



**WEBI-
NAR:**

**Tuesday
Sept 21
2021**

9am (New York)
3pm (Paris)
9pm (Beijing)

**MUSIC AS A CATALYST FOR GLOBAL
DIALOGUE AND SUSTAINABLE DEVELOPMENT**

ENHANCED BY DIGITAL TECHNOLOGIES

A virtual forum organized by the Melody for Dialogue among Civilizations Association (Paris – New York) and Northeastern University's Department of Music in the College of Arts, Media and Design (Boston, USA)

Event Page:
Registration link:

tinyurl.com/MCGDevent
tinyurl.com/MCGDwebinar

INTRODUCTION



Hans d'Orville – Former UNESCO Assistant Director-General for Strategic Planning and webinar manager

WELCOME BY CO-HOSTS



Mehri Madarshahi – President, Melody for Dialogue among Civilizations Association and Global Cultural Networks, Paris and New York; Recipient of 2012 Aspen Cultural Diplomacy Award



Daniel Strong Godfrey – Composer, Professor and Chair, Department of Music, Northeastern University, Boston, Massachusetts

VIDEO MESSAGES:



Tan Dun – Composer and Conductor; UNESCO Goodwill Ambassador for Water; Dean, Bard College Conservatory of Music, New York



Eliot Fisk – Guitarist, Professor, Universität Mozarteum in Salzburg, Austria, and New England Conservatory



Emmett G. Price III – Inaugural Dean, Africana Studies, Berklee College of Music

PANEL I:

Music as Advocate for Dialogue and Sustainable Development

Moderator: Hans d'Orville

Keynoter: Mehri Madarshahi

Panelists:



Jorge Chamíné – Founding Chairman, Centre Europeen de Musique and opera singer; Ambassador for Peace and Justice of the UN Agenda 2030



Herman Makarenko – Conductor, National Academic Opera, Kiev Symphony Orchestra and Ballet Theatre of Ukraine; UNESCO Artist for Peace



Kim Noltemy – Ross Perot President & CEO, Dallas Symphony Association



Edna dos Santos-Duisenberg – International Policy Advisor, Creative Economy & Development; VP, International Federation of Multimedia Associations (FIAM)



Tamara Kamińska – Co-Director, Music Export Poland Office, Warsaw; organizer of Katowice's designation as UNESCO Creative City of Music; author of SDG implementation strategies for Polish creative cities

PANEL 2:

Experiences With Music Promoting Dialogue and Sustainable Development



Moderator: Pierre Korzilius – Directeur du Pôle Art et Culture, Collège des Bernardins, Paris; Directeur, Festival Les Nuits Romantiques, Aix-les-Bains



Keynoter: Rainer Kern – Artistic and Festival Director, Enjoy Jazz; Director, UNESCO City of Music Mannheim

Panelists:



Laura Kaminsky – Composer, Professor, and Chair of the Composition Program, Purchase College Conservatory of Music / State University of New York



Shain Shapiro – Founder and Group CEO of Sound Diplomacy & Executive Director, Center for Music Ecosystems



Kahchun Wong – Chief Conductor, Nürnberg Philharmonic Orchestra; Principal Guest Conductor, Japan Philharmonic Orchestra; guest conductor, Toulouse Philharmonic Orchestra



T. H. Culhane – Associate Professor and Director of Climate Change Mitigation and Adaptation, Patel College of Global Sustainability, University of South Florida, Tampa; Co-Founder/Director Solar CITIES Inc. and Melodic-Mnemonics Science Education through Music and Video



Ruth Daniel – CEO, In Place of War

PANEL 3:

The Impact of Technological Innovations for Musical Performances



Moderator: Anthony Paul De Ritis – Professor, Composer, and co-founder of the Music Technology program, Department of Music, Northeastern University



Keynoter: Georg Hajdu – Director, Multimedia Composition, Hochschule für Musik und Theater, Hamburg; Recipient, "Innovative Hochschule" Award from the German Federal Ministry of Education and Research

Panelists:



Shen Wei – Founder and Artistic Director, Shen Wei Dance Arts NY+Paris; 2020 Recipient of Sam H. Scripps / American Dance Festival Award for Lifetime Achievement



Marc Battier – Composer, professor, Shenzhen University, founder of Electroacoustic Music Studies Asian Network



Guillaume Berney – Chief Conductor, Orchestre Nexus, Geneva



Elaine Chew – Pianist-mathematician, Senior Researcher at CNRS Paris (Sciences and Technologies of Music and Sound Lab), IRCAM; Visiting Professor, King's College London

OBJECTIVES

We are living in a world undergoing a profound transformation.

