

ULYSSES

A EUROPEAN ODYSSEY WITH YOUNG ARTISTS FOR NEW MUSIC

DETAILED DESCRIPTION OF THE PROJECT

The Ulysses Network Coordinator :

Ircam – Institute for Research and
Coordination Acoustic/Music



The Ulysses Network Partners :

Aldeburgh Music



Brivas Muzikas Agentura



Budapest Music Center



Divertimento Ensemble



Flagey



Gaudeamus Muziek week Foundation



**International Ensemble Modern
Academy**



Internationale
Ensemble
Modern
Akademie

Internationales Musikinstitut Darmstadt



**INTERNATIONALES
MUSIKINSTITUT
DARMSTADT**

impuls

impuls academy | competition | festival

**Institut für Kulturelle
Innovationsforschung – new classical e.V.
Summer Academy OPUS XXI**

**INSTITUT FÜR KULTURELLE
INNOVATIONSFORSCHUNG**

Royaumont Foundation – Voix Nouvelles



royaumont

San Fedele – Fondazione Culturale



FONDAZIONE
CULTURALE
SAN FEDELE

Time of Music



**musiikin
aika**

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Ulysses – a European odyssey for young artists

The Ulysses project is inspired by an illustrious generation of 18th Century artists who wandered all across Europe, visiting the greatest masters' workshops in order to improve and to complete their skills. Following the steps of the Homeric hero, their odyssey was an initiatory journey paving the way for future generations of young European artists.

The idea of the Ulysses network is to rekindle this tradition by inviting hundreds of young contemporary classical music artists to develop an individual experience based on encounters, exchanges and sharing with tutors and fellows from different cultural backgrounds within the most renowned European music institutions. By benefitting from periods of experimentation, of production and of confrontation with the audience all across the continent, Europe's finest young artists will be given a unique opportunity to develop their careers and share their talent with new audiences.

Ulysses network brings together 14 renowned institutions involved in the support and promotion of young artists. These institutions (academies, summer schools, support programs connected with ensembles or festivals) play a fundamental role in the recognizing, accompanying, professionalizing, and development of the carriers of young European composers and performers, some of them for longer than 20 years already.

Current situation in Europe: main issues identified

Aware that they meet the same issues in the context of globalization, the Ulysses partners decided to share their experience and their expertise in order to produce a common analysis about the situation and the difficulties that young European artists encounter in the beginning of their careers. After two years of exchanges, the following facts have been identified and remain to be tackled:

- The connecting zone between higher education structures and professional circles tends to weaken since it is inadequately addressed in the context of a rapidly changing university and research environment
- The professionalization process is often limited to only one artistic "genre" which don't communicate with each other (dance, theatre, music, visual art, film)
- The financial burden on many cultural venues leads to a focus on 'safe bets' (old repertoires, neo-traditional works, standardization of production), following a logic of profitability.
- Limited means of production, thus unsatisfactory working conditions for young artists
- The limited mutual professional knowledge regarding activities and emerging scenes across Europe makes cooperation hard between professionals from different countries. This causes a lack of ambitious cooperative artistic projects gathering operators and artists with different European origins, and a lack of European mobility of works created by young artists
- A low level of innovation and European open-mindedness, preventing many institutions from going beyond local cultural tradition and aesthetics (Anglo-Saxon

and Nordic; South European and French; Germanic, Central European, and Eastern European)

- Traditionally limited audience for contemporary classical music, insufficient presence of new music in mainstream classical music broadcasting channels (concerts, radio, television), and difficulty of going beyond local visibility

The European added value

All the issues mentioned above are shared by all partners of the Ulysses network, who are convinced, after two years of meetings and comparative analysis, that the remedy to this situation can be found only by sharing experiences, expertise, means and projects at a European level. The demand for such actions is strong. It comes not only from music professionals all over the continent, but also from composers, performers and most importantly, the European audience.

In order to do so, the organisations involved in the Ulysses project have agreed on the following objectives:

- To encourage the mobility of young European artists by providing them with the opportunity of practicing their passion in the best European venues dedicated to new music.
- To favour professionalization of young artists, by facilitating encounters and work sessions between them and internationally recognized musicians and composers from other countries.
- To enhance mutual knowledge of the different cultural identities and aesthetic traditions coexisting in Europe (Anglo-Saxon and Nordic; South European and French; Germanic, Central European, and Eastern European traditions). To favour permeability between these cultural spheres, by creating individual enrichment and local emulation.
- To stimulate interdisciplinary and innovative art forms across Europe, especially by using new technologies.
- To support transnational production of new works by enabling cooperation between different European artists and/or institutions.
- To support the circulation of new musical works across Europe.
- To create a network of highly qualified European professionals involved in programming, production and promotion of new music.
- To enable the systematic documentation and filing of artistic works and methods, and the dissemination of this knowledge to a large audience and professionals all over Europe, notably through the use of new Medias (for example, via the Ulysses platform and the use of online social networking tools).

