

Music and Visual Arts Management

Music management 2017-2018

Music and contexts - **Experiences, territories, projects**

Paola Besutti

Musicologia e storia della musica
(Italian Scientific Code L-ART/07)

Lessons

(15 November - 7 December 2017)

UNITE

Calendar 2017-18



15 November

16 November

21 November

23 November

28 November (Resilis)

29 November (Seminary)

30 November (Seminary)

5 December (Hybridisations)

6 December (Resilis, Backstage)

7 December (T. La Scala)

12 December

13 December

14 December

20 December (Test)

21 /a December (Rome, Morning)

21/ b December (Rome, Afternoon)

9 January

10 January

11 January (Presentations PW)

16 January (Presentations PW)

17 January (Final test)

Final Personal Project Work



A **hypothesis of connection between:**

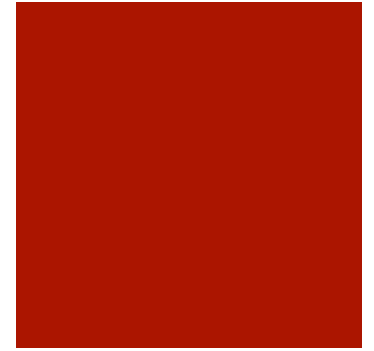
- **music and territory**
- music and communication
- Music and visual arts
- Visual arts and

The **project must be presented** in 2 versions:

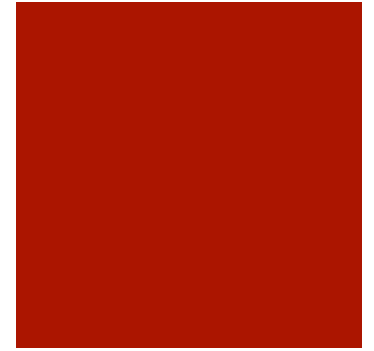
- 1) presentation for promotion and communication (slides, pp, ...);
- 2) technical form (model: SIAE SILLUMINA)

Bibliography

- The **bibliography** will be provided from class to class.
- Texts
- Essays
- CD Booklets
- Documents
- Videos
- Technical forms
-



Abruzzo musica



PAOLA BESUTTI - LIA GIANCRISTOFARO

*Abruzzo musica: Innovazione, tradizione,
esperienze*

Abruzzo musica: Innovation, Tradition, Experiences

(Italian **and** English)

Lanciano, Carabba, 2015

Abruzzo musica Index



- Stefano Trinchese, Prefazione
- Paola Besutti, *Abruzzo musica. Innovazione, tradizione, esperienze*
- Eide Spedicato Iengo, *Ripensare il territorio. Percorsi e strategie per la valorizzazione del paesaggio culturale abruzzese*
- Lia Giancristofaro, *L'intangibile: elemento eccentrico e basilare del patrimonio culturale.*
- Alessandro Giovannucci, *La dimensione privata dell'ascolto e la nascita del paesaggio sonoro moderno*
- Maica Tassone, *L'Alta Formazione e il project management artistico per un'economia della cultura*
- Gianfranco Spitilli, *La ricerca etnomusicologica nel teramano: fonti sonore, risorse digitali, testimoni*
- Omerita Ranalli, *Rielaborazione e gestione di documenti digitali etnomusicologici in Abruzzo: buone pratiche, urgenze e criticità.*

La musique e l'ineffable



The french philosopher, **Vladimir Jankelevitch (1903 – 1985)**, called the music "**ineffable**", that is, that can not be described in depth with words.

But, many things around us can not be defined in itself, but only for their effects on us or on the world.

Around the music

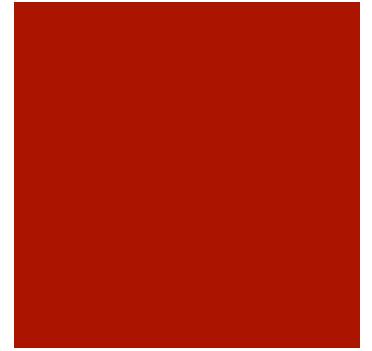
Simplifying a lot, we can say that, even for music, **you can say a lot of things around it** without ever fully capture the depth of his nature.



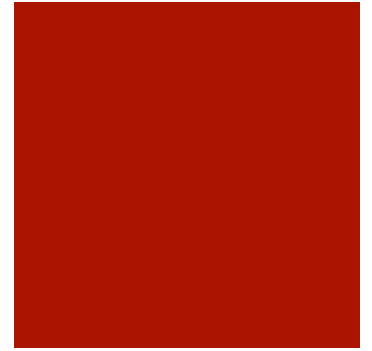
Musicology

The discipline that rationalizes and organizes the talk on music and around music is called **musicology**.

Music and *logos*.



Music and management



Many topics (perhaps all topics) on music or around the music have relations with **management**.

MUSIC, EXPERIENCE, CONTEXTS (1)

Listening n. 1



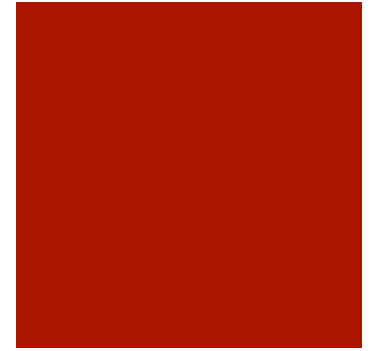
- **Listen to the composition again** and write words, freely.
- Let's write single words (as if they were key words) not sentences.

