

## II CONGRESS MUSIC and CITY

Expo Iberoamericana de música

**EXIB**  
música

SETUBAL | 2022 | 8<sup>a</sup>  
PORTUGAL | edição

The Music and City congress is a meeting point between communities that coexist in an urban territory: local people and people who take charge of the public administrative decisions. On the other hand, those who, through independent work, build different scenarios. We, through the transforming waters of culture and music can provide possibilities and new ways of living.

We live in the cities, we sing in the cities, we relate to their people and their administrations, we are producers, we are artists, we are doers in a music industry that seeks new receivers of the sound we carry. Our conversations and negotiations happen in these places.

It is at this point that we propose to keep the focus on the management of Ibero American music, with particular attention to the territory where it happens and the people who nourish and live in that culture.

Therefore, this coming 13 and 14 of October, Setúbal will be the place where will see new thoughts and synergies spring up around the importance of music for the cities. We will do this in parallel to the 8th EXIB Música Edition, Ibero American Music Expo, specialized in the dissemination and circulation of music of Ibero America.

In EXIB Música, we conceive every meeting from the point of view of participation and dialogue, but above all from the emotional connection. It is through good will and affection that we innovate and create transforming proposals. When we remember that all our work is by and for human beings. So, this is for you. Be ready to live together. This is what is all about.

# Programa

## Day 1 | Thursday 13 October

10.00 | Registration at Auditorio Inatel

10.30 | **Cafezinho de boas-vindas + Idearium.** We welcome each other and explore together ideas on how to live in a more sustainable music ecosystem. We can expose ideas and propose actions to build our **Idearium**, a digital canvas that we will return to at different times until the end of the congress.

11.30 | Welcome speech

**What strategic possibilities does music give us to transform the places we live in?**

12.00 | **Conferência** | Musical cities and their opportunities to generate changes from creativity and culture.

Enrique Glockner | Expert on Culture Agenda 21 · CGLU (Mexico)

Pablo Solís | Cultural Manager, Cities and Music Festivals Researcher (Mexico)

Anel Nochebuena | Expert on Culture and City (México)

13.30 | Break

**How does a great idea can become a good project from the music perspective?**

15.00 | **Narrativas sonoras | Casa da Cultura**

Presentation of ideas, reflections and practices behind inspiring projects of culture, art and creativity at the service of people.

**Day pitchings:**

GLUM – Urban Cleaning Musical Group | LARGO Residências | Portugal

Central European Jazz Showcase | Czech Republic and Slovakia

OIMUS – Office for the internationalization of the Uruguayan Music | Fans of Music Foundation | Uruguay

Festival A Estrada | Transiberia Productions | Portugal

Setúbal International Music Festival | Portugal

**What opportunities do we have as part of Ibero America?**

16.30 | **Conversa** | Ways to promote the mobility of Ibero American musical diversity.

Sara Machado | responsible of Culture and Media Outlets| Creative Europe, Portugal Creative Europe Office ( Portugal)

Dr. Sérgio de Almeida / Técnico Superior de DGArtes. Responsable del Programa Ibero-músicas Portugal

Dra. Filipa Sousa | Chefe de Divisão de Assuntos Multilaterais | Instituto Camões (Portugal)

17.30 | We go to the showcases

## Day 2 | Friday 14 October

10.00 | Registration at Auditorio Inatel

10.30 | **Cafezinho de boas-vindas + Idearium.** A new day, a new welcome before updating our digital canvas with new reflections and proposals.

**How much can we do from the music perspective to improve life quality of people living in the cities?**

11.30 | **Conversa** | Music as an activator of urban coexistence.

Adrian Sepiurca | 21 Distritos Programme Director - Madrid (Spain)

Moderator: Enrique Glockner (Mexico)

**What happens when we do things together?**

12.30 | **Conferência** | Activating collective intelligence to transform through culture.

Amalio A. Rey — Innovation and Collective intelligence Management Expert / Researcher (Spain)

14.00 | Break

**How does a great idea become an inspiring music-based project?**

15.00 | **Narrativas sonoras II | Casa da Cultura**

Presentation of ideas, reflections and practices behind inspiring projects of culture, art and creativity at the service of people.

**Day pitchings:**

Cultural Connections | Africa + America

Projecto Jirondai | Plataforma URÁ Música | Costa Rica

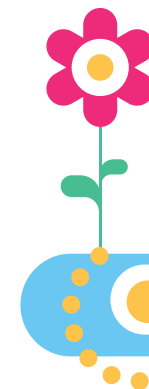
Córdoba Música | Argentina

Ludens Industrial | Mexico

European Folk Network | Belgium

Festival Bons Sons | Portugal

16.45 | **Abalada** | End of the Congress. We go to the showcases.



