

## ROOTS (working title) – LOOKING FOR PARTNERS

A European collaborative music project with a holistic approach to young emerging talent

ROOTS is a European development and networking project that seeks to establish and maintain young transnational cultural ecosystems within the young European fringe groups in the context of music, technology and management in collaboration with established and professional venues.

### Why ROOTS?

There are plenty of opportunities for young musicians today, but in the project's title **ROOTS**, it is implied that the project not only aims to work with the most visible part - the finished product on a stage - but strives to strengthen the fringe music scene's roots from a holistic approach to live music production. Therefore, the emerging talents from sound and light production, as well as management, are involved on an equal footing with the music, because without those elements, the musicians do not have good chances in the future.

### Activities

The project is built around a network of professional venues, which will help by finding young local sound and lighting technicians, musicians / bands and music management aspirants to take part in the project. The project culminates with local project- and festival weeks with workshops, young-to-young meetings, as well as preparation and facilitating of the festival for the participating upcoming bands and a main artist name within the roots genre. Every year, the project week and the festival take place in a new country, with a new partner venue as the focal point.

### Background and timeline

Our goal is to team up with **2-5 committed venues around Europe** that has experience with, or interest in, working with young local talent within the young European fringe scene of music, sound and lightning technology as well as management.

### **We are looking for:**

- Venues with room for 500-800 spectators
- Located outside capitals and major cities

### **DEADLINE and closure for finding partners is November 15, 2021**

The project will be applied for as a **Creative Europe** project in the winter of 2021/2022.

ROOTS has been developed in a collaboration between the non-profit organization Swinging Europe and the local venue Fermaten, both based in Herning, Denmark. Swinging Europe is lead partner in the project and has been working internationally with young emerging musicians, art and culture since 1998. Fermaten arranges around 120 concerts annually for about 20,000 visiting guests with a capacity for live concerts at 720 spectators and works with young talent locally and regionally.

### **Contact:**

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- More information about Swinging Europe: <http://swinging-europe.dk>
- More information about Fermaten: <https://fermaten.dk>