

HACK MUSIC LA

Presented by the



LA PHIL

**Partnership Proposal
Cal State LA
April 2017**

- 1. Event Description**
- 2. Event Plan**
- 3. Partnership Proposal**

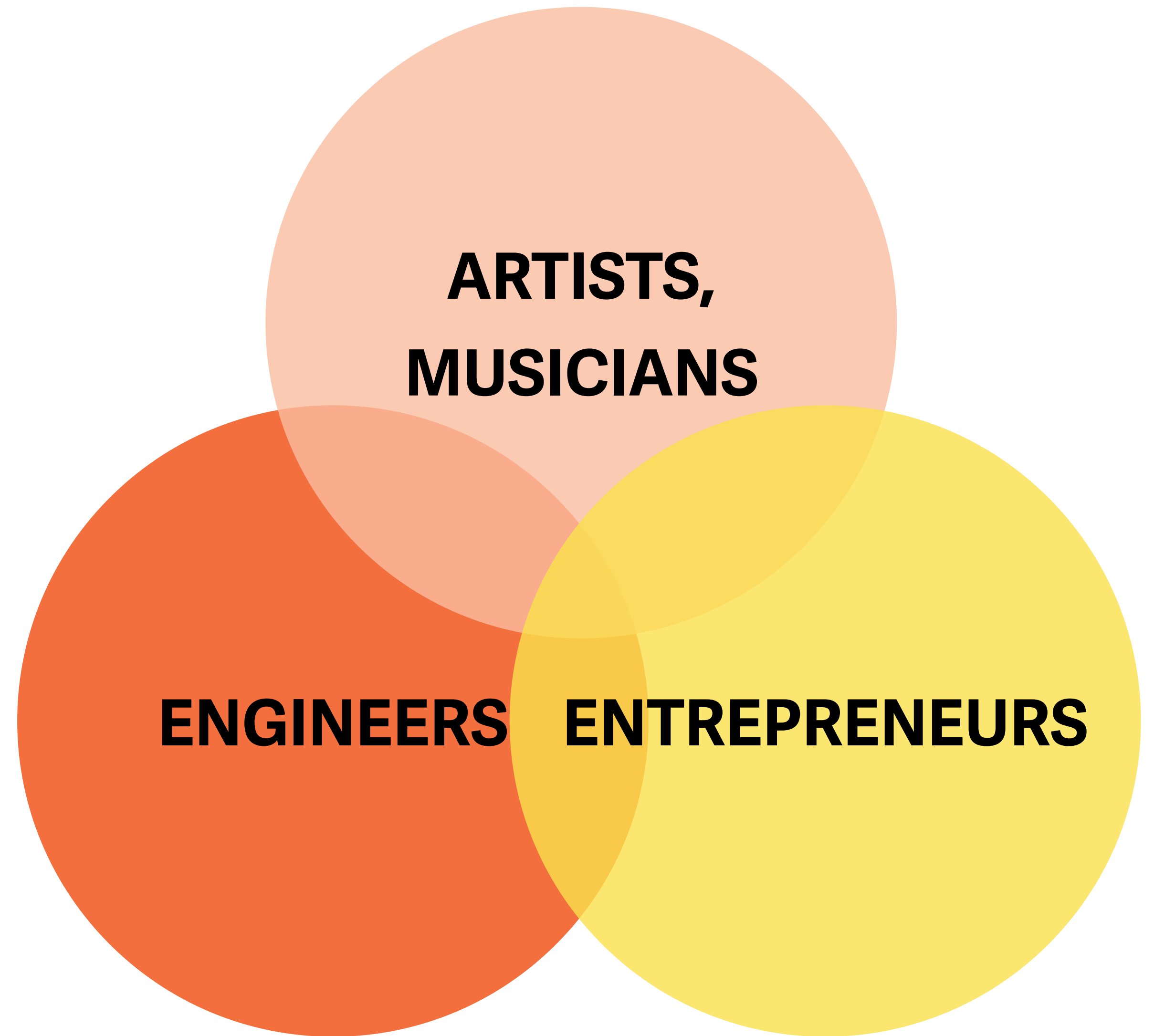
What is Hack Music LA?

A multi-disciplinary convening of ideas exploring the intersection of music and technology.

Inspired by MIT's annual Hacking Arts festival and hackathon, Hack Music LA will bring together LA's creative communities and spark not only discussion, but creation.

When: October 7-8, 2017

Where: Walt Disney Concert Hall and surrounds





Hack Music LA's Goals

- Bring together **students, artists and musicians, engineers, designers, and entrepreneurs** to explore new frontiers at the intersection of music and technology.
- Encourage the development of **new projects, startups, and experiences** that will create greater emotional and physical access to music.
- **Deepen connections** between the LA Phil organization, educational institutions, and brands through partnerships and sponsorships.

Who is Hack Music LA?



One of the world's best orchestras and most forward-thinking music organizations, the LA Philharmonic has been innovating on the live music experience for nearly 100 years. With its world-famous conductor, Gustavo Dudamel, at the helm, the LA Phil presents more than 250 concerts each year at its two iconic venues, the Frank Gehry-designed Walt Disney Concert Hall and the Hollywood Bowl, as well as performances in schools and communities across LA.

In 2015, the LA Phil launched a widely acclaimed virtual reality app, Orchestra VR, and brought it to the city of Los Angeles and beyond with the VAN Beethoven tour. A mobile viewing station equipped with six virtual reality headsets appeared at more than 30 locations in the greater LA area, reaching ten thousand people.

KATHLEEN STETSON HACK MUSIC LA PRODUCER



A former opera singer and acoustical engineer, Kathleen Stetson is the co-founder of MIT's Hacking Arts, the world's first festival and hackathon exploring the intersection of arts, technology, and entrepreneurship, now in its fourth sold-out year at the MIT Media Lab. Kathleen is also the co-founder of Trill, a startup creating a worldwide community for arts makers and arts lovers based around in-real-life arts experiences.

Kathleen holds a BA in music from Harvard University, and what she calls a "custom PhD" in arts and tech: an MM in vocal performance from New England Conservatory of Music, an MS in architectural acoustics from Rensselaer Polytechnic Institute, and an MBA from MIT Sloan School of Management.

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Event Theme: Music for All

The event will be centered around two key topics:

1. **Bringing music out of the concert hall and into the community.**

What tech innovations can make music – orchestral and beyond – even more accessible and alive in the classroom, the home, the community center, in public spaces, at work, or on the go?

2. **Innovating the live music experience.**

How can technology enhance or revolutionize the way we experience live music in concert venues? What integrations with other creative fields, distribution models, discovery methods, and tools can we create to celebrate the art of music and the full experience of a musical night out?

Event Components

The two-day event will happen in three parts:

INSPIRE

performances
panel sessions
startups

Get creative juices flowing.

IDEATE

“ideastorming”
idea pitches
team formation

Generate ideas to hack on.

CREATE

24 hrs hacking
judging
prizes

Hack!

Event Schedule: Oct 6, 2017

When	Where	What
Fri – Early evening	TBD	VIP Reception
Fri – 8-10pm	Walt Disney Concert Hall	LA Philharmonic performance

Event Schedule: Oct 7, 2017

When	Where	What	
Sat – Morning	In and on Walt Disney Concert Hall	Kickoff interactive performance: attendees “play” Walt Disney Concert Hall	<i>INSPIRE</i>
Sat – Early afternoon	WDCH’s BP Hall	<ul style="list-style-type: none">• Panel: Bringing music out of the concert hall and into the community• Pitches by early-stage music tech startups• Panel: Innovating the live music experience	<i>INSPIRE</i>
Sat – Late afternoon	WDCH Lobby	Ideastorming	<i>IDEATE</i>
Sat – Evening	Dorothy Chandler Pavilion, 5th floor	<ul style="list-style-type: none">• Idea pitches, team formation• Dinner, hacking• Sponsor demos at Colburn	<i>IDEATE</i>
Sat – Late night until morning	Dorothy Chandler Pavilion, 5th floor	Hacking	<i>CREATE</i>

Event Schedule: Oct 8, 2017

When	Where	What
Sun – Morning, early afternoon	Dorothy Chandler Pavilion, 5th floor	Hacking, breakfast
Sun – Mid-late afternoon	Dorothy Chandler Pavilion, 5th floor	<ul style="list-style-type: none">• First round judging• Final judging, prizes

CREATE

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Partnership with Cal State LA

Desired Cal State LA participation:

- Use of Cal State LA logo on digital and print marketing materials
- Cal State LA to market Hack Music LA to its students when the hackathon application goes live and during the month before the event: 3-5 posts via social media, physical and/or digital fliers put up where students congregate, and 1-2 emails to student body
- Assistance putting LA Phil in touch with 1-2 contacts at music or tech companies in the LA area

Additional possibilities:

- Faculty participation: a panelist in one of the two panel sessions, as mentors, and/or as ideastorm facilitators
- Student or alumni participation in early-stage startup pitch session (during "Inspire") or as performers in the interactive kickoff performance or a 10-15min dedicated performance
- Alumni participation as mentors and/or as ideastorm facilitators
- Assistance transporting students to/from the event

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