



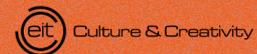
# MUSEEC

music • sound • emotion • experience • curation



**MEDIA MUSIC**  
PROJECT

COLLABWITH



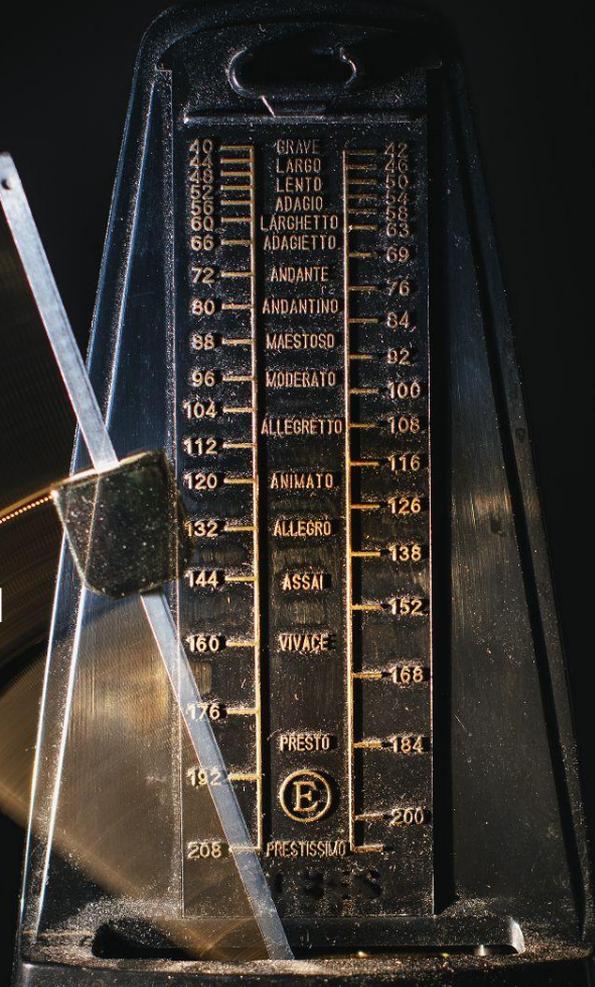


The first specialized global  
**E-Course of Music Curation**  
for Culture, Audiovisual and Marketing  
Industries bridging sound with AI tech,  
Sustainability, Innovation  
and Entrepreneurship.

# NOW

In today's creative industries, **music flows through nearly every layer of experience, speaking directly to our emotional core.**

It is a key driver of **brand identity, audience engagement and immersive environments.**



# MUSEEC

fills an educational gap – setting a **new global benchmark and redefining the role of the music & sound curator.**

Merges **academic depth with creative tools and real-world practice, driven by innovation and entrepreneurship.**



# A PIONEERING COURSE THAT TRAINS TO CURATE MUSIC WITH **ARTISTIC EXCELLENCE AND STRATEGIC IMPACT.**

Designed for professionals, brands or institutions to use **MUSIC AS A SERVICE** with **strategic capability** – equipping participants to **harness music's emotional power with precision and measurable impact.**

# EUROPEAN STRATEGIC PARTNERSHIP

As part of the **European innovation ecosystem**, this project is an **alliance of institutions** — a university, an enterprise, and a cultural association — to get the best from each partner.



International university provides **academic validation**



An enterprise specialised in Innovation and international collaboration **sets the ecosystem**.



The association of DJs of Ibiza teaches the crafts, the **cultural approach and the industry connection**



All supported by the prestigious European Institute of Innovation and Technology ( Culture & Creativity )

# WHAT **MUSEEC** OFFERS

## THE FIRST MUSIC CURATOR GLOBAL CERTIFICATION

### MULTIDISCIPLINARY FOUNDATION

Integrates music curation theory – supported by psychology, sociology, anthropology, and related sciences – with innovation, sustainability, AI, and business strategy.

### EIT AND EUROPEAN UNION LABEL ALIGNED

Developed with VilniusTech University, Collabwith, DIPEF, and the European Union's EIT Culture & Creativity.

### GLOBAL NETWORK & REAL-WORLD APPLICATION

Led by top-tier professionals in music, technology, culture, and marketing; includes case studies, project work, and professional networking.



