

MEDIA RELEASE

Canada's Music Incubator and National Music Centre Announce National Call for Submissions for AE West

New partnership to bring Artist Entrepreneur Program to Studio Bell

August 31, 2017

TORONTO and CALGARY, AB – Canada's Music Incubator (CMI) and the National Music Centre (NMC) are launching AE West this fall and have announced a national call for submissions.

AE West, which stands for Artist Entrepreneur West, is a five-week creative entrepreneurship program to help emerging professional artists, of all musical genres, develop sustainable businesses and careers via hands-on mentoring, networking, and collaboration. It will take place at Studio Bell (850 4 Street SE, Calgary, AB) from November 7–December 8, 2017.

AE West is an extension of CMI's highly-regarded Toronto-based Artist Entrepreneur program and represents a partnership between CMI, NMC and Alberta Music. Artists will only have to pay a \$1,600 fee. The program itself is valued at \$7,500, with the majority of costs being offset thanks to the generous support of TD Bank and the Viewpoint Foundation.

"Over the past three years our outreach programs have regularly visited Alberta and Western Canada. The result has been many artists deciding to travel to Toronto to work with us more extensively. By establishing a presence in Calgary, we will be more easily accessible," says Vel Omazic, Executive Director, CMI. "We intend to complement the work being done by our partners at the National Music Centre, Alberta Music and the Western Canadian music industry by contributing high-level expertise, access to ongoing mentorship and connectivity to the music industry in Toronto."

Approximately a dozen artists will have the opportunity to take part in this pilot program. Selected artists and bands will have the chance to use and explore the new artist facilities at Studio Bell.

"This is another example of National Music Centre investing in our regional music industry, by bringing this level of expertise and support closer to home for western-Canadian artists," said Adam Fox, Director of Programs, National Music Centre. "Participants will also have access to our incredible artist facilities, including three recording studios, live rooms, classrooms, and our collections."

"AE West represents a great opportunity for artists living and working in Alberta," said Carly Klassen, Executive Director of Alberta Music. "Alberta Music is proud to partner on this pilot program and is excited for the creative support, business development, and networking that artists from Alberta and beyond will have access to."

Eligible artists must be 18-years-old or over and actively writing, recording, releasing (or about to release) music and performing live. Interviews will be conducted with appropriate candidates prior to program admission. Interested eligible artists can apply now at: canadasmusicincubator.com/aewest

About AE West

Based on Canada's Music Incubator's long-running Artist Entrepreneur program, AE West is designed to help emerging artists and bands from all genres build their businesses and careers. Artists will work closely with Canada's Music Incubator and the National Music Centre team of social media, marketing, management, promotion, publicity, funding, touring, songwriting and live performance experts. They will also be introduced to a wide range of active music industry professionals. Artists will also have ongoing access to mentors and resources post-program.

About Canada's Music Incubator

Canada's Music Incubator (CMI) is a national not-for-profit organization providing customized and ongoing mentorship to professional artists and managers. Using the pillars of mentoring, collaboration and industry connectivity, our mission is to empower these creative entrepreneurs in the development of sustainable careers and businesses which meet their definitions of success. Since 2012, CMI has provided over 5,000 hours of professional development and mentored over 500 artists and managers spanning all genres of music across Canada. CMI was founded by Coalition Music and is based at their Toronto facility. canadasmusicincubator.com

About the National Music Centre

The National Music Centre (NMC) is a national catalyst for discovery, innovation and renewal through music. NMC will preserve and celebrate Canada's music story and inspire a new generation of music lovers through programming that includes on-site and outreach education programs, performances, artist incubation, and exhibitions. For more information, please visit nmc.ca.

About Studio Bell

Studio Bell, home of the National Music Centre, is a new state-of-the art facility designed by Brad Cloepfil of Allied Works Architecture (Portland/New York). An international hub for music and technology, Studio Bell is the first national cultural institution of its kind dedicated to celebrating music in Canada in all of its forms. More than a museum, Studio Bell rises in nine interlocking towers, clad in glazed terra cotta in the heart of Calgary's East Village. The 160,000 square-foot building includes five floors of exhibition space, a 2000+ piece collection of artifacts, instruments and music technology, and other features including recording facilities, workshops, classrooms, an event space, and a 300-seat performance hall. For more information, please visit studiobell.ca.

Media Contacts:

Mary Kapusta | National Music Centre
T 403.543.5122 | C 403.815-6350
mary.kapusta@nmc.ca | [@nmc_canada](https://twitter.com/nmc_canada)