MYCELIA WORLD TOUR PILOT

FRIDAY 8th DECEMBER 2017
THE ROUND HOUSE
HAVERING-ATTE-BOWER
LONDON

MYCELIA

@mycelia4music
#mycelia
www.myceliaformusic.org
MYCELIA FOR MUSIC. SOLUTIONS FOR THE MUSIC MAKING COMMUNITY, CONNECTING THE DOTS FOR A FLOURISHING MUSIC BUSINESS ECOSYSTEM

Founded by Imogen Heap, gathering support and growing a collective of creatives, professionals and lovers of music.

CREATIVE PASSPORT

The Creative Passport is Mycelia’s proposal for a digital identity standard for music makers, forming the Creative Passport Database, generating huge positive impact and benefits for the music business ecosystem at large. The Master Key to unlocking the door to a verified open Global Repertoire Database, the Creative Passport contains verified profile information, IDs, acknowledgements, works, business partners and payment mechanisms, acting as the essential connective hub for all music related services.

MYCELIA WORLD TOUR

The Mycelia World Tour is a 3 day music and tech festival, travelling with over 30 music makers and enablers, visiting over 40 major urban hubs around the world each year. A new model for touring musicians being a space to share creative works, knowledge and showcase music tech developments. At its core, it is a vehicle to deliver Creative Passports to music makers, empowering a new era of abundance for the music business ecosystem.

Constantly growing and refining the Creative Passport functionality as it crosses the globe, inviting gatherings like here today, to discuss and collaborate in each location. Connecting global touring artists with local artists, venues, communities and music related services, in the echoes of awesome live music.
PROGRAMME

2:00 pm  Arrivals and registration
- Book your time slot to tour The Round House exhibits
- Mycelia Information Station
- Sign up for The Wave VR experience
- Explore 3D digitised album artwork with Streemliner
- Tea / Coffee

3:00 pm  Keynote by Imogen Heap: It’s time we got music makers and their works open (data) for business
Curated data leads to pretty much everything these days and when something you need can’t be found, someone, somewhere is losing out. Let’s get music ready for all it can give to the world for generations to come.

Guest inputs
- Vinay Gupta – Mattereum: A brief brush up on Blockchain
- Vanessa Reed – PRS Foundation: Why we should support music makers

4:15 pm  Tea / Coffee break and collect a Creative Passport

4:45 pm  Panel of reflective bytes from absorbent minds and Q&A from the audience.
- Cliff Fluet – Eleven, Lewis Silkin LLP (moderator)
- Eva Kaili – Member of the European Parliament
- Sammy Andrews – CEO & Founder at Deviate Digital
- Panos Panay – Berklee College of Music, OMI
- Zoe Keating – Cellist, Composer and Independent Artist Advocate

5:45 pm  Join us for a Cheers to Mycelia and Introduction to the evening’s events
PROGRAMME

6:00 pm Dinner, drinks and tour of the Round House exhibits (a symbolic representation of Creative Passport)
- The Hideaway – Imogen’s Studio with Box of Tricks – Virtual instruments
- Life of a Song – Research exploring the music industry through the lens of a song
- mi.mu Gloves – Wearable tech for creation and performance of music
- Magic Me – Collaboration with Dolby Technologies and Nick Ryan

(Please ensure you are registered for your Round House Group time.)

6:00 pm RED Group
6:15 pm BLUE Group
6:30 pm GREEN Group
6:45 pm BLACK Group
7:00 pm WHITE Group
7:15 pm YELLOW Group

8:00 pm Imogen Heap + Frou Frou concert in The Barn
Vocals, Piano, Machines, mi.mu Gloves: Imogen Heap
Keyboards: Guy Sigsworth
Keyboards and Machines: Jan Sigsworth
Guitar and Laptop: Leo Abrahams
Guitar and Pedals: Brendan Cox
Percussion and Machines: Chris Vatalaro
String Quartet: Emma Smith, Ian Burdge, Jennymay Logan, Richard Jones
Live Sound: Ryan Breen

9:00 pm Performance by Tim Exile

10:00 pm Carriages
TRAVEL HOME

The event finishes at 10pm and we will have coaches to take you back to NEWBURY PARK STATION (about 20 minutes journey time).

