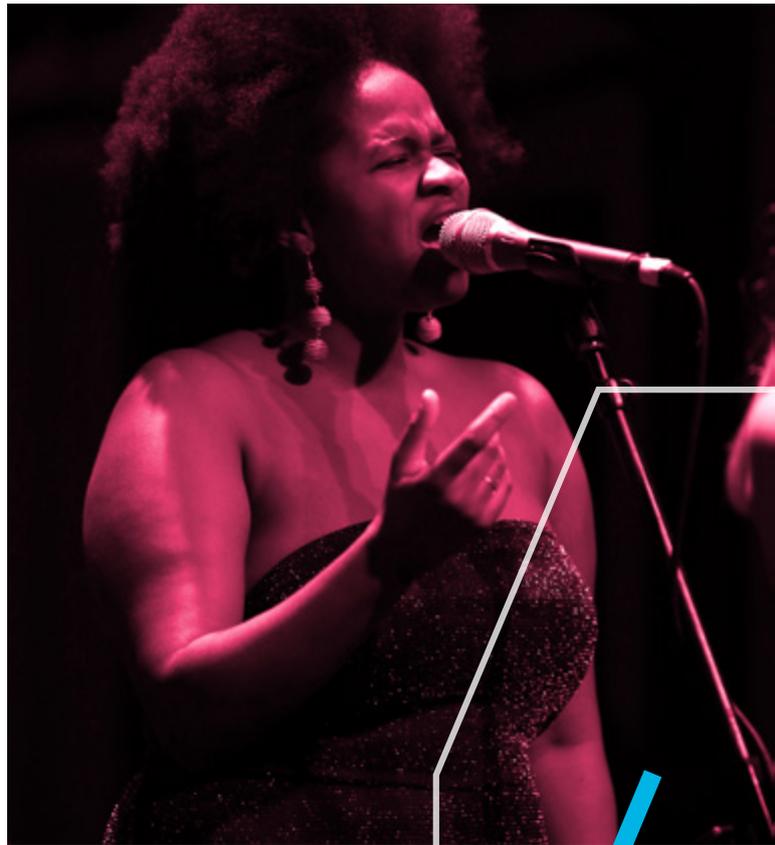




TRINITY LABAN CONSERVATOIRE  
OF MUSIC & DANCE

**BA (Hons) Music  
Performance & Industry**

**Be A Changemaker**



The BA Music Performance and Industry is a new three-year undergraduate programme starting in September 2021. The programme will launch with a virtual open day on 16 July 2020 ready to recruit a cohort of up to twenty-four students..

This course is the first of its kind for a London conservatoire. Situated in the epicentre of south east London's creative music scene, Trinity Laban is a future-focussed and socially engaged destination for young artists. The conservatoire's track record speaks for itself: alumni include Afrobeat pioneer Fela Kuti, Head of EMI records Rebecca Allen, and critically and commercially successful artists Laura Jurd (Dinosaur), Femi Koleoso (Ezra Collective) and Nubya Garcia. By adding the BA Music Performance and Industry to its programmes, Trinity Laban is enhancing its standing in the commercial music industry.

Students on the BA Music Performance and Industry will learn core musical skills and work together to compose, produce and perform popular music in a range of genres while developing real-world business skills that will enable them to connect with audiences and navigate a constantly changing industry.

COVID-19, Black Lives Matter, climate crisis, Brexit and the economic challenges we face mean that every aspect of life is likely to change. The inbuilt flexibility of the new programme means that it can respond to the fast-paced change of the times in which we live. This programme provides a place of learning, stability, refuge and activism with the ability to make a difference and to give students from all backgrounds a voice through the expression of music.



## THINKING BEYOND GENRE

The BA Music Performance and Industry considers popular music from two perspectives: music for the people, with its dazzling array of genres and sub-genres; and secondly, music of the people, such as traditional music, folk song and global roots music. Students on the programme are not bound by genre and we celebrate musical difference as a strength. The programme recognises that technology and advancements in music production blur the boundaries of genre.

## PERFORMANCE

You will study, create and perform in small groups with tutors and mentors from Trinity Laban and across the professional field. The ability to communicate music on stage and online are core values and there is a strong emphasis on technology. You will learn how to produce your music and perform and publish your work.