⇒ The European cultural model, especially in the field of education and professional training greatly differs from the Anglo-Saxon world, where the separation between public academia and major private operators encourages standardization. The Ulysses initiative is designed to reinforce the European model, by promoting cultural diversity, inventiveness, youth, encounter with young audience, in a context of globalization of culture leading to standardization of cultural products.

Work Programme

(Please see more detailed work programme in appendix)

“Meet and Create” : European Residencies for Young Artists

This activity will bring young composers and young musicians together with established musicians and internationally acclaimed artists to exchange, to experiment, and mostly to create new works.

More than 25 residency programmes all over Europe will be organised, concerning more than 300 young artists and 500 professional musicians. Work sessions between young artists and renowned composers and performers from at least 15 European countries will be held in the best professional production conditions, thanks to the Ulysses network of partner academies. More than 150 performances will be resulting from this activity.

This activity will also allow young composers to work with professional instrumental groups that are usually reserved to more recognized artists (philharmonic orchestras, choirs, high level ensembles). Also, young artists will be given a chance to develop their work and experiment new technologies (Computer assisted composition, new technologies for sound spatialisation, sound synthesis, virtual instruments, etc.) or in original environments (work *in situ*, inspired by sound and video takes in public space and in direct exchange with the passers-by).

Young artists and established mentors will not only work on creating new pieces, but they will also have the opportunity to participate to meetings, conferences and direct exchange sessions together.

The program also encourages the mobility of culture professionals among network partners and beyond, in order for them to develop new working methods and exchanges with the aim of facilitating the circulation of young artists in the long term.

“Beyond Limits” : Cross-border circulation of new works

This activity will focus on the circulation of works created by the young composers throughout Europe, thus developing genuine European careers. The original works will be commissioned from the young composers by two or more network partners together, and these works will then be studied and performed in major European theatres such as Concertgebouw (Amsterdam), Flagey (Bruxelles), new Music Forum Budapest (opening 2012), Barbican (London), Cité de la musique and Centre Pompidou (Paris), Teatro alla Scala (Milano) and others, by renowned classical music artists (especially orchestras, choirs, and renowned soloists - such as Arditti, Diotima, Exaudi, etc.), who will integrate the new works to their repertoire.

More than 85 young composers will work directly with these musicians from other countries in order to prepare the performances abroad. There will be around 50 performances of these new works in Europe.

This activity will also focus on organising special events which involve the participation of cross-style musical representation in original venues, in order to help young artists to reach new audiences.

Since musicians of very high level are the best ambassadors of new works towards a large audience, the activity will also favour their participation to the cooperative projects between partners on a European level: established artists will actively participate in the performances of the works created by young composers. The continued support and exchange between renowned musicians and young artists will be a key element to the project, which aims to build sustainable links between different generations of artists and various audiences.

“Not Alone” : New art forms through interdisciplinary activities

This activity will encourage the production of new art forms by bringing together music and other artistic disciplines (video, dance, theatre). Also, performances will be organised in settings other than concert venues (digital arts festivals, multidisciplinary festivals, etc.). The activity will thus focus on the cooperation between artists from different artistic disciplines, and diverse aesthetic and geographic backgrounds. The objective is not only to create interdisciplinary art works and performances, but also to bring contemporary music outside of its traditional circles and venues.

Among the performances resulting from the Ulysses projects, multidisciplinary initiatives will be developed, triggering cooperation of composers and musicians with artists of other disciplines, such as video, dance, theatre, and in situ installations. These projects will favour new forms of contemporary music performance (traditional lyrical forms are excluded in these projects) through:

- Support for co-commissions of collaborative works
- Support for production
- Support for documentation (recording, video, etc.) for the creative process and the finalised work
- Support for European-wide repeated performances in venues that exceed the traditional framework of classical music concerts.

Different partner institutions bring various specificities (music and theatre in Frankfurt and Budapest Music Center ; visual art and new technologies at Ircam and IMD, dance at Divertimento Ensemble, Music and Film at Flagey and Budapest Music Center, ‘in situ’ and environmental issues at Impuls and Expo 2015 in Milan, etc.)

