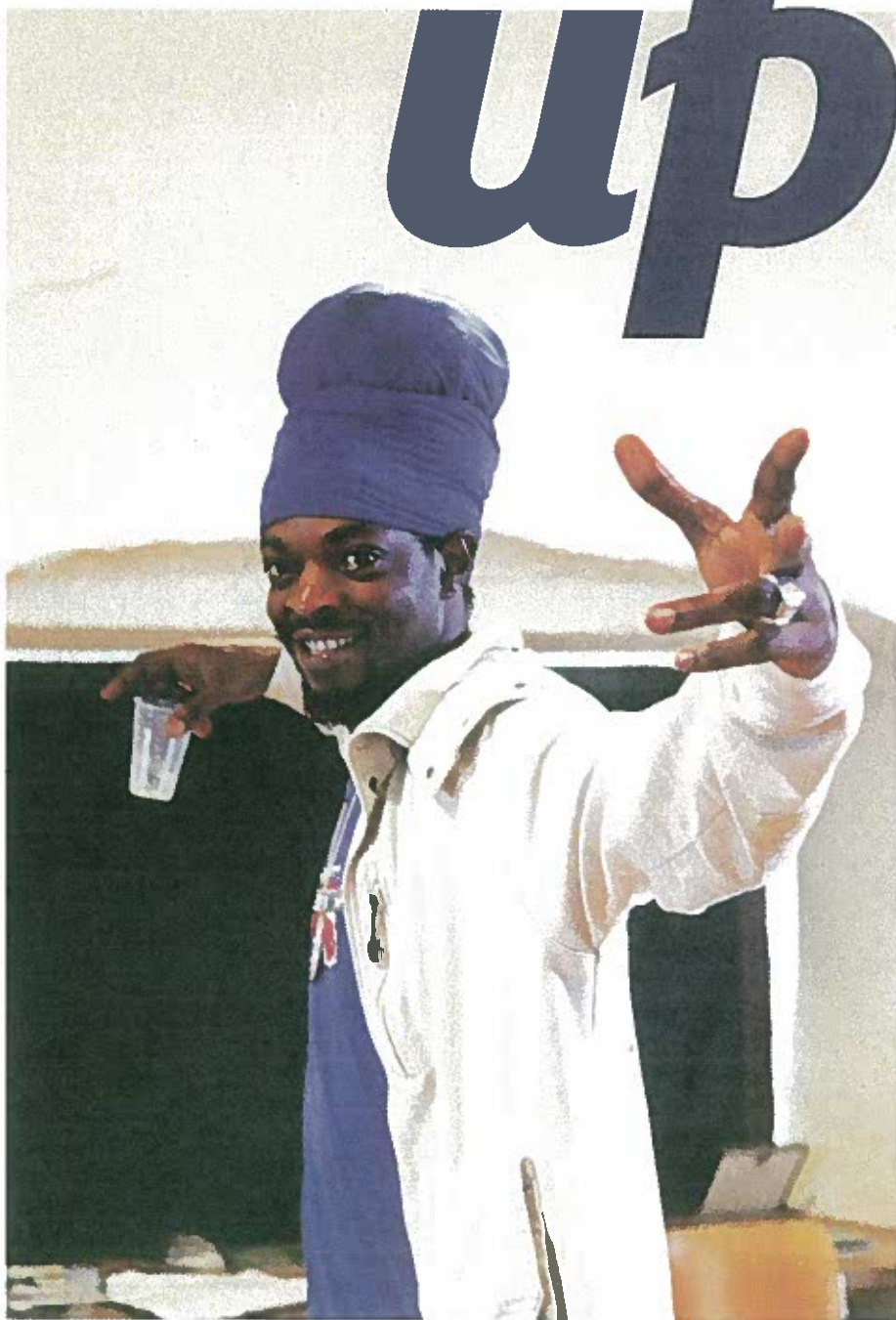


move on

up

At midday on Saturday 24 July 2010, 11 exhausted yet energised artists left the inspiring surroundings of Dartington to head home to the East Midlands, London and the South East. This was the first cohort of Move On Up, a bespoke professional development programme for artists working in Black British music, produced by Serious as part of Black Routes and funded by the National Lottery through Arts Council England.



The artists were selected from a longlist of 40 nominated by members of the *Black Routes* network, alongside producers, promoters, DJs and other industry professionals. Each of the artists was interviewed in advance about their careers and the skills they need to develop to achieve their aspirations. This informed the programme for a week jam-packed with practical workshops and seminars, with speakers and panel members from across the music industry.

The week started with an illustrated talk – *A History of Black Music* – from journalist Kevin Le Gendre and ended with the artists making a Dragons' Den style pitch for financial support for projects they developed together at Dartington. In between there was a host of advice, information and inspiration from key industry figures such as Lorna Clarke (Network Manager for BBC Radio 2 and 6 Music) and Mervyn Lyn (Vice President, Strategic Partnerships for Sony Music UK).

Feedback from the participants was very positive: they valued the opportunity to take time out in stimulating surroundings to reflect on their careers and the choices before them, to meet a great range of speakers and facilitators and to encounter ten other artists to share and work with in the week and possibly in the future. Asked what they had found most valuable about the week, artists' responses included:

"The real support. The friendship. The time to think, reflect and be honest."

"The contact, the understanding and the generosity of the panellists – their willingness to share their experience."

"It has totally changed the way I look at myself and the industry, which will affect the way I work."

Katrina Duncan, Associate Director, Development & Learning at *Serious* told *scene*: "Dartington was the ideal venue for *Move On Up*, providing an atmosphere of relaxation, reflection and stimulation. David Francis and his team made us very welcome, ensuring we had everything we required so that the artists could really focus on the programme and the opportunities presented in the week".

The artists taking part in *Move On Up* were:

- Andy Baron** (vocalist, Brighton)
- Baby J** (producer, Derby)
- Beyond** (spoken word/multimedia artist, London)
- Charles Stuart** (vocalist, London)
- Jah Mamyah** (vocalist, Leicester)
- Muntu Valdo** (vocalist/guitarist, London)
- Randolph Matthews** (vocalist/percussionist/guitarist, London)
- Rahma Ali** (vocalist, West Sussex)
- Tor Cesay** (rapper, London)
- Zara McFarlane** (vocalist, Essex)
- Zena Edwards** (vocalist/performance poet, London)



***Move On Up* is part of Black Routes and is produced by Serious delivered in collaboration with Dartington and Theatre Royal Stratford East and funded by the National Lottery through Arts Council England.**

Black Routes is committed to touring the best of African and Caribbean music to audiences across the UK, from some of the biggest names in black music, through unique collaborations, to emerging artists championing new hybrid genres.

www.blackroutes.org.uk
www.serious.org.uk



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