

2019-
2021

Baltic Artists in Development

a development programme
2019-2021



BAL TIC ARTISTS
in Development

June 2019 - February 2021
The Swedish Institute

Musikcentrum Syd, Malmö
Music Estonia, Tallinn
Adam Mickiewicz Institute, Warsaw

Aiming at...

... self-managed artists and independent artist managers, who already have some experience in the international music scene and seek to develop their international reach and industry know-how.

Project team

2019-
2021



Astrid Selling

Sweden
Executive Manager



Marcus Bader

Sweden
Project and IT Manager



Carolina Wiehe Welroos

Sweden
Communicator



Martiina Putnik

Estonia
Head of International
Projects



Karolina Malaczek

Poland
Programme Manager



Anna Zukowska

Poland
Project Developer

How...

● **Shared management**

We have planned the programme together - application, content, schedules, choosing applying participants, etc. Malmö is responsible for economy and final reporting.

● **Three areas**

- planning, sustainable professional life, branding etc.
- record labels, publishers, writers and other partners
- communication, storytelling, social media etc.

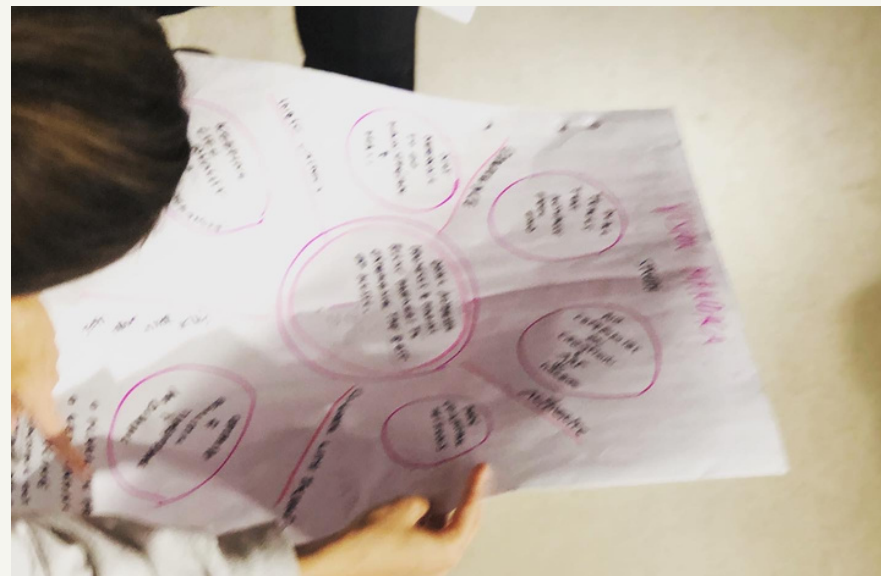
● **Three events**

Malmö, Sweden 6 - 9 Nov 2019

Tallinn, Estonia 12 - 15 feb 2020

Warsaw, Poland ONLINE! 27-30 May 2020

Malmö, Sweden



BALTIC ARTISTS IN DEVELOPMENT: MALMÖ SESSIONS

It was a true pleasure to host the first gathering of the Baltic Artists in Development, 6-8 November in Malmö.

We started the sessions Wednesday night at Norra Grängesbergsgatan with welcoming our guests with a Syrian buffet and by taking part of project presentations by the participants.

Thursday and Friday were dedicated to workshop sessions at REHAB with Henrik and Jannica from Emerging. The main purpose of the workshop was to provide the participants with the opportunity and tools to create visions and plans for how to tackle their management challenges through out the project.

Henrik and Jannica are originally trained through the Danish innovative school Kaospilot and have years of experience in innovative business development.

Adding on to this packed programme, a dialogue seminar was held Thursday night with composer Nathan Larsson, founder of Subchamber Ensemble, and label manager and digital distributor Kalle Magnusson from Aloaded.

The gathering was concluded Friday night with goodbye dinner followed by jazz concert at Grand Öl & Mat! A big thanks to all participants!