# Good practices in cultural management for music

## GLUM - Grupo de Limpeza Urbana Musical | Portugal

Is an artistic-pedagogical and social intervention project that brings together music professionals and urban hygiene workers. The challenge is to provide the most (in)visible workers in our streets with tools that allow them to excel, with the courage to change mentalities, ours and those of the participants. On stage, working tools become musical instruments and reveal the most unlikely artists.

This project was born, above all, to dignify this population that performs, on a daily basis, such hard and fundamental work for the care of our neighbourhood, and to grant a relevant space to these people. At the same time, it is a form of environmental awareness and education, as well as a form of social cohesion.

Promoted by the cultural platform LARGO Residências, it was born 6 years ago with the collaboration of the Junta de Freguesia de Arroios. Today they have extended their intervention to the whole of Portugal. The most recent edition was developed with the City Council of Setúbal.

*Marta Silva / [martasilva@largoresidencias.com](mailto:martasilva@largoresidencias.com) / 00 351 92623 5379*

## Festival A Estrada | Portugal

The original idea of Festival A Estrada is to propose living and discovering the territory of São Francisco da Serra and the coast of Santo André, in the municipality of Santiago do Cacém, along the number 544 municipal road and its adjacent roads, through a multidisciplinary and itinerant cultural programme. It is structured in diverse stages that are integrated into the landscape and the places that surround them with the aim to highlight the potential of the region associated with tourism in nature, its wonderful coast, and its binomial mountain-sea offer, local products, regio's economy, people and their culture.

*Carlos Gomes | Director Festival A Estrada | [carlosgomes@transiberiaproductions.com](mailto:carlosgomes@transiberiaproductions.com) | [festivalaestrada.pt](http://festivalaestrada.pt) | +351 926 800 781*

## ENOIMUS - The Office for the Internationalisation of Uruguayan Music

OIMUS - The Office for the Internationalisation of Uruguayan Music, is a project created by the Fans of Music Foundation. Fans of Music Foundation was created to offer key tools and solve problems related to the internationalization of Uruguayan music. It was endorsed by the Ministry of Education and Culture through the National Institute of Music, selected and supported by the National Development Agency - ANDE, and co-financed by COOPARTE and AGREMYARTE. AGREMYARTE consists of four areas of work: training, promotion and dissemination, music markets, and commercialization.

At the same time, a digital Platform for Exchange and Negotiation ([oimus.org](http://oimus.org)) was developed giving a qualitative leap to the generation of business.

*Sheila Bonino | Fundación Fans de la Música | [fansmusica.uy@gmail.com](mailto:fansmusica.uy@gmail.com) | [uruguaymusical.com](http://uruguaymusical.com) |*

## The central european jazz showcase - Brno – Czech Republic

The aim of CEJS is mainly to increase the opportunities for meeting, comparing and exchanging the experience of starting jazz musicians and expanding the possibility to present their music to the cultural public on either side of the border. Performing artists were selected by the jury composed by Czech and European jazz community representatives. Central European Jazz Showcase is jointly produced by the organization Jazzfestbrno o.p.s. and Spectaculum civic association.

*Saša Pastorková | [www.spectaculum.sk](http://www.spectaculum.sk)*

## Festival Bons Sons | Portugal

BONS SONS is a Portuguese music festival that takes place on the second weekend of August, in the village of Cem Soldos, Tomar in Portugal. Organised by the local cultural association SCOCS (Sport Club Operário de Cem Soldos), BONS SONS is a platform for the promotion of Portuguese music, where the public discovers emerging projects and meets established musicians. More than a music festival, BONS SONS is a unique experience. The village of Cem Soldos is closed for this occasion and its perimeter delimits the enclosure that houses eight stages - each dedicated to a different line of programming - perfectly integrated into its streets, squares, church, and other facilities.

In addition to this, BONS SONS promotes a close relationship with its audience, involving the inhabitants of the village in the festival. It is the villagers who welcome and attend to visitors, in a special exchange between those who receive and those who visit, providing a unique experience of a cultural event.

The careful programming dedicated to Portuguese music, the unique place that is Cem Soldos, and the active participation of the inhabitants are marks that differentiate BONS SONS from other festivals in the country. Along with attracting audiences, BONS SONS has as its main objective local development, through active work with young people and the promotion of the local economy.

