European
young
MUsicians
soft Skills
Alliance
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MUSA - European young Musicians soft Skills Alliance is a **European project of professional training dedicated to young string quartets.** It aims at providing them with knowledge, skills and competences of **entrepreneurship** which are usually absent in their general curriculum, although fundamental for their professional development.

MUSA 2020-2022 is a pilot edition that develops in 3 different countries and explores the following topics:

1. The string quartet image strategy
Italy, September 2021

2. Cross-fertilization among the arts
Portugal, October 2021

3. Recording and market distribution, physical and mental preparation
France, May 2022

In each country, the quartets benefit of one week of **artistic residency** in historic houses or other places of cultural interest, **workshops**, and **concerts** where they can make use of the acquired knowledge and skills.

MUSA ends in **October 2022** with a final event in **Brussels**.

European young **MU**sicians soft **S**kills **A**lliance

MV SA

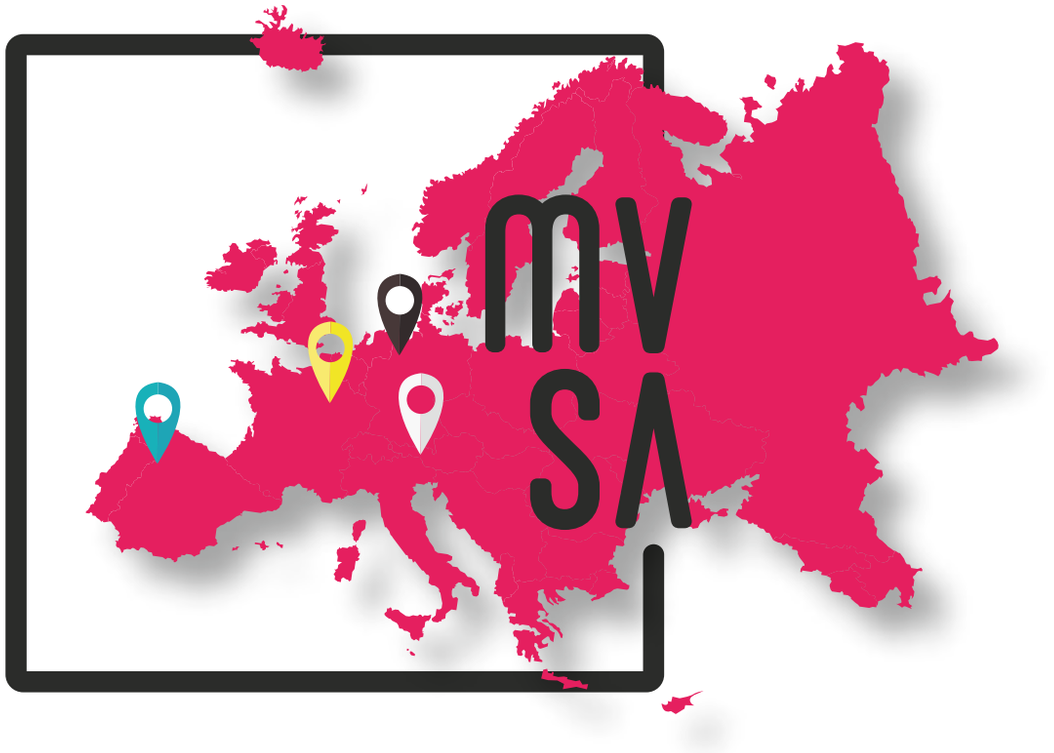
11 European string quartets take part in the project. They are composed of musicians between 20 and 35 years old, who work together and focus on the classical chamber music repertoire. The applications are evaluated by an **Artistic Committee** formed by members of the partner organisations and headed by Artistic Director **Simone Gramaglia** (Quartetto di Cremona).