Key words (2017-18 group)



Key words (2016-17 group)

- Confusion, up and down, lyric, violin and piano, classic composition, violin, emotions, power, character, unstoppable, mouvement, strong, rithm, colorfull, speed, refrain, summer, Vvaldi, four seasons, swell, flourish, dark, intense, fast, happyness, energy, loaded, crescendo, concert, allegro, fear, inconstance, growth, vibrations, composition, violins, orchestra, insistent, sun, continuity, run, sinphony, melodies, unexpected, hight and low, entertaining, involving, emotional, fast, mutation, exaltation, liveness, drama, surprise, fate, melancholy, rebirth, hurry, process.



Key word classification



Effects (emotions) Confusion emotions power strong, swell, flourish dark, intense, happiness, loaded, fear, inconstance, growth, vibrations, insistent, sun, unexpected, entertaining,

Technical elements up and down, energy, lyric, violin/ violins,, composition, character, unstoppable movement, rithm speed, refrain, flourish, fast, crescendo, **concert**, allegro, composition, insistent, orchestra, continuity, run, melodies,

Historical elements classic summer? Vivaldi, four seasons, concert, entertaining?

,,, and **piano**

symphony,,, violin,,,,,,,,,,,,,,,,,,,,,,,,,,,,, high and low involving, emotional, fast, mutation, exaltation, liveness, drama, surprise, fate, melancholy, rebirth, hurry, process.

- colorfull flourish

MUSIC, EXPERIENCE, CONTEXTS (2)

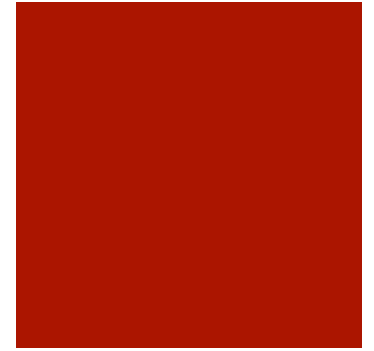


- We listened to Antonio Vivaldi's, *Estate* without looking at live musical performance.
- Adding the **vision** of the **instrumental execution**, **we can** to **improve and to expand** our selection of key words.
- In each context, it is very important to make **useful questions**.

Method: problem solving

In relation to Vivaldi/Abruzzo-RESILIS and Vivaldi/Venice, we made few **useful questions, respect to different** points of view:

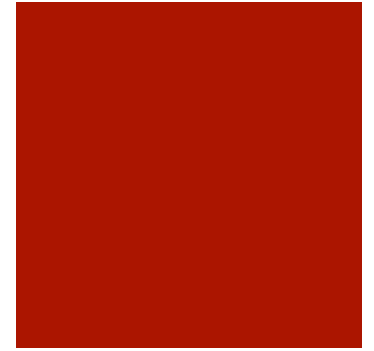
- music
- musicology
- communication
- relation with places



First question

What are we seeing?

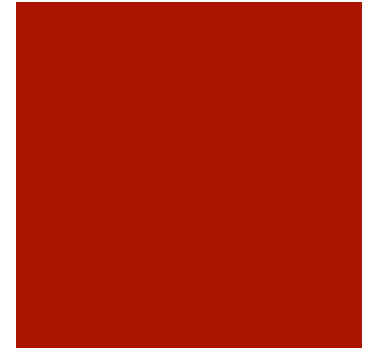
- 1) In case of **Vivaldi/Abruzzo RESILIS videoclip**, we saw...
- 2) In case of **Vivaldi/Abruzzo RESILIS Treia**, we saw ...
- 2) In case of **Vivaldi/Venice**, we saw a chamber orchestra, composed by strings with a keyboard (harpsichord) that performs throughout bass (basso continuo), that is the armonical accompaniment.



Musical glossary

Musical organic

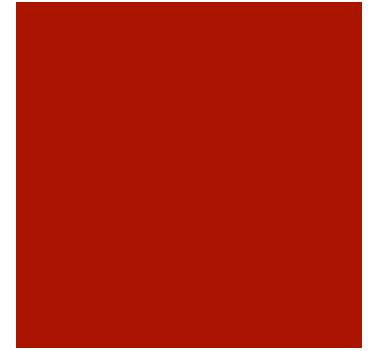
- In the **technical language**, looking at the performance we can understand something about the **musical organic** (*organico musicale*), that is the composition of the group of performers.



Second question

Is the musical role the same for all the musicians of the ensemble?

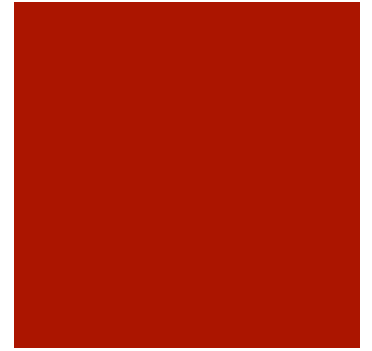
- 1) In case of Vivaldi, we observed that there is a soloist violin who dialogs with the “tutti” of the orchestra.
- The solo violin plays musical sections peculiar, often very virtuosistic.
- In this case, we are listening to (looking at) a “solo concert”.
- Differently, when the dialog is between a small group of instruments (strings) and the orchestra (tutti) the musical form is technically defined “concerto grosso”.



Musical glossary

Concerto

- Solo concert
- Concerto grosso



Glossary

Hybridization



- Paola Besutti, *Abruzzo Musica. Innovation, tradition, experiences*, pp.125-126 (music and tradition)
- Example: Vivaldi, performed by David Garrett (hybridization in communication strategies)
- Example: Vivaldi, performed by Ara Malikian (hybridization in communication strategies)
- Example: Vivaldi – Max Richter, *Summer*, Presto (hybridization in musical composition: original Vivaldi's version recomposed by Richter)
- Example: Francesco Tristano (hybridization in composition, in professional life and in communication strategies).