Tallinn, Estonia



BALTIC ARTISTS IN DEVELOPMENT: TALLINN SESSIONS

12-14 February 2020 Musikcentrum Syd went to Tallinn together with a handfull of our members to participate in the second part of the Baltic Artists in Development programme, together with our partners and colleagues from Poland and the Adam Mickiewicz Institute.

The days in Tallinn were mainly focused on the legal aspects of the music industry with sessions led by Toomas Seppel from Hedman Partners, Nick Triani from Solity label and Playground Music Finland, Thea Zaitsev from Pieces of 8 Music among others.

Music Estonia is situated in the old new creative blocks in Telliskivi, where we also got the chance to see the Estonian musicians Oopus perform.



Warsaw, Poland - online!



BALTIC ARTISTS IN DEVELOPMENT: WARSAW SESSIONS

28-30 May 2020 Musikcentrum Syd is participating in the third and final part of the Baltic Artists in Development programme.

The participants from Sweden, Estonia and Poland were originally meant to gather in Warsaw. But due to the corona pandemic, instead, the sessions had to take place online.

The aim of the event was for participants to meet with experts in different fields related to international music marketing - music journalists and digital platform representatives from Youtube, Spotify etc.

The speakers talked about how musicians can find their way through digital channels - to think about music, artists and music business in the online world.

During three long days the participants were taking part from their home offices, lead by workshop leaders, who would guide them into lectures and discussions, for instance with music journalists such as Simon Broughton, Bartek Chaciński, Julian Marszalek and Jarosław Szubrycht.

The participants also got to have personal coaching time with communication experts.

DEVELOPING THE TOOLBOX

One of the most important deliverables was The Toolbox, i.e. our knowledge bank for music management. Its importance was not only related to gathering knowledge to mediate to our networks, but also actually being the pillar of our network.

Through the activities that our participants have experienced throughout the project, we have built up, gathered and formatted knowledge. Their learning-by-doing has become our knowledge resources.

But transmitting knowledge is not an easy task. Not only are we competing with a hectic work life and overload of information, the need of knowledge can also be very personal and specific.

Our main task was to create a platform, structure and templates for how to handle and display knowledge, that can come in many formats. We have films with interviews, podcasts, articles, manuals etc. And navigating through the resources must be done easily.

THE TOOLBOX

Collected knowledge

- Packaged in accessible ways
- Mockup

Tool templates

Finding a platform to manage new knowledge with processes to expose key findings, connect to more knowledge, networks, experts etc. Adding as well as finding knowledge, must be done in a similar manner to be structured in an accessible way. To accomplish this we need to know when, how, what and in what manner need of knowledge appears.

Network

Create networks for the future for independent live music.

TOOL TEMPLATES

| | | | | | | | |
|---|---|---|---|--|--|---------------------------------|-----------------------------------|
| Template: Long film | | Template: Podcast | | | | | |
| Template: Film clip | | Template: Pod clip | | | | | |
| Template: Article | | Template: Short facts | | | | | |
| Visibility: - Channel | Template: Step by step | | | | | | |
| Content: - lectures - seminars - interviews - ... Visibility: - Channel - Needs tagged | Content: - interviews - reporting Visibility: - Channel | Content: - one message in each clip - reality, storytelling based Visibility: - Embed in articles - Several together - Social media | Content: - one message Visibility: - embedded <i>Tagga tidsintervall?</i> | Content: - interviews - reporting | Content: - one message Visibility: - embedded - Social media | Visibility: - Channel | Content: - DIY - ... |

COLLABORATIVE WORK

Not being able to meet and develop our network together was a miss-out, but it was also an opportunity, since we got to rethink the process around our toolbox.

