



MUSIC
CROSSROADS

EUROPE - AFRICA CREATIVE TRAINING FOR YOUTH

Co-funded by the
Erasmus+ Programme
of the European Union





Music crossroads

Music Crossroads is a non-profit organization using the power of music and music education to empower and provide opportunities to young people. Through professional training, performances and promotion of young talent, we work to develop the music education sector and the music industry in the culturally rich southern Africa.

With this vision we created three centers of music education excellence, the Music Crossroads Academies, based in Malawi, Mozambique and Zimbabwe. The concept of our Academies is to become self-sustainable and strengthen music education by making it culturally relevant and accessible without compromising on quality. The Academies aim to shape talented musicians into young professionals.

As part of this initiative, Music Crossroads is widening the scope of training by providing technical skills training needed in the music industry.

**“Training the youth of today,
to become the professionals of tomorrow”**

CREATIVE TRAINING

for youth

Artistic talent is abundant in south-east Africa, a creative industry with huge potential but a lack in technical and professional capacity to develop and become sustainable. With the aim of strengthening the standing of young people who are to shape the creative economy, this initiative undertakes to strengthen and build capacity among them in areas of the music industry value chain in Malawi, Mozambique and Zimbabwe, as means of empowering and enabling them to earn an income.

Based on evaluation of previous projects' results, Music Crossroads builds on the foundations laid by the previous achievements. It sets out to implement revised methodologies, new subjects and advanced topics, including a new focus on a practical, hands-on approach to training, ensuring a much more effective and long-lasting impact to beneficiaries; Models of employability and active inclusion of stakeholders to promote and support the development of the creative economy, fostering local and international collaborations with the aim at the creation of jobs in the region.



EUROPE-AFRICA:

STRENGTHENING COLLABORATIVE CREATIVE TRAINING FOR YOUTH

The EASCCTY project aimed to deliver training to over 150 talented youth from Malawi, Mozambique and Zimbabwe, bringing them together to interact with international trainers from 9 countries at the Creative Training Campuses. Collaborating and working on training in technical skills required in the region, and also capacity building trainings for music teachers on new instruments and advanced areas of innovative teaching techniques. All of this, in a multi-cultural setting.

In 2019, the Creative Training Campus (CTC) took place in Malawi. The second CTC was planned for Mozambique in 2020, The pandemic changed our plans. We adapted the methodology of our training campus in order to maintain the wider geographical reach and the visibility of the project without compromising the the effectiveness of the trining delivery.

We are proud to present to you our first ever: Online Creative Training Campus! But in reality, it's a hybrid! With trainers from 7 countries connecting via video call, to the groups of participants in the 3 African countries, who will be guided by a local peer trainer in each location.



Training workshop 2021

Online

The workshops will be delivered through 12 video call sessions, where the peer educators will then take the lead to implement the material covered in each session. These will take place in a period of 6 weeks, allowing for plenty of time in between for the participants to fully understand, trial and revise topics with the guidance of the local peer trainer, allowing for a better knowledge assimilation and skills development in the time allocated. The fields covered are Audio Engineering, Instrument Build & Repair, and Cultural Management. The latter differs slightly as it will be also hosted at 3 additional satellite locations in the 3 countries, allowing for more participants to access the training via a computer, set up by each Music Crossroads Academy.

Audio Engineering

6 weeks, Facilitated by Gert Müller

This workshop covers, technical and operational aspects of live sound management, audio processing, computer based sound production, mixing and mastering, as well as concert amplification in conjunction with concert audio and video recording and processing. At the end of the campus, the participants will be in charge of operating the sound at the showcase concert. Over the 6 weeks the trainer will have 2 video sessions per week with the peer trainers, making sure that they are able to master the lesson. The peers will then go on to deliver the lesson to the rest of the participants. making sure that all have understood the material and are able to implement the task. In order for the trainer to evaluate the participant's progress, the peer trainer will submit assignments and audio/video material to the main trainer for evaluation.



Instrument Build and Repair

6 weeks, Facilitated by Hans Geerdink

With a similar set up of trainer and local peer trainers on video calls, the workshop covers maintenance and repair for both electric and acoustic instruments, replacing worn or broken nuts, saddles, frets, tuners of stringed instruments. Wood selection and handling for acoustics of an instrument, both for traditional and known western instruments.

