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KA2 Cooperation for innovation and the exchange of good practices

KA202 - Strategic Partnerships for vocational education and training

“MUSA - European young Musicians soft Skills Alliance”

Grant Agreement N. 2020-1-IT01-KA202-008397

CALL FOR APPLICATIONS

“Cross-Fertilization Among the Arts”

One-week workshop, residency and concerts in Portugal from October 24-31, 2021, for developing musicians’ entrepreneurial skills

OVERVIEW ON THE MUSA PROGRAMME

MUSA - European young **MUSicians soft Skills Alliance** is a two-year **innovative European project of professional training dedicated to young string quartets** composed by musicians aged 20-35, who focus on the classical chamber music repertoire.

The project aims at providing young string quartets with **knowledge, skills and competences of entrepreneurship** which are generally absent in their curriculum, although fundamental for their professional career. The selected quartets will have the unique opportunity to take part in the workshops for free. Travel expenses, as well as meals and accommodation will be covered.

The project is ideated by Le Dimore del Quartetto and led in partnership with **IED Istituto Europeo di Design** (Italy), **ASK - Research Centre of Università Bocconi** (Italy), **experimentadesign** (Portugal), **ProQuartet** - Centre européen de musique de chambre (France), **Ferme de Villefavard** en Limousin (France).

MUSA is co-financed by the **Erasmus+ programme** of the European Union.

The project also includes the following associated partners that have expressed their interest and support for the initiative: Accademia Musicale Chigiana, Associazione Dimore Storiche Italiane, Borletti-Buitoni Trust, Câmara Municipal de Mafra, Centro di Musicologia Walter Stauffer, Europa Nostra, European Chamber Music Teachers Association, European Historic Houses, Fondazione Cariplo, Fondazione Giorgio Cini, Fondazione Monzino, Fondo Ambiente Italiano, Fundação EDP | MAAT, Palácio Nacional de Mafra, Philharmonie de Paris, Si-Yo Music Society Foundation, String Quartet Biennale Amsterdam, UK Historic Houses.



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The MUSA programme aims to boost young professional string quartets' careers and visibility: all the involved organisations have been chosen in order to guarantee the best specialised training and to offer interesting future job opportunities to the selected musicians. The MUSA programme is made up of three main European stages:

Milan (Italy), from September 26th to October 2nd, **The String Quartet image strategy**, curated by Le Dimore del Quartetto and IED - call for applications launched on November 30, 2020.

This Program, including Workshops, Residency and Concerts, is aimed at building or improving the string quartet image. It focuses on the identity and style of the quartet, including taking and selecting great images and the fundamentals of social media communication, with the objective to enhance the brand awareness of the quartet and promote their music and performances. At the end of the programme the musicians will receive professional photo/video materials and style guidelines.

String quartets will be trained by IED teachers and experts, photographers, video-makers and fashion professionals. Residencies and concerts will take place in Historic Houses in Lombardy.

Lisbon (Portugal), from October 24th to 31st 2021, **Cross-fertilisation among the arts** curated by experimentadesign - call for applications will be launched on the 21st of June 2021.

This Program, including Workshops, Residency and Concerts, explores the relationship between music and other cultural fields, such as architecture design and art in order to enhance the musicians' profile and career opportunities. More specifically, it focuses on the relationship between sound and space with architecture; light design and public performances; product design and the creation of musical instruments; interconnections between classical music and contemporary art; graphic design; sound design and new sound applications through cinema, theatre, performance and art.

String Quartets will be trained by professionals from each creative area, including artists and performers; graphic, product, space and sound designers; architects, media and communication experts. Residencies, workshops and concerts will take place at the National Palace of Mafra and MAAT museum in Lisbon.

Villefavard en Limousin (France), from April 30th to May 8th, 2022, **Recording and Market Distribution, Physical and Mental Preparation** curated by ProQuartet and La Ferme de Villefavard - call for applications will be launched in November 2021.

This Program, including Workshops, Residency and Concerts, concerns topics such as: recording of a piece of music; market distribution and copyright regulatory framework related to labels, innovative multimedias, distribution, marketing; mental and physical preparation. Through the help of an artistic consultant and a sound engineer, during the Recording Workshop musicians get more aware of the context in order to adapt the choice of the



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repertoire and their interpretation, and to understand the technical issues for a professional recording.