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## Cultural Connections | Africa + America

Cultural Connections Africa (CCA) is a pan-African non-profit organization that supports African music and culture across the globe. CCA Members include over 30 cultural stakeholders across 15 countries in Africa. The network connects its experienced members to share resources, experience, and knowledge with the African arts community to find innovative solutions to the many mutual challenges faced by those in the cultural arts industry. Our mission is to promote knowledge exchange and create opportunities and capacity building for all our members, while instilling global awareness of African culture and music.

*Katherine McVicker | [katherine@musicworksinternational.com](mailto:katherine@musicworksinternational.com) | +1 339-927-5289 | [culturalconnectionsafrika.org](http://culturalconnectionsafrika.org) | [conexionesculturales.com/en](http://conexionesculturales.com/en).*

# Good practices in cultural management for music

## European Folk Network | Europe

EFN is the new democratic, not-for-profit membership network for everyone working in traditional music and arts in Europe. EFN exists to support and broaden awareness of the arts of tradition as a cultural and educational force in Europe.

EFN believes that the diversity of cultural identities in Europe is expressed and celebrated through folk, traditional music and associated performing arts.

EFN aims: to encourage, promote and support developments for folk music and associated arts in their diverse forms and origins; to create opportunities for artists, organisers and audiences from European countries to meet, communicate and collaborate; to foster relationships with artists, organisers and audiences beyond Europe.

From its beginning in 2019, in 2022 EFN already has 124 members from 27 European countries. Membership is democratic, for all organisations and individuals working in traditional music and arts and easy to join.

EFN organises conferences, online meetings, representation at sector events, regular communications, mapping research and collaborative projects – all aimed at raising the pan-European profile of folk arts.

*Steven Vanderspoilden - Board member EFN | info@europeanfolknetwork.com | europeanfolknetwork.com*

## Chaco Suena Bien

El proyecto propone llevar The project proposes to disseminate and promote a part of the music scene in the province of Chaco, Argentina, with a series of tours in different venues around the country as well as in neighbouring countries, in which Chaco's artists and music projects, each with their own aesthetics and explorations share various stages.

This action helps promoting and pluralising the work by artists from Chaco with the intention of bearing witness to the artistic and cultural power of music of this province in the north of Argentina.

As part of this series, some of the artists have also performed on International stages.

*Juanchi Langelotti | Esto También Esta Sonando | Productor | tambienestasonando@gmail.com | +54 9 362 474-6667*

## Proyecto Jirondai | Costa Rica

3,500 languages will disappear during this century if the people who know them stop repeating them every day. When a word disappears, a single idea, we lose our chances of success as a species, the

memory of words we need to heal and understand. Singers from the Jirondai Project lead actions in their communities, teaching children their songs or providing technological tools to record and preserve the voices of tradition bearers. This path that takes us to memory through song, from forest to stage, is the Jirondai Project.

*Alejandro Riotte | URA Música | a.riotte@stereolovecr.com | +506 7145 2360  
Córdoba Música | Grupo exportador de Música de Córdoba , Argentina.*

## Festival Internacional de Música de Setúbal.

A7M - Setúbal Music Festival Association, is a non-profit cultural association, in co-production with the Câmara Municipal de Setúbal and with the support and inspiration of the Helen Hamlyn Trust.

Its mission is to promote culture, inclusion and creativity, using music as a main tool to support academic success, harmony, social interaction and development.

Created in 2010, the Setúbal International Music Festival is an event where music goes beyond conventional models. These are opportunities for children and young people to be encouraged to discover their musical potential.

## Córdoba Música

Córdoba Música is formed by private entities and representative organizations from the sector, that through out time have created alliances with public and private institutions as well as from other sectors to support the economic development of the music ecosystem of the Córdoba Province in Argentina. This format composed by different associations allows their members to strengthen the work each of them are doing on their own area at the same time the continue to build new alliances to make possible the export of the music work abroad. This group was founded in October 2019 thanks to the links between the Pro Córdoba Agency, who facilitate the internationalization of the different companies in Córdoba in the markets abroad. This association created the first catalogue with music with export value from this province and it has been working towards this internationalization goal of their products and services.

We are: Sindicato de Músicos de la Provincia de Córdoba, Asociación Sonar de músicos/as independientes de Córdoba, Utuca - Exportadora con perspectiva de géneros, DeLaMadre! Producciones, No me grites Producciones y El Servicio Postal Producciones.

*www.cordobamusica.com.ar*

## II Music and City congress formats / EXIB Música

### Cafézinho de boas-vindas

Brainstorming coffee reception to kick off the congress every day. An opportunity to discuss the topics of the day and do a recap. After a welcoming chat to make ourselves comfortable, we will go through our itinerary and we continue to building up our Idearium.