# PROFESSIONAL APPLICATIONS

**CURATION &  
PROGRAMMING**

**AUDIOVISUAL  
SUPERVISION**

**CONTENT CREATION  
& MEDIA STRATEGY**

**AUDIO BRANDING  
& SONIC IDENTITY**

**HOSPITALITY,  
& RETAIL (POS)**

**· Curate · Design · Supervise · License · Compose · Spatialize · Program · Brand · Strategize · Measure · Prototype · Scale ·**

**CREATIVE  
DIRECTION &  
CONSULTANCY**

**MUSIC THERAPY  
& SOUND HEALING**

**SOCIAL &  
COMMUNITY  
APPLICATIONS**

**EVENT DESIGN  
& EXPERIENCES**

**EDUCATION  
& RESEARCH**

# THE VALUE **MUSEEC** CREATES

Creative Depth · Academic Structure · Professional Purpose · Market Impact

**DEFINED  
PROFESSIONAL FIELD**

**ELEVATED  
ECONOMIC VALUE**

**MARKET ADAPTABILITY &  
EVIDENCE-BASED IMPACT**

**ENTREPRENEURSHIP &  
SCALABLE BUSINESS MODELS**

**CROSS-SECTOR  
RELEVANCE**

**CREATIVE &  
EMOTIONAL INTELLIGENCE**

**ACADEMIC CREDIBILITY,  
ARTISTIC FREEDOM**

**GLOBAL RESONANCE**



# **MUSEEC STUDENTS PERFORMANCE SO FAR...**

## **MORE THAN 100 ENROLLMENTS**

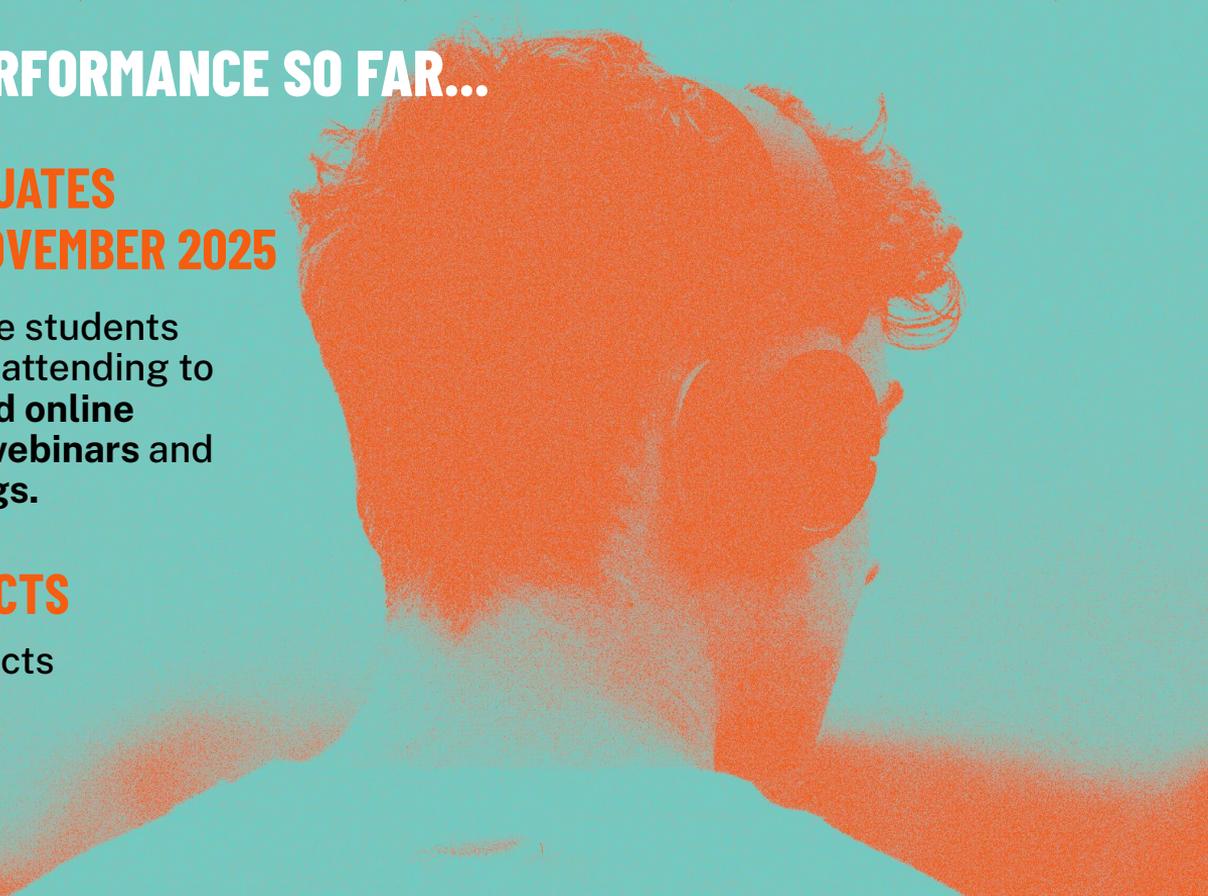
From every continent with different ages and professional profiles.

