

# AEC POP & JAZZ Platform Meeting 2016

Rotterdam, 12-13 February  
2016

**PJP Q&A  
session**



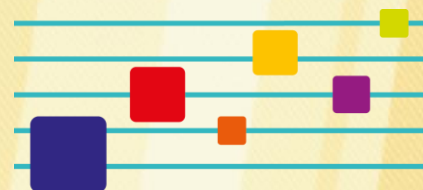
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**FULLSCORE**

**AEC Pop & Jazz  
Platform Meeting  
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Welcome everyone



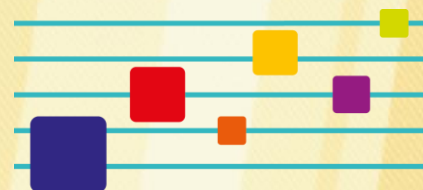
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# OPENING EVENT

## Musical Introduction

**D. Bowie: Space Oddity**

Performance by Baer Traa

Opening Remarks by:

**STEFAN HECKEL**

PJP Working Group  
Chairman

Opening Remarks by:

**WILMA FRANCHIMON,**  
Chair of the Board of Codarts

Opening Remarks by:

**HARRIE VAN DEN ELSEN**

AEC Council Member

Opening Remarks by:

**STEFAN GIES**

AEC Chief Executive

# NETWORKING WITH REFRESHMENTS 11:00 – 11:30

*(Meeting of the panelists of Plenary Session I in  
front of the stage)*



# Beehive



How can EJV, IASJ,IMMF and PJP work together to help young music students build a professional career ?

# Plenary Session I

## ***“Newnote Speech”***

***by Jesse Boere***

**Lecturer NYU Abu Dahbi  
and Alumnus of Codarts Jazz and Berklee  
Valencia**

# Connecting Future Music

Moderator: **Udo Dahmen**, Popakademie Mannheim And PJP Working Group Member



**Maria Pia De Vito** – Pop and Jazz Platform working group

**Olivier Toth** – International Music Managers Forum



**Ros Rigby** – Europe Jazz Network

**Eric Ineke** – International Association of Schools of Jazz



**Jesse Boere** – NYU Abu Dahbi and IMC

**Sylvain Devaux** - AEC student working group



**Roufaida Aboutaleb**- student at CODARTS

**Jasmin Klewinghaus**– student at Hochschule Osnabrück



# LUNCH

## 13:00 – 14:30

### THEN WE MOVE TO CODARTS

# TOUR OF CODARTS POP AND JAZZ DEPARTMENT

# WORLD CAFÉ

## Follow-up Small Group Discussion On The Plenary Session I Topics

14:30 – 16:00

# World café

udo dahmen - networking

oliver toth

erik ineke

ros rigby

maria pia de vito

abby diez - tailor made education

ruth fraser - portfolio career

jesse boere - identifying audiences

sylvain devaux - changing students's mindset

linda bloemhard – reflections on plenary session I

stefan gies - reflections on plenary session I

erling aksdal - reflections on plenary session I

# BAR CAMP 1-INTRO

Introduction by **Udo Dahmen**  
and topics presentation and  
selection

17:15 – 18:00



# TOPIC 1

What Definition Of 'Popular Music' Is Used By  
The Various European Institutions Offering  
Pop Music Education?

By **Giel DEKKERS**

# TOPIC 2

Should Music Industry Play A (Bigger) Role In  
The Development Of Pop Music Education?  
How To Integrate Music Industry In Our  
Curriculum

By Giel DEKKERS And Brian ZALMIJN

# TOPIC 3

## Implementation Of Online Learning And Digitalization In The Curriculum.

By Edoardo Righini

# TOPIC 4

- What To Include In Jazz Curricula: Jazz Standards (Old Fashioned Or Part Of A Basic Jazz Education?)?
- Solfege (Eartraining And Reading)?
- Subjects Like Esthetics, Philosophy Of Music, History Of Arts?

By **Els SMEDTS** And **Jaromir HONZAK**

# TOPIC 6

What Is The Relationship Between The Assessment Methods And The Student's Motivation And Achievement? To What Extent Does The Grading System Influence The Student's Attitude?