The physical and mental preparation workshop includes exercises related to mindfulness, neurosciences and body awareness with yoga postures; it also explores how to deal with stress, how to get individual and collective motivation, discipline and positive thinking, and how to have better communication among the quartet.

Workshops, residencies and concerts will take place at La Ferme de Villefavard.

All the activities will be held in English.

Please find the complete information on www.ledimoreedelquartetto.eu/musa

The selection for the programme in Portugal is now open. Please note that each quartet can apply to all the programmes.

INNOVATIVE TRAINING COURSE IN THE MUSIC SECTOR IN PORTUGAL Cross-Fertilization Among the Arts, curated by experimentadesign

For this second workshop and residency programme, an Artistic Committee formed by Le Dimore del Quartetto, ProQuartet and experimentadesign will each pre-select 3 young professional European string quartets that particularly want to explore new territories encompassing the fields of art, design and architecture, in direct articulation with music. The main objective of the workshop is to:

- Explore new fields of interaction between the contemporary panorama of these different disciplines and their intrinsic or singular relationship with classical music.
- Create fertile ground for experimentation and critical thought in order to equip participants with new knowledge, tools and skills.
- Consolidate a network of contacts, exchange ideas and other perspectives in the scope of individual and collective creation, through interactions based on the creation of knowledge and learning.
- Reflect on the dichotomy between classical and contemporary frameworks and their potential for developing new creative approaches and solutions.

Simone Gramaglia (violist of the Quartetto di Cremona and artistic director of Le Dimore del Quartetto) screens the last-phase applications and selects the 4 quartets that need and deserve to benefit the most from the programme.

The Workshop will take place in Mafra and Lisbon between October 25 and 29, 2021, and the quartets will explore subject areas intrinsically connected to culture, in almost all of its aspects, which will supply them with new tools and work methodologies that can be applied in their future careers. It will involve carefully selected professionals within fields of the arts, including artists, scenographers, curators and directors, the field of graphic, product, space and sound design; architecture, who will equip the quartets with innovative approaches



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towards their work through new collaborations that will increase their ability to prevail in their careers.

Musicians will also benefit from a one-week Artistic Residency (from October 24 to 31, 2021) at the National Palace of Mafra and Fundação EDP | MAAT museum in Lisbon. The Artistic Residency is the perfect non-formal learning context to enhance, aggregate, consolidate and put into practice the knowledge, know-how and skills that will be transmitted during the different modules of the Workshop. Participants will have the opportunity to exchange information and ideas, debate concepts, draw conclusions and reach decisions, allowing them to better apprehend the intersection of other cultural and creative subjects with music through exercises of discussion and creation between themselves, and not only through the interventions of the invited professionals. The residency also provides essential time for the development of the two performances, which will be a direct product and reflection of their own understanding of what they learn throughout the programme.

The programme will also include two multiplier events / performances: the first will be on the fourth day of the workshop and will take place at Fundação EDP| MAAT (the Museum of Art, Architecture and Technology) in Lisbon, and the second at the National Palace of Mafra, after the workshop has ended. These concerts are part of the training programme, since they allow musicians to put into practice what they have learned in the Workshop and Residency context. They therefore should not be understood as paid concerts.

BENEFITS FOR THE SELECTED STRING QUARTETS

- Free access to the 5-day workshop curated by experimentadesign (with accommodation, meals and travel expenses covered).
- One-week residency at the National Palace of Mafra and MAAT museum in Lisbon.
- Development of transversal skills useful for the ensemble career path and personal growth.
- Exchanges with arts professionals and other string quartets.
- Enhancement of professional and personal international network.
- Visibility within a European project that involves important partners in the arts field.
- Opportunities to perform in renowned cultural cities.



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LOGISTICAL INFORMATION

Travels, accommodation and meals are organised by experimentadesign, in accordance with the selected string quartets and the partner organisations. Accommodation will be provided in single or double rooms.

Once selected, the participating string quartets will receive a detailed programme.

experimentadesign needs to justify travelling costs by invoices and/or regular receipts: it is therefore highly recommended that all the quartet members move together by plane, train or bus.

ELIGIBILITY, APPLICATION PROCESS AND PROGRAMME RULES

Eligibility

- The MUSA Workshops and Residencies are exclusively addressed to String Quartets.
- The Call is open to ensembles formed by musicians of the following nationalities. Please find below the list of European Member States and all other States that are eligible to benefit of the Erasmus+ Programme 2020:
Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lichtenstein, Lithuania, Luxembourg, Macedonia, Malta, The Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden and Turkey.
- The age of each member of the quartet must be between 20 and 35 years old in June 2021.
- Participant musicians plan to develop their music career as members of a string quartet: in June 2021, the string quartet must be the main focus of their professional life.
- Participant quartets should plan to keep the same four members over the following years.



