ANMA Topic Day

1.October 2012

ASSOCIATION OF NORDIC MUSIC ACADEMIES

1. 2 students from the Oulu University of Applied Sciences opened the meeting with music for cello and piano
2. Riitta Tötterström welcomed the participants to Oulu and the School of Music and Media
3. Eirik Birkeland, Secretary General, thanked for the invitation to organize the annual ANMA meeting at the University of Applied Sciences in Oulu.
4. Vice Principal Staffan Scheja from the Royal College of Music in Stockholm said some commemorative words about the former principal Johannes Johansson who passed away suddenly late spring 2012
5. Secretary General, Eirik Birkeland, presented the afternoon's schedule. The thematic day was introduced in ANMA in 2008 and has since been an important part of the annual meeting
6. Outi Rakko presented the School og Music and Media at the Oulu University of Applied Sciences, activities and study programs

   Presentations:
7. Jussi Jussi Haukkamaa, University of Applied Sciences Oulu : ***Cultural entrepreneurship.***
8. Ole Lützow-Holm, University of Gothenburg, Academy of Music and Drama: ***Being an entrepreneur through developing your artistry***
9. Marja-Liisa Niinikoski, Alto University: **Creative industries and innovation: case Finland**
10. Reports from the group work:
    With reference to the 3 presentations the participants split in 3 groups to discuss consequences for the institutions to follow up and implement entrepreneurial skills in the study programs. Some of the reflections from the groups are quoted as bullet points:

    - A combination of courses in entrepreneurship at the academy and internships in local companies and institutions
    - The main teacher coaches the students to make the students more independent and orientated towards the purpose of the music and the possibilities to make a carrier.
    - Should the institutions test the candidates entrepreneurial/innovative skills at the entrance audition/graduation ?
    - Strengthening the student's focus on the world outside the institution and on their professional future
    - The question was raised if this was necessary for everyone?
    - Should it be compulsory courses or electives?
    - The musician will in the future be more and more dependent on raising money from the private sector – more and more freelance work.
    - It is about strengthening the student's focus on the world outside and on their professional future.
    - It should be a part of the final thesis to reflect the artistic work in to the professional working life and society.
    - To have a dynamic/active relationship with the music life.

- Entrepreneurship is important even in the teacher training programs. Teachers should be active artists.
- Teachers need this knowledge in the music teaching when they train young musicians/bands.
- Teachers have to change and include in the tuition how students can learn to use their skills to survive in society

- How to set the right target, and balance the education. How much time can /should be spent on other topics than musicianship
- Entrepreneur/innovation attitude as a part of the musicianship
- Art as social wellbeing
- New fields: Health, immigrants, social entrepreneurship ---
- The value of artistic innovation – business
- Why go to India when there is a need for social entrepreneurship in our countries?
- The portfolio career. Impact on how we educate new musicians
- The interdisciplinary as a tool for development.
- Ask critical question on our practice in these fields
- Still a need to experiment what this means to us
- Hard skills – soft skills
- Possibilities to expand the field through:
- Interdisciplinary projects
- Creative learning
- New art /new medias
- Collaborate art making
- Participatory/inclusive approach with people (the Audience)
- Go to/meet people where they are
- Join the culture working community
- Educate the reflective practitioner
- Focus on lifelong learning
- Share the good practice within the community

- Conclusion:
- The ANMA institutions need to be creative, innovative and entrepreneurial to front the values and need for this approach. Contribute to develop and expand the field we know.