By **Arnould MASSART**

# TOPIC 7

Structure Of Jazz And Pop Studies In Different Institutions And Countries:

- How Can We Make It More Solid While Still Leaving Space For Creativity?
- Should Conservatories In Europe Have Common Study Programmes?

By **Bernard DESCOTES** And **Leandro BOSSO**

# TOPIC 8

## Collaborative And Cross-disciplinary Projects: Reaching New Audiences And Funding

By Jere LAUKKANEN And Sylvain DEVAUX

# TOPIC 9

- How Can We Involve Classical Music More Into Our Jazz & Pop Environments?
- How Can We Remove These "Barriers" That Seem To Be There In Different Styles?
- How Can Efficiently Use Elements Of Jazz Education For Other Genres?

By **Baturay YARKIN** And **Emiel BOTHENIUS**  
**LOHMAN**



# TOPIC 10

- What's Needed In A Music School In 2016 To Have Happy And Successful Students?
- Do We Need To Educate Session Musicians, Original Artists Or Both?
- What's The Importance Of Listening And Playing With Teachers?

By **Ola BENGTSSON, Andy STOTT, Sanders SMEETS**

# TOPIC 11

What Role Do We Want To Play As European Music Education Institutions In Addressing The Challenges That Europe Is Facing With The Immigration And Refugee Crisis?

By **Maria MARTINEZ ITURRIAGA**

# TOPIC 12

- What Will Be The Musical 'Landscape Of Instruments' In Let's Say 20 Years From Now?
- Will Students Be Playing The Same Instruments, will Some Instruments Disappear from The Conservatoires, will there be New - Digital-Instruments?
- How Will These Changes Influence The Ensemble Playing?

By **Hannie VAN VELDHoven**

# TOPIC 13

## Bandcoaching

By **Marco DIRNE**



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# CONCERT

## 18:30

# **DINNER**

# **AT THE PILGRIM BREWERY**

## **19:30**

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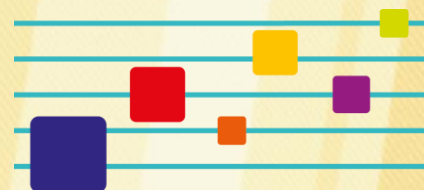
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## PLENARY SESSION II

# ROUND TABLE

## LEARNING FROM EACH OTHER

Diversity In Jazz/Pop Education Across Europe

„The Pop&jazz Platform Caters To The Needs And Development Of The Pop And Jazz Programmes In The AEC Member Institutions“

(From The PJP Statement Of Purpose)

Moderator: **Stefan Heckel**, Kunstuniversitaet Graz And PJP Working Group Chairman

**Linda Bloemhard**, Codarts Rotterdam And AEC PJP Working Group Member

**Annemarie Maas**, Utrechts Conservatorium And VOCON Representative

**Angelo Valori**, Head Of Jazz/Pop At Conservatorio Di Pescara, Italy

**Indrikis Veitners**, Head Of Jazz / Jazeps Vitols Latvian Academy Of Music

**Inaki Sandoval**, Former Teacher At Conservatori Del Liceu Barcelona And Newly Appointed Director At Viljandi Culture Academy/University Of Tartu, Estonia