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Application process

Applications must be sent by email to info@ledimoreedelquartetto.eu **no later than Tuesday, July 6th 2021 at 11.59 pm**, specifying in the email subject “APPLICATION FOR MUSA - JUNE 2021 - *NAME OF THE QUARTET*”.

Applicants must submit the following materials:

1. Professional CV of the quartet, with description of studies and career path.
2. Motivational letter (max. one page) that justifies the training needs of the quartet to deepen the specific topic and indicates why the Artistic Committee should select you.
3. Links to videos (not older than two years).
4. Pictures that well represent the quartet, indicating when they have been taken.
5. Links to website and social media (if any).
6. Identity document of each member in order to prove the dates of birth, nationalities and residential addresses.
7. Any additional attachment / information useful to evaluate the application.
8. Expression of interest (if any) for the other programmes in France (May 2022) - please specify on your application email in which programmes your quartet is interested (in order of preference).

Please find the complete information on the MUSA programme on

www.ledimoreedelquartetto.eu/musa

If you are sending large attachments, please use WeTransfer and incorporate the WeTransfer link in the application email.

Please note that incomplete applications will not be taken into consideration.

Programme rules

The results of the selection process will be communicated to all the applicants by the 29th of July 2021. We will ask the selected quartets to confirm their participation within 7 days from the official communication of selection. Please note that, once confirmed their participation, musicians cannot withdraw from the programme, unless it is for justified health reasons. In case of annulment of their commitment after having confirmed, the quartet will pay a penalty equal to € 1200.

By submitting their applications, all the quartets' members confirm to have carefully read this call for applications and the MUSA programme rules, and to accept all the conditions specified therein.



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For any doubts or questions, please do not hesitate to contact us at info@ledimoredelquartetto.eu specifying the email subject “INQUIRIES FOR MUSA - NAME OF THE QUARTET”.

A MUSA Q&A Zoom call for clarifying any doubts is scheduled for June 30th, 11:30 am GMT+2 time, please find the link below: <https://us02web.zoom.us/j/83845477137>
If you would like to join this call, please confirm your presence to info@ledimoredelquartetto.eu by June 28th, 2021.

We will be glad to get in touch with you!



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APPENDIX - DESCRIPTION OF MUSA ORGANISATIONS

Le Dimore del Quartetto www.ledimoredelquartetto.eu

Le Dimore del Quartetto is a cultural enterprise that supports international young string quartets at the beginning of their career and enhances the European artistic heritage in a circular economy.

Thanks to a consolidated network of historic houses, ensembles and partners in the fields of music and artistic heritage, Le Dimore del Quartetto manages and organizes: residencies and concerts in historic houses and other places of cultural interest; festivals and travel itineraries aimed at discovering and enhancing the territories, the local heritage and chamber music; masterclasses and training programs for musicians; educational projects for primary and secondary schools and universities; team-building activities for companies.

In 2017 Le Dimore del Quartetto was presented at the Italian Chamber of Deputies within the “Best practices of cultural diffusion” research. In 2018 won the “Cultural Innovation” Call by Fondazione Cariplo. In 2019 it received the prestigious European Heritage Award / Europa Nostra Award in the category “Education, Training and Awareness-Raising”. In 2021 it has designed a cultural itinerary of music and conversations that will lead to the installation of the first monument dedicated to a female historical figure in Milan, Cristina Trivulzio di Belgiojoso, on the 150th anniversary of her death.

IED Istituto Europeo di Design www.ied.edu

IED Istituto Europeo di Design is a higher education institution. The Istituto Europeo di Design was founded in 1966, product of the remarkable vision of Francesco Morelli. Today IED is the only Higher Education Institution in the creative field to have maintained a completely Italian identity over time. Every year IED launches innovative training projects in the fields of Design, Fashion, Visual Arts and Communication, developing new forms of learning and designing new models for interpreting the future.