From NEWBURY PARK STATION you can go into Central London on the Central line (32 minutes to Oxford Circus and 23 minutes to Liverpool Street)

If you are taking a taxi, please use these co-ordinates N51.61688 E0.18705 as postcode takes you to a field!

We dearly want you to stay for the whole event and enjoy the concert in The Barn at the end. If however you have to leave us before the coaches depart at 10pm, we suggest pre-booking with Kilo Cars (01708444444).

We will have a dedicated member of the team on hand to help and advise. Please note that waiting times can vary.

Please be sure to sign-out before your early departure, as we need to be aware of vehicles arriving on-site, keep a tally on our number of guests plus we don’t want you to leave without your special thank you gift bag!

Coming Back Tomorrow? Sign up at registration desk
Starting 2pm, the Mycelia World Tour Pilot continues with its family day. People who’ve come today and would like to further collaboration are welcome back as early as tomorrow to return with family and kids! More food, banter, a bit of celebrating Imogen’s 40th and some people with bits and bobs here to help you invent some musical instruments and make stage props! At 5.30pm we’ll gather for an impromptu relaxed kid friendly concert in The Barn, with Imogen and whoever else is about to play a tune, where any of the the day’s creations will feature!
FURTHER INFORMATION

SUPPORT MYCELIA
If you want to support Mycelia financially, please go to www.myceliaformusic.org/support, whether via bank account, JustGiving, Bitcoin or Ether.

CREATIVE PASSPORT WORKSHOP SIGNUP
Following this event, we invite you to further develop the Creative Passport with us. Please sign up at Mycelia Information Station.

When: Friday 26th January, 9am-5pm
Where: The Rattle, Tobacco Dock, Tobacco Quay, Wapping Ln, St Katharine’s & Wapping, London E1W 2SF, UK

HELP NEEDED DURING THE EVENT
Go to the Registration Desk in The Tipis for any help needed.

CONTACTS
Mycelia Projects
carlotta@myceliaformusic.org

mi.mu Gloves
hello@mimugloves.com

Hire of The Round House / The Hideaway Studio / The Barn / Imogen alexis@imogenheap.com

Please note that today’s event is being fully documented (video and photography) for educational, archival and non-commercial promotional use.
EVENT TEAM

CORE TEAM
Imogen Heap – Creative Director (Mycelia / Megaphonic), Ghislaine Boddington – Creative Director, Dramaturgy (body>data>space), Karen Carne – Event Producer (Megaphonic), Carlotta De Ninni – Project Producer (Mycelia), Alexis Michallek – Project Producer (Megaphonic), Jason Wapling – Site Coordination / Health and Safety (Megaphonic), Chrissie Papaleontiou – Event Producer (body>data>space), Kumar Kamalagharan – Production Manager (Fruit Pie), Brian Dubb – Business Development (Mycelia / MPAL), Lesley Abrey – Hospitality (Megaphonic), Awsa Bergstrom – Guest Liaison (Mycelia), Geraldine Atger – Production Manager (body>data>space)

CREATIVES
The Tipis: Andy Carne (Streemliner), Dave Haynes (The Wave VR), James Huallit and Graham Breen (HTC)
The Round House: Nick Ryan (Magic Me), Adam Stark and Kris Halpin (mi.mu Gloves), Carlotta De Ninni and team (Life of a Song), Alexis Michallek (Studio)
The Barn: see Programme timeline plus Alexis Michallek, Ash Dorey, Ryan Breen, and Nick Shelton and Adam Arrigo (The Wave VR), Cory Allen (Milkman Media)

DESIGN
Andy Carne (thelongdrop) and Tadej Vindis (body>data>space)

DOCUMENTATION
Mike Lebor – Video (Lebor Films with Justin Stokes and Hendrik Faller)
Tadej Vindis – Photography

CORE TEAM SUPPORT
Production Support: Chloe Buddle, Maddi Carne, Marly Carne, Corinne Chinnici, Mathew Downes, Reece Gurnham, Kerem Isik, Alex Lennon, Justine Marzack, Katy McClements, Silvia Olivieri, Dylan Peakall, Rowan Garrette, Nathan Wapling and Mary-Anne Paterson Heap
Technical Support: D&B Audioteknik and NKN
Thanks to Ralf Zuleeg, Sara Sowah and all the team from D&B Audio for their technical support and for providing their Soundscape system.

Thank you to Dolby Technologies for the sound bar in Magic Me room.