## INDUSTRY

The programme is industry-facing from the outset. The BA in Music Performance and Industry defines the Music Industry as everything that brings the artist together with their audience. You will learn how to navigate rights, the law, music management, and deals.

# Students have the potential to be changemakers – how is the music industry changing?

## 1. Genre means less than ever

Music is becoming less and less ‘genre-defined’. Artists like Lil Naz X with Old Town Road, Poppy, Twenty One Pilots, Ed Sheeran, Michael Kiwanuka, Billy Eilish, Ezra Collective, Drug Couple, Jany Green and Youngblud and Sahra Gure all defy genre stereotypes. This is achieved by doing things differently and collaborating with others; a core ethos of the programme.

## 2. Physical sales are down for the music industry

Streaming now accounts for **78% of music consumption** while vinyl continues to see a resurgence in popularity. In 2020, distributing your music online couldn’t be easier. Artists as “content creators” are looking for platforms beyond YouTube; for example, [Mixer](#) and [Twitch](#) are developing new and loyal fan bases. Travis Scott performed a live-streamed “[Astronomical](#)” event to 12.3 million fans on Fortnite, the gaming platform. [Tiktok](#) has defied the industry by becoming a significant force in little more than a year. Drake made the song Tootsie Slide specifically for Gen Z’s latest obsession, TikTok. Through studying the changing landscape of the music industry, you will be encouraged to find new ways to produce and market your work.

## 3. The artists of the past influence the music of today

Robert Johnson, Pauline Black, Otis Redding, Marvin Gaye, Mozart, Ella Fitzgerald, Joni Mitchell, Fela Kuti, Jean Beauvoir, Cecil Sharpe, Hildegard von Bingham are just some of the historically prominent artists we’ll highlight to demonstrate how music can define an era. Being informed about music of the past will help you to make connections between the music you are making today.

## 4. Keeping it live

You can’t beat a live gig; audiences will always want the live music experience. The live-streamed performance is also significant. The programme aims to focus on the importance of performance technique and impact, while live performances continue to change and develop on and offline. Performance is in the title of the programme and central to the student experience.

## 5. Technology

As we move towards 5G and smarter technology, musicians and the industry will find new and imaginative adaptable responses to advancing science. These adaptive abilities have been demonstrated through the response to COVID-19. As technology continually changes the way we make and listen to music, BA Music Performance and Industry students will be at the forefront of these developments and you can be a part of that future.

## FREQUENTLY ASKED QUESTIONS



### **What is the size of the cohort? For example, are there particular restrictions around the number of singers you would take?**

We are aiming to recruit a maximum of 24 students, and we are looking for a healthy mix of instrumentation. Throughout the programme, students will form a variety of bands and we need to ensure that these are well balanced, while still providing you with a tailored learning experience where you can develop your personal voice.

### **What are the values of the programme?**

The BA in Music Performance and Industry values the individual and aims to nurture each students' distinct voice. We encourage our students to be collaborative, forward-thinking and imaginative. The music industry is made up of a wide variety of performers, creators and changemakers; we aim to provide a broad view of the industry to communicate that there is a place for everyone.

### **Who is it for?**

Anybody serious about making their mark with music and developing their talent and creative voice. We welcome producers, singers, songwriters and performers of any instrument.

### **What genre of music are you looking for on the programme?**

We are not looking for any specific genre, we are looking for open-mindedness and the willingness to experiment and specialise as you progress. Throughout the programme, you will learn different styles of music and explore how these can be combined, adjusted and developed to create new work. For example, you will explore songwriting, electronic dance music, Afrobeat, Brazilian music and rock, folk and hip-hop.

### **Where is the BA Music Performance and Industry going to take place?**

In the first year we will be based in Trinity Laban's Faculty of Music, situated at King Charles Court at the Old Royal Naval College in Greenwich.

### **How will BA Music Performance and Industry students integrate with students on other programmes?**

Students will work alongside BMus students during CoLab and Electives. We anticipate that students from all programmes will socialise together, work together and seek further opportunities for collaboration.

### **Do you have a recording studio?**

Yes. Trinity Laban's state of the art recording studio will be refurbished ready for 2022, and until then, we will hire professional external facilities.