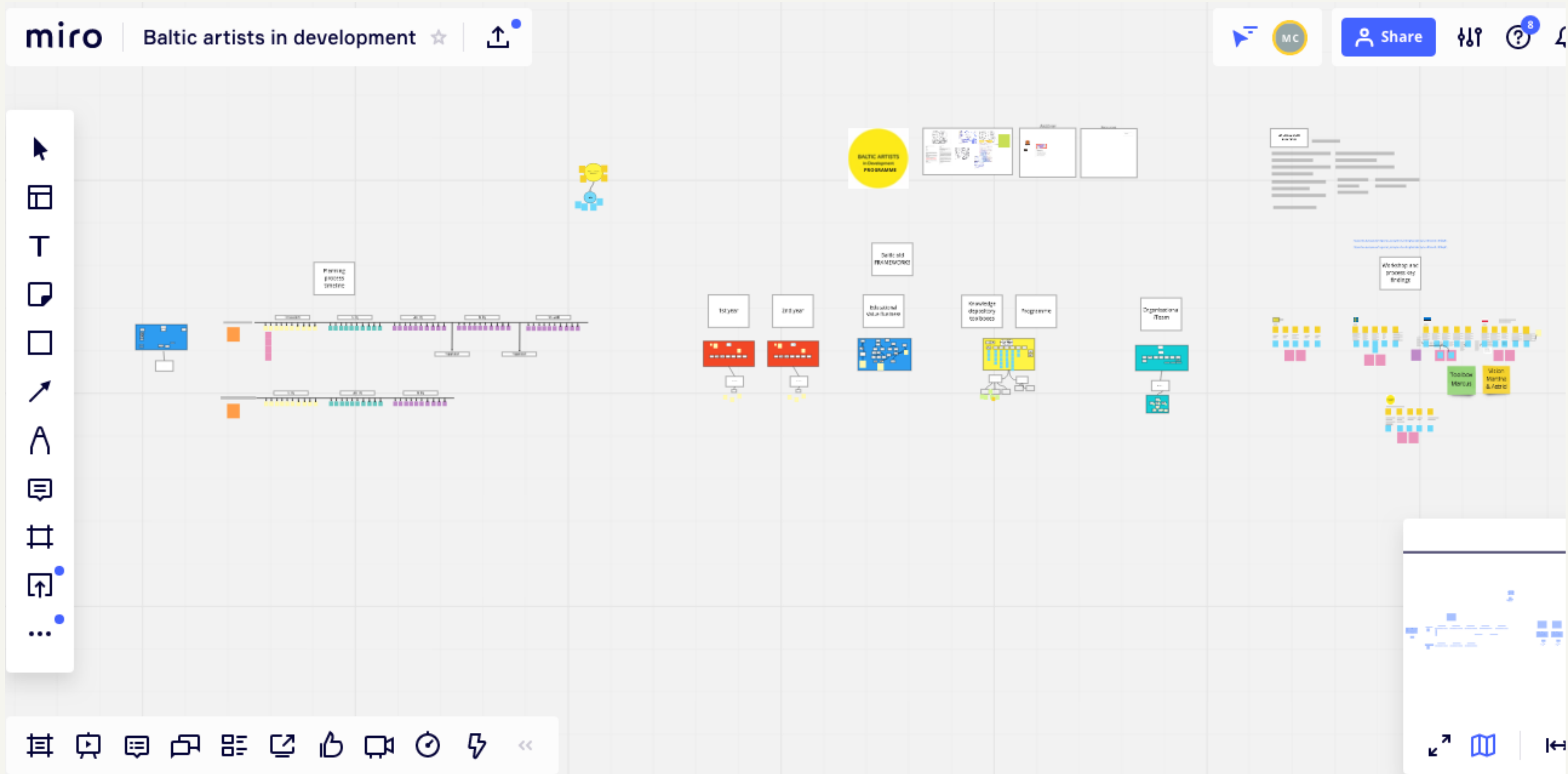
We put more focus on how we could collaborate over the internet and learnt how to use the digital working board Miro. There we could collect, in a transparent way, all the work being done at each partner organisation.

This was a good way to figure out how to create our common innovation place for new ideas.