The **goals** of MUSA are:

- improving young string quartets' **professional prospects**
- providing music education institutions with an **innovative training offer**
- strengthening the **relationship between music and the cultural heritage**

MUSA started in October 2020 and lasts for 25 months.
This period of time is particularly significant to develop an **innovative educational format** that can be replicated over time all over Europe. In fact, MUSA has been conceived to satisfy the need of musicians for a more complete educational background useful for their career.

At the end of the project, ASK Research Centre of Università Bocconi releases a **Handbook** for higher training programs in cultural entrepreneurship for young musicians and a **Research** on the educational and social values of European cultural heritage as economic and employment driver. In addition, a set of **Guidelines** is produced for all the organizations that in the future could embrace the MUSA format for the vocational training of young musicians.



The **partnership** is composed of:
Le Dimore del Quartetto (Italy) as Leading Organisation
ASK Research Centre of Università Bocconi (Italy)
IED Istituto Europeo di Design (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 as "Strategic partnership to support innovation".

1. ITALY | MILANO & BERGAMO
SEPTEMBER 2021

Styling: Simona Marzoli, **Foto**: Omar Sartori, **Direzione Artistica del progetto**: Bertero Projects, **Location**: IED Istituto Europeo di Design (IED Master), via G. Piranesi, 10, Milano

THE STRING QUARTET IMAGE STRATEGY

The workshop, held at IED Campus and in Historic Houses in the province of Bergamo, focuses on:

- **Image Strategy & Styling**: key considerations for enhancing the personal presentation of professional musicians and creating a memorable image identity through colour and style
- **Digital Storytelling & Communication**: an introduction to the social media landscape and how to create and curate engaging content.
- **Photography**: the fundamentals of photography, including mobile photography and posing for pictures.

The workshop is aimed at improving the understanding and the skill-set of the string quartet in regards to their public 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 capacity of the quartet to self-promote their music and performances. At the end of the programme the musicians will receive professional photo/video materials and style guidelines.

During the week of activities, the musicians are hosted in **residency** and perform **concerts** in Historic Houses part of the network of **Dimore Storiche Bergamo**.

IED

LE DIMORE DEL QUARTETTO

2. PORTUGAL | MAFRA & LISBON
OCTOBER 2021

(experimentadesign)

CROSS-FERTILIZATION AMONG THE ARTS

The workshop focuses on:

• **Understanding of Space**, the relationship between sound and space with architecture: thinking of space as a non-visible and abstract platform, a territory for communication

• **Light Design and Public Performances**

• **Product Design** and the creation of musical instruments, combining the knowledge of instrument makers with the vision of product designers

