, ENGLAND
PHIL HALL City Hull, ENGLAND
MICHAEL HARRIS Western Australia Music Association, AUSTRALIA
DAVE HASLAM Dave Haslam, ENGLAND
LAUREN HASSAN Doddle, ENGLAND
STEVE HIGNELL Nordicity, ENGLAND
CHRISTINA HILLENBRAND Mannheim Pop Akademie, GERMANY
PAUL HOLLOWAY City of Hull, ENGLAND
SHANE HOMAN Monash University, AUSTRALIA
PETER JENNER Sincere Management, ENGLAND
UNA JOHNSTON SXSW, IRELAND
TAMARA KAMINSKA City of Katowice, POLAND
KWENDE KEFENTSE City of Ottawa, CANADA
TILL KNIOLA City of Cologne, GERMANY
OLIVER KNUST Discos Rio Nueno, CHILE
MAUDE LAFLAMME Quebec Delegation in London, ENGLAND
ULRIK LARSSON Urbego, DENMARK
JIA PING LEE Think City, MALAYSIA
ALLAN MCGOWAN Allan McGowan Consultants, ENGLAND
KEVIN MCMANUS Liverpool Vision, ENGLAND
SEAN MCMANUS Manitoba Music, CANADA
JOSH MCNORTON Future Fest, ENGLAND
AZUCENA MICO Sound Diplomacy, SPAIN
JOEL MILLS British Council, ENGLAND
MARK MILNE Sonic Unyon Records – Hamilton, CANADA
KEVIN MOORE The Great Escape, ENGLAND
REV MOOSE The Syndicate, USA
NICOLA MORGAN Welsh Arts International, WALES
ALEX MURRAY One Inch Badge, ENGLAND
SÉBASTIEN NASRA M for Montréal, CANADA
MATT NEWBY London Borough of Newham, ENGLAND
SAM NICHOLLS Leeds Beckett University, ENGLAND
ALF OLOFSSON Raw Power, SWEDEN
CHRIS PENN Ace Hotel Shoreditch, ENGLAND
CRAIG PENNINGTON Liverpool International Festival of Psychedelia, ENGLAND
DOUGAL PERMAN Scottish Music Industry Association (SMIA), SCOTLAND
ALEXIS PETRIDIS The Guardian, ENGLAND
JORDI PUY CAMPAS Sound Diplomacy, SPAIN
MATTHIAS RAUCH Clustermanagement Musikwirtschaft – City of Mannheim, GERMANY
AMANDA RICHARDS Welsh Government – Department for Economy, Science and Transport, WALES
JOHN ROSTRON Swn Festival, WALES
CARLES SALA City of Barcelona, SPAIN
FREDRIK SANSTEN City of Gothenburg, SWEDEN
NINA SCHNEIDER Mannheim Pop Akademie, GERMANY
SHAIN SHAPIRO Sound Diplomacy, ENGLAND
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PHILIPPA STARNS Spafax, ENGLAND
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AMY TERRILL Music Canada, CANADA
JULIAN WALL Pledge Music, ENGLAND
HUBERT WANDJO Mannheim Pop Akademie, GERMANY
BEVERLY WHITRICK Music Venue Trust, ENGLAND
SIMON WICKS The Planner Magazine, ENGLAND
CHARLOTTE WIKING Swedish Music Hall of Fame, SWEDEN
EMMA WILSON Cathedral Group, ENGLAND
TESHOME WONDIMU Selam, SWEDEN
BEN WRIGHT Design Studio, ENGLAND
JACOB WYATT Indie Kitchen, ENGLAND
KEITH WYATT Indie Kitchen, ENGLAND
CHRIS WYNTERS Alberta Music, CANADA
GREY YEOH British Council Malaysia, MALAYSIA
ALISON YOUNG The Stables – Milton Keynes, ENGLAND
DREW YOUNG Sound Diplomacy, USA
NICOLAS ZIMMER Technologie Stiftung Berlin, GERMANY

SPONSORS

Thank you to our sponsors, Music Canada and the Québec Government Office in London for their generous support.

PARTNERS

We are also grateful to our partners who help make Music Cities Convention a reality.

COMING SOON

The next Music Cities Conventions are:

October 25 2015
Georgetown University,
Washington, DC.

May 18 2016
Brighton, UK

Tickets for both events are available here

CONTACT US

Please feel free to get in touch with us regarding any Music Cities inquiries.

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