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ERASMUS+

KA2 Cooperation for innovation and the exchange of good practices
KA202 - Strategic Partnerships for vocational education and training
“**MUSA - European young Musicians soft Skills Alliance**”
Grant Agreement N. 2020-1-IT01-KA202-008397

CALL FOR APPLICATIONS

“4- Bows drive, the String Quartet image strategy”

One-week workshops, residency and concerts in Italy on April 18-25, 2021, for developing musicians’ entrepreneurial skills

OVERVIEW ON THE MUSA PROGRAMME

MUSA - European young Musicians soft Skills Alliance is a two-year **innovative European project of professional training dedicated to young string quartets** composed by musicians aged 20-35, who focus on the classical chamber music repertoire.

The project aims at providing young string quartets with **knowledge, skills and competences of entrepreneurship** which are generally absent in their curriculum, although fundamental for their professional career. **The selected quartets will have the unique opportunity to take part in the workshops for free. Travel expenses, as well as meals and accommodation in marvellous historic venues, will be covered.**

The project is ideated by Le Dimore del Quartetto and led in partnership with **IED Istituto Europeo di Design** (Italy), **ASK - Research Centre of Università Bocconi** (Italy), **experimentadesign** (Portugal), **ProQuartet** - Centre européen de musique de chambre (France), **Ferme de Villefavard** en Limousin (France).

MUSA is co-financed by the **Erasmus+ programme** of the European Union.

The project also includes the following associated partners that have expressed their interest and support for the initiative: Associazione Dimore Storiche Italiane, Europa Nostra, European Historic Houses, UK Historic Houses, Fondo Ambiente Italiano, Accademia Musicale Chigiana, Fondazione Giorgio Cini, Centro di Musicologia Walter Stauffer, Fondazione Monzino, Si-Yo Music Society Foundation, Borletti-Buitoni Trust, Fondazione Cariplo.

The MUSA programme aims to boost young professional string quartets’ careers and visibility: all the involved organisations have been chosen in order to guarantee the best specialised training and to offer interesting future job opportunities to the selected musicians.



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The MUSA programme is made up of three main European stages:

Milan (Italy), from April 18th to 25th 2021, **The String Quartet image strategy**, curated by Le Dimore del Quartetto and IED - call for applications launched on November 30, 2020

This Program, including Workshops, Residency and Concerts aims at building or improving the string quartet image. It focuses on the identity and style of the musicians and of the quartet as a whole; social media communication; dynamics and relationships with the environment taking into consideration the scenographic and choreographic aspects of the performance. At the end of the programme, musicians will receive professional photo/video materials and style guidelines.

String quartets will be trained by IED teachers and experts, photographers, video-makers and fashion professionals. Residencies and concerts will take place in Historic Houses in Lombardy.

Lisbon (Portugal), from October 24th to 31th 2021, **Cross-fertilisation among the arts** curated by experimentadesign - call for applications will be launched in May 2021

This Program, including Workshops, Residency and Concerts, explores the relationship between music and other cultural fields, such as architecture design and art in order to enhance the musicians' profile and career opportunities. More specifically, it focuses on the relationship between sound and space with architecture; light design and public performances; product design and the creation of musical instruments; interconnections between classical music and contemporary art; graphic design; sound design and new sound applications through cinema, theatre, performance and art.

String Quartets will be trained by experimentadesign professionals in the artistic fields, including artists and performers; graphic, product, space and sound designers; architects, media and communication experts. Residencies and concerts will take place at MAAT in Lisbon and at the National Palace of Mafra.

Villefavard en Limousin (France), from April 30th to May 8th, 2022, **Recording and Market Distribution, Physical and Mental Preparation** curated by ProQuartet and La Ferme de Villefavard - call for applications will be launched in November 2021

This Program, including Workshops, Residency and Concerts, concerns topics such as: recording of a piece of music; market distribution and copyright regulatory framework related to labels, innovative multimedias, distribution, marketing; mental and physical preparation.

Through the help of an artistic consultant and a sound engineer, during the Recording Workshop musicians get more aware of the context in order to adapt the choice of the repertoire and their interpretation, and to understand the technical issues for a professional recording.

