Amplify Music in Our Los Angeles Conference

A Conference Amplifying and Connecting the Music Scenes of Los Angeles

#AmplifyLA

Wednesday, May 15, 2019, 9am–4:30pm
Check-in at 8:30am
Charles E. Young Research Library Auditorium

The UCLA Herb Alpert School of Music Center for Music Innovation and the UCLA Music Library present

The UCLA Herb Alpert School of Music

Upcoming Events

MAY 17, 21, 23, 8PM
Lost Childhood – Opera UCLA
Freud Playhouse
Lost Childhood follows a Jewish psychiatrist who eluded death as a boy in Poland during the war, and a German colleague born into a family with Nazi sympathies. Featuring scenic and lighting designers from the Department of Theater and performers from the UCLA Herb Alpert School of Music.

WEDNESDAY, MAY 29, 8PM
UCLA Wind Ensemble and Symphonic Band
Schoenberg Hall
The UCLA Wind Ensemble and Symphonic Band perform Ron Nelson’s “Homage to Perotin,” Shelley Hanson’s “Elegy for Albinoni,” and Paul Hindemith’s “Symphonic Metamorphosis on Themes by Carl Maria von Weber.”

SUNDAY, JUNE 9, 4PM
Mahler Symphony No. 2 (“Resurrection”)
Royce Hall
To cap the 2018–19 concert season, UCLA Philharmonia Chorale, Chamber Singers and soloists perform Gustav Mahler’s monumental Symphony No. 2 in Royce Hall.

2:15 PM
Music Tech Investors and Incubators — Investing in the LA Music Tech Scenes
Moderator: Dae Bogan, Founder, TuneRegistry; Lecturer, UCLA Alpert
Jonathan Wallace, Investment Director, Expert Dojo
Josh Rensberg, VP, Business Development, Capitol Music Group
Leah Nanni, Venture Coach and Outreach Coordinator, Startup UCLA & Blackstone Launch Pad
Jen Hall, Director, TechStars Music
Michael Frick, Advisor/Executive Producer, The Rattle, LA

3:15 PM
Supporting Systems — Community, Support, and Education Systems for Current and Upcoming Artists
Moderator: Frank Heuser, Professor, Music Education, UCLA Alpert
Mark Slavkin, Director of Education, Wallis Annenberg Center for the Performing Arts, Board Chair California Alliance for Arts Education
Arabian Prince, Technologist, Futurist, Founding Member of Rock & Roll Hall of Fame group NWA, Founder, N3 Next Open Labs
Crystal Starr, Recording Artist/President of Little Voices
Ilan Engel Sadzinski, Director of Education & Community Programs, The Broad Stage; Connector Council Member, Ford Theatres
Debra White, LA Program Manager, HOB Music Forward
Aparna Mukherjee, Executive in Residence, LA2050
Jeremy Gruber, Head of Digital Marketing, Friends at Work

4:15 PM
Next Steps and Proposed Gatherings

Thanks for community support from the City of Los Angeles Department of Cultural Affairs, LA Nightlife Alliance, Ford Theatres Connector Council, and the Maremel Institute.

UCLA Herb Alpert School of Music

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How can we support Los Angeles’ music scene(s) and work together to continue to create something robust, diverse, and dynamic in this changing era?

This day-long conference expands the conversation of how Los Angeles can grow and connect/collaborate around its diverse music scenes. If other cities are challenged by gentrification in having vibrant live music scenes, (a) why is Los Angeles seeming to be growing, despite these difficulties and (b) how do we enhance and amplify this growth?

Background

This Conference is the second in a series of events that UCLA Center for Music Innovation is holding with this Future of Music in LA focus across 2019 across LA, so we welcome you to be involved in those programs as well.

On February 6th, the City of Los Angeles Department of Cultural Affairs held a half-day Symposium as part of its February COMPOSE LA series of events. With partners that included UCLA’s Center for Music Innovation, they brought together different voices across Los Angeles and music to talk about the future of Music in Los Angeles.

Los Angeles is a complex environment. From panels and provocations, we came up with many things that weren’t right. As such, we’ve come to acknowledge that it is something that we’re involved in those programs as well.

