

Coveted artist development program, AE West, returns to Studio Bell this fall

Canada's Music Incubator and National Music Centre announce national call for submissions

(April 30, 2019 – Toronto, ON and Calgary, AB) AE West lands at Studio Bell for a third season this fall. Canada's Music Incubator (CMI) and the National Music Centre (NMC) are inviting artists of all genres from across Canada who are interested in developing their musical craft and business skills to apply by June 28, 2019.

AE West (Artist Entrepreneur West) is a five-week creative entrepreneurship program designed to help emerging professional artists develop sustainable businesses and careers via hands-on mentorship, networking and collaboration. It all takes place at Studio Bell, home of the National Music Centre, in Calgary from November 4 to December 6, 2019.

"There is no shortage of exceptionally talented emerging artists from Western Canada," says Vel Omazic, Co-Founder and Executive Director, CMI. "Our goal with AE West is to be accessible to these artists and to provide them with the expert mentorship they require to elevate themselves to sustainability. The National Music Centre at Studio Bell is the perfect partner based on their facility, programming, staff and—most importantly—the community they are fostering around music."

AE West is an extension of CMI's highly-regarded, Toronto-based Artist Entrepreneur program and represents a partnership between CMI, a national not-for profit organization and NMC. The majority of costs for the program are offset thanks to the generous support of Viewpoint Foundation, TD, Bell Media, Stingray Music and Canadian Heritage.

"AE West was the most thorough development workshop I have ever participated in," says 2018 participant Karimah. "The CMI team is passionate and dedicated to giving artists the information they need to be successful as a creator—and as an entrepreneur. I feel set up for success, fully supported, and I've created relationships with other artists and the CMI team that will last a lifetime."

A dozen artists will have the opportunity to take part in this highly-coveted program that provides access to world-class artist facilities and customized training from industry professionals.

"Studio Bell was built for a program like AE West," said Adam Fox, Director of Programs, National Music Centre. "With sessions that focus on the craft of music and commercial skill development, AE West artists get a competitive advantage in an increasingly crowded and fragmented marketplace. NMC is delighted to be able to provide the platform and facilities to increase the commercial potential of Canada's emerging artists."

Eligible artists must be 18-years-old or over and actively writing, recording, releasing (or about to release) music and performing live. Interviews will be conducted with appropriate candidates in July and August prior to program admission.

Interested, eligible artists can apply now at: canadasmusicincubator.com/aewest.

About AE West

Based on Canada's Music Incubator's long-running Artist Entrepreneur program, AE West is designed to help emerging artists and bands from all genres build their businesses and careers. Artists will work closely with Canada's Music Incubator and the National Music Centre team of social media, marketing, management, promotion, publicity, funding, touring, songwriting and live performance experts. They will also be introduced to a wide range of active music industry professionals. Artists will also have ongoing access to mentors and resources post-program.

About Canada's Music Incubator

Canada's Music Incubator (CMI) is a national not-for-profit organization providing customized and ongoing mentorship to professional artists and managers. Using the pillars of mentoring, collaboration and industry connectivity, our mission is to empower these creative entrepreneurs in the development of sustainable careers and businesses which meet their definitions of success. Since 2012, CMI has provided over 6,000 hours of professional development and mentored over 600 artists and managers spanning all genres of music across Canada. CMI was co-founded by Coalition Music and is based at their Toronto facility. For more information, please visit canadasmusicincubator.com.

About Studio Bell, home of the National Music Centre

Studio Bell, home of the National Music Centre (NMC), is much more than a museum. A national catalyst for discovery, innovation and renewal through music, NMC is preserving and celebrating Canada's music story inside its home at Studio Bell in Calgary's East Village. With programming that includes on-site and outreach education programs, performances, artist incubation and exhibitions, NMC is inspiring a new generation of music lovers. For more information, please visit studiobell.ca.

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