### **Will there be opportunities to collaborate with dance?**

Students on all the music programmes work with the Dance Faculty during CoLab and in extra-curricular activities in the first year. There are further options to work on dance projects throughout the programme.

### **Will I learn about production?**

Yes. This is a core part of the programme and you will develop skills in recording, manipulating and mixing, using Ableton Live and Logic Pro. To get the most out of the programme, it is recommended that you own a laptop with some of these programmes installed. We are developing an award scheme to help students purchase equipment.

### **Do I need to be able to read music?**

There are many ways in which musicians communicate, including standard music notation, chord charts and tab. As a part of the programme, you will develop your skills in writing and reading all of these forms. As a guide to the skill-level required, we expect you to be begin the programme around Grade 5 music theory standard.

### **Can I join the programme as a producer?**

Absolutely! You will have to show skills and knowledge in production with the ability to manipulate sound and show the potential for highly competent listening and creativity.

### **Do I need to have a grade exam in my specialism?**

No, but your level of performance standard will be assessed as part of the audition process.

### **Are there any instruments you would not consider?**

No, but you must be able to play your instrument to a good level. We tailor the year-group to encourage playing together. A balance of band instruments, singers, songwriters and producers is desirable.

### **Are there any scholarships available?**

You will be automatically considered for a financial award following your audition. Awards are allocated: for outstanding performance ability, demonstrated at audition; for particular disciplines; <https://www.trinitylaban.ac.uk/student-life/student-support/financial-support>

### **I don't know if the programme is right for me. Is there anyone I can speak to before applying?**

We are happy to put you in contact with a member of the team to discuss any element of the programme.

Please email [admissions@trinitylaban.ac.uk](mailto:admissions@trinitylaban.ac.uk)

Alternatively; you may wish to consider a consultation lesson with one of our teachers.

## AUDITION INFORMATION

You have the choice of either attending an audition in person, or submitting the information online. The requirements are as follows:

### **Perform two contrasting pieces of work:**

- An original piece that you have created
- A cover of a track which has inspired/influenced you

Please perform your pieces solo, or by accompanying yourself. You can also use a backing track if you prefer.

### **Producers**

Provide a portfolio of work of between 3 - 5 pieces. You might also wish to provide some text to describe the materials.

### **Creative Task**

You will be given a choice of materials to use to make a new work. For example, these may include;

- Lyrics of a song;
- A melody or chord progression;
- Stems for a remix (stems are individual audio tracks);
- A concept.

To complete the task, you are required to take one or two of the items as a starting point for a piece of music that is up to two minutes in length. The work can be presented as a live performance or as a recording. We will ask you about your creative process.

The items will be permanently available on the Trinity Laban website and a link to the materials will be sent to prospective auditionees prior to their audition date.

In total, all music performed should not last longer than 15 minutes in total and should reflect your strengths/interests.

### **Interview**

In addition to the above, you will be required to attend a discussion with a member of the team to discuss your ideas and interests. As part of this discussion, you may be asked:

- Why you would like to enrol on the programme at Trinity Laban
- Aspirations and your approach to music
- Artists who influence and inspire you
- Your prior music-making experience
- What challenges you have experienced in your music-making and how have overcome them

## AUDITION FREQUENTLY ASKED QUESTIONS

### **Are there any pieces you wouldn't recommend I perform at my audition?**

You can perform music from any style that you like. Trinity Laban promotes equality and diversity and will not accept any work that expresses profanity or puts an individual or group of people down based on their identity. If you wish to discuss your audition piece, drop an email to the contact below.

### **I can't afford the audition fee – is there anything I can do?**

We offer an audition fee waiver for applicants who are from a low-income household. Information can be found here: <https://www.trinitylaban.ac.uk/study/fees-and-finance/audition-fee-waivers>

### **Should I choose in person or online?**

It is up to you as both audition formats are considered equally. Many applicants like to attend in person as it allows you to visit Trinity Laban and get a feel for the place.

### **I am auditioning for the BMus but would also like to be considered for this programme. What do I need to do?**

Assuming that you have not accepted a place elsewhere on UCAS Conservatoires, it is possible to add a choice to your application. Please note it is not possible to be considered for this programme using your BMus audition.