Based on the ground already covered, the move on to expand on electromagnetism and soldering techniques. This course is theoretical and hands-on at the same time, extending the participant's knowledge of materials and tools. Allowing for confidence and experimentation with their own ideas of Instrument construction.

Cultural Management/Business Development Workshop

Intensive 3 weeks, Facilitated by Stefan Horn, SH/RN Consultancy

Each Music Crossroads Academy, will set up 2 locations for this workshop, one at their operational location, and one in an additional city in their country, to allow for more beneficiaries to access the training. It will cover basics of professional cultural management in a playful approach and exchange ideas with other participants from three African countries.

Our participatory workshop is hybrid - online as well as classroom - and aims at expanding capacity in project management and event planning for the music industry - with a particular focus on digitization and the use of digital management tools.

It comprises 12 consecutive sessions within three weeks and includes budget preparation, marketing, risk management and fundraising








TEACHER TRAINING CAMPUS

Online

For 8 weeks, the 3 countries will receive training with live lessons online, twice a week, in addition to individual instrumental lessons. The trainees' progress and work will be constantly monitored. There will be assignments and group/individual work, for in between the live lessons, as well as allowing them to practice and revise the content covered. The courses content: Pedagogy, Teaching Practice, Harmony, Ear Training, Transcribing/Arranging for Small Band, Big Band, Improvisation, Main instrument, Keyboard Harmony and Music of Africa. Furthermore there will be training on the usage of E-platform for teaching. The trainees will in some cases be tasked to submit videos of their work or ensembles, in order for the trainers to evaluate their work and progress.

Facilitated by The Global Music Academy

The curricula development, will provide the structure of a 3-year program in professional music training, this will enable talented young musicians to acquire the necessary instrumental and analytical skills to read, write, document and transmit their own music cultures. The multicultural interaction and collaboration facilitates the development of a vibrant music education system in the region.



SHOWCASE concert 2021

Online

At the end of the Creative Training Campus, the participants from all countries, will form different mixed bands and rehearse songs to perform at this showcase concert. This is a chance for the audience to hear the participants' improved skills and for the participants to excel on stage.

The multi-cultural event will show how important music education is, as well as promote preservation of culture and traditional music identity in the region. In addition, the participants of the Audio Engineering workshop will be involved in their own capacities to organize and run the event, gaining invaluable hands-on experience.

To be streamed online, The multi-cultural event will show how important music education is, as well as promote preservation of culture and traditional music identity in the region





TUTORIALS

During the trainings, a professional filmmaker will capture the innovative methodologies and content in order to produce 20 video tutorials. Edited into short video lessons that will be used in class at the Academies and made available to the public.

If interested, the video tutorials will be openly accessible on the YouTube channel of Music Crossroads and GMA:

www.youtube.com/user/musiccrossroadsint
www.youtube.com/user/globalmusicberlin

And on the Music in Africa website: www.musicinafrica.net

AFRICAN REAL BOOK

At the creative training campuses, the participants use the skills acquired to capture, document and transcribe their own traditional music.

This process eventually results in the African Real Book for traditional music. It promotes the preservation of African descendant music that, even if still practiced, faces a threat of decline. The project will see 20 transcribed songs to add to this book. Available at the Music Crossroads Academies.



ACADEMY



BECOME A STUDENT OR A PARTICIPANT

Are you passionate about music and want to become a student at one of our Academies? Contact our Academies directly. They provide preparatory classes for students with little experience as well as classes for advanced students.

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PREVIOUS PARTICIPANTS STATEMENTS



“It was a great space to share ideas and talk all things about music. I met various geeks of sound from all around the world.”

- *Shadreck Kalulukusha, Malawi*

“Being part of Creative Training Campus changed my understanding of the music industry. And today I can see that music is a scientific discipline like any other area.”

- *Zacarias Mavando, Mozambique*



“Today I can share what I have learned with others in my country, by helping artists to have an organized musical career and guarantee their copyrights.”

- *Stela da Conceição Langa, Mozambique*

“ Exchanging ideas and playing together with other participants from other countries added a lot to my knowledge making new friends in the process. The cherry on top was performing pieces from one of my favorite groups, the African Jazz Pioneers, alongside my new found friends. ”

- *Arundel P. Matoi, Zimbabwe*





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