After years of ignoring the power of democratic practices and multilateralism to solve the world's burgeoning problems and after the devastating impact of the COVID-19 pandemic endured by culture and the arts, we have reached a point where we should revisit the most powerful area of culture and the performing arts: music.

In the wake of the pandemic, performers and workers dependent on the creative arts are suffering. Thousands of music halls, theatres, performance sites and festivals were closed, and for a variety of reasons, many may never open their doors again. Under the ensuing stringent economic situation, most governments gave priority to supporting various economic and industrial sectors while ignoring the arts and culture, and their importance for human lives and happiness.

In the past, music has proved to be an effective driver to promote a global dialogue and mutual understanding across borders and an advocate for peace and various vectors of sustainable development, be it climate change, water, trees, biodiversity loss, agriculture or smart cities. Musical rhythms and harmonies reflect the indomitable human spirit that can transcend the limits imposed by poverty, oppression and human suffering. Music is very much part of the environment we live in. It has an ability to provide hope, healing and energy.

Thus, the time has come to engage various cultural actors and in particular personalities from the world of music to discuss what music can do now to reinforce and demonstrate its amazing transformational power for renewing multicultural dialogue and building a better, sustainable and more peaceful world.

During the period of lockdown imposed by COVID-19, digital technologies and tools have offered unique and precious opportunities for music, musical performances and musical appreciation. The innate power of music became not only audible but also visible, live and via the internet. We vividly remember the neighborhoods in Spain and Italy, where people were singing together through their open windows or saluting health workers by clanking their kitchen pans. Let us not forget the moving message by Andrea Bocelli broadcast from the empty Duomo di Milano and its piazza to the entire world. These and many other examples demonstrated how people and communities in

various corners of the world can be connected through music and revive the message of hope in the face of daunting societal challenges.

For their part, digital technologies have become tools to power cultural effects and efforts.

As technologies are ubiquitous, their profound influence on the art of music is hardly surprising. Rapidly emerging technologies have altered how music is transmitted, shared, preserved, enjoyed, performed, and composed. Less and less often do we hear musical sound that has not at some level been shaped by technology. Technology is involved in the architecture and construction of concert halls and opera houses, the recording, broadcast and listening of music, and the design of musical instruments. Virtuoso performers whose instrument is the turntable are now part of not only the world of disco but also the world of concert music. Technology is changing the essence of music, although many still do not appreciate the full extent of its influence. Beyond, how can musical industries leverage emerging technologies in the face of pandemics?

[The Melody for Dialogue among Civilizations](#)

[Association](#) has over ten years demonstrated the power of music as a vector for communication, advocacy and awareness by bringing together musicians, orchestras, dancers and singers from across the globe, focusing on musical and artistic dialogue for peace, water, forests and sustainable development, while upholding diversity and mutual understanding on stage in a multi-cultural interaction.

To complement these efforts, Melody organized in the past also international fora to articulate possibilities for the new roles music and musicians can assume to support solutions for societal problems. With the support of Northeastern University in Boston, Melody carried its message dedicated to peace and sustainability to various cities in China, Africa and the Americas, the UN in Geneva, several times at UNESCO in Paris - and with the support of Northeastern University at New York's Lincoln Center and at a Forum on Water at New York University. For these efforts, Melody has received in 2012 the Cultural Diplomacy Award of the Aspen Center.

Today, we recognize that music in all its forms is at the intersection of environmental concerns and social justice.

We need to continue in this direction with new inspiration and dedication, taking advantage of technologies and their power in shaping and conveying effective and meaningful messages.

Globally, composers and conductors have undertaken similar initiatives, highlighting how music can help address global problems and create a more harmonious living. For sure, creativity is related to human action and practices - yet we have to be clear and explore what different types of technology can contribute.

The webinar is expected to provide a renewed focus on the role of music as a catalyst for dialogue and sustainable development.

We hope to identify meaningful approaches which can morph into concrete projects. Ultimately, we want to promote a new thinking about the true impact of music in all aspects of life, including spirituality. How can music become an inseparable ingredient of a human society and form its cultural identity, a new type of dialogue and thereby help create societal harmony?