

Imogen Heap Announces Mycelia World Tour

Year-Long, 40-City Event to Showcase the 'Creative Passport' – promoting a fair and flourishing future for the Music Industry

London, June 11, 2018: Globally renowned tech innovator and award-winning recording artist Imogen Heap, recognised for creative works including *Hide and Seek* and *Tiny Human*, has announced her first world tour in eight years, which will bring together content creators, fans and the industry in a unique and innovative format.

Comprising of concerts, talks, workshops and an exhibition, the 40-city tour will be used as a platform to officially launch Mycelia's 'Creative Passport' – realising a vision of the future which sees music makers connected through a verified and decentralised ecosystem, promoting artist-led, fair and sustainable operating practices.

Using emergent blockchain technology, the 'Creative Passport' – which is unique to each music maker and which empowers them to be 'open for business' – contains personal information, existing IDs, acknowledgements, works and business partners. Featuring template 'smart contract's, it enables quick and easy direct payments to simplify and democratise collaboration from meaningful commercial partnerships to creativity.

Kicking off at Music Tech Fest in Stockholm on September 3, the tour will visit a host of European cities. The first wave of shows to be announced are in Barcelona, Copenhagen, Oslo, Lisbon and Helsinki, with 34 more shows planned throughout 2019 in other European cities, in Asia Pacific and in North

and South America. Events in each city will feature some or all of these elements:

- Live concerts performed both solo by Imogen Heap and with Guy Sigsworth. Reuniting to play together for the first time since 2003 as electronic duo Frou Frou
- An interactive exhibition profiling new technologies set to transform the music industry, including Mycelia's the 'Creative Passport', the ground-breaking MI.MU Gloves (the new frontier of wearable music digital interfaces), an immersive music platform with interactive visuals and data, VR experiences, virtual instruments, artist-empowering apps and software and Imogen's portfolio of record releases
- Music maker workshops connecting the Mycelia tour with local music makers, technologists and industry influencers to profile the development of the 'Creative Passport'
- Family workshops in partnership with Little Inventors which will include children building and coding their own MIni.MU Gloves
- Talks at leading industry conferences where Imogen will speak on the technologies which are positively shaping the future of the music ecosystem, building better business and audience relations with music makers

Supporting the tour are a number of innovative music tech companies which are also transforming the music industry including Streamliner, The WaveVR, MPRO Music and Soniccouture's Box of Tricks.

Imogen said: "For years now we've been complaining about the state of the music industry and how it has been held back by old ways of thinking, negatively impacting music makers - a major pain point being that we are the first to put in any of the work, and the last to see any financial reward or even payment. Through Mycelia and its 'Creative Passport', as music makers we

now have no excuse but to put our best foot forward and become open for business, decentralising the ecosystem so that it will ultimately benefit everyone. I am excited to be going on the road to bring this to life, in addition to showcasing other new technologies which will add to transforming the music industry into a fair, flourishing and vibrant place”.

Tickets for the tour will go on general sale on June 11th at 10am. New dates and locations will be regularly announced.

About Mycelia

Founded by Imogen Heap, Mycelia is a growing collective of creatives, professionals and lovers of music whose mission, through technology, is to bring to life a music maker database which will help realise a fair, sustainable and vibrant music ecosystem. To the non-music folks, this ultimately means fairer payments to artists and a richer marketplace from which to build their careers by easing collaboration creatively and commercially. Fundamentally it's about building ethical, technical and commercial standards to elevate the music industry from what it is today to a place which we all deeply value and care for in our everyday lives.

About Imogen

Self-produced, independent, engaged, [Imogen Heap](#) blurs the boundaries between pure art form and creative entrepreneurship. Writing and producing 4 solo albums, Heap has developed a strong collaboration with her loyal following. Creating tracks for movies, TV and, most recently, the entire score for Harry Potter and the Cursed Child play, in addition to collaborating with artists including Ariane Grande, Mika, Nitin Sawhney, Josh Groban and Deadmau5, Heap's been nominated for 5 Grammys, winning one for engineering and another for her Taylor Swift's contribution on the album 1989. She has also won an [Ivor Novello](#) award, The Artist and Manager Pioneer award, the MPG Inspiration Award and an honorary Doctorate of Technology.

As part of her involvement in making music, Heap has pioneered technologies to humanise the technology surrounding creation, performance business operations for her 20+ year career in music. and better reward artists for their work. These include her MI.MU gloves, a gestural music making system, and Mycelia's 'Creative Passport'.

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