• **Interconnections** between classical music and contemporary art

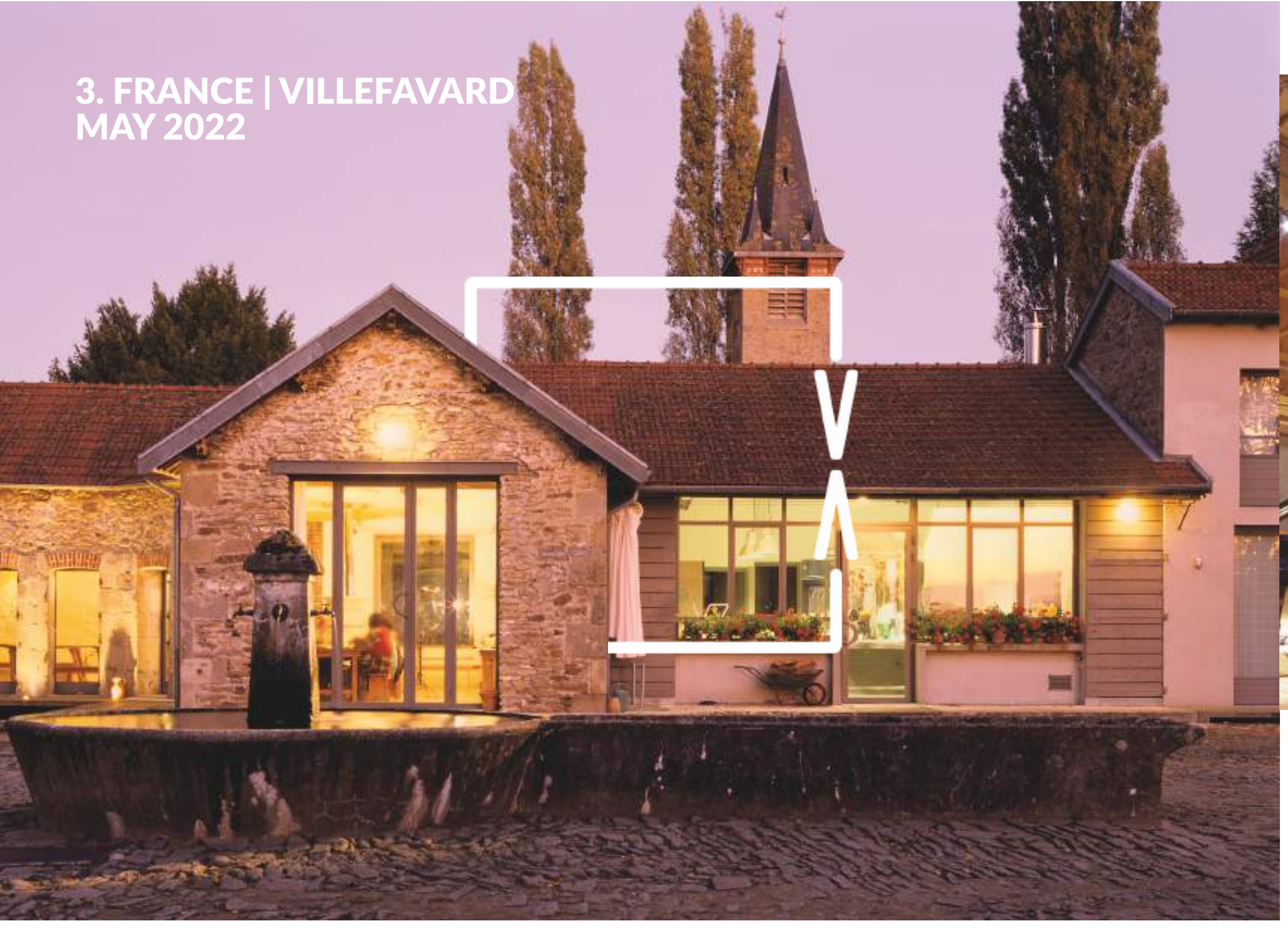
• **Graphic Design and Communication**, working with graphic designers to create the leaflet for the final public event

• **Sound Design**, new sound applications and possibilities through cinema, theatre, performance and art

These activities are conducted by designers, graphic designers, contemporary artists, architects and professionals in the field of scenography.

The residency, workshop and concerts take place at the **National Palace of Mafra** and **MAAT museum** in Lisbon.

3. FRANCE | VILLEFAVARD
MAY 2022



RECORDING & MARKET DISTRIBUTION

The workshop focuses on:

- **Recording** of a piece of music, with the aim to give quartets the tools to communicate and introduce themselves to agents, concert hall directors and competition juries; the musicians will learn how to adapt the choice of the repertoire and the interpretation to the context, and to understand the technical issues for a high-quality recording

- **Market Distribution and Copyright Regulatory Framework** related to labels, innovative multimedias, and European regulatory frameworks of copyright, legal concepts on copyright and intellectual property

- **Mental and Physical Preparation**: how to deal with stress, how to get individual and collective motivation, discipline and positive thinking, how to better protect oneself against physical injuries

These activities involve an artistic consultant, a sound engineer, a record label representative, an administrative consultant and a coach for physical and mental training.

The residency, workshop and concerts take place at **La Ferme de Villefavard** en Limousin.

