



On Tuesday 4th April 2017, Sound Diplomacy hosted the fourth Music Cities Convention, bringing together executives from government, cities and regions, academia, real estate and the music industry to discuss and debate how to further develop our music ecosystems in the places we live.

The fourth edition of Music Cities Convention, and the first outside of the UK and US, looked at music's role in smart city development, long-term spatial planning and the impact of the music cities debate on artists. Themes that developed included the key importance of keeping 'free' spaces, as well as maintaining the affordability of future Music Cities.



BERLIN, 2017: STARTED FROM THE BOTTOM, NOW WE'RE HERE



Music Cities Convention was held at the historic Rotes Rathaus (City Hall). The day consisted of diverse presentations, engaging panels, working groups and coffee breaks, allowing delegates the opportunity to converse and network. The convention concluded with an evening reception and exclusive after-party which offered a taste of Berlin's famous nightlife and culture.

A highlight of this latest edition was the first ever Music Cities Hackathon, organised in partnership with Technology Foundation Berlin and Spielfeld Digital Hub. It brought together students, experts and entrepreneurs from various disciplines to identify innovative and sustainable solutions to tackle the challenges that cities are facing.



MUSIC HAPPENS WHEN PEOPLE MEET — EVEN IN A DIGITAL AGE.

Ole Löding, Journalist and Author

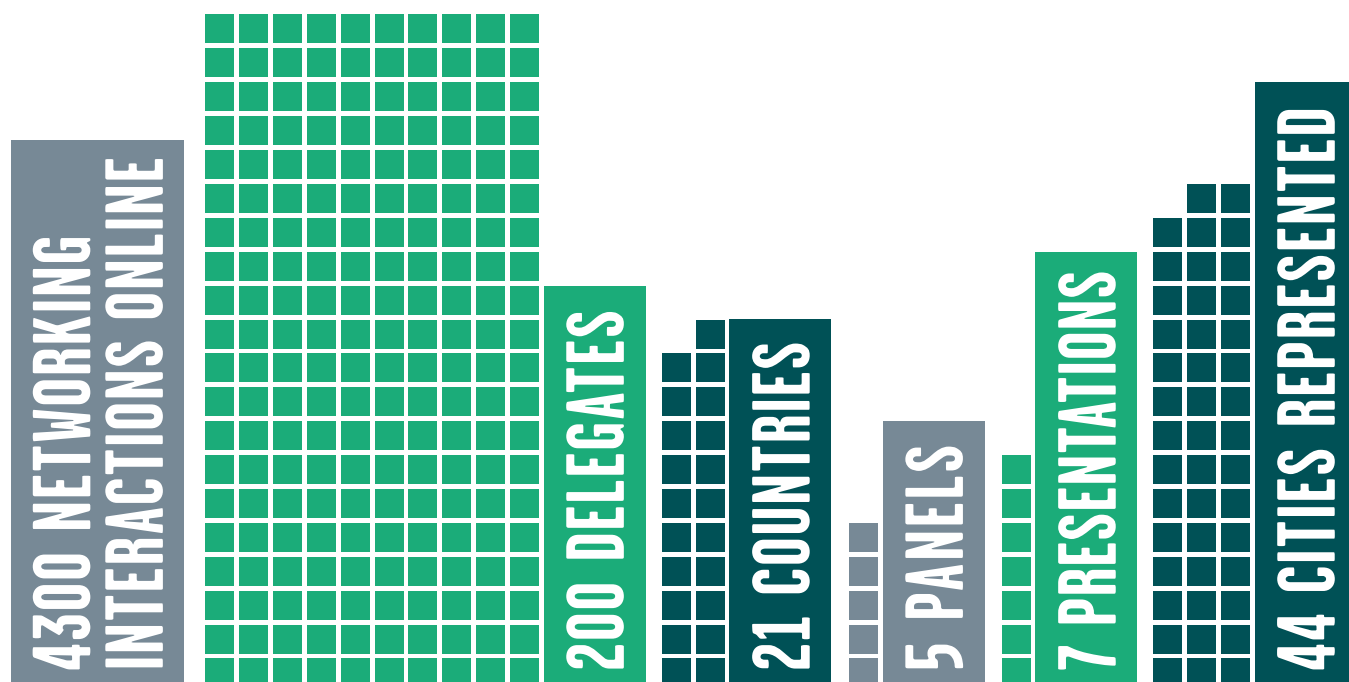


IN MUSIC, YOU ARE WHAT YOU EAT. IT'S IMPORTANT CITIES MAINTAIN THEIR CHARACTER.

Martyn Ware, Musician and
Founder of Illustrious



THIS YEAR AT MUSIC CITIES CONVENTION, BERLIN, WE HAD:



DISCUSSION TOPICS INCLUDED:

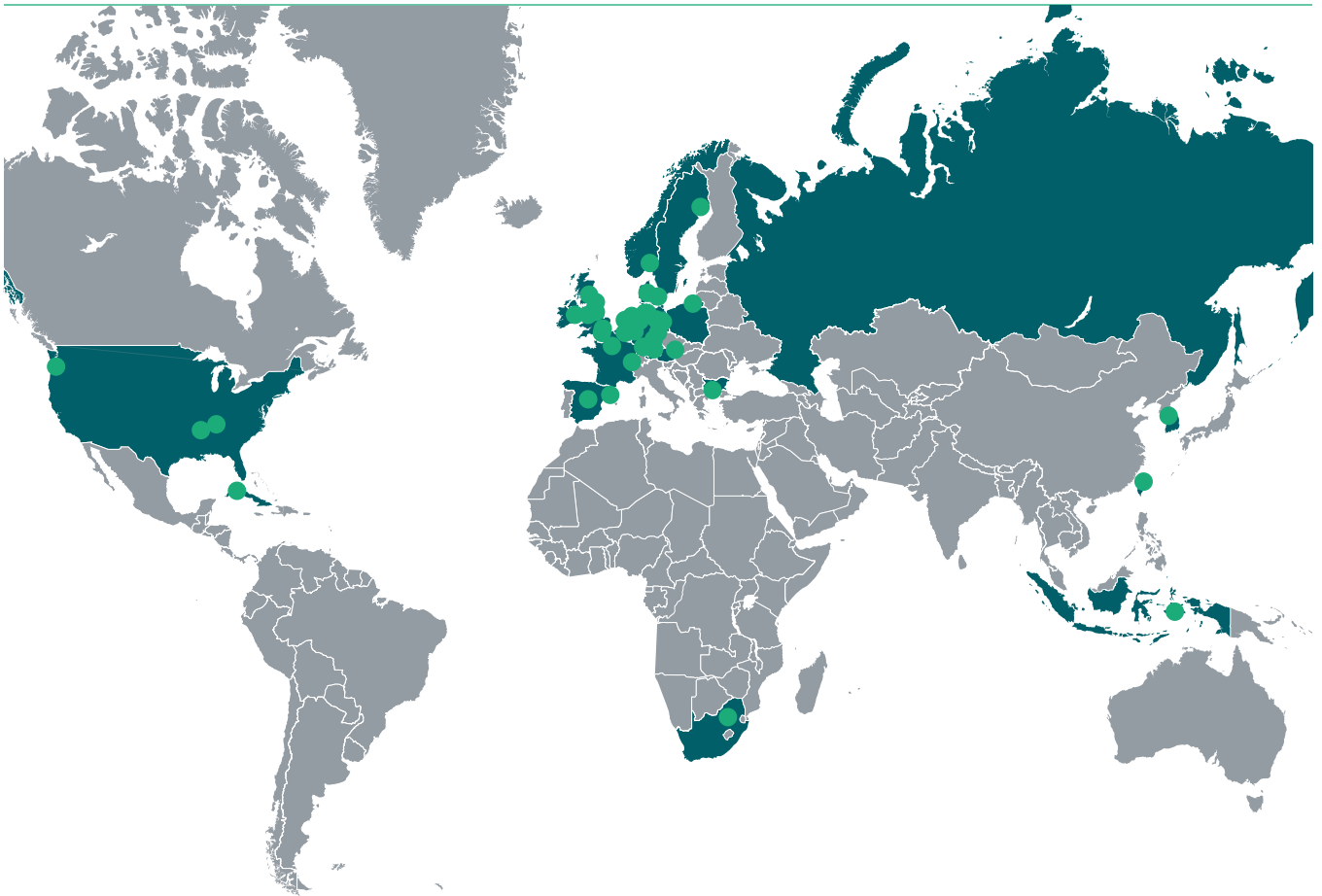
- Smart Music Cities
- Music's role in planning towns and cities
- Measuring and indexing creative space
- How do artists benefit from music cities
- Building bridges between music industry professionals and property developers
- How to best support talent in cities.



MUSIC CITIES CONVENTION GENERATED
A RETURN OF 2 EUROS

**IN DIRECT ECONOMIC VALUE
FOR EVERY 1 EURO INVESTED**

CITIES AND COUNTRIES REPRESENTED AT MUSIC CITIES



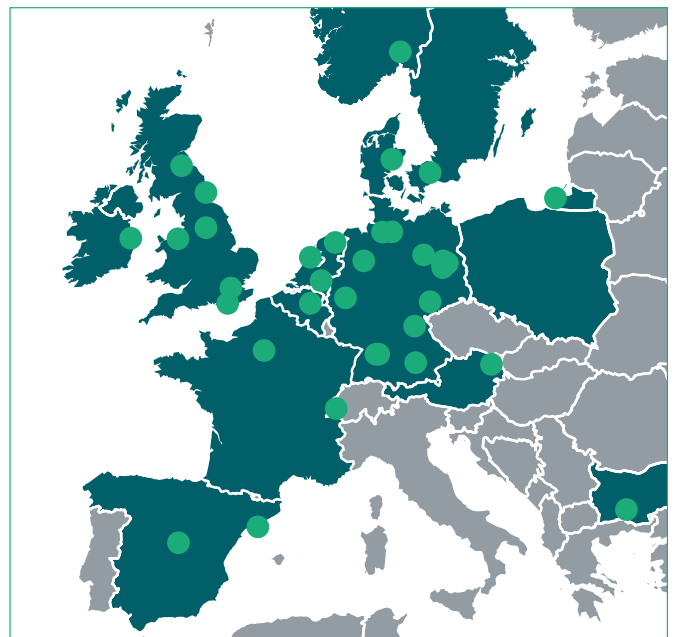
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**QUALITY OF EVERYDAY LIFE
IN OUR CITIES IS DEFINED BY
AFFORDABILITY AND THE QUALITY
OF PUBLIC SPACE. IF PEOPLE GO
WHERE THE PARTY IS, THEN LET
YOUR CITY BE THE PARTY.**

Maria Vassilakou, Vice Mayor and
Executive City Council, Vienna

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Europe in focus



SPEAKERS

Dr. Adam Behr, Lecturer in Contemporary and Popular Music, Newcastle University

Matt Brennan, Chancellor's Fellow of Music, University of Edinburgh

Peter Cornforth, Director of Retail, Benson Elliot Capital Management

Dena, Musician and Producer

Dr. Lee Dong Yeoun, Master Planner of the K-Pop Arena Construction and the Platform Changdong61 by Seoul City Government

Angela Dorgan, CEO, First Music Contact

Lene Eckert, International Affairs, Rockcity Hamburg

Lars Fassmann, Creative Entrepreneur

Kat Frankie, Musician and Producer

Charlotte Girerd, Managing Director Special Projects, SNCF Immobilier

Charlotte Hatherley, Musician and Producer

Tobias Kettner, United Nations Habitat III Representative for Europe

Charles Landry, Author of *The Creative City*

Olivier Le Gal, Co-Founder, Garage Mu

Lutz Leichenring, Spokesman, Creative Footprint/Club Commission

Ole Löding, Journalist and Author

Katja Lucker, Managing Director, Musicboard Berlin

Petra Lundmark, Music Brand Manager, BD Pop

Dr. Janet Merkel, Lecturer for Culture and Creative Industries, City University London

Mirik Milan, Night Mayor Amsterdam

Slavis Poczebutas, Architect and Urbanist, Managing Director at Mekado

Ignacio Priego, Project Co-Ordinator: Mobility Fund, Concerts SA

Alejandro Rojas, LAC Programme Officer, Unido

Ulrike Rose, Cultural Manager, Kulturräume Gestalten

Sebastian Scheel, Permanent Secretary for Housing, Berlin

Dr. Shrikant Sharma, Group Director, Buro Happold Engineering | Smart Space

Michail Stangl, Director Germany, Boiler Room

Maria Vassilakou, Vice Mayor and Executive City Council, Vienna

Martyn Ware, Musician, Heaven 17 and Ex-Human League, and Founder of Illustrious

Dr. Torsten Wöhlert, Permanent Secretary for Culture, Berlin

Victor Yankov, Deputy Director International Relations in Municipal Foundation Plovdiv 2019 – European Capital of Culture



**WE NEED CULTURAL
INFRASTRUCTURE PLANNING
TO ADDRESS CURRENT & FUTURE
CONSTRAINTS & OPPORTUNITIES
FOR THE SECTOR.**

**Janet Merkel, Lecturer,
City University London**



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ENGINEERING
SMART SPACE



CONTACT US

Please feel free to get in touch with us regarding any Music Cities inquiries.

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IT'LL HELP CREATE HUGE
CHANGES IF WE CAN ARTICULATE
THE VALUE OF MUSICAL ASSETS.

Peter Cornforth, Benson Elliot
Capital Management

