



MEDIA RELEASE

MOVE ON UP: New Music & New Media

Next month, five artists working in music of African and Caribbean origin, will be participating in **Move On Up: New Music & New Media**, a bespoke talent development programme, produced by Serious and Aldeburgh Music, with support from Help Musicians UK.

The participants were selected from a long-list of artists nominated by industry professionals from across the spectrum of music. They will take part in a week long residency jam-packed with practical workshops and seminars, and will engage with new media and with speakers from across the music industry. This residency will take place at Snape Maltings in Suffolk, the home of Aldeburgh Music.

The participating artists are:

- **Abimaro Gunnell** (vocalist, London)
- **Call Me Unique** (vocalist, Birmingham)
- **Kele Le Roc** (vocalist, London)
- **Mulele Matondo Afrika** (guitarist, London)
- **Reload** (rapper, London)

Previous participants on Move On Up said:

'It has totally revolutionised the way I work. A structure has been provided where I can now plan my next steps, rather than just create music and hope for the best. The balance of power and control has been shifted into my hands.' (Bianca Rose)

'This week has been much more than I ever expected. ... It was a once in a lifetime opportunity that shall prove to flourish in my future!' (Jahmel Ellison)

'This week at Move On Up has completely revolutionised my thought process and practical approach to running and growing my business.' (Bumi Thomas)

Claire Whitaker, Director of Serious said: 'Talent Development of artists from a huge range of genres is part of the DNA of Serious and we are pleased to be able to produce a new version of **Move On Up** which continues our previous work in this area and is a welcome addition to our suite of programmes under the banner of Seriously Talented. We are delighted to be working in partnership with Aldeburgh Music and to extend our relationship with Help Musicians UK which has done so much to boost the careers of musicians in the UK.'

Roger Wright, CEO Aldeburgh Music, said: 'I am thrilled that Aldeburgh Music will be welcoming these five artists to Snape Maltings as part of our unique year-round programme of professional development. This partnership with Serious is an important one to us as we develop new opportunities for the expansion of our creative campus in this stunning location.'

Claire Gevaux, Creative Director, Help Musicians UK said: 'Investing in diverse talent is essential to Help Musicians UK. **Move On Up: New Music & New Media** will offer these artists a unique

opportunity in an inspirational setting, and we're very pleased to be working with our long-term partners Serious and Aldeburgh Music to support such an important initiative."

A panel of industry experts contributed to the selection process, taking into account the following considerations for each participant: creativity, future potential, style of music, range of influences, engagement with digital technology, geography, cultural background and distinctive contribution to the Black music community. The panel included representatives from Help Musicians UK, Serious, and Aldeburgh Music as well as Kevin Le Gendre (broadcaster, journalist and DJ).

For further details on **Move On Up: New Music & New Media** contact:

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www.serious.org.uk/about/artists/talent-development



Notes for Editors:

1. **Serious** is one of the UK's leading producers and curators of live jazz, international and new music. Its events range from major concerts, festivals and national and international tours through to learning and participation programmes, conferences and specially commissioned bespoke events. Alongside the production of live music, Serious works in artist and rights management and produces a suite of acclaimed talent development programmes under the banner of Seriously Talented, for emerging creative musicians in the UK and Europe. Serious also curates and produces the EFG London Jazz Festival, the UK's largest celebration of jazz, which celebrates its 24th edition in 2016. Our charity, Serious Trust, supports the development of the next generation of music greats and the creation of outstanding new music and inspiring opportunities to engage and learn. Every year, we rely on the support of various funders to help us deliver the range of programmes which sales and other grants alone do not cover.
serious.org.uk/support-us; serious.org.uk; serious.org.uk/about/artists/talent-development
2. **Aldeburgh Music:** Aldeburgh Music is an international performance centre set in a stunning landscape on the Suffolk coast with artist development and education as its creative engine. Our year-round programme has grown out of the Aldeburgh Festival, founded in 1948 by Benjamin Britten, Peter Pears and Eric Crozier, and is the realisation of Britten's vision for a special place where established stars, young artists, amateurs and audience members come to broaden their horizons in an exhilarating creative and natural environment.
aldeburgh.co.uk
3. **Help Musicians UK** is there for musicians throughout their careers. Since 1921, it has helped thousands of musicians establish themselves in the music business, get through a serious crisis, cope with long term difficulties and enjoy retirement. As well as providing advice and guidance, it gives financial and emotional support. For many, it is a lifeline.
helpmusicians.org.uk
4. **The Leverhulme Trust:** Move On Up: New Music & New Media is part of a programme of artist development work at Aldeburgh Music that receives support from The Leverhulme Trust.
leverhulme.ac.uk