ProQuartet
Centre européen de musique de chambre
Paris

Ferme de Villefavard

BELGIUM | BRUSSELS,
OCTOBER 2022
MVSA

THE JOURNEY OF MUSA ENDS IN THE HEART OF EUROPE

AN INSTITUTIONAL EVENT IN A SYMBOLIC PLACE OF THE CITY

The MUSA final event aims at **disseminating the project results** in the wider European context and lasts two days. Testimonies of musicians and representatives of the involved institutions play a central role in retracing all the MUSA steps over Europe and the achieved results.

On this occasion, **ASK Research Centre** of Università Bocconi presents a **Handbook for Higher Training Programs in Cultural Entrepreneurship for Young Musicians** and a **Research on the Educational and Social Values of the European Cultural Heritage**, realised over the 25 months of the project implementation. These two fundamental outputs contributes to make MUSA's results sustainable and transferable over time on a large scale.

The event concludes with a **round table** aimed at presenting policy proposals capable of **connecting music education, cultural heritage, and circular economy models**. This is the first act of a lobbying action at European level that will be pursued in the following months with the scope to enhance, transfer and support the MUSA project.

PARTNERS

LE DIMORE DEL QUARTETTO (ITALY)

Le Dimore del Quartetto is a creative cultural enterprise that supports international young string quartets and chamber music ensembles at the beginning of their career and enhances the European cultural heritage.
It has started based on a simple exchange: on the occasion of an artistic commitment, musicians are hosted in a historic house and, during the days of residency, the ensemble offers a concert to the house owners. This creates a circular economy in which the houses become a precious resource for the ensembles, and vice versa. Today, with a consolidated network of houses, ensembles and partners in the fields of music and of the artistic heritage, Le Dimore del Quartetto is specialized in planning and in the management of diverse projects, such as festivals and travel itineraries, masterclasses and training programs for musicians, educational projects for schools and universities, team-building activities for companies.

In 2017, Le Dimore del Quartetto was presented at the Chamber of Deputies as part of the research "Best practices of cultural diffusion". In 2018, it won the "Cultural Innovation" call of Fondazione Cariplo. In 2019, it won the European Heritage Award / Europa Nostra Award 2019, in the "Education, training and awareness" category. In 2020, it has been presented as "Project of Influence" by The Best in Heritage. In 2021 Le Dimore del Quartetto organized the 150th anniversary of the passing of Cristina Trivulzio di Belgiojoso through a cultural itinerary which leads to the placement of the first statue dedicated to a female historical figure in Milan.

Le Dimore del Quartetto is the leading organization of MUSA - European young MUsicians soft Skills Alliance: it conceived the project taking inspiration from its experience in supporting young musicians at the beginning of their careers.

Le Dimore del Quartetto has a deep knowledge of the chamber music sector's dynamics and of the difficulties that these musicians encounter in their path. In fact, an objective of Le Dimore del Quartetto is that of offering new occasions of encounters, training and professional growth for string quartets, and MUSA has been developed to achieve this objective in partnership with well-known organizations in the fields of music, art, research and education.

IED - ISTITUTO EUROPEO DI DESIGN (ITALY)

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.

Università Commerciale Luigi Bocconi

ASK Art, Science and Knowledge
Laboratorio di Economia
e Gestione delle Istituzioni
e delle Iniziative Artistiche e Culturali

(experimentadesign)

ProQuartet
Centre européen
de musique de chambre
Paris

ASK - ART, SCIENCE AND KNOWLEDGE (ITALY)

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).

EXPERIMENTADESIGN (PORTUGAL)

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.

PROQUARTET – CEMC (FRANCE)

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's 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 (FRANCE)

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.

European young MUsicians soft Skills Alliance

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"MUSA - European young MUsicians soft Skills Alliance"
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A project by

LE DIMORE DEL QUARTETTO

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Laboratorio di Economia
e Gestione delle Istituzioni
e delle Iniziative Artistiche e Culturali

IED

(experimentadesign)

ProQuartet

The project also includes the following associated partners, organisations 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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