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# The Future of Employability in Music

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move the world.

# What will the lives of musicians look like by 2050?

## Seven Megatrends

1. More from less
2. Planetary Pushback
3. Going, going, gone
4. The Silk Highway
5. Forever Young
6. Digital immersion and porous boundaries
7. Great expectations

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### 1. More from less

- Instruments from recycled material
- Hybrid materials
- Outdoor venues completely solar powered.

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### Planetary Pushback

- Population more mobile, refugees etc.
- Audiences culturally more divers
- In case of airborne diseases virtual concerts/concert halls with full virtual reality in own habitat.
- House concerts, small scale concerts for a restricted number of audiences.
- Privatised approach to art funding? (see d).
- Governmental funding more towards innovative music research than into actual concerts/concert venues, also in connection to alternate health remedies and social and medical benefit of music to ones life.

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Going, going, gone

- Music as communication tool for activism
- As everything is digital, copyright and archives need to be effective. An update of a computer can delete a whole music archive ('if it is not stored in three places, it doesn't exist')

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### The Silk Highway

- Musical style becomes fluid and multicultural. Western and Eastern music traditions will influence each other even more.

### Forever Young

- More time to practice, more time to develop your own style, longer style periods for certain music styles?

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Digital immersion and porous boundaries

- Privacy is something of the past.
- Sharing music experiences will become very easy
- Copyright and intellectual property require more protocols and policies.
- All transactions will be online, no cash (the tax office will know everything)
- AI and robots will aid in concert settings
- Embracing technology will be no choice but an inevitable necessity
- AI and robots as composers in their own right or in the style of?

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### Great expectations

- Vinyl is coming back (retro trust)
- A concert as a unique event, without digital means of communication, no WIFI, no YouTube, no streaming. Audience will talk in person to real life people and the artists about an unique event evoking emotions irreplaceable by any form of technology. (Audiences will pay top dollar for this experience).



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## Conclusions

- We could expect a rise of well-paid acoustic live performances in digital-free zones. Participating audiences, real time, before and/or after event. No more large events (also large ensembles), more small musical communities.
- Music as therapy and related health roles will increase in demand.
- Don't make the mistakes of the past and undersell our value as a musician and an artist.

# Questions?

- Will we get back to the regular business?
- Do we need to adjust our expectations for the future?
- Will there be positive developments because of the current situation?
  
- Which aspects would our teachers, students and professionals take into account in order to enforce employability?