“Design the future” : Activities for young performers and young audiences

This activity will focus exclusively on very young artists, amateur artists, and young audiences. On the one hand, it will enable young ensembles and performers the opportunity to perform abroad and work with experienced composers and tutors. On the other hand, the activity will offer young people (amateur musicians and young audiences) a direct contact with a contemporary musical practice.

The activity will allow young ensembles to:

- Work with young composers under the tutorship of internationally renowned tutors
- Improve professional skills with a large range of composers from different geographical and aesthetic backgrounds and to develop new repertoire
- Perform in different European countries in concert conditions, and thus to develop a regular audience and professional network
- Benefit from mediation activities such as presentations of work in progress, encounters with artists, hands-on workshops, etc., especially designed for youngsters.

The activity will also enable young people (between 8 and 14 years old) from the general public to:

- Discover and familiarise themselves with the process of music making and setting-up of live performances (technical aspects of music creation and concert organisation, but also the acquisition of basic skills such as perseverance, opening to new ideas and cultures, teamwork, etc.)
- Attend various creative workshops open to the public
- Directly participate in collaborative creative workshops with the artists of the project
- Access a specific repertoire for young artists and amateurs created by the artists of the project
- Exchange with young musicians of their age in the young ensembles.

Structuring the network : The Ulysses platform

Creating and developing a professional online network of leading operators and stakeholders is among the key priorities of the project. The Ulysses platform is designed with the ambition of setting a new benchmark in the European cultural sphere. During the past 2 years, Ulysses partners have conceived a specific group of reflection in order to define precisely the functions and devices of this future platform, corresponding to the needs and expectations of the professionals. A first prototype has been developed in 2011 to test some main tools (see Specifications of this first prototype in appendix).

The Ulysses project and the complementary European support, should allow to develop the complete and final version of this platform that shall be used in the future not only by the coorganiser institutions, but, more widely, by all European institutions interested in

information and data regarding new music and contemporary art forms. Developed and managed by the coordinator of the network, it can be described as a 'Forum' for members of the network, its partner institutions as well as its associated partners. The platform will serve as an online tool to:

- Announce all activities related to the project (concerts, conferences etc.)
- Announce competitions, calls for residencies/applications
- Publish articles of general interest for the world of new music (innovations, methods etc.) as well as an online magazine about musical creation, designed to provide information, news, inspiration, expertise for medias and general audience,
- Provide a public database on projects, composers and their works, in order to increase knowledge of existing creations in Europe
- Display documentation on the project and content on the network's activities and results
- Offer a link database to the users.

⇒ All partners are requested to update information at least every month.

This online platform will of course meet the professional needs and the young composers' expectations that have been identified by the network:

- A one-stop interface gathering all relevant information on call to proposals and competitions proposed by the project partners throughout Europe
- A personal space for the composers, designed to facilitate multiple candidatures in order to facilitate participation to all competitions, the platform will encourage composers to create and regularly update their own personal space in the Ulysses database, thus increasing their chances to be spotted by European professionals at each competition
- A management tool to facilitate the evaluation of applications by the international juries, reducing their travel and subsistence costs and providing more flexibility in the selection procedures. The tool adapts to the partners' management models. By 2012, half a dozen of calls for applications suggested by the partners will be open to composers via the Ulysses platform, representing around 1000 candidatures of young composers. The objective is that around 20 competitions across Europe can be referenced and managed by the Ulysses platform every year until the end of the project.
- Developed by Ircam in close cooperation with the project's partner institutions, this tool has been designed to meet the specific needs of the largest number of operators.
- The platform's database is supplied directly by the composers and the partner institutions themselves (as a "positive side effect" of the realisation of reading panels each year).
- By the end of the project, the database will display the professional profiles of approximately 3000 young composers. This first-hand information will then be shared by all 50 partners of the network and supported by their different information channels: databases, festivals, institutions, etc. (around 80 reference points). Besides,

this database is designed to become an information platform for many professionals and institutions across Europe (around 70 relays).

- This database also serves as a private source of contents for producers and distributors in Europe, allowing professionals to share and to get information (recordings, scores, videos, press releases, biography, production costs) and encouraging them to program new works according to the respect of copyright.
- The platform is a permanent tool: partner institutions will use the platform for the announcement of their competitions and the management of the corresponding reading panels every year, which guarantees the regular update and the sustainability of the platform beyond the Ulysses project period.