## **50 GRADUATES SINCE NOVEMBER 2025**

Passionate students who were attending to self-paced online classes, webinars and mentorings.

## **EXCELLENCE IN THE FINAL PROJECTS**

Ready-to-market music curation projects applied to marketing, culture or audiovisual projects and public administrations.



# GEOGRAPHICAL & CULTURAL CONTEXT

As a digital e-course, MUSEEC is open worldwide, serving an international audience rooted in vibrant cultural ecosystems —



Within this geographical and cultural context, Ibiza stands as a symbolic and strategic focus, with **DIPEF** (the Association of DJs and Producers of Ibiza and Formentera) co-leading the project. **SIDNEY** More than an icon of club culture, the island is a **living hub** where nature, hedonism, spirituality, and music intersect. From sunsets and hotels to wellness centers, **sound-therapy** studios, beach clubs, and restaurants, **music scores daily life**—woven into the island's identity since the 1960s

— and wherever music, creativity, marketing, hospitality, and innovation converge

MUSEEC has been featured in international media as the first global music curation course.



Con el apoyo de la Unión Europea a través del EIT Culture & Creativity, MUSEEC transforma la curaduría musical y el diseño sonoro en una disciplina profesional con profundidad académica.

MUSEEC es el primer e-course especializado en curaduría musical y diseño sonoro dirigido a las industrias culturales, audiovisuales y de marketing. El proyecto educativo nace en noviembre de 2025 y cuenta con el apoyo de la Unión Europea.

MUSEEC ha sido impulsado a través de DIPEF (Asociación de DIs y Productores de Ibiza y Formentera) y está coordinado por Christian Leri, presidente de DIPEF, autor del libro Balearic, y cofundador de la agencia FLOOD00, junto con Vilnius Tech University (Lituania) y Collabwith, consultora holandesa en innovación.

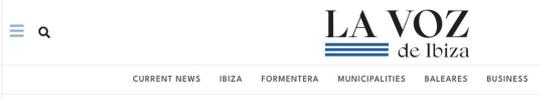
El proyecto educativo es una iniciativa avalada por EIT Culture & Creativity, comunidad de innovación y conocimiento creada por la Unión Europea a través del Institute Europeo de Innovación y Tecnología (EIT). Su objetivo principal es impulsar la innovación, el emprendimiento y la sostenibilidad en los sectores culturales y creativos europeos.



Cortesía

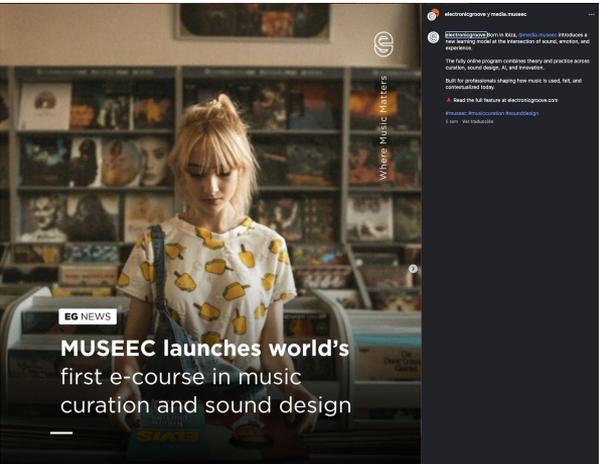
El primer e-course global de curaduría musical y diseño sonoro

Ibiza se consolida como referente educativo con el lanzamiento de MUSEEC, el primer e-course global especializado en curaduría musical y diseño sonoro. Impulsado por DIPEF y coordinado junto a Vilnius Tech University y Collabwith, el programa cuenta con el respaldo de la Unión Europea a través de EIT Culture & Creativity.