Duration: 30 minutes

### Idearium

It is a digital canvas, a result of a collaborative exercise we do at the beginning of the day. We don't want to miss the ideas and reflections we have come up with along our meetings. By the end of this activity we will compile all these ideas and we will be accessible to all on the website.

Duration: 25 minutes

### Conferência

People invited to present an oral exposition are experts and passionate about their field. Thanks to them we will expand our knowledge about the areas we are reflecting on in this congress.

Duration: 50 minutes

### Talks

Open talks, where expert people can propose a topic to discuss, and it will be a starting point to expand this dialogue. Don't be afraid to join and share your ideas and experiences. Facilitated by Enrique Glockner.

Duration: 60 minutos

### Narrativas sonoras

Series of twelve elevator pitches to inspire. This is an open window to hear from wonderful work being made in the culture sector, art and creativity and they stand out by their good practices. An elevator pitch is known by being a very short, powerful and memorable presentation of ideas or a topic. If you are interested in some particular topic don't hesitate to contact any of the speakers during the break and extend your talk.

Duration: this sessions last 90 minutes. Each speaker will have 10 minutes to talk about their project.



# EXIB Música 2022

Exib música es un proyecto de:



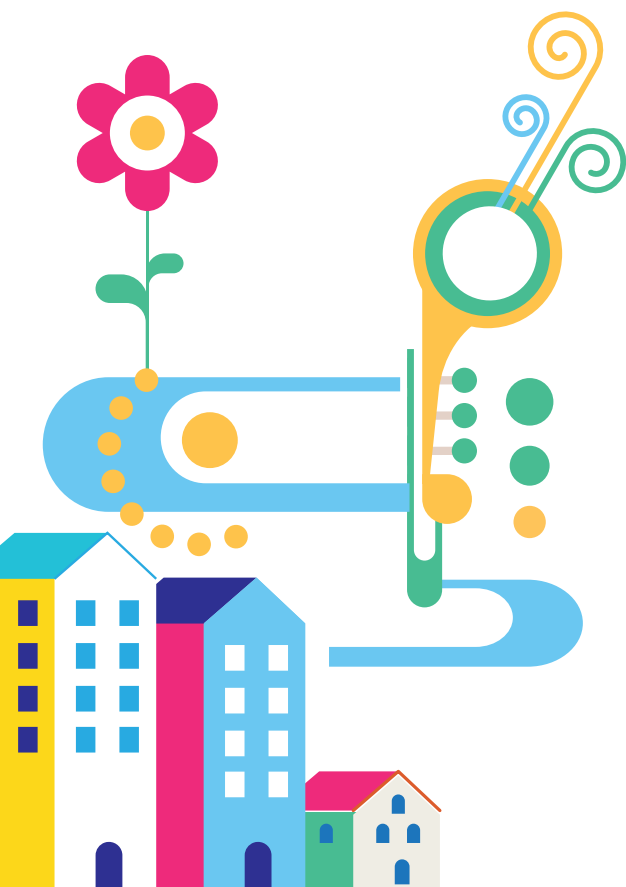
En coproducción con:



Con apoyo de:

# OEI

El II Congreso Música y  
Ciudad con apoyo de:



Un proyecto de:



## SOMOS

**Articulares de proyectos** de cooperación cultural entre ciudades y países.

**Fabricantes de acciones** multidisciplinares, multiétnicas, diversas innovadoras, gracias a nuestro equipo distribuido en **11 ciudades de 4 países diferentes**.

## SOMOS CONVIVENCIA

Escucha activa, respeto, empatía, adaptación, cuidado, cooperación, reconocimiento, acción.

## SOMOS SEMILLA

- Desarrollo de proyectos creativos de innovación cultural sostenible.
- Consultoría para expansión de ideas.
- Creación de contenidos para ferias y festivales.
- Curaduría y programación artística.
- Laboratorio de experiencias.
- Residencias artísticas.
- Capacitaciones, cursos, conferencias, presenciales y virtuales.
- Estudio de diagnóstico cultural.

## SOMOS CIRCULACIÓN

**Impulsamos proyectos vivos**, en constante movimiento y acción. Siempre en la búsqueda de nuevos desafíos e innovadora formas de habitar los espacios.

## SOMOS FUENTE



**228** proyectos musicales impulsados entre España, Portugal y Latinoamérica



**58** para la cooperación iberoamericana



**30** países involucrados



**42** iniciativas de capacitación



**262** acciones para el impulso de la igualdad, la diversidad, la identidad y el reconocimiento del patrimonio cultural material e inmaterial.