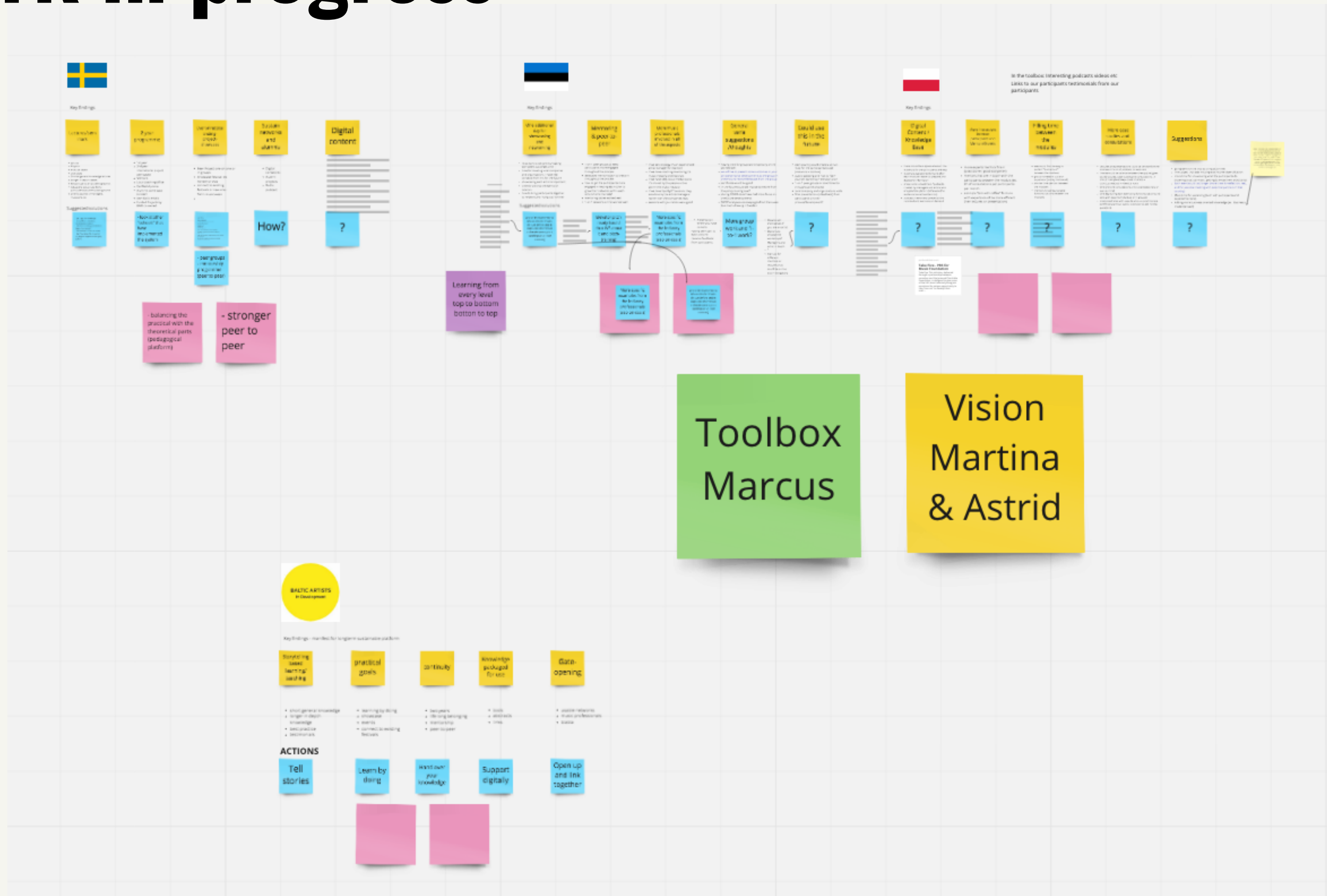
There are still some work to do in how we can connect the working board with the knowledge bank, since our "toolbox" consists of so many different parts:

