MERGING ORIGINAL TRADITIONS INTO NEW VOICES OF EUROPE

MOTIVE

PRESS KIT

Co-funded by
the European Union

PROJECT OVERVIEW

At the heart of the MOTIVE project is the recognition of music's vital role in shaping national identities and bridging cultural divides. Music, an intangible part of our cultural heritage, not only contributes to the construction of national identity but also acts as a powerful connector among people of diverse backgrounds. Its universal language transcends spoken words, facilitating natural and authentic intercultural encounters.

MOTIVE, an acronym for "Merging Original Traditions Into new Voices of Europe", is a visionary project founded on transnational cooperation between musicians from three distinct European countries - Italy, Poland, and Lithuania. These countries are not only geographically distant but also diverse in their cultural stances through shared musical experiences. It brings together amateur artists from across Europe to explore and integrate their respective musical traditions. This collaborative journey leads to the joint creation and production of original music pieces, fostering an international collective of musicians.

The genesis of MOTIVE lies in the collaboration of three European organizations, each involved in various facets of the music industry. Their common goal is to stimulate international synergies among local entities in the music sector. In alignment with European policy documents and the funding regulations of Creative Europe, MOTIVE intertwines actions that support European cultural and creative sectors. It seeks to bolster the competitiveness and economic potential of these sectors, especially music.

Crucially, the project aligns with European priorities of inclusion, equality, diversity, and participation. It incorporates specific measures to promote active participation in cultural sectors by socially marginalized groups, encompassing both the creative process and training sessions. Additionally, the project emphasizes gender equality as a key driver of economic growth, innovation, and creativity.

OBJECTIVES

1. Enhancing training and professionalization for amateur musicians and music sector operators, with a focus on skills for digital and green transitions in the music industry, and supporting entrepreneurship.

2. Promoting transnational experiences and connections through musician mobility to create a professional network at the international level.

3. Valuing national heritages and fostering intercultural dialogue through the exchange of knowledge and music traditions.

TRAINING PROGRAM DETAILS

You can access program training details via following link
https://www.motive-project.eu/training-program-for-musicians/

DESCRIPTIONS OF KEY ACTIVITIES

The MOTIVE project is characterized by a series of key activities that collectively aim to foster a rich, collaborative musical landscape. These activities not only highlight the project's commitment to cultural diversity but also reinforce its mission to merge different musical heritages into a harmonious and innovative whole. The following are the core activities of the MOTIVE project:

RESEARCH ON MUSICAL TRADITIONS:

An integral part of MOTIVE is dedicated to researching the rich and diverse musical traditions of Italy, Poland, and Lithuania. This research involves studying historical and contemporary music forms, instruments, and compositions. It also includes understanding the cultural contexts in which these musical traditions evolved. This exploration forms the basis for the project's creative endeavors, ensuring that each country's unique musical heritage is accurately represented and respected.

WORKSHOPS AND TRAINING SESSIONS:

MOTIVE organizes a series of workshops and training sessions for the participating amateur musicians. These sessions are led by experienced music professionals and educators. The training activities are designed to provide musicians with a well-rounded and in-depth understanding of both the artistic and business sides of the music industry. The aim is to equip them with the skills, knowledge, and tools necessary to navigate the challenges of the music sector and build successful, sustainable careers.

CO-CREATION OF MUSIC:

Central to the MOTIVE project is the co-creation of original music pieces. Musicians from the three countries come together to blend their unique musical styles, techniques, and traditions. This collaborative process is a dynamic interplay of ideas, melodies, and rhythms, leading to the creation of new music that is a reflection of Europe's rich cultural diversity.

CO-PRODUCTION AND PERFORMANCES:

The co-created music pieces are then produced and recorded and widely distributed through social media, YouTube and streaming platforms. The culmination of this process is a concert that will take place in Crotone, Italy. It will be the final event of the creative process and will show all the work and made during the project. However, this performance not only serve as a celebration of the project's achievements but also as a platform for promoting cultural understanding and appreciation.