**Joe Wilson**, Head of Curriculum, Leeds College Of Music



# Breakout Groups on Plenary Session II

## Look at the number on your badge and follow the staff in the foyer after the break

Main Hall: Group 1 – Hannie Van Veldhoven and Joe Wilson

Main Hall: Group 2 – Stefan Heckel

Small Hall: Group 3 – Erling Aksdal

A0.01: Group 4 - Lars Andersson and Indriks Veitners

B0.13: Group 5 – Maria Pia De Vito and Inaki Sandoval

A1.04: Group 6 - Udo Dahmen

B1.08: Group 7 Annemarie Maas

A2.04: Group 8 - Linda Bloemhard

A2.09: Group 9 – Angelo Valori

# NETWORKING WITH REFRESHMENTS

at 11:50 we leave to Codarts

11:30-12:00

# **BREAKOUT GROUPS CHAIRED BY THE PANELISTS OF PLENARY SESSION II AND WG MEMBERS**

12:00 – 13:00

# Breakout Groups on Plenary Session II

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# LUNCH

## 13:00 – 14:30



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# BAR CAMP 2

Group discussion on the selected topic

Topic 1 – room 1	Giel DEKKERS	What definition of 'popular music' is used by the various European institutions offering pop music education?
Topic 2 - room	Brian ZALMIJN	Should music industry play a (bigger) role in the development of pop music education? How to integrate music industry in our curriculum
Topic 3 - room	Edoardo RIGHINI and Udo DAHMEN	Implementation of online learning and digitalization in the curriculum
Topic 4 – room	Els SMEDTS and Jaromir HONZAK	What to include in Jazz Curricula: jazz standards (old fashioned or part of a basic jazz education?)? solfege (eartraining and reading)? subjects like esthetics, philosophy of music, history of arts?
Topic 6 – room	Arnould MASSART	What is the relationship between the assessment methods and the student's motivation and achievement? To what extent does the grading system influence the student's attitude?
Topic 8 – room	Jere LAUKKANEN and Sylvain DEVAUX	Collaborative and Cross-Disciplinary Projects: reaching new audiences and funding
Topic 9 – room	Baturay YARKIN and Emiel BOTHENIUS LOHMAN	How can we involve classical music more into our jazz & pop environments? How can we remove these "barriers" that seem to be there in different styles? How can efficiently use elements of jazz education for other genres?
Topic 10 – room	Ola BENGTTSSON, Andy STOTT, Sanders SMEETS	What's needed in a music school in 2016 to have happy and successful students? Do we need to educate session musicians, original artists or both? What's the importance of listening and playing with teachers?
Topic 11 – room	Maria MARTINEZ ITURRIAGA	What role do we want to play as European Music Education Institutions in addressing the challenges that Europe is facing with the immigration and refugee crisis?

# *Conservatoires as Innovators and Audience Developers: the PJP within the AEC's "FULL SCORE" Project*

Stefan Gies  
AEC Chief Executive



# Background to 'FULL SCORE'

*FULfilling the Skills, COmpetences and know-how  
Requirements of cultural and creative players in the  
European music sector*

A project under the new 'Creative Europe' programme  
(2014-20) in the line 'Support to European Networks'

# Background to 'FULL SCORE'

- FULL SCORE runs from September 2014 to the end of August 2017
- Most of its outputs are closely linked to AEC's events, especially the Congress, IRC meeting and PJP Platform
- It also features a joint project with EAS and EMU on quality assurance

# Objectives of 'FULL SCORE'

- A. To strengthen and connect the levels and branches of the music education sector*
- B. To strengthen and connect the quality enhancement frameworks surrounding all levels of music education*
- C. To ensure a full and effective engagement of conservatoire leaders in the development of a European Agenda for Music*
- D. To help cultural and creative players to internationalise their careers and activities*
- E. To share examples of innovative approaches*
- F. To draw upon the perspectives of young musicians*

# Objectives of 'FULL SCORE'

## *E. To share examples of innovative approaches to genre orientation*

*An action based on a 3-year planned sequence of PJP meetings, elaborating these themes in a connected and cumulative way and featuring a seminal joint meeting with EJM and IASJ in 2016*

# Objectives of 'FULL SCORE'

*F. To draw upon the perspectives of young musicians to enrich the debate about engaging in new and innovative ways with audiences and facilitating access to professional opportunities*

# Objectives of 'FULL SCORE'

## *F. To draw upon the perspectives of*

*An action that builds ambitiously upon the AEC's action plan for student involvement (2013) and embeds this within AEC events and activities for the period 2014-2017 (work will include outreach to the European Student Union, European Youth Forum, European Music Council's Youth Committee, IMC Youth and Jeunesses Musicales International)*

# Audience Development

Audience development is an important new priority in Creative Europe which helps European artists/cultural professionals and their works reach as many people as possible across Europe and extend access to cultural works to under-represented groups. It also seeks to help cultural organisations adapt to the need to engage in new and innovative ways with audiences both to retain them, to build new audiences, diversify audiences including reaching current "non-audiences", and to improve the experience for both existing and future audiences and deepen the relationship with them.

