

AE West Artist Development Program Goes Virtual for 2020 Fall Season

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

(August 11, 2020 – Toronto, ON and Calgary, AB) The fourth session of the coveted artist development program, AE West, will go online for 2020. Canada's Music Incubator (CMI) and the National Music Centre (NMC) are inviting artists of all genres across Western Canada who are interested in developing their musical craft and business skills to apply by Sunday, September 20, 2020.

AE West (Artist Entrepreneur West) is a creative entrepreneurship program designed to help emerging professional artists develop sustainable businesses and careers via hands-on mentorship, networking and collaboration. The digital four-week version of the program will run from November 3 to December 1, 2020, and include digital seminars, workshops, one-on-one mentorship sessions, webinars, and more. The cost for the program has been reduced to \$350 per artist.

“For the last three years, CMI and the NMC have delivered *AE West* at Studio Bell and, despite the COVID-19 pandemic, our organizations are committed to continue supporting the development of artists in Western Canada,” said Ryan Warner, Programs Director, CMI. “We know there are many artists looking for help today and we’re confident moving the program online will still be very impactful. At the same time, we’ll be protecting the health of everyone involved and the Calgary community at large.”

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 TD, Viewpoint Foundation, the Kanovsky Family Foundation, and the Government of Canada.

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. Previous participants have included 2020 JUNO Award-winning soul-folk singer Celeigh Cardinal, 2020 WCMA-nominated R&B-pop artist Josh Sahunta, 2019 Project WILD Top 10 Finalists, Michela Sheedy and Devin Cooper, soul-pop act Karimah, alt-pop singer-producer Selci, and more.

“Offering programs to artists during this challenging time is of critical importance,” said Adam Fox, Director of Programs, National Music Centre. “NMC has successfully pivoted many of its 2020 programs to the digital sphere, and we look forward to partnering with CMI on this year’s virtual installment of AE West.”

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 October 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 8,700 hours of professional development and mentored over 1,000 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 registered charity and 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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