According to this philosophy, IED assumes the identity of a research space, an open network, inclusive and active, able to teach and promote design culture for individuals and society, a place where the approach to design becomes a vehicle for social, cultural and economic transformation. The IED students experience is based on the educational concept according to which knowledge and know-how must grow together. A simple and effective idea that distinguishes the entire educational path: training students by combining theory and practice, beginning with the knowledge brought to the classroom by industry professionals and by the research requirements of partner companies. Today IED is committed to ensuring that its students will be the future new interpreters of the universal language of design, professionals able to decipher new complexities and, interacting with all disciplines, identify solutions to enhance the quality of human life.

experimentadesign www.experimentadesign.pt

experimentadesign is a Portugal-based and internationally recognized knowledge production unit acting as an active communication platform for design, architecture and project culture.

experimentadesign’s field of action is contemporary cultural production, practiced from an inclusive, multidisciplinary and transversal perspective.

experimentadesign’s activity combines critical thinking, concept development and contemporary creativity, resulting in a consistent and incisive intervention in the social, cultural and economic contexts it engages. Better known for its flagship project—the EXD Biennale—experimentadesign has built an important network of national and international renowned creative practitioners as well an indisputable



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know-how in strategic design. Strongly committed to innovation and open to new challenges and contributions, it is an enterprising work and discussion platform that views culture as a key element for sustainable development in contemporary society. With a truly international scope and vision, since its inception, experimentadesign has worked with over 50 countries, encompassing a total of 53 projects apart from the EXD Biennale.

ProQuartet - Centre européenne de musique de chambre www.proquartet.fr

For 30 years, ProQuartet has been contributing to the influence of the string quartet and chamber music. As incubator of artists of excellence, ProQuartet introduces young chamber music ensembles in four key areas: concert production and distribution, training, creation and cultural action. ProQuartet program of young French and foreign ensembles, both in emblematic heritage sites (Château de Lourmarin, Orangery Museum, Chateau de Compiègne...), and in rural areas (south Seine-et-Marne, Provence, Limousin), promoting their professional insertion and allowing the transmission to a renewed public of the classical and contemporary repertoire. Training institution, ProQuartet encourages and supports the vocation of young ensembles in search of an ideal of rigor and musical integrity, based on the idea of filiation and transmission of the grand masters. A large part of ProQuartet musical programming is devoted to music creation and innovation: commissions for new works, first world or French audition, exhumation of forgotten repertoires... In this, the association contributes to the enlargement and development of the repertoire of chamber music.

Attentive to actions in favor of sensitization to listening and to musical practice, the association aims to make music alive and accessible to all by developing an educational policy aimed at the prevented and remote public.

Ferme de Villefavard www.fermedevillefavard.com

La Ferme de Villefavard in France's Limousin region is a superb recording venue endowed with outstanding acoustics. It is located in the magnificent Limousin countryside, far from the hustle and bustle of the city. This unique, serene environment offers musicians the peace of mind necessary for their artistic and recording projects in the best environment imaginable, which provides an ideal setting for deep concentration, total immersion in work and creative activity.

The building, a converted granary originally built at beginning of the last century, was renovated by the architect Gilles Ebersolt, and owes its exceptional acoustics to Albert Yaying Xu, an acoustician of international renown whose most noteworthy projects include the Cité de la Musique in Paris, the Beijing Opera, La Grange au Lac in Evian and the forthcoming Philharmonic Hall in Luxembourg. La Ferme de Villefavard is supported by the Ministry of Culture/DRAC of Limousin as well as the Regional Council of Nouvelle-Aquitaine, the Department of Haute-Vienne and the Community of commune of Haut Limousin en Marche.

ASK - Research Centre of Università Bocconi www.ask.unibocconi.it

ASK Centre (Art, Science, and Knowledge) was founded in 2004 at Bocconi University to carry out theoretical and empirical research while promoting cultural planning and cultural institutions' management activities. The research centre focuses on activities and sectors significantly characterized by the relationship between arts and economics.

The main thematic areas of research are the following four:

- Contemporary art: art markets, contemporary art productions and institutions
- Cultural heritage and institutions: policies and management
- Cultural industries: industry dynamics and creativity studies in the fields of publishing, cinema, TV, music, new media



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- Intellectual property: rights management for arts, culture, and the knowledge society
- Recent research by ASK includes: “ Board composition and organizational performance in the cultural sector: the case of Italian opera houses ” (2018), “ Nessun Dorma: International Strategies For Italian Opera Houses ” (2017), “ Glass Cliff In Art? An Exploratory Study Of Women Artists’ Careers At Art Basel System ” (2017).