- Articles, filmed lectures, podcasts, manuals
- Personal support through the partner offices
- A common working place for innovation

Work in progress



Work in progress



Some findings

Suggested solutions

- package the knowledge
- separate on occasion managers and artists
- allow for creating connections (tasks, homework)
- venue maps of the countries
- learning about the countries booking/arrangement/applying systems

Funded Projects by BAID co-owned

- look at other "schools" that have implemented the system

Comments:
consultation
selected festivals
switch of perspective journalists
talk with the experts
"space to talk"
to experts"
merging tables
good designated time to talk to experts
follow up consultations online if necessary
Push and pull
Keep the motivation in peer mentoring peer groups, group project.
Not too much research for organisation but for participants to research

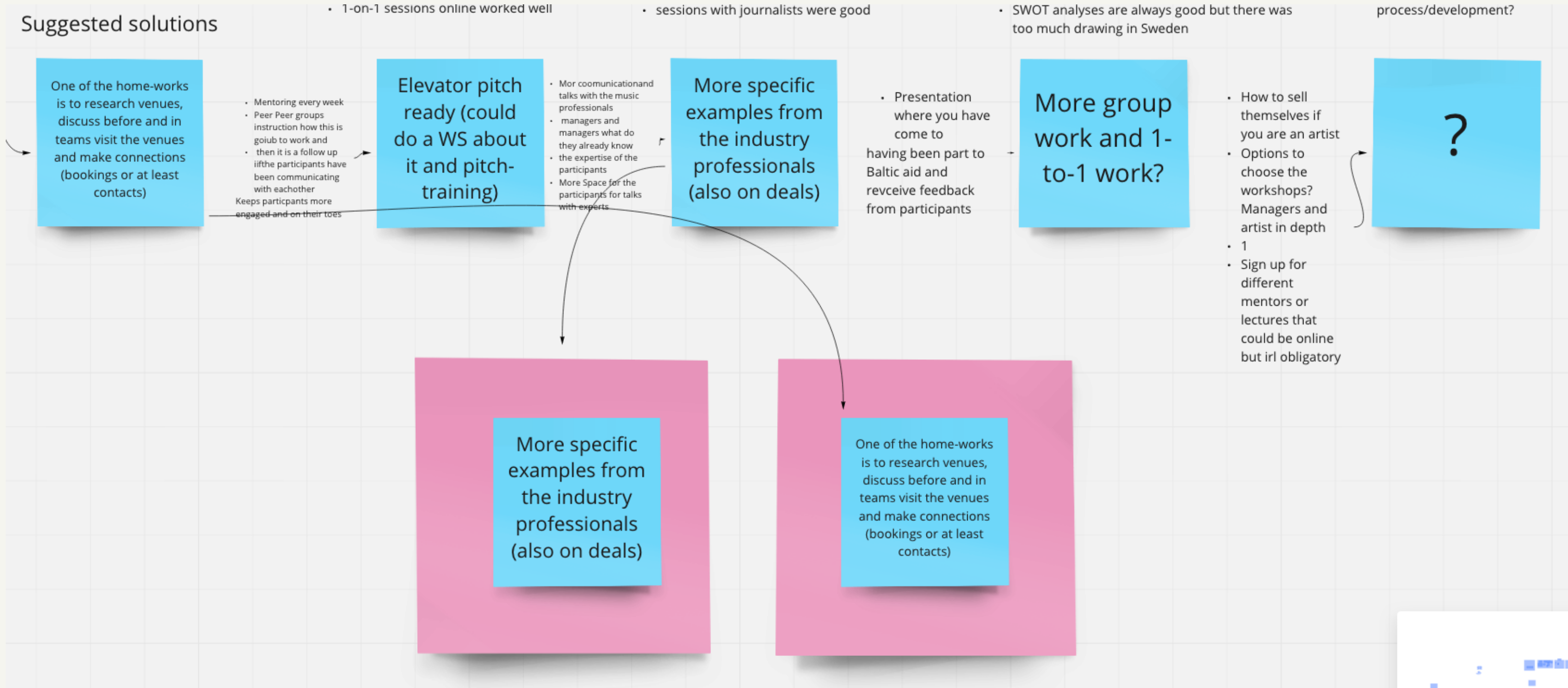
- peer groups
- mentorship programme (peer to peer)

How?