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**CONFERENCE SCHEDULE**

8:30 AM
Registration and Check-in

9 AM
Welcome and What is Los Angeles’ music?
Gigi Johnson and Robert Fink, UCLA Herb Alpert School of Music
Matthew Vest, Librarian, UCLA Music Library

9:10 AM
Music in Los Angeles — Where We Ended Feb. 6
Ben Johnson, Performing Arts Program Director, City of LA Dept. of Cultural Affairs

9:20 AM
What Does LA Look Like and Why?
Research on patterns of legal and not-legal venues across the city’s corridors and neighborhoods
Philipe Maman, Strategy and Research, The NOW Institute

9:40 AM
What are Los Angeles Economic Trends and Trajectories?
Adam J. Fowler, Director of Research, Beacon Economics

10:00 AM
Roundtable — Whose LA and What is LA? Where are We Creating, Presenting, and Practicing?
Moderator: Ross Gardiner, Co-Founder, LA Nightlife Alliance
Leigh Ann Hahn, Director of Programs, Grand Performances
Dexter Story, Wondern / UCLA Ethnomusicology / Community Coalition; Connector Council Member, Ford Theatres
Mark Mack, Professor of Architecture at UCLA. Principal of MackArchitect(s) and Creative Director of Archidance
Jeff Schwartz, Director, Soundwaves, Santa Monica Public Library
Alejandro Cohen, Executive Director, dublab
Mark “Frosty” McNeill, Founder, dublab
Kyle Wilkerson, Talent Booker, Bootleg Theatre; Co-founder, Sid The Cat Presents

10:45 AM
What Makes LA a Unique Music City? — Challenges and Questions
Research Presentations —
Gathering of Stories, Challenges, and Conflicts
Jessica Glabiger and Sylvia L. Alvarez, UCLA

Perspectives on LA as a Music Incubator
Sam Kling, SVP, Creative Services, SESAC

Living in LA Music for Film & TV Production
Roger Suen, film and TV composer for “Gook” and “Miss Purple”
Patrick Warren, film and TV composer for “The Chi”
Jonathan Beard, Orchestrator/Co-Founder Tutti Music Partners; Lecturer, UCLA Alpert

Music from LA in the Global Scene
David Bakula, SVP, Industry Insights & Analytics, Nielsen Music
Physical LA — LA as a Diverse Spread Set of Communities in the Arts
Heidi Zeller, Sr. Manager, Cultural Programming, LA County Metropolitan Transit Authority
Farah Sosa, Photographer at FarahStop; Executive Producer of Subsuelo
Connie Pullin-Tipton, AICP, Sr. City Planner, City of Los Angeles

11:30 AM
Online Roundtable — Being a Music City in Other Cities
Moderator: Storm Cloor, Associate Professor, Music and Entertainment Industry Studies, University of Colorado, Boulder
Danny Keir, Global Head of Business Development, Sound Diplomacy, London
Matthew-Che Kowel, Founder, Majestic Collaborations;
Denver Arts & Venues/Music Strategy; Emergency Preparedness Consultant for Performing Arts Readiness
Maggie Weiland, Exec. Director, San Francisco Entertainment Commission
Kate Becker, Arts + Culture Strategist, King County, Washington
Nurt Siegel Smith, Exec. Director, HBO Music Forward, New Orleans
Don Pitts, Co-Founder, Sound Music Cities; past Division Manager, Music & Entertainment Division, City of Austin

12:25 PM
Video from Europe — Live of a Night Mayor
Mirik Milan Gelders, Global Night Mayor Advocate, Co-founder, VibeLab and Electronic Music Conference; former Night Mayor of Amsterdam
Lutz Leichsenring, Founder, The Creative Footprint, Spokesperson/Exec. Board Member, Berlin Clubomission

12:30 PM
Break for Lunch
On your own around North Campus

1:15 PM
Creating and Programming Events and Concerts for a Diverse and Worldly LA
Moderator: August Brown, Reporter, LA Times
Elizabeth “Liz” Garo, VP of Talent, Spaceland Presents
Matthew Himes, Director of Programming and Production, Levitt Pavilion Los Angeles
Howard Ho, Writer, Composer, and Sound Designer
Nick Schwartz-Hall, Sr. Producer, Programming, The Music Center
Derrick Spiva Jr., composer, conductor, musician
Jonathan Beard, Composer; Lecturer, UCLA Alpert
Jeremy Rollinson, Chief Technology Officer, Tour Tech
Devan Landau, Agent, Paradigm Talent Agency
Steven Homestead, President, American Composers Forum-LA

1:45 PM
Creating Communities and Collectives in LA
Moderator: Ross Gardiner, Co-Founder, LA Nightlife Alliance
Addy Gonzalez Renteria, Co-Founder/Co-Director, 11:11 A Creative Collective
Jason Kramer, KCRW (Broadcaster/DJ), Music Advisor & Supervisor, Instructor (Music Marketing)
Steve Loza, Professor, UCLA Global Jazz Studies
Erin Stone, Co-Director/Co-Founder, 11:11 A Creative Collective
Kristen Martinez, Masters student, Graduate Researcher, UCLA American Indian Studies
Farah Sosa, Photographer at FarahStop; Executive Producer of Subsuelo
Miran Mahmoudi, DJ, Promoter, Producer; dublab, Ninja Tune