



## **MOST WANTED: MUSIC 2018: Connect and collaborate with the music industry and music-tech's trailblazers at Berlin's innovation-first music convention**

- **MW:M18 takes place in Berlin, the capital of European music technology, on November 7-8 in the historic Alte Münze**
- **Connect with cutting-edge experts, including NASA scientist, academic and music instrument pioneer Professor Kelly Snook, UK media law heavyweight Cliff Fluets, the BBC's R&D firestarter Ian Forrester, and music/digital strategy expert Muki Kulhan.**
- **Learn from and collaborate with the world's pioneers in:**
  - **Music Tech: VR and 360° video, immersive and adaptive music, artificial intelligence and big data, and human-computer interaction**
  - **Music Business: live entertainment, the recording industry, marketing and law**

### **MW:M: A modern, better, weirder music convention**

At MW:M, you'll meet both the **world's music technology innovators** and the Berlin music business at the city's most important music convention. We're proud to announce our first wave of speakers, all of whom are playing prominent roles in the music industry of today – and tomorrow.

#### **KELLY SNOOK - NASA scientist, Professor of Media Arts and instrument inventor**

Kelly's multifaceted career has seen her repeatedly push the boundaries of music and technology. She co-developed the **Mi.mu Gloves**, which allow performers to turn hand gestures into complex, beautiful music - and they've been used on stage by Grammy award-winning artists Ariana Grande and Imogen Heap. She's also Professor of Media Arts at the **University of Brighton**, is currently finalizing her newest musical instrument invention - the Kepler Concordia - and was a research scientist at **NASA**. Phew!

#### **IAN FORRESTER - BBC Research and Development's Senior Firestarter**

Ian is Senior Producer and "Digital Firestarter" for the **BBC's Future Experiences R&D** department. He specializes in open innovation, collaborating with startups, universities, early adopters and hackers. Ian's currently researching future narrative and storytelling, with a new technology he calls **Perceptive Media** – combining traditional broadcast with internet technology to create audio experiences akin to telling stories around a campfire.

#### **CLIFF FLUET - Managing Director, Eleven Advisory & Partner, Lewis Silkin**

As a partner at **Lewis Silkin LLP**, superstar lawyer Cliff acts for some of the world's largest names in music, mobile, brands, advertising, production and online, and is also founder and

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MD of media advisory firm **Eleven**. He was previously in-house counsel at **Warner Music**, and Legal Director and Company Secretary for **Capital Radio plc** (now Global Radio).

Other participating pioneers include DJ, radio host and CEO of Sous Music **Anja Schneider**, award-winning musician **Robot Koch**, noted music psychologist **Franziska Koletzki-Lauter**, and many more - who can be seen on **the MW:M website**: [mwm-berlin.de/speakers](http://mwm-berlin.de/speakers).

## Hybrid Music: Lab - the cutting-edge of the cutting-edge

**Hybrid Music: Lab** is home for the cutting-edge of the cutting-edge at MW:M. In talks, panels and workshops, experts will immerse themselves in in-depth workgroups on the latest trends, technologies and international music startups. **Hybrid Music: Lab** aims to achieve actionable results for attendees to take into their daily music industry work.

This year's topics include: Alex Jacobi, of the **With Love & Data Podcast**, leads a session on the use of AI in Marketing/Synch, a White Paper presentation by **Music Ally** on Immersive and Smart Audio Marketing, a Keynote talk on Musical Haptics by **Stefano Papetti**, and an exploration of Music & VR by **Muki Kulhan** and **Tim Rittmann** in collaboration with **Robot Koch**.

Hybrid Music Lab is a project of **Berlin Music Commission** with friendly support of **Senat Department for Economics, Energy and Public Enterprises**.

## Tickets

MW:M tickets are available via **Ticketmaster's** online ticketing platform **Universe**. The MW:M ticket is available until the end of October at the regular price (excl. fee + VAT) of € 54.00 (€ 42.00 for BMC members and € 29 for students): [mwm-berlin.de/tickets](http://mwm-berlin.de/tickets).

***Most Wanted: Music** is being carried out on behalf of the Senate Department for Economics, Energy and Enterprises as part of the Berlin state initiative "Project Future" and funded by the European Union (European Regional Development Fund). The project is supported by the Senate Administration for Culture and Europe with funds from the European Regional Development Fund and Ticketmaster.*

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