Key figures :

- **25 competitions proposed and managed by the Ulysses platform every year**
- **3.000 young artists recorded in the database**
- **120 institutions using the platform (competition management, information exchange)**
- **300 professional users (members of juries, teachers, administrators, producers)**
- **200.000 visits expected per month, through partners and associated partners' websites.**

Network Management: the necessary excellence of the partnership

- ⇒ The network is led by a group of professionals aspiring to be a reference point in the field of classical music, expanding the presence of new music in cultural broadcasting and involving new audiences beyond those of the specialized venues.
- ⇒ The network is coordinated by Ircam, an internationally renowned institution in the world of new music with a long tradition of excellence. Ircam is a leading organisation not only in the professionalization of young composers and musicians, but also in its expertise of production of high-quality contemporary music and interdisciplinary works (dance, theatre, video), and in the research and development of new technologies applied to sound and performing arts.
- ⇒ Ircam cooperates with a large international network of artistic, scientific and education organisations developed and nurtured for more than thirty years. The institute is also very experienced in the management of European projects. This expertise, as well as a stable administrative situation, the close connection to the French public authorities and national cultural institutions, and the creation steering group with other member institutions of the network, provides a perfect environment for a successful coordination and administrative management of the Ulysses project.
- ⇒ The long preparation phase of the project (beginning in July 2009) and the organisation of six partnership meetings before the submission of the application form have greatly strengthened the partnership. Each meeting has taken place in different partner institutions, always at the occasion of festivals or academies. This frequent interaction between all partners has not only enabled a better mutual knowledge of the work practices and the activities organised inside the network but also to assess the nature of the future concrete cooperation during the project.
- ⇒ One of the network's main assets is that it includes renowned institutions with a long tradition in the professionalization of young artists (IMD, Ircam, San Fedele, Aldeburgh, Impuls, IEMA) but also younger organisations that have recently emerged in this field (IKI/OPUS XXI, Divertimento, BMA). Professional and cultural exchanges inside the network will benefit from these different points of views and institutional status (exchange of best practices, quality requirements, management).
- ⇒ Another strong advantage is the diversity of the partner institutions, covering 10 countries and the whole European territory (Central, Eastern, Northern, Southern and Western Europe). All partners are involved in professionalization of young artists, especially in the field of music, and represent a large range of sectors : public; private; academic (linked to universities and/or conservatoires), linked to ensembles (IEMA, Divertimento); linked to national cultural centres including other artistic disciplines (cinema for Flagey, visual arts for Ircam-Centre Pompidou); linked to national broadcasting (FR, BE, HU, NL, LV) etc.. This diversity also guarantees the best

visibility and dissemination of the project activities to all types of local, regional and national stakeholders.

- ⇒ Besides the cultural specificity based on national or geographic traditions, each of the coorganisers also provides a special added value through a particular artistic orientation and expertise to the network:
- Research, development and experimentation of new technologies for music and performing arts (Ircam, IMD, Gaudeamus)
 - Specialization in large instrumentations - orchestras and choirs (Flagey, BMA, Ircam)
 - Specialization in ensembles (Divertimento, IEMA, Impuls, Royaumont)
 - Specialization in chamber music (San Fedele, Aldeburgh, Time of Music, IKI-Opus XXI)
 - Links with other musical styles such a Jazz music (Eötvös Foundation/Budapest Music Center)
- ⇒ Annual meetings will be organised by the coordinator and the members of the network's steering group (Ircam, Flagey, IEMA, Gaudeamus, Aldeburgh). These meetings will provide the opportunity to :
- Show works to a large public: the meetings will be organised in the framework of existing festivals organised by the hosting institutions and will benefit from their communication and dissemination means
 - Provide a European dimension and thus a European added value to the existing festivals : European program, invitation of foreign ensembles and artists, presentation of original art forms will embrace the curiosity of enlarged audience
 - Organise European-wide professional meetings on professionalization and career-development of young artists, the emergence of new art forms, distribution issues etc.
 - Organise European-wide meetings and exchanges between composers and other young artists involved in the project
 - Communicate about new European initiatives in the field of new music
 - Communicate about the European Union's Culture Programme and the activities of the EU in the field of culture.
- ⇒ The systematic filing of the activities, works and publications on the online platform will feed professional dialogue at a European level, promote co-existence and mutual inspiration between existing cultural and aesthetic traditions and art forms (NB: for copyright reasons: restricted space only accessible to network partner institutions, and public space accessible to everyone)

Communication plan

Based on two main pillars, it will enable a solid European visibility for the partnership:

