

## **MMAP - Music Production Position Paper**

### **Music Productions**

*Music Production*, in the context of the MANYMUSICS Action Program,

refers to musics as they are practised, expressed, created, shared, and disseminated by individuals and peoples of diverse cultural traditions, history, environment, and time, characterised by their diversity in concept, form, aesthetics, theory, style and mode of realisation and communication.

With music production as integral to every individual's and people's intangible cultural heritage, the MMAP Focus Area of Music Production identified the following aspects and points of concern:

#### a) On the Music

- Protection of living traditions and musical heritage of peoples and cultural communities, their distinct aesthetic identities and social significance;
- Ensuring their dynamic continuity by supporting and encouraging the practice to flourish, evolve, and even influence contemporary life and social environment.
- Safeguarding of social practices, traditional cultures and environments
- that sustain the integrity and continued practice of particular musical expressions.

#### b) On the Artists and Community

- Empowerment of artists in defining their roles in contemporary society in the context of globalisation in the field of arts and culture.
- Endowing the artists representing various cultures and environments, respect and valuation for their significant contribution to humanism in their particular society, nation-state, and the global community.
- Protecting and safeguarding traditional skills and indigenous technology related to music production

#### c) Threats

- Effects of modern technology, globalised and homogenised formats for music production
- Effects of economics and materialism on the aesthetics, spiritual and artistic integrity of music production.
- Exploitation and commercialization.

#### d.) Affirmative Action

- Sustaining and/or creating opportunities for expressive actions
- Creating opportunities for interaction (intercultural exchanges; for a with other artistic or expressive traditions and other sectors of society – corporate, government, religious, others)
- Creating conditions for pedagogical strategies based on traditional and/or indigenous methodologies.
- Conditions and opportunities for creative explorations
- Programs for social and material empowerment
- Capability-building programs
- Freedom and diversity in dissemination and distribution

## **Instrumentalities in Music Production**

The following are categories of institutions and organisations that have direct significance and influence on music production.

### *1. Government Institutions*

- (a) Culture Ministry and Equivalent
- (b) National Music Council
- (c) National Concert Bureau
- (d) National Endowment Agency
- (e) Tourism Office
- (f) Local Government Units
- (g) Cultural Centre
- (h) Government Media

### *2. Corporate Institutions*

- (a) Recording Industry
- (b) Theatres and Concert Venues
- (c) Mass Media
- (d) Movie industry
- (e) Internet

### *3. Non-Government and Non-Profit Agencies (National and International)*

- (a) Musicians' Organisations
- (b) Area-Interest Group Organisations (Composers, Choral Music, Ethnomusicology, etc.)
- (c) Arts and Culture Foundations
- (d) Cultural Organisations
- (e) Tribal Councils

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