

The Popakademie¹ Mannheim & Muzone² - P. Geppert

The Popakademie is the first art school in Germany which offers academic education in pop music. Founded in the Popakademie offers two programs of study:

- **Music Business:** Relevant for event- & label-managers, artist developers and creative managers
- **Pop Music Design:** A creative study course which considers all modern styles of popular music.

The Popakademie is also famous for its training staff, which is a team of experienced musicians, songwriters, technicians, stylists, choreographers and music scientists. Former and current lecturers are i.e.: Xavier Naidoo, Smudo, Wir sind Helden

The Popakademie & Universal (Linking culture to industry)

Universal is the biggest german record company and associate of the Popakademie. During their collaboration Universal has moved its whole trainee education programme from Berlin to the Popakademie Mannheim. In return Universal Music makes prominent coworkers available from the ranges finances, kindist & repertoire, management, graduation and marketing for lectures and assigns each year up to 10 scholarships to the best students from the course of studies music Business.

The Popakademie has also other collaborations with i.e. Sony BMG, AOL and MTV.

For the label AllstarMusic a student working group took over the order to plan posthum a "Best of" Compilation from Jam&Spoon to produce it and distribute it. The group was led by the managing director of all star Music, Matthias Grein.

A group of students also had the project study "market study team" which meant that they accomplish music-industry-referred market studies for external institutions an the Popakademie themselves. In cooperation with Warner Music topics for on-line marketing and mobile marketing were worked out. The group. Under leadership from Bernd Heinzlmeier (T-Factory) the group in addition worked out orders from Universal Music.

Furthermore the Popakademie creates its own label in co-operation with Universal Music. A group of the project workshop will cooperate continuously in all divisions (Akquise, support, marketing of the artists).

There are more examples like these mentioned above, because the Popakademie has good contacts to the Music Industry in Germany.

¹ www.popakademie.de

² www.muzone-europe.com

The Leonardo pilot project MUZONE

Together with 12 Partners in the EU, the Popakademie started a Leonardo Project. The 12 Partners are:

- Popakademie, Baden-Württemberg (Germany)
- State Ministry of Baden-Württemberg (Germany)
- Universal Music, Berlin (Germany) Universal is the world's leading music company.
- Westminster University, Department of Commercial Music (Great Britain) offers the commercial music degree which is the first in the UK for business strategies in today's music industry.
- Rockscool, London (Great Britain) is the only UK exam board that specialises in popular music.
- Sibelius Academy, Helsinki (Finland) was founded in 1882 and is currently the only Finnish music academy enjoying university status.
- Ballyfermont College of further Education, Dublin (Ireland) founded in 1989 where it was the first music course of its type in Ireland.
- Rock City Hultsfred, Hultsfred (Sweden) was founded in 1981 as a non-profit organisation now organising the Hultsfred festival which is the most famous music festival in Sweden.
- Fontys Rockakademie, Tilburg (Netherlands) was founded in 1999 and offers a 4 year bachelors degree. At present 168 students are enrolled.
- National Pop Instituut, Amsterdam (Netherlands) was founded in 1975 and their goal is to help young artist who do not have an record deal yet.
- Sziget Cultur Management, Budapest (Hungary) organises the Sziget festival and is involved in youth culture as organizer of the Budapest Parade.
- Ministry for national and cultural heritage, Budapest (Hungary)

They define their goals as you can see in the following part of their image brochure:

Pop music and pop culture recognise neither national borders nor language barriers. The education of the next creative and artistic generation all over Europe is an overriding cultural, political and educational task. With the Leonardo da Vinci project MU:ZONE Europe, pop music education gets truly European for the first time. Within the next two and a half years pop music studies will be developed on an ECTS³ basis by eleven partners in six European countries working together under the overall direction of the Popakademie Baden-Württemberg.

Within the MU:ZONE project in January 2005 the partners of the project organised an European Band-Coaching-Week. 120 participants from 5 countries of the EU attended this Week at the Musikakademie Hammelburg in Bavaria. As a result of this event some new bands were founded, amongst other Wallis Bird. Wallis Bird is an Irish singer who is getting more and more famous in Europe. Another positive effect from this event is that the bands which were founded during it are speaking very well about Europe at concerts. These bands are reaching young people and may open their heart for Europe.

³ European Credit Transfer System – the system of achievement points at universities