

Club of Amsterdam

the future of Music

April 2010



Supporters

Hogeschool van Amsterdam
Syntens

Music in Games

In recent times, many games have had complex soundtracks similar to those of movies. It is also much more common for video game soundtracks to be commercially sold or even be performed in concerts that focus on video game music. Music can also be an important gameplay element in certain types of video games.

How does this technology influence the profile of a composer? Is music for games getting mature?

► **Tom Pearce**, Producer, Owner, Practical Music
Making our own future - Gaming as a promotion and distribution system

Music & Creative Projects - online and wireless

► **Theo Ploeg**, lecturer at HvA, journalist, sociologist
Creativity, music & new media
A creative use of new media shows new directions in the musical landscape. New media a threat to the music industry? Not at all. New media gives the opportunity to redefine the relationship between artist and audience. Creativity for all? Not exactly, but with help of online friends anything is possible.

Music & the Brain

Oliver Sacks, physician, author and professor of neurology and psychiatry: "Music can move us to the heights or depths of emotion. It can persuade us to buy something, or remind us of our first date. It can lift us out of depression when nothing else can. It can get us dancing to its beat. But the power of music goes much, much further. Indeed, music occupies more areas of our brain than language does - humans are a musical species."

Can music give answers where traditional healthcare, psychotherapy or education has none? Are we at the beginning of exploring new brain resources?

► **Aaltje Van Zweden-van Buuren**, Founder, The Papageno Foundation & ► **Ria Veldhuizen**, Music Therapist, The Papageno Foundation
Moments of Musical Meeting, playing with time and expectation.

In music we easily recognize patterns by repeating rhythm or melody. Music triggers our expectation, changes in rhythm, dynamic and tempo can be surprising. In this way it helps us to become more flexible and at the same time eager and attend. Flexibility, attention and changes are difficult to persons with an autism spectrum disorder.

Concept by G Usta Lebbink, Lebbink Consult & Martijn van Gogh, Syntens

19:00 - 20:00

Introduction by our Moderator

► **GUsta Lebbink**, Lebbink Consult

Part I:

► **Tom Pearce**, Producer, Owner, Practical Music

Music in Games

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Creativity, music & new media

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Music & the Brain

Moments of Musical Meeting, playing with time and expectation.

20:00 - 20:30

Coffee break with drinks and snacks.

20:30 - 21:15

Part II: Open discussion



Tom Pearce

Producer, Owner, Practical Music

Tom Pearce is an experienced music producer, composer and sound designer who, in recent years, has begun to exploit the power and potential of computer games as a new market for music. In the past he has worked with artists such as Elton John, Eric Clapton, Jeff Beck and George Harrison and he is now bringing all of that expertise to bear on new talent. He is currently also focussing on a range of music based iPhone applications as well as working with industry partners to bring high profile artists into gaming in a way that benefits both the artist and the game developer.

www.practicalmusic.com



Theo Ploeg

lecturer at HvA, journalist, sociologist

Theo is journalist for music magazine OOR and pop culture magazine Gonzo (circus), lecturer at the Institute of Interactive Media at the Hogeschool van Amsterdam (Amsterdam University of Applied Sciences) and co-founder of SocialBeta, the centre of e-culture in the far south of The Netherlands. He used to work for several magazines and newspapers in The Netherlands and worked as a new media consultant in the nineties. He holds a master's degree in sociology and a bachelor's degree in information science.

www.theoploeg.net



Aaltje Van Zweden-van Buuren

Founder, The Papageno Foundation

Aaltje is founder and director of the Papageno Foundation. As a mother of a child with autism and in her activities for the foundation, she became familiar with the field of creative therapy and has discovered what a positive contribution music therapy can make to the development of children with an autism spectrum disorder. For her research to conclude a Master's degree in Art Education at the Amsterdam School of the Arts, she has explored the possibilities provided by the disciplines of art education and creative therapy to support the approach to children with an autistic spectrum disorder within the framework of education.

The Papageno Foundation gives parents, as well as caretakers and teachers, an opportunity to explore a number of different approaches to autism, many of which come from abroad. As part of their efforts, the foundation regularly invites foreign institutes to visit the Netherlands and explain their methods via lectures, workshops and other such informative meetings.

In the broader mission of Papageno Foundation, a prominent position has been given to experimental research into music therapy and the possibilities of devising an approach revolving around music therapy. Since February 2000, a team of music therapists has been travelling around the Netherlands to bring children into contact with focused music therapy in their own familiar surroundings. The role of music in the development of autistic children is currently being examined in collaboration with Dr. Henk Smeijsters, Ph.D. Lector KenVak, Hogeschool Zuyd, Heerlen, The Netherlands. While Papageno music therapists are offered the opportunity to study for a masters degree.

Objectives

- Identify unique characteristics of Papageno Music Therapy
 - Share in an interactive way musical patterns and flexibility
 - Show activities The Papageno Foundation is organizing where music and the arts play a central role
- www.stichtingpapageno.nl



Ria Veldhuizen

Music Therapist, The Papageno Foundation

Ria is Master of Art Therapies, Senior Registered Music Therapist and Supervisor. Her background lies in the field of healthcare, psychotherapy and education. She discovered the power of music in working with children with autism. That made her decide to study music as powerful medium. Since 1985 she is working in Child and Youth Psychiatry of the University Medical Centre (UMC) Utrecht for children with Disruptive Disorder and in a private practice for prevention goals and after care. Since 2005 Ria is working as Music therapist for the Papageno Foundation. In 2008 she conducted research for to conclude her Masters degree.

www.stichtingpapageno.nl tichtingpapageno.nl



GUsta Lebbink

Lebbink Consult

Work

- Change manager at Lebbink Consult in the field of culture and education
- Director of the Inspection of arts education and amateur arts
- Teacher film and photography
- Teacher visual arts at havo and atheneum

Divers activities

2000 - 2010

- Ministry OCW: advisor for the financial consequences of the reorganisator of the library sector
- Ministry of Foreign Affairs: evaluation of Culture policy in Japan, New York and Paris
- Dutch Musea: implementation of quality management in some big musea in Amsterdam and Rotterdam
- Advising several cities about the structure and policy of culture

Education

- Coaching
- Changemanagement
- Financial management
- Education at the Onderwijskunde University of Leiden
- Academy of arts St. Joost, photography / film
- Teacher Visual Arts

www.lebbinkconsult.nl