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ERASMUS+

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

“Recording & Market Distribution + Physical and mental preparation”

One-week workshop, residency and concerts in France from April 30th to May 8th 2022, for developing musicians’ entrepreneurial skills

OVERVIEW ON THE MUSA PROGRAMME

MUSA - European young **M**usicians soft **S**kills **A**lliance 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), **La 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:

**I. Milan (Italy), from September 26th to October 2nd 2021, The String Quartet image strategy, curated by Le Dimore del Quartetto and IED
- call for applications launched on November 30th 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 receive professional photo/video materials and style guidelines.

String quartets are trained by IED teachers and experts, photographers and fashion professionals. Residencies and concerts take place in Historic Houses in Lombardy.

**II. Lisbon and Mafra (Portugal), from October 24th to 30th 2021, Cross-fertilisation among the arts curated by experimentadesign
- call for applications launched on June 21st 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 are 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 take place at the National Palace of Mafra and MAAT museum in Lisbon.

**III. 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 en Limousin
- call for applications launched on November 8th 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 multimedia, distribution, marketing; mental and physical preparation.



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Through the help of an artistic counsellor and a sound engineer, during the recording workshops musicians get more aware of the context in order to adapt the choice of the 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, body awareness and 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 en Limousin.

All the activities will be held in English.

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

The selection for the programme in France is now open.

INNOVATIVE TRAINING COURSE IN THE MUSIC SECTOR IN FRANCE “Recording & Market Distribution + Physical and mental preparation”, curated by ProQuartet - Centre européen de musique de chambre and La Ferme de Villefavard en Limousin

For this third workshop and residency programme, an Artistic Committee formed by Le Dimore del Quartetto, La Ferme de Villefavard en Limousin and experimentadesign will each pre-select 3 young professional European string quartets that particularly want to explore new territories encompassing the fields of Recording, Market distribution, Mental and Physical preparation.

The programme is addressed to **3 string quartets**.

Simone Gramaglia (violinist of the Quartetto di Cremona and artistic director of Le Dimore del Quartetto) screens the last-phase applications and selects the 3 quartets that need and deserve to benefit the most from the program.

The **main objectives** of the workshop are to:

- Focus on the **process of recording** (techniques, implemented means, environment) and produce a quality recording
- Develop **knowledge and a specific vocabulary** that are useful in order to work properly with a sound engineer
- **Adapt the playing** to the space and choose the right repertoire according to the acoustic of the recording hall
- Get to know more on the **market distribution** innovative multimedia, and the copyright regulatory framework related to labels
- Get **physical preparation, body awareness and mental preparation** in order to get a better sound, reduce stress and avoid injuries



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The activities will take place in La Ferme de Villefavard en Limousin (France) between April 30th and May 8th, 2022.

Content of the programme for each Quartet:

- A common meeting with **the sound engineer** to prepare the recording sessions.
- A common workshop on **physical and mental preparation**, promoting the meeting between the different groups from the first day.
- 2-half-days **recording workshops**: recording of a demo tape of 3 to 5 minutes to be used for communication and application to competitions, masterclasses ...

The recording and technical workshops will take place in the auditorium of La Ferme de Villefavard en Limousin, recognized for its exceptional acoustics and designed by Albert Yaying Xu (Beijing Opera, Luxembourg and Copenhagen Philharmonies).

*Through the help of an **artistic counsellor and a sound engineer** (and the presence of a **video maker**) musicians get more aware of the context in order to adapt the choice of the repertoire and their interpretation, and to understand the technical issues for a professional recording.*

- Daily workshops on **physical and mental preparation**.
Participants will explore:
 - exercises related to **mindfulness and neurosciences**,
 - yoga postures (**body awareness, stretching, relaxing**).
- Periods of **exchange and discussion** on:
 - how to deal with stress; characteristics of the chamber musician's life; how to get individual and collective motivation, discipline and positive thinking; how to have better communication among the quartet,
 - individual discussions on specific quartet problem.
- **Debriefing** with the artistic counsellor and a sound engineer.
- Meeting with a **label representative** considering the new platforms and distribution channels and innovative multimedia dedicated to music.
- Focus on the **copyright regulatory framework**: distribution rights and administration, in France as well as at European level.



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One-week Artistic Residency (from April 30th to May 8th 2022) at La Ferme de Villefavard en Limousin.

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, reach decisions, not only through the interventions of the invited professionals, but also between themselves and with two sound engineer students who will assist the sound engineer. The residency also provides essential time for the development of the concerts, which will be a direct product and reflection of their own understanding of what they learn and experimented throughout the programme.

- **Concerts** and rehearsals.

The participants' concerts will take place on May 7th at 12.00pm, 3.00pm and 5.00pm at La Ferme de Villefavard en Limousin and in an other emblematic venue of the regional heritage, as part of the Festival Chambre de Printemps.

The concerts 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.

On May 6th, the Quatuor Diotima will open the Festival Chambre de Printemps with a concert at La Ferme de Villefavard en Limousin, giving the opportunity to all partners and participants to attend.

BENEFITS FOR THE SELECTED STRING QUARTETS

- Free access to the workshops and residency curated by La Ferme de Villefavard en Limousin and ProQuartet (with accommodation, meals and travel expenses covered).
- 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.
- Opportunity to perform in a concert Hall renowned for recordings (Quatuor Ebène for Warner Classic, Edgar Moreau and family for Erato, Abdel Rahman El Bacha for Mirare, Quatuor Agate, Kidgut Quartet for Harmonia Mundi...).
- Visibility within a European project that involves important partners in the arts field.



LOGISTICAL INFORMATION

Travels, accommodation and meals are organised by La Ferme de Villefavard en Limousin 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.

La Ferme de Villefavard en Limousin and the partner organisations need 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 on April 30th 2022
- Participant musicians plan to develop their music career as members of a string quartet: in April 2022, 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.

Application process

Applications must be sent by email to info@ledimoredelquartetto.eu **no later than Tuesday, November 23rd 2021 at 11.59 pm**, specifying in the email subject "APPLICATION FOR MUSA – MAY 2022 - NAME OF THE QUARTET".



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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. Please find the complete information on the MUSA programme on www.ledimoredelquartetto.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 **December 17th 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 the 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.

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 **Tuesday, November 16th at 3.00pm GMT+1 Time**, please find the link below:
<https://us02web.zoom.us/j/86735045987?pwd=dGdXTlg1eHFieVBRWXpoMi81cHY3QT09>

If you would like to join this call, please confirm your presence to info@ledimoredelquartetto.eu by Monday, November 15th noon.

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 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.



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ProQuartet - Centre européen 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.

La Ferme de Villefavard en Limousin 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 en Limousin is supported by the Ministry of Culture/DRAC of Nouvelle-Aquitaine 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
- 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).