- Pillar 1 : specific Ulysses communication/dissemination tools:
 - Internet platform and online social networking tools
 - Regular press releases concerning specific network activities and events (including editing and distribution of recordings etc.)
 - Specific communication at the occasion of annual meetings/ symposiums
- Pillar 2 : use of communication/dissemination means already existing in each partner institution covering local, regional, national and international media and that will be mobilised for all the common network projects

The network's partner institutions will benefit from all existing communication supports

- press
- brochures/ posters/ flyers
- mailings and newsletters
- Internet and online social networking tools (Facebook and Twitter accounts)
- Broadcasting (radio)
- Edition and distribution of supports such as CD and DVD

Adequacy of the budget

Along with the work programme, the presented budget corresponds to a very precise analysis of the costs of each activity. The partners have been involved in the estimation of all the costs (travels, artists' fees, communication, staff, workshops, etc.) per activity and per year, as well as the definition of each partner's contribution.

The EU grant asked will, together with the partners' own financial input, allow the network to carry out all the activities with no financial risk. The budget is realistic, well balanced and approved by all the coorganisers.

Beyond the network : A myriad of outcomes

Education, innovation, experimentation

- ⇒ The Ulysses project will promote interactions beyond borders and cultures, involving teachers, students and young international composers. It will foster intergenerational exchanges, mutual cultural enrichment, new learning methods, interaction between different education backgrounds, the use of innovative instruments and new information technologies applied to music creation.

- ⇒ Ircam, the initiator and coordinator of the network, is one of the largest institutions in the world in the field of research on music creation. Ircam's department of education, which attracts every year at least 20 composers from all over the world, will highlight the role of new technologies and innovative composition tools, not only in the creative process but also in the promotion and distribution of new works.
- ⇒ All partners have been selected with regards to their orientation towards 'new music'. They are all committed the use of electronic tools, the experimentation of new types of performance, their curiosity regarding interdisciplinary collaborations, and the use of new media in performing arts (video, interactivity, in situ installations, etc.).
- ⇒ By providing young European musicians with new meeting and experimentation spaces, professional conditions of creation, and tutoring by internationally recognized artists, the network seeks to train a new generation of creators, enabled to embrace technical advances, to invent and capture new art forms, to work in cooperation and in different contexts, hence breaking the current boundaries of classical music and opening up to new audiences.

A launchpad for European careers

- ⇒ By giving the artists the opportunity to develop new experiences abroad, by providing them with the highest European standards of education and professional training, and through the cross-border dimension of the activities, Ulysses will be an indubitable boost in terms of career development for the artists involved in the project.
- ⇒ All will be granted the chance to broaden and internationalize their contact base, to work with renowned European artists, to develop their professional network through their collaboration with a variety of European music professionals, and to open up to new audiences, repertoires and artistic disciplines.

A new approach to audiences

- ⇒ By expanding the network of contemporary music venues and by blending traditional programming with new works by young European artists, Ulysses will enable the public to discover music beyond what they have experienced until now. Audiences will be exposed to innovative creations from many different countries, allowing them to discover different cultural traditions and new ways to enjoy music in the same time.
- ⇒ This new approach is one of the key features of the project. All operators and artists involved in the Ulysses network are committed to improving the connection between contemporary classical music and the European public, especially young audiences. Indeed, the success of the project will depend not only on the excellence of the

activities and the artistic value of the artists and works, but also on the outcomes in terms of federating new audiences throughout Europe.

A truly European initiative

- ⇒ The Ulysses network is the result of a unique cross-border initiative between the coordinator and 13 coorganisers representing 10 countries, but also more than 90 associated partners, ensembles, orchestras, public bodies and local supports throughout the whole continent (please, see complete list of associated partners in appendix).
- ⇒ This geographical scope covers most of the territory of the European Union, including new EU member-states such as Hungary and Latvia. This ambitious choice aims to create artistic links between territories with different artistic philosophies resulting from distinct cultural and historical trajectories.
- ⇒ In this perspective, the Ulysses project will contribute to bridging the remaining cultural gaps between European geographical regions. By fostering intercultural dialogue between the 'old' and the 'new' Europe, the network will participate in the vitality of the European culture in the international context.

Ulysses in figures

400 young artists involved in the program

800 professional musicians supported (soloists, ensembles, choirs or orchestras)

200 professionals (artistic directors, production managers, teachers, researchers)

60 events

280 concerts all over Europe

2 million people reached through TV and Radio

7,5 million people reached through newspapers

300.000 people reached through streaming and recordings

2 million people reached through Internet (official partners' websites, and associated websites)

110.000 people in the direct mailing databases of the partners

2.000 media contacts