



Presentation

1 Introduction to ECMA and ECMA Pro

Johannes Meissl *Vice Rector for International Affairs and Arts, mdw and Artistic Director, ECMA*

2 ECMA Musethica

Johannes Meissl *mdw*

Avri Levitan *Co-Founder and Artistic Director, Musethica*

3 Current transformation of the concert business and ECMA Pro's potential contribution

Martin Prchal *Vice-principal, Royal Conservatoire, De Hague*

Magdalena Klamming *Head of Artistic Planning and Administration, Campus Grafenegg*

ECMA – European Chamber Music Academy

Since 2004, ECMA – the European Chamber Music Academy has established itself as **the** European proving grounds for young professional chamber music ensembles.

Top-flight European music schools and leading festivals cooperate in this training and career-building programme for the best young chamber music formations.

International Career Development and Socially Engaged Outreach in Chamber Music

co-funded by the Creative Europe Programme of the EU

Project period: 1 September 2020 – 31 August 2024



Co-funded by the
Creative Europe Programme
of the European Union

12 partners from 9 countries

- mdw - University of Music and Performing Arts, Vienna (AT)
- KC Koninklijk Conservatorium, The Hague (NL)
- Conservatoire national supérieur de musique et de danse de Paris (FR)
- Norges musikkhøgskole, Oslo (NOR)
- Scuola di Musica di Fiesole – Fondazione Onlus (IT)
- Franz Liszt Academy of Music, Budapest (HU)
- Lithuanian Academy of Music and Theatre, Vilnius (LT)
- ECMA - European Chamber Music Academy (AT)
- Grafenegg Festival (AT)
- Musethica (DE)
- Flanders Festival Ghent (BE)
- AEC – Association Européenne des Conservatoires, Académies de Musiqueet Musikhochschulen, Brussels (BE)

Core aims and objectives 1

Enhance **transnational mobility**

support **international career development**

Activities

Showcases

ECMA Career Development Switchboard

Core aims and objectives 2

strengthen **social relevance** and **social responsibility** of artists

deepen **relationship between musicians and their audiences**

Activities

ECMA Musethica sessions

New Performance Methods Training

Core aims and objectives 3

foster **capacity building** in the area of chamber music

Activities

Career Skills Training

ECMA Musethica sessions

New Performance Methods Training



Core aims and objectives 4

enhance **digitisation**

encourage **use of digital technologies**

Activities

ECMA Digital Career Skills Platform

ECMA Career Development Switchboard

Digital Knowledge Center of Teaching Chamber Music

ECMA Musethica

Johannes Meissl

Vice Rector for International Affairs and Art, mdw and Artistic Director, ECMA

Avri Levitan

Co-Founder and Artistic Director, Musethica

Core aims and objectives 2

strengthen **social relevance** and **social responsibility** of artists

deepen **relationship between musicians and their audiences**

Activities

ECMA Musethica sessions

New Performance Methods Training

Musethica – An education method with social impact

Musethica is an education method enabling exceptionally gifted musicians and their tutors to improve their interpretative skills and to develop their inspiration, listening, and musical abilities. The method has a strong and direct social impact, providing society with live concerts of highest quality.

The purpose of Musethica is to give musicians an intense humanistic and musical experience, strongly developing their listening skills and their performing skills. At the same time, Musethica provides free concerts to excluded groups in society.

Musethica organizes hundreds of concerts yearly to schools of special education, elderly homes, women shelters, prisons, refugee homes, and other institutions where the demand for concerts has been proven to be endless.

Musethica – An education method with social impact

Musethica thrives through its many collaborations with social, educational and health institutions, music academies, festivals, concert halls, and others.

Musethica's method can be implemented in different ways, most commonly as sessions, international festivals, and university programs.

A minimum of 85 percent of Musethica's concerts take place outside traditional concert venues and are free of charge.

Musethica's vision is to become an integrated program in music academies and universities worldwide.

musethica.org



Musethica



Current transformation of the concert business and ECMA Pro's potential contribution

Martin Prchal

Vice-principal, Royal Conservatoire, De Hague

Magdalena Klamming

Head of Artistic Planning and Administration, Campus Grafenegg

ECMA Pro deliverables

- ECMA Digital Knowledge Centre of Teaching Chamber Music
- ECMA Career Development Switchboard
- ECMA Digital Career Skills Platform

ECMA Pro



International Career Development and Socially Engaged Outreach in Chamber Music

For more information:
www.ecma-music.com

or contact

Veronika Leiner, leiner@mdw.ac.at
Project Management ECMA Pro