- balancing the practical with the theoretical parts (pedagogical platform)

- stronger peer to peer

Some findings



Next step

New broader application

- additional countries and new partners
- an upgraded programme
- adding mentorship/alumni

Three pillars

A learning programme

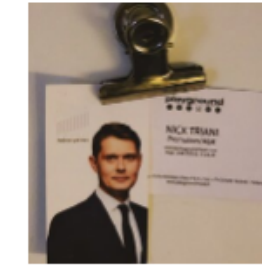
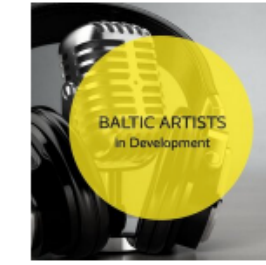
A knowledge toolbox

A network for innovation

LIBRARY

DEVELOPMENT

DEVELOPMENT W



VIDEO LIBRARY

A video collection of all the lectures, seminars and indepth interviews with teachers.

LEARN MORE

PODCAST LIBRARY & RADIO, TEXT

An audio collection of all the seminars .

LEARN MORE

CONTACTS

This is a list of all the people that have been involved in the BAID process. People from all.

LEARN MORE

Templates, checklists and guides. Successfully manage your album release etc

LEARN MORE

PHYSICAL RESOURCES - THE PROGRAMME

Feedback from participants

Findings...

- Perfect with a three step programme
- Great need of new structures for music management
- Great peers and managements
- Lots of new perspectives
- So much more to learn
- Great bringing musicians and managers together
- Experts were extremely knowledgeable
- Experts were inspiring

Want more of....

- Mix physical and digital meetings
- More hands-on use cases
- Almuni - mentorship
- Fewer sessions, but longer to get in depth
- Individually adjusted coaching
- Connect participants in a long-term "crew"
- Make Baltic AID a strong brand to be connected to
- One-to-one assignments
- Connect activities to existing festivals
- Establish a podcast
- Create guides and How-to:s for the toolbox
- Show best practice
- Balance practical and theoretical
- Time for meeting local companies
- Venue maps
- Tools for participants to "hang-out" online
- Use good storytellers for mediating knowledge
- More time at the events for unplanned socializing



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Adam Mickiewicz Insititute, Warsaw

Karolina Malaczek, programme manager

Anna Zukowska, project developer

Baltic Artists in Development 2.0

We hope to continue our collaboration, now with a new set of partners that are focused on supporting the independent music scene. In our initial discussions we are all agreeing to strengthen music management, but also add focus on the artists and their core driving forces, and also their role in a community.

A new application has been submitted!

Music Export Ukraine

<https://www.musicexportukraine.com/>



Musikcentrum Syd
Music Estonia
Music Export Ukraine
Tak Brzmi Miasto

Tak Brzmi Miasto

<https://takbrzmimiasto.pl/>



Links

<http://www.musikcentrumsyd.se>

<https://musicestonia.eu>

<https://iam.pl/en>

<https://www.musicexportukraine.com>

<https://takbrzmimiasto.pl>

<http://www.musikcentrumsyd.se/baltic-artists-in-development>

<https://si.se/utlysningar/bidrag-finansiering/projektinitiering>

BALTIC ARTISTS IN DEVELOPMENT


a programme for professionals on the
independent music scene

SI. Svenska
institutet

BALTIC ARTISTS
in Development

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institutet

Musikcentrum
Sweden

MUSIC
ESTONIA 

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REPL **ADAM**
MICKIEWICZ
INSTITUTE