The physical and mental preparation workshop includes exercises related to mindfulness, neurosciences and body awareness with yoga postures; it also explores how to deal with stress, how to get individual and collective motivation, discipline and positive thinking, how to have better communication among the quartet. Workshops, residencies and concerts will take place at La Ferme de Villefavard.

All the activities will be held in English.

Please find the complete information on www.ledimoredelquartetto.eu/musa

The selection for the programme in Italy is now open. Please note that each quartet can apply to all the programmes.



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INNOVATIVE TRAINING COURSE IN THE MUSIC SECTOR IN ITALY

4-Bows Drive, the String Quartet image strategy, curated by Le Dimore del Quartetto and IED Istituto Europeo di Design

For this first workshop and residency programme, an Artistic Committee formed by Le Dimore del Quartetto, ProQuartet and Experimenta will pre-select 12 young professional European string quartets that particularly need to explore the following topics:

- identity and style of the musicians and of the quartet as a whole
- communication and self-promotion through social media (how to take pictures, document and spread news on social media using images of e.g. performances that have just taken place)
- dynamics and relationships with the environment taking into consideration the scenographic and choreographic aspects of a performance

Simone Gramaglia (violinist of the Quartetto di Cremona and artistic director of Le Dimore del Quartetto) screens the last-phase applications and selects **the 4 quartets** that need and deserve to benefit the most from the program.

The Workshop will take place in Milan from April 19th to 23rd, 2021, with the aim to develop string quartets' key transversal competences useful for the development of their career. It will involve IED teachers, photographers and video-makers, who will be able to relate to the music field and more generally to the performing arts and will be ready to contribute to the construction of the quartet image.

Musicians will also benefit from a one-week Artistic Residency (from April 18th to 25th, 2021) in historic houses or other places of cultural importance in Lombardy within an hour's drive from Milan. The hosting houses are part of Le Dimore del Quartetto network. The Artistic Residency is the perfect non-formal learning context where musicians have the opportunity to put into practice the theoretical skills learned during the Workshop. In residency, each quartet will be joined by a photographer/video-maker and a fashion designer from IED, who will live together with the musicians. This will help deepen the knowledge between the IED trainers and the quartets, whose image they must develop through the realisation of photo shoots, videos, style consultancy. The image strategy will be the final product of this residency program: at the end of the activity, the musicians will have developed interesting ideas for the definition of their identity and will receive a professional photo/video shoot and style guidelines, extremely useful for the promotion of their career.

The Workshop and Residency one-week program will end with multiplier events / concerts in historic houses in the Milan area. These concerts are part of the training programme, since they allow musicians to put into practice what they have learned in the Workshop and Residency context. They therefore should not be understood as paid concerts.



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BENEFITS FOR THE SELECTED STRING QUARTETS

- Free access to the 5-day workshop curated by IED (with accommodation, meals and travel expenses covered)
- One-week residency in the historic houses of Le Dimore del Quartetto network
- Photos and/or videos realised by professional photographers and video makers
- Style guidelines proposed by a fashion professional
- Development of transversal skills useful for the ensemble career path and personal growth
- Exchanges with arts professionals and other string quartets
- Enhancement of professional and personal international network
- Visibility within a European project that involves important partners in the arts field
- Opportunities to perform in renowned cultural cities

LOGISTIC INFORMATION

Travels, accommodation and meals are organised by Le Dimore del Quartetto, in accordance with the selected string quartets and the partner organisations. Accommodation will be provided in single or double rooms.

Once selected, the participating string quartets will receive a detailed programme.

Le Dimore del Quartetto needs to justify travelling costs by invoices and/or regular receipts: it is therefore highly recommended that all the quartet members move together by plane, train or bus.