CURRENT NEWS, IBIZA, WHAT TO DO?  
MUSIC CURATION

## MUSEEC is born: the first global digital music curation and sound design course backed by the European Union



Pitiusas | Al día **Ibiza**

## Media Music Project presenta MUSEEC, el primer e-course global de curaduría musical y diseño sonoro

Pionero en su categoría, se trata de un curso cien por cien online, accesible desde cualquier lugar del mundo

# METHODOLOGY



## THEORETICAL & PRACTICAL LEARNING

28h Theory  
24h Curated Material  
28h Practical Exercises  
80h Project Work

## CASE STUDY APPROACH

Real-world projects from music branding, events, film, and immersive experiences.

## COLLABORATIVE ASSIGNMENTS

Group tasks simulating interdisciplinary professional environments.

## MASTERCLASSES & EXPERT TALKS

Industry leaders sharing cutting-edge insights.

## MENTORED FINAL PROJECT

Students design a fully developed music curation strategy for a real or simulated client.

## CROSS-SECTOR NETWORKING

Connecting students with global peers, brands and institutions.

# COURSE STRUCTURE

## MODULE 1

### INNOVATION & ENTREPRENEURSHIP

*CREATIVE LEADERSHIP*

*BUSINESS FUNDAMENTALS*

*COLLABORATION*

## MODULE 2

### MUSIC CURATION & SOUND DESIGN IN CULTURAL & COMMERCIAL INDUSTRIES

*CULTURAL, COMMERCIAL, AND EXPERIENTIAL APPLICATIONS*

## MODULE 3

### GENERATIVE AI, DATA & DEEP TECHNOLOGIES

*GENERATIVE AI ETHICS AND DATA MUSIC*

## MODULE 4

### GREEN TECH FOR AV & MUSIC PRODUCTION

*SUSTAINABILITY AND CIRCULAR PRACTICES*

## MODULE 5

### CREATION OF JOBS & GLOBAL SCALE-UP

*EMPLOYABILITY*

*BUSINESS MODELS*

*MARKETING*

Each module includes masterclasses with industry leaders, practical assignments, and a final applied project.

# FACULTY & GUEST TEACHERS

MUSEEC brings top-tier expertise and sector leaders — music curators, creative directors, technologists, cultural managers, AI specialists, forward-thinking audio engineers, and sustainability specialists.

 <p><b>Jara Pascual</b> Collabwith (Innovation Program)</p>	 <p><b>Christian Len</b> DIPEF (Music Curation)</p>	 <p><b>Kristina Kovaitė</b> VilniusTech (Business Program)</p>
--	---	---



