

MUSIC STARTUP

Musicians, especially in alternative trends, are a very undertrained occupational group. Very often when trying to translate their passion for music into professional life, unfortunately they are bouncing back from the difficult reality.

You need a lot of skills, knowledge of the law, proficiency in obtaining funds, knowledge of the realities of all kinds of medias, promotional tools, etc. in order to finally be able to treat playing music as a professional career path.

Art Of Freedom Foundation, wanting to dissolve these problems, organized - with the support of the Polish Ministry of Culture and National Heritage - a series of professional training courses for non-professional musicians who would like to improve their qualifications - the *Music Startup*.

Response was very wide; it was in fact a niche that quickly fills up with people willing to participate.

First edition of the program was focused on the basic issues, and it showed us very quickly how wide the scope of the training should be.

When training musicians, we would like to pay attention to environmental issues from the very beginning, so that in the future the music industry would be focused on counteracting climate changes and would be focused on clean energy. We want the participants of our workshops to contribute in future economic growth - by stimulating innovation, digitalization and cross-sectoral activities. We want to be leaders in inclusive activities and promoting diversity, which in the case of music additionally carries the power of a strong artistic message.

Above all, we would like to give our participants the possibility of international cooperation, learning from the best examples, and transferring the results of their observations to the domestic market.

We would also like to try address our program to Ukrainian migrants currently living in Poland, encouraging them to become professionally active in the field of their interests if possible.

Referring to *The Keychange* movement - which is pointing undervaluation of women participating in music industry, we would like our project to be sustainable, including presence of any gender.

We would like to organize – with our potential partners, international workshops for participants from EU by inviting experts from abroad to Poland and send our experts to partners countries. Workshops would be both on-line (for abroad participants) and off-line - for participants from current hosting country.

At the end we would like to organize a big international conference to summarize whole project.

The idea is simple, but we truly and deeply believe that it is essential.

We must care about music industry together and only together we would have a power to get into higher level.

If interested, you can contact:

Małgorzata Kraszewska

Art Of Freedom

mkraszewska3@gmail.com