# Objective E: actions accomplished in 2014-15

- Adopting a 3-year strategy (The Audience [Re-]engaged) to widen the scope of the AEC PJP meeting across this period
- Organising the first meeting of this strategic initiative
- Producing the first Platform 'bulletin'
- Taking forward liaison with EJM and IASJ



# Objective E: actions in progress in **2015-16**

- Delivering jointly with EJV and IASJ a PJP platform on musical 'ecosystems' and audiences, as part of the strategy *The Audience [Re-]engaged*
- Producing second Platform bulletin
- Implementing an agenda for continued cooperation with EJV and IASJ

# Objective E: actions foreseen in 2016-17

- Organising the final meeting of the 3-year strategy *The Audience [Re-]engaged*, addressing the roles of contemporary musicians as cultural citizens and leaders
- Producing a final publication on audience development with reflections drawn from all three Platform meetings
- Producing a new strategy for 2018-2020, including structured cooperation with EJM and IASJ

***FUL**filling the **SK**ills, **CO**mpetences and  
know-how **RE**quirements of cultural and  
creative players in the **EU**ropean music  
sector*

# ***FULL SCORE***

# AEC PROJECTS ON AUDIENCE ENGAGEMENT

## *NAIP – Strategic Partnership Project In New Audiences And Innovative Practices*

By Renee Jonker, Royal Conservatoire The Hague

# Closing Session Moderated By Hannie Van Veldhoven

## News From The VOCON, The Pop And Jazz Vocal Teachers Network

# Closing Session Moderated By Hannie Van Veldhoven

## Student Group Final Statement

# Closing Session Moderated By Hannie Van Veldhoven

## News From The AEC By Stefan Gies



# AEC Council 2015

- President:** Pascale de Groote, Antwerp, Belgium
- Vice-Presidents:** Eirik Birkeland, Oslo, Norway  
Georg Schulz, Graz, Austria
- Secretary General:** Jörg Linowitzki, Lübeck, Germany
- Council Members:** Harrie Van Den Elsen, Groningen, Netherlands  
Kaarlo Hilden, Helsinki, Finland  
Deborah Kelleher, Dublin, Ireland  
Grzegorz Kurzyński, Wroclaw, Poland  
Claire Mera Nelson, London, UK  
Jacques Moreau, Lyon, France  
Ingeborg Radok Zadna, Prague, Czech Republic  
Evis Sammoutis, Nicosia, Cyprus

# AEC Office Team

Stefan Gies  
Chief Executive



Sara Primiterra  
Events Manager



Nerea López de Vicuña  
Office Coordinator



Linda Messas  
General Manager



Ángela Domínguez  
Project and  
Communication Manager



Jef Cox  
MusiQuE stuff member



Katerina Prodromidou  
Student Intern



Susan Togra  
Student Intern



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# Upcoming AEV Events in 2016

- European Platform for Artistic Research in Music (EPARM), 20 – 22 April, Vicenza
- Annual Meeting for International Relations Coordinators (IRCs), 15-18 September, Krakow
- AEC Annual Congress and General Assembly, 10 – 12 November, Gothenburg

# Latest developments in Quality Assurance

MusiQuE in full operation

**European External Evaluation Body  
for Quality Enhancement in Music**



# Latest developments advocacy

AEC is collaborating with EUA (European Universities Association) for a consultation on the Erasmus+ programme in order to give to the HME sector a voice in the EC mid-term review of the new generation of EU funding programmes

# Closing Session

## ANNOUNCEMENT OF THE PJP 2017

# Closing Session

## THE PJP PLATFORM 2017

Trinity Laban Conservatoire of Music  
and Dance, London

17-18 February

<https://vimeo.com/trinitylaban/review/154841860/b4e641168f>



# Closing Session Moderated By Hannie Van Veldhoven

## Closing Remarks By EJN, IASJ And AEC PJP



# Thank you!

## Please fill in the participant questionnaire

## See you in London!

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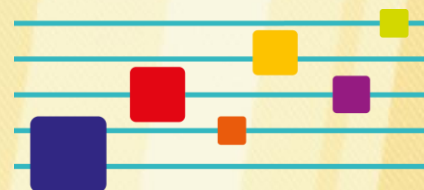
The End



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