



New Ba program in music performance at Rhythmic Music Conservatory (RMC)

Henrik Sveidahl

Bergen – May 2012

RMC

196 students

songwriter/composer

musician

singer

music manager

music teacher

music and movement teacher

sound engineer

25 teachers

4 researchers

Rhythmic music – a diverse art form



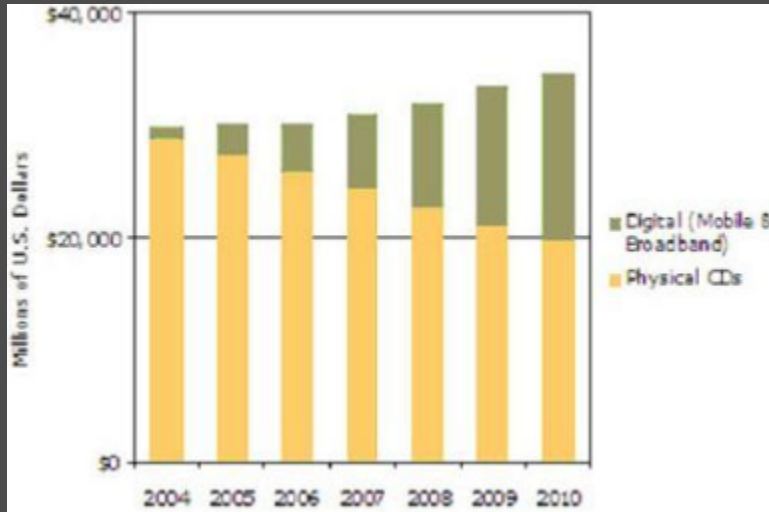
Digitalisation - democratisation



Globalisation



The music industry is changing



Live music has happy days while record sales are dropping
(Information, 9.5.2012)



The graduates - what is required?

adaptability

unique

artists – developers - innovators

project people

skilled

collaborators – inside and outside

product oriented

entrepreneurs

focus on business

active in the music life and business

internationally oriented



From education aimed for a profession...



...to education in art,
development and change

Instrumental/vocal



Music technology



Combo



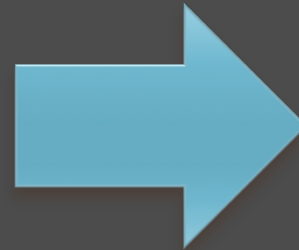
Ear training



Music theory



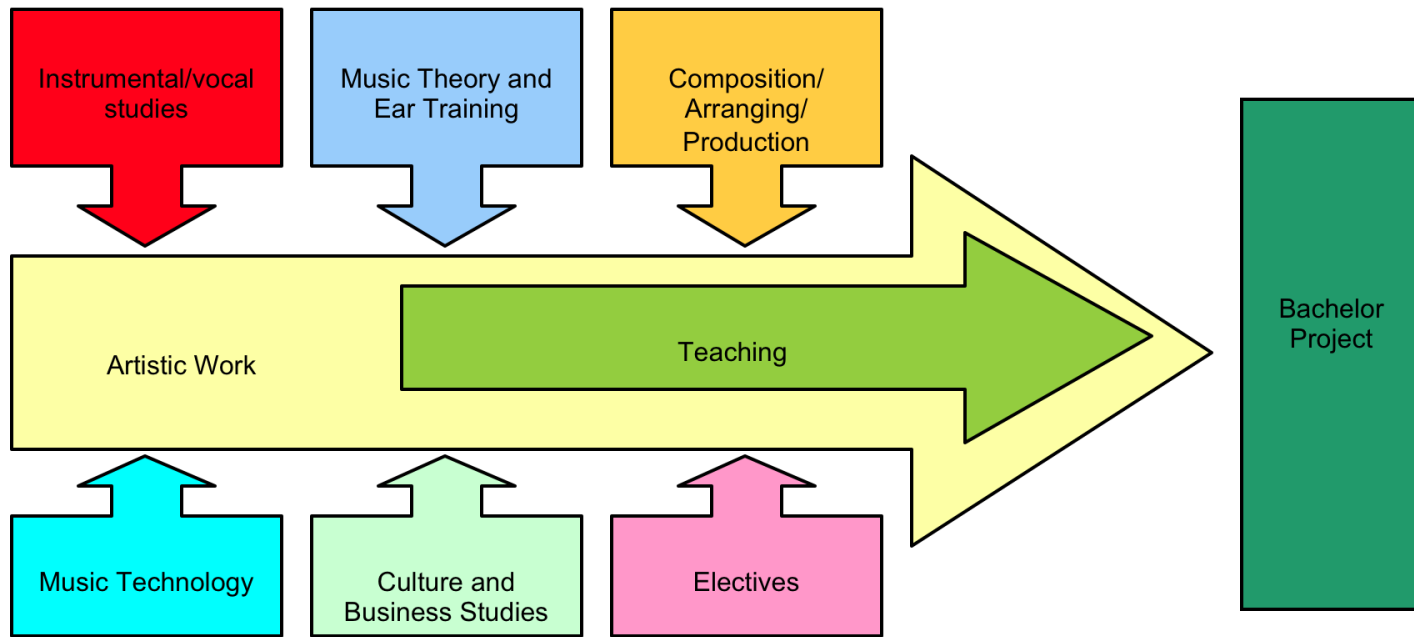
Business studies



Professional practise



From additiv curriculum driven programs...



Bachelor program - musician

...to practise driven program

Learning outcome

Developing the individual artistic and teaching profile

Craft

Creativity

Project skills

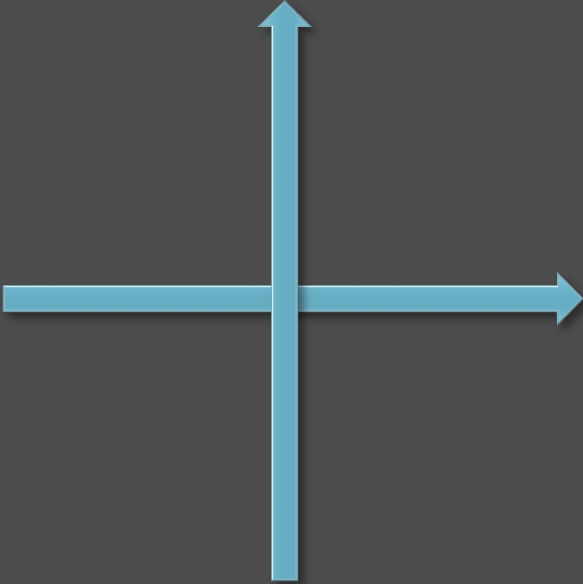
Reflection

Collaboration

Innovation and Entrepreneurship

developing

supplying



participating

recreating