"The Unifying Powers: A Blueprint for Advancing Cultural Diplomacy through the Arts"
25 August 2012
London
IAMIC?

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SHORT SITUATION

- 1958: Grouping of 'National Music Centre Representatives' > IMC
- 1962: Part of International Association of Music Libraries (IAML)
- 1986: International Association of Music Information Centres
- 1991: Fully Independent Organisation
VISION

IAMIC aims at becoming the foremost global network that facilitates the exchange of knowledge and expertise in the field of music documentation, promotion and information leading to an increased international cooperation, performance and use of repertoire of music of all genres.

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MISSION

IAMIC acknowledges the importance of sharing and optimizing the knowledge, expertise and know how of its members.

In this respect its activities provide an international context for its members enabling the provision of services and encouraging collaborations, exchanges and partnerships.

Classical NEXT
31 May 2012, München
Germany
GOALS

• To encourage and enhance access to information, materials, and products
• To encourage collaborations, and the exchange of ideas, experiences and skills amongst its members
• To play an active role in the broader international music environment
WHO ARE OUR MEMBERS?

39 Music Information Centers in 32 Countries

**Europe:** Austria, Belgium, France, UK, Germany, The Netherlands, Czech Republic, Slovakia, Poland, Hungary, Italia, Greece, Croatia, Slovenia, Switzerland, Latvia, Estonia, Lithuania, Portugal, Iceland, Sweden, Norway, Denmark, Finland, Luxemburg, Ireland

**Outside Europe:** Australia, Brasil, Canada, Israel, New Zealand, USA

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What do they do?

Information on and promotion of:
Artists, Composers, Ensembles, Orchestras, Festivals, Concerts, Musical Events and Musical Life in general nationally and internationally
What do they do?

Information Services online:
Databases, Repertoire Lists, Composers’ and Performers’ Files, Publications, Newsletters
What do they do?

Collections of:

• Scores
• Recordings
• Books
• Periodicals
• Education resources
• Reference material
What do they do?

Publications:
Magazines, Newsletters
What do they do?

Organisers of Festivals/Concerts
Policy Advice
Bringing the Music Sector together
Creating partnerships, bridging
What do they do?

Norwegian Music Information Centre:
Life at the Office

- Live concert series staged in, recorded and broadcasted from Norwegian Information Centre and in selected locations throughout Norway.

What can IAMIC offer?

• Platform
• Knowledge Hub
• Facilitator
ACTIVITIES

• Annual Conference
• IAMIC Office Exchange Programme
• European Music Monitor
• Composers Award in cooperation with ISCM
• Minstrel Project
EUROPEAN MUSIC MONITOR

• Monitoring data of Music Life and Cultural Industries comparable between countries and in time
• Indicators such as: nr of performers, orchestras, music schools, etc.
• Start with Feasability Study
MINSTREL Project – 3 years

- **MusIc Network** Supporting Trans-national exchange and dissemination of music **Resources at European Level**
- Aim to promote worldwide local music, information and professionals as well as to support music exchanges and the transnational mobility of musicians.
- MINSTREL has a duration of 3 years
The Office Exchange Programme

1. The Project
2. How does it work?
3. Results
4. Challenges
5. Contextualisation
6. Good Practice
The Office Exchange Programme

The Programme

1. Started in 2008
2. Practical learning experience
3. Sustainable partnerships through participative observation
The Office Exchange Programme

How does it work?

1. 5 host MICs - 5 participants (or more) – 5 working days
2. Matching supply and demand
3. Jump into musical life

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The Office Exchange Programme

Results

1. Innovation – self development
2. Sustainable relations between the MICs
3. Source for enhanced cooperation
The Office Exchange Programme

Building bridges between

Persons (skills, knowledge,...)

Organisations

Music Cultures

Countries
The Office Exchange Programme

Contextualisation

1. EU Culture programme Objectives (2007 – 2013)

2. Convention on the Protection and Promotion of Diversity of Cultural Expressions

3. The Lifelong Learning
The Office Exchange Programme

Transcending boundaries
Widening the geographical reach
Expand scope
Discover
Teach
Learn

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The Office Exchange Programme

Quote:

‘It offers a unique opportunity to get to know closely how the colleagues deal with similar tasks, what activities they develop, and to exchange the ideas. Through the exchange we develop also our multicultural communication, learn about the music and culture of each other and make deep connections and strong international network; it is helpful in finding common ways to make better professional support and promotion of music in general, at home and internationally.’
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