ELIGIBILITY, APPLICATION PROCESS AND PROGRAMME RULES

Eligibility

- The MUSA Workshops and Residencies are exclusively addressed to String Quartets.
- The Call is open to ensembles formed by musicians of the following nationalities. Please find below the list of European member States and all other States that are eligible to benefit of the Erasmus+ Programme 2020:
Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lichtenstein, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Turkey, United Kingdom



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- The age of each member of the quartet must be between 20 and 35 years old in April 2021.
- Participant musicians plan to develop their music career as members of a string quartet: in April 2021, they focus on string quartet as the main part of their professional life.
- Participant quartets should plan to keep the same four members over years.

Application process

Applications must be sent by email at info@ledimoredelquartetto.eu **no later than Tuesday, December 15th 2020 at 11.59 pm**, specifying in the object "APPLICATION FOR MUSA - APRIL 2021 - NAME OF THE QUARTET".

Applicants must submit the following materials:

1. Professional CV of the quartet, with description of studies and career
2. Motivational letter (max one page) that justifies the training needs of the quartet to deepen the specific topic and indicates why the Artistic Committee should select you
3. Links to videos (not older than two years)
4. Pictures that well represent the quartet, indicating when they have been taken
5. Links to website and social media (if any)
6. Identity document of each member in order to prove the dates of birth, nationalities and residential addresses
7. Any additional attachment / information useful to evaluate the application
8. Expression of interest (if any) on the other programmes in Portugal (October 2021) and France (May 2022) - please specify on your application email in which programmes your quartet is interested (in order of preference). You can find the complete information on the MUSA programme on www.ledimoredelquartetto.eu/musa

If you are sending large attachments, please use WeTransfer and incorporate the WeTransfer link in the application email.

Please note that incomplete applications will not be taken into consideration.

Program rules

The results of the selection process will be communicated to all the applicants by January 18th, 2021. We will ask the selected quartets to confirm their participation within 7 days from the official communication of selection. Please note that, once confirmed their participation, musicians cannot withdraw from the programme, unless it is for justified health reasons. In case of annulment of their commitment after having confirmed, the quartet will pay a penalty equal to € 1200.



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By submitting their applications, all the quartets' members confirm to have carefully read this call for applications and the MUSA programme rules, and to accept all the conditions specified therein.

For any doubts or questions, please do not hesitate to contact us at info@ledimoreedelquartetto.eu specifying the object "INQUIRIES FOR MUSA - NAME OF THE QUARTET".

A MUSA Q&A Zoom call for clarifying any doubts is scheduled on December 9th, 11 am GMT+1 time, please find the link below: <https://us02web.zoom.us/j/88951715012>

We will be glad to get in touch with you!



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APPENDIX - DESCRIPTION OF MUSA ORGANISATIONS

Le Dimore del Quartetto www.ledimoredelquartetto.eu

Le Dimore del Quartetto is an organisation supporting young professional string quartets and enhancing the heritage of historic houses in a circular economy.

The main activity is based on an exchange of hospitality and concerts: on the occasion of an artistic commitment, the ensembles are hosted for free by a house of the network and, in exchange, they give the house owners a concert. This exchange gets back to all the participants much more than the resources employed: the houses open their spaces through a structured cultural activity; the quartets find places where to gather and study quietly; the audience participates for free at high-quality concerts with a unique format, not only listening but mostly living an immersive experience into beauty.

Le Dimore del Quartetto also organises training activities for companies and schools, where the quartet is presented as a metaphor of teamwork; concerts for companies, institutions and privates; trip itineraries around the Dimore (houses) concerts.

In 2017 Le Dimore del Quartetto was presented at the Italian Chamber of Deputies within the “Best practices of cultural diffusion” research. In 2018 it was selected by Fondazione Cariplo among the 20 winners of the “Cultural Innovation” Call. In 2019 it received the European Heritage Award / Europa Nostra Award in the category “Education, Training and Awareness-Raising”.

IED Istituto Europeo di Design www.ied.edu

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.

experimentadesign www.experimentadesign.pt

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,



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encompassing a total of 53 projects apart from the EXD Biennale.

ProQuartet - Centre européenne de musique de chambre www.proquartet.fr

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 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.

Ferme de Villefavard www.fermedevillefavard.com

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.

ASK - Research Centre of Università Bocconi www.ask.unibocconi.it

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).