**Antonia Folguera**  
MUSIC AI  
[in](#) [@](#)



**Mark Barrott**  
MUSIC CURATION  
[in](#) [@](#)



**Rosana Sanz**  
INNOVATION  
[in](#) [@](#)



**Marc Vila**  
MUSIC BUSINESS  
[in](#) [@](#)



**Olga Chatelain**  
BLOCKCHAIN  
[in](#) [@](#)



**José Ramón Gil**  
MUSIC LAW  
[in](#) [@](#)



**Francesca Tur**  
INNOVATION  
[in](#) [@](#)



**Brecht de Man**  
AUDIO & GREEN TECH  
[in](#) [@](#)

# INTERVIEWS

**Adam Colyer** – Chief Creative Director at Al Caramba and Giant Cookie

**Alice Pelly** – Head of Partnerships at Brian Eno's music industry's climate foundation, Earth Percent

**Prof. Dr. Alvaro Torrente Sánchez-Guisande** – Emotions and Music at UCM

**Camilo Miranda** – Resident DJ at Pikes Hotel

**Castro Moore** – Founder of Berlin's crafted sound systems Sound Metaphors

**Dawn Shadforth** – Film and videoclip director (Kylie Minogue, Charly XCX, Florence & The Machine, Metronomy...)

**Frankie Pizá** – Disseminator, prescriber, cultural agent and new communications planner

**Jose Maria Diaz** – Chief Creative Director at Home-Run creative marketing agency

**Julia Gonzalez** – DJ and Music Curator

**Kenneth Bager** – Founder of Music for Dreams, Danish music label

**Matas Petrikas** – Front-end senior developer at Universal Music Group and co-founder of SoundCloud

**Monica Gallardo** – Founder of Ritual Ibiza, company of creative production and exclusive events

**Pau Rodríguez** – Musician, psychologist and music therapist

**Yawa Ze** – Specialist in sonic computations, autogenerative intelligence and green IT

Amongst others

## MASTERCLASSES & INTERVIEWS

## BIBLIOGRAPHY, REFERENCES & QUIZZES



### MUSEEC

The first specialized global E-Course of Music Curation for Cultural, Audiovisual and Marketing Industries bridging sound with AI tech, Green tech, Innovation and Entrepreneurship. In today's creative industries, music flows through nearly every layer of experience, speaking directly to our emotional core. It is a key driver of brand identity, audience engagement, and immersive environments. Yet there is still no dedicated global e-course that trains...

Progress: 21 of 102 lessons

Keywords: music curation, music culture.

View course



Discover the art and science of music curation, from playlist creation to live performance, and explore the latest trends and technologies in the industry. This course is designed for professionals in the music industry, including curators, producers, and marketers, who want to stay ahead of the curve and create exceptional listening experiences. You will learn how to identify and select the best music for your audience, how to promote and market your curated content, and how to create a cohesive and engaging listening experience. This course is a must-watch for anyone who wants to take their music curation skills to the next level.

SESSIONS: MUSIC, BUSINESS AND CULTURAL DRIVE



EXTRA 10 SESSIONS: MUSIC AS BUSINESS AND CULTURAL DRIVE



MUST SESSION 04: MOVE A LOT AND THINK OUT OF THE BOX WITH FRANCESCA TUR



**Francesca Tur**  
 Named by Forbes as one of Spain's 40 leading futurists, Francesca Tur Serra, a member of MODA-FAD, analyzes the context and the "nows" from different optics: communication, creativity and teaching. In communication she X-rays contemporaneity at Tendencias.tv, a medium she launched with friends in 2006 and which now operates as an online space and content producer. In creativity she collaborates with projects, businesses and initiatives in the strategic creative advisory of futures. And in teaching she co-directs the Master's on Fashion Brands Creation at EsDesign and imparts classes in master's and postgraduate degrees at Escola de la Dona, Blanquerna-URL and LCI Barcelona.



## WORKBOOKS

**MODULE IV- REFERENCES**

This is the list of recommended books, documentaries, films, podcasts to read, listen, watch and enjoy for getting more insights about the module and lessons.

Please, download the PDF with the references for the MODULE IV- GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION.

**PODCASTS:**

- PODCAST Christian Basso about Designing Solutions as a new to invent
- PODCAST Blanca Rengoroff about Sustainable and Digital Fashion
- PODCAST Karim Elmag about Sustainability and How to Transform an Industry

Please, download the PDF with the references for the MODULE IV- GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION.

Lesson Not Finished

**MODULE IV- WORKBOOK AND MATERIALS**

This is the list of materials including frameworks, canvases and the workbook for this Module. The workbook will include the slides, interactive frameworks and exercises to be applied in real or digital with your team or company. Also getting more insights about the module and lessons.

Please, download the PDF with the workbook for MODULE IV- GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION.

**WORKBOOK AND MATERIALS:**

- Module IV workbook

Please, download the PDF with the workbook for MODULE IV- GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION.

Lesson Not Finished

**MODULE IV- TEST QUIZZES AND QUESTIONS**

This is the quick quizzes and questions you can do to test your learning and progress by MODULE IV- GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION.

**TEST QUIZZES & QUESTIONS MODULE IV**

Lesson Completed

**Module 2, Session 1. Music as a human & cultural drive**

### 3. MUSIC & THE BODY

#### RHYTHM AS HUMAN PULSE

One of the most universal features of music is rhythm. We live in rhythm: the heartbeat, the breath, the alternation of day and night. Music amplifies these natural pulses and turns them into collective experiences.

Neuroscientific studies (as described by Oliver Sacks) show that rhythm has a direct effect on the motor system. Parkinson patients who cannot walk unaided often regain movement when listening to music. The beat works as an external pacemaker, aligning the body.

Dance is the natural extension of this. Across cultures, music is inseparable from movement. Whether it is flamenco footwork, rock cumbia, or business dance, music organizes the body in space and time.

For this reason, many anthropologists argue that music and dance together are among the oldest cultural forms.

For Jacques Lacan (a Freud pupil), we are a speaking body before anything else—the body is marked and affected by sound and voice even before structured language emerges. Music impacts the body at its most basic level: it is not just a symbolic language, but an experience of jouissance (deep bodily enjoyment) and resonance, tied to what Lacan calls "silencing" and what Freud relates to rhythm and drive.

Music affects our innermost being beyond meaning, directly moving the body and revealing the mystery of our relationship to language and the unconscious.

**Music & art are a privilege way to the unconscious.**

@copyright2020

# MODULE 1

# INNOVATION & ENTREPRENEURSHIP

This module explores how innovation and entrepreneurship intersect with music and creative industries. Students learn to align purpose with strategy, develop leadership, and engage with ecosystems. The focus is on cultivating identity, culture, and resilience in creative projects.



# M1

## INNOVATION & ENTREPRENEURSHIP

### **SESSION 01 INTRODUCTION TO CREATIVE ENTREPRENEURSHIP**

An introduction to creative entrepreneurship as cultural practice. Explores how artistic values can coexist with sustainable business models.

### **SESSION 02 FUTURES AND PEOPLE PART 1**

Understanding how creativity turns into entrepreneurial practice through real examples of innovation in music and culture.

### **SESSION 03 FUTURES AND PEOPLE PART 2**

Understanding how creativity turns into entrepreneurial practice through real examples of innovation in music and culture.

### **SESSION 04 MOVE A LOT AND THINK OUT OF THE BOX**

A conversation on creativity, flexibility, and the art of shaping opportunities through movement and curiosity.

### **SESSION 05 INNOVATION IS ABOUT MINDSET AND CULTURE, EMOTIONAL INTELLIGENCE FRAMEWORK**

Explores how innovation is rooted in mindset and organizational culture. Introduces emotional intelligence and innovation leadership frameworks.

### **SESSION 06 INTERSECTION BETWEEN INNOVATION AND ENTREPRENEURSHIP, NEEDS, FUTURE, AND FORESIGHT**

Focuses on foresight and future design for creative ecosystems. Links needs analysis with innovation and entrepreneurial strategies.

### **SESSION 07 INNOVATION ECOSYSTEMS, COMMUNITIES, COMMUNICATION AND MARKETING**

Explores how communities and ecosystems drive innovation. Introduces frameworks for trust, belonging, and creative collaboration.

### **SESSION 08 ABOUT RESEARCH AND INNOVATION, TONES AND EMOTIONS**

A dialogue on how emotion, sound, and scientific research intertwine to inspire new creative models.

### **SESSION 09 SOCIAL INNOVATION THROUGH FESTIVALS IN RURAL AREAS**

Examining how music events can drive community development, inclusion, and local innovation.

### **SESSION 10 CREATIVE LEADERSHIP AND CREATIVE COLLABORATIONS**

Explores leadership in creative industries and tools for managing collaborations. Emphasizes emotional intelligence and partnership impact.

### **SESSION 11 INNOVATION COLLABORATION**

Introduces collaboration frameworks and negotiation methods. Shows how to structure innovation collaborations with efficiency and trust.

### **SESSION 12 COLLABORATION: ACADEMICS, INDUSTRY AND PUBLIC INSTITUTIONS**

Examines multi-stakeholder collaborations in academia, industry, and public sectors. Provides frameworks for managing partnerships.

## MODULE 2

# MUSIC CURATION & SOUND DESIGN IN CULTURAL & COMMERCIAL INDUSTRIES

This module examines music curation as both an art and professional practice. Students learn to design sound experiences across cultural, commercial, and media contexts. Emphasis is on identity, strategy, ethics, and innovation in music use.



# M2

## MUSIC CURATION & SOUND DESIGN IN CULTURAL & COMMERCIAL INDUSTRIES

### **SESSION 01 MUSIC AS A HUMAN AND CULTURAL DRIVE**

Examines music as a force shaping rituals, memory, and collective identity. Provides a foundation for intentional curation.

### **SESSION 02 THE MEANING OF MUSIC – ANTHROPOLOGY, PHILOSOPHY & SOCIOLOGY**

Explores music as symbolic communication and cultural archive. Introduces ethical and cross-cultural curatorial approaches.

### **SESSION 03 PSYCHOLOGY & NEUROSCIENCE OF MUSIC**

Investigates music's impact on the brain and body. Connects science with curatorial design for emotion and cognition.

### **SESSION 04 FUNDAMENTALS OF MUSIC CURATION**

Introduces the role and tools of music curators. Explores historical and contemporary practices shaping curatorial identity

### **SESSION 05 A BRIEF HISTORY OF MUSIC: GENRES, TRENDS AND CULTURAL ANALYSIS**

Focuses on research, organization, and trend analysis for music collections. Defines sonic identity and curatorial palette.

### **SESSION 06 HOW TO BUILD A MUSIC COLLECTION AND PLAY IT...**

Practical methods to organize, categorize, and perform a personal or professional music archive.

### **SESSION 07 HOW TO PROMPT HUMANS – BRIEFING ORIGINAL COMPOSERS**

Equips students with tools to brief composers. Translates brand and narrative needs into original music creation.

### **SESSION 08 MUSIC POLICY, SONIC IDENTITY & AUDIO BRANDING**

Teaches design of sonic identity for brands. Covers sound logos, playlists, and sonic storytelling as communication tools.

### **SESSION 09 BRANDING MUSIC PRODUCTS – HOW TO DEVELOP YOUR OWN MUSIC BRAND**

Focuses on building music brands such as labels, agencies, and collectives. Links branding with community and storytelling.

### **SESSION 10 MUSIC CURATION FOR EVENTS AND LIVE EXPERIENCES**

Covers programming for festivals and events. Focuses on emotional arcs, booking strategies, and live storytelling.

### **SESSION 11 MUSIC FOR COMMERCIAL SPACES AND HOSPITALITY**

Explores curating music for hotels, restaurants, and retail. Teaches design of ambient sound aligned with brand identity.

### **SESSION 12 CORPORATE/PRIVATE EVENTS – SCRIPT, PERFORMANCE, ACTING AND APPLIED TECHNOLOGIES**

Examines music curation for corporate contexts. Teaches integration of dramaturgy, sound, and event technologies.

# M2

## MUSIC CURATION & SOUND DESIGN IN CULTURAL & COMMERCIAL INDUSTRIES

### **SESSION 13** MUSIC SUPERVISION FOR ADVERTISING AND AV MEDIA

Introduces music supervision for film, advertising, and branded content. Explores licensing, storytelling, and supervisor's role.

### **SESSION 14** LEGAL FRAMEWORK & INDUSTRY PRACTICES

Essential knowledge on rights, licensing, and contracts in the global music and media industry.

### **SESSION 15** MUSIC-LED COMMUNICATION: HOW TO EMBED SOCIAL MEDIA CONTENT

Focuses on using music strategically in digital storytelling. Explores sound as driver of content and engagement.

# MODULE 3

## GEN AI, DATA & DEEP TECHNOLOGIES

This module addresses the creative, ethical, and technical applications of AI and data in music and media. Students learn to co-create with AI, analyze algorithms, and evaluate emerging technologies. Emphasis on ethics, authorship, and cultural impact.



# M3 GEN AI, DATA & DEEP TECHNOLOGIES

## SESSION 01 PRINCIPLES AND FOUNDATIONS OF AI AND GEN AI

Introduces core AI principles, data models, and learning processes. Builds literacy for creative and ethical applications.

## SESSION 02 INTELLECTUAL PROPERTY, COPYRIGHT & IN GENAI

Understanding legal, ethical, and authorship challenges in AI-generated music and media.

## SESSION 03 EMOTIONAL INTELLIGENCE FOR AI

Examines how emotional intelligence can be integrated into AI. Connects tech design with human wellbeing.

## SESSION 04 INTEGRATE AI BETTER INTO YOUR PROCESSES

Practical session on embedding AI tools into workflows. Focus on ethical use and process optimization.

## SESSION 05 GEN AI INTO MUSIC CREATION

Explores AI-driven music composition and production. Examines authorship and creativity in hybrid contexts.

## SESSION 06 GEN AI INTO MUSIC APPLICATIONS

Analyzes real-world uses of AI in wellness, fashion, gaming, and branding. Focus on adaptive and immersive sound.

## SESSION 07 TRENDS IN AI MUSIC

Maps key trends in AI music aesthetics and industry. Identifies innovators, tensions, and cultural shifts.

## SESSION 08 ALGORITHMS 4 MUSIC CURATION

Explores how recommendation systems shape music discovery. Critically examines bias and visibility in algorithms.

## SESSION 09 GEN AI FOR TEXT & NARRATIVE

Using AI to create storytelling, copy, and narrative frameworks for cultural communication.

## SESSION 10 GEN AI FOR TEXT / IMAGE / VIDEO

Explores AI for narrative, design, and video creation. Focus on multimodal storytelling and ethics.

## SESSION 11 MULTIMODAL GENERATIVE AI (TEXT, IMAGE, AUDIO, VIDEO FUSION)

Understanding the convergence of creative modalities and the rise of hybrid digital expression.

## SESSION 12 INTELLECTUAL PROPERTY, COPYRIGHT & OWNERSHIP IN GEN AI

Covers legal aspects of AI-generated works. Explores licensing, dataset legality, and authorship challenges.

## SESSION 13 INTRODUCTION TO BLOCKCHAIN

Exploring the logic of decentralized systems and their potential for creative industries.

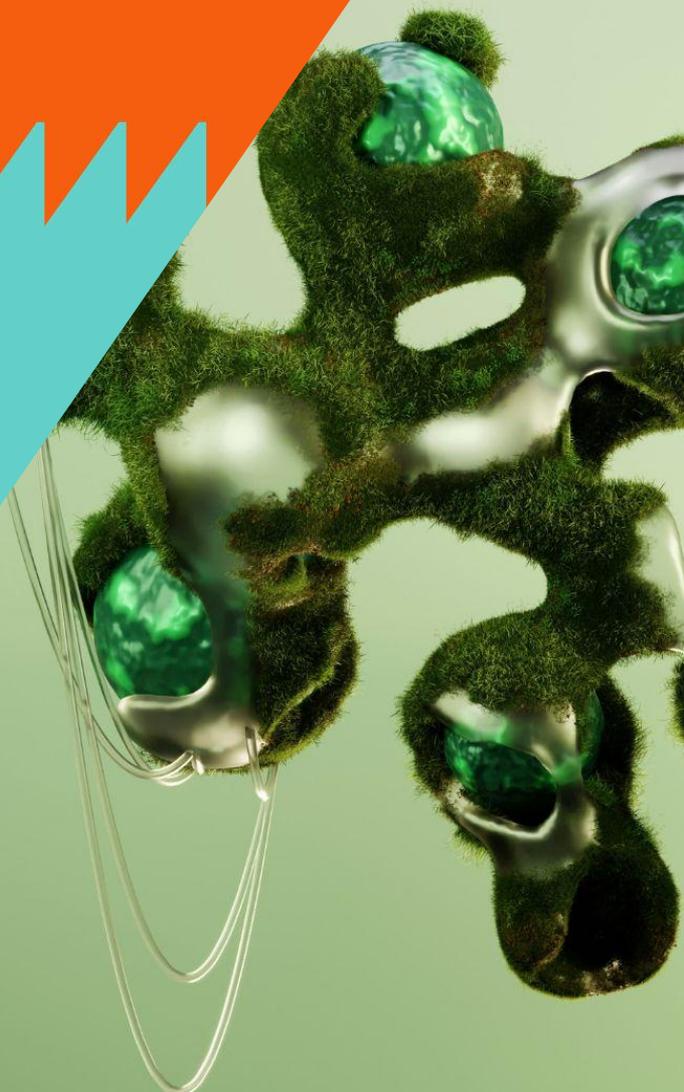
## SESSION 14 BLOCKCHAIN APPLICATION TO CREATIVE INDUSTRIES

Practical uses of blockchain in rights management, