

PROGRAM 2011

(April 28, 2011 – Pakhuis de Zwijger, Amsterdam)

Buma
Music
in
Motion

Wining, writing and composing	2
Composing for commercials, movies, theatre and games.....	2
Composing in the international advertising world	3
Where are we now?	3
Media Music.....	4
Have a Drink.....	4
Tradedinner & Awardshow	4

Wining, writing and composing

Pakhuis de Zwijger – Kleine zaal

13:00 – 13:40

Living in both France and The Netherlands, the Dutch composer Ilja Gort enjoys life to the fullest, combining his talents as a renowned composer, book writer and award winning wine farmer flawlessly.

Owning several music studios, Gort and his team compose music for international brands like Coca-Cola, Randstad, Nescafé, Nike, C&A and Heineken. In 1994 Gort bought the Chateau de la Garde, Bordeaux Supérieur appellation; 15 hectares of vineyard in France. In the past few years The Chateau has won several awards for its wines.

Next to the composing and wining, Gort also writes books about his adventures. Some of his books are related to wines, such as 'Het wijnsurvivalboek', 'Overleven als Gort in Frankrijk' and 'Met Gort de Boer op', but he also wrote a couple of children's books and published his first novel in 2008, 'Het Mysterie Merlot.'

In his key note session Ilja Gort will give us more insight in his daily activities, his recent works and how he deals with such a diverse client base.

With:

Ilja Gort (NL)

Composing for commercials, movies, theatre and games

Pakhuis de Zwijger – Kleine zaal

13:50 – 14:45

For this session we have invited Dutch producers Tim van Berkestijn (Benny Sings) and Pieter Perquin (Perquisite) to talk about their recent works for advertising and film. Both producers have a long track record in the music industry and are involved with producing music for various clients. Tim has composed music for commercials for Ikea, Prodent, Milner and NCRV amongst others, while Pieter is more involved in composing music for film and theatre. His recent works include compositions for Dutch movies as Lotus, Erop of Eronder, Mama and Carmen van het Noorden. How do both producers see their future careers developing? Will they continue composing and producing for commercials, film and theatre next to their other works? What artistic challenges are they facing?

Moderator:

Marcel Wiebenga (Sizzer, NL)

With:

Tim van Berkestijn (Benny Sings, NL)

Andre Ettema (AME Music, NL)

Pieter Perquin (Perquisite, NL)

Composing in the international advertising world

Pakhuis de Zwijger – Kleine zaal

15:10 – 15:50

Morgan Visconti is managing partner at Human, one of the world's most acclaimed original music production companies. Morgan founded Human music and sound design in 2001 together with renowned composers / sound designers Andrew Bloch, Gareth Williams and Managing Partner, Marc Altshuler. Human is a multi-award winning collective with offices in London, New York, Los Angeles, London and Paris. Amongst their clients are American Express, Audi, Barclays, Coca Cola, Google, Jameson, Levis, Microsoft, Nike, Stella, Sprite, UPS and Xbox.

In his keynote Morgan shares his vision on how to become successful as a composer in the international advertising world.

with:

Morgan Visconti (Human, GB)

Where are we now?

Pakhuis de Zwijger – Kleine zaal

16:00 – 16:20

Media music has not always been properly recognized for its added value. With the adaptation of new techniques the economic value is becoming more and more tangible. Our systems have all been configured to deal with traditional media, the current challenge is to deal with the shift towards online media consumption on a broader scale. At the same time the commercial pressure increases, as diversification and internationalization of media usage is both an opportunity and a threat. As business models of media players are changing, those of the media music change accordingly. So before we're looking at the future, let's take a moment to see where we are today.

with:

Sander Bijlstra (Business Development Buma/Stemra, NL)

Media Music

Pakhuis de Zwijger – Kleine zaal

16:30 – 17:30

With music adapting in all types of media, the sector is developing constantly. Every day new media products are being introduced and music continues to play an important role in the creative process and final product. In times where tighter budgets and deadlines are common, can the quality of the creative process remain the same without affecting the artistic and financial position of the composer?

with:

Paul van Brugge (Composer & board member Buma/Stemra, NL)

Frank Helmink (Buma Cultuur, NL)

Aron van der Ploeg (The Missing Sync, NL)

Rene Smit (RTL, NL)

Johan van der Voet (BCMM, NL)

Have a Drink

Pakhuis de Zwijger – Meeting Room

17:30 – 18:30

Join us for a drink; a chance to chat, relax and get in touch with fellow industry professionals.

Tradedinner & Awardshow

Pakhuis de Zwijger – Grote zaal

17:30 – 18:30

The Buma Music in Motion Awards (BMMA's) are initiated to recognize composers and companies who have made a special contribution to an innovative musical media product.