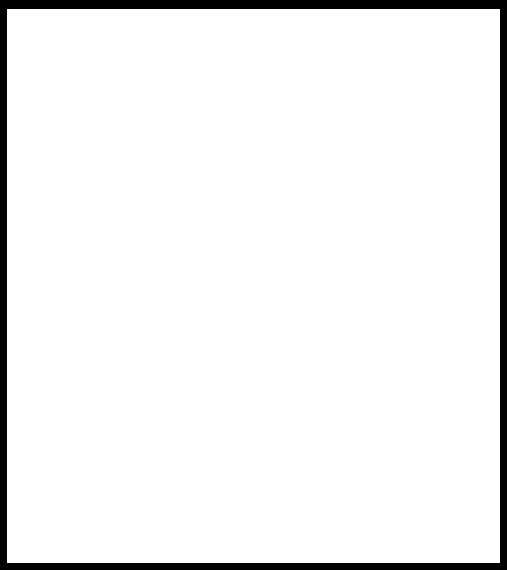
CROSS-CULTURAL DIALOGUES AND EXCHANGE:

A series of dialogues and exchange programs are part of the project, facilitating deeper understanding and appreciation among the participants and audiences. These activities encourage discussions about the significance of cultural heritage in music, the challenges of cross-cultural collaboration, and the joys of discovering new musical landscapes together.

Through these key activities, the MOTIVE project not only celebrates the diversity of European musical traditions but also fosters a sense of unity and collaboration among amateur musicians from different cultural backgrounds. The project stands as a testament to the power of music in transcending boundaries and building bridges

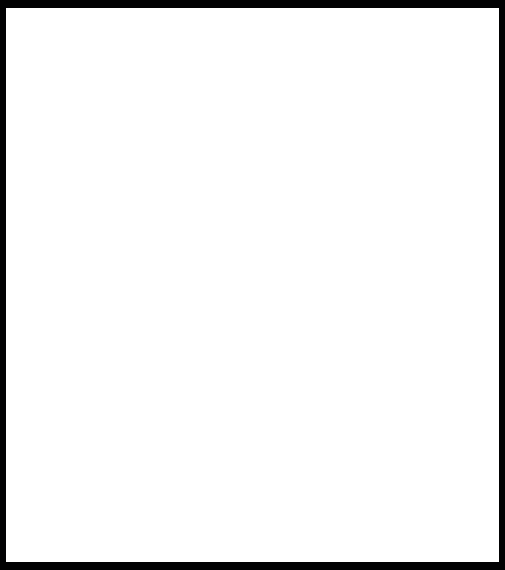
BIOGRAPHIES OF KEY PERSONNEL

1. EGLĖ BALTRANAITĖ - PROJECT MANAGER FOR CULTURE AND TOURISM AT NIDA CULTURE AND TOURISM INFORMATION CENTRE "AGILA"



An experienced Project Manager, lecturer at Klaipeda University, and Associate Professor at Lithuanian Business University of Applied Sciences. She has been a coordinator in numerous European projects, managing all the administrative documents.

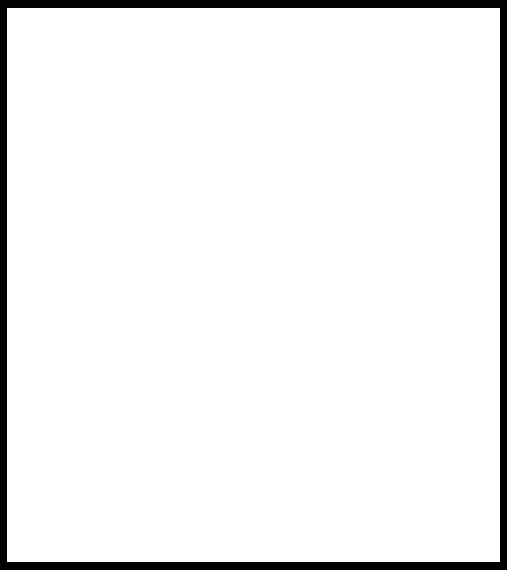
2. EDITA LUBICKAITĖ - DIRECTOR OF NIDA CULTURE AND TOURISM INFORMATION CENTRE "AGILA"



She has over 15 years of experience in culture and art management, particularly in promoting Neringa's tourism resources. As head of "Agila" she contributes to developing the high-level professional culture of the resort to the education of an informed art and culture lover. She initiated and implemented art, education, and cultural tourism projects and worked on developing the creativity of an attractive area. Through partnerships with segments of different fields, nationally and internationally, participates in artistic projects.

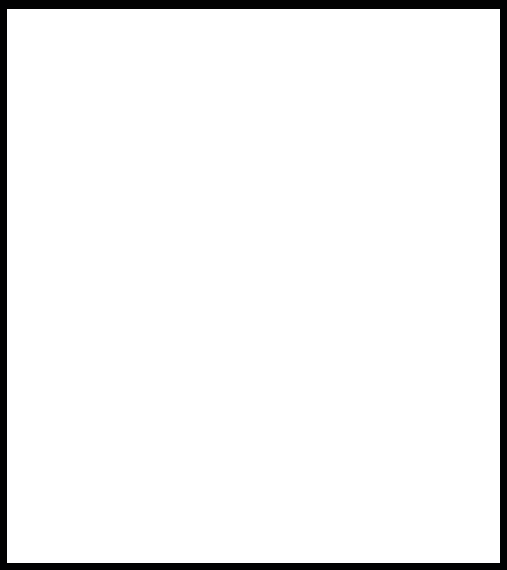
3. MARIAROSA ROMANO - THE PRESIDENT AND LEGAL REPRESENTATIVE AT SOCIETÀ BEETHOVEN

An accomplished musician and educator. She holds degrees in Opera Singing and Sound Technology, alongside training in music therapy and dramatic arts. Renowned for her work as a soprano and composer, she has a rich catalog of compositions ranging from solo pieces to quartets. She has a long-standing commitment to music education, conducting seminars and therapy courses, and currently teaches at the "V. Alfieri" Comprehensive Institute and "V. Scaramuzza" Liceo Musicale in Crotone.



4. FERNANDO ROMANO - ARTISTIC DIRECTOR AT SOCIETÀ BEETHOVEN

He has been the Association's Musical and Dance Artistic Director since 1980 and a titular professor of the "S. Giacomantonio" Conservatory of Cosenza. Trained in piano, composition, instrumentation, and choral music, he has taught at various schools and conservatories. Maestro Romano has held directorial roles at the "F. Torrefranca" Conservatory in Vibo Valentia and the "S Cecilia" Musical Association in Lamezia Terme. He founded and directed the "G.Verdi" Musical Association, the "M.Taglioni di Crotone" dance company, the "I.Perrone" Musical Dance Association, and the "Crotone in Musica" courses. He also established the "V. Scaramuzza" International Competition and the "Pythagoras" International Festival. In 2012, he led university courses in musical dance, and in 1988, he founded the "O.Stillo" Musical High School to provide advanced musical education.



5. VINCENZO CIPRIANI - ARTISTIC CO-DIRECTOR AND JURY MEMBER

He is a distinguished pianist, organist, and composer with a prosperous music career. He serves as a lecturer at the Conservatory of Music of Matera, where he teaches piano for instruments, singing jazz, world music, ethnomusicology, repertoire analysis, and composition for popular music. He has coordinated several cultural and music projects. His achievements include the conceptualization and artistic direction of the International Piano Competition "Prize Benedict XIII-city of Gravina in Puglia" and the METAMORPHOSIS exhibition at the Teatro S. Mercadante of Altamura (2021/22). He has also led international tours in Oslo, Brasilia, Vilnius, Brussels, Egypt, and Turkey.

6. MARIO ROSINI - PROFESSOR OF JAZZ SINGING AT THE CONSERVATORY OF MATERA AND JURY MEMBER

An accomplished author, composer, and musician with a long career in Italy and Europe. After winning several prestigious contests, he now serves as the President of the Artistic Commission of the Mia Martini Award. He has performed in various countries, including Italy, the USA, Denmark, and more.

7. TOMASZ POLIT - DIGITAL MARKETING SPECIALIST AT CRAVE MUSIC AGENCY

With nearly eight years in the advertising sector, his career is marked by roles in prominent international media houses and advertising agencies. His expertise is backed by numerous globally recognized industry certifications. His portfolio includes collaborations with internationally acclaimed brands like Decathlon, Eobuwie, Trivago, and Lexus, showcasing his capacity to work with high-profile clients. He is deeply involved in marketing and promotional strategies. Additionally, he imparts his knowledge through sessions focused on music promotion, artist image cultivation, personal branding, and crafting impactful advertising campaigns specifically tailored to the music industry.

8. MICHALINA BIERNACKA - MUSIC BUSSINES SPECIALIST AT CRAVE MUSIC AGENCY

With over a decade of experience in the music industry, she has forged significant collaborations with leading Polish labels and acclaimed artists, both in Poland and on the international stage. Her profound understanding of contemporary promotional and marketing strategies and extensive network within the industry position her as a standout in artistic management. Her expertise also includes organizing concerts, managing artist contracts, navigating media relations, cultivating artist images, and driving promotional efforts. She provides comprehensive creative support, ensuring a holistic approach to artist development and project execution.

9. VLADIMIR KONSTANTINOV - JURY MEMBER

An accomplished musician with a long-standing career as the Chief Chorus Master Conductor at Klaipėda State Music Theatre since 1992. Previously, he held positions as a Chorus Master and Artistic Director in various choirs and ensembles. His education includes a Master of Arts degree from the Lithuanian Music and Theatre Academy. Vladimir is multilingual, fluent in Lithuanian, English, and Russian, with proficiency in several other languages. He has received numerous awards, including the Best Conductor's Prize at the 38th International Competition “C. A.Seghizzi” in Italy. His repertoire is extensive, covering operas, symphonic works, and musicals, showcasing his diverse talent and experience in the field of music.

VISUALS

LOGO

MOTIVE

PIANO KEYS MOTIF: Within the contours of the three figures, a stylized representation of piano keys is intricately incorporated. This design element pays homage to the shared musical heritage and its cultural significance.

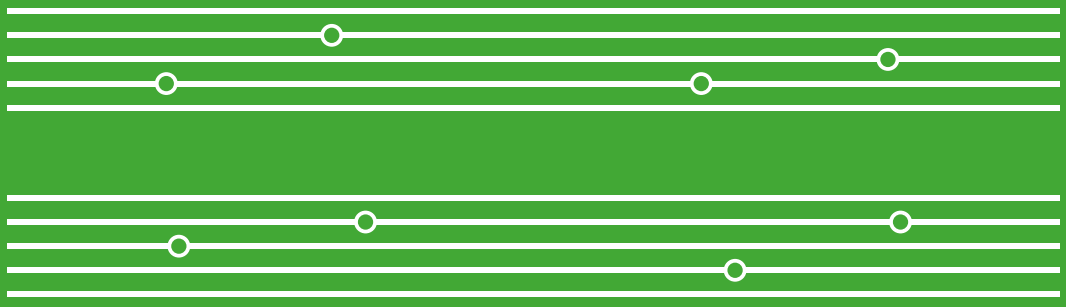
HUMAN SILHOUETTES: The logo features the outlines of three human figures, standing side by side, seamlessly connected, signifying the partnership and collective effort of the three nations. Each silhouette is distinct yet contributes to a unified whole, representing Italy, Poland, and Lithuania respectively.

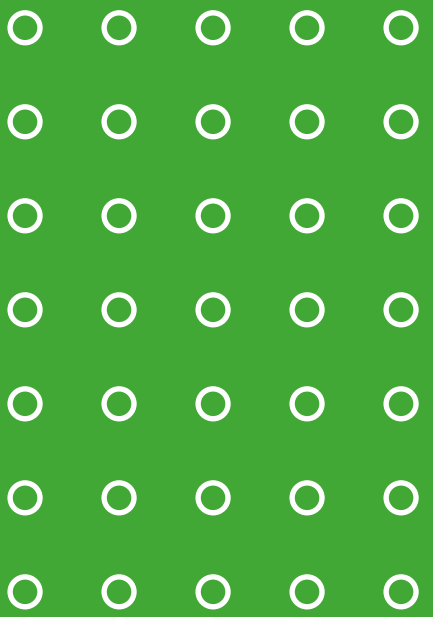
COLORS

The color palette chosen for the branding draws inspiration from the national flags of Italy, Poland, and Lithuania, using hues that reflect the identity and solidarity among the three nations.

GRAPHIC ELEMENTS

Each pattern is designed with a modern aesthetic, utilizing clean lines and vibrant colors that resonate with MOTIVE's visual communication style. They collectively portray the project's values such as eco-awareness, transnational cooperation, creativity, cultural integration, and innovation, while also fostering a sense of community among European musicians and music enthusiasts.





MEDIA CONTACTS

Contact details for the project's media liaison or communications team for further inquiries or interviews:

media@motive-project.eu

WEBSITE AND SOCIAL MEDIA LINKS

Website

Facebook

Instagram

YouTube

FAQ

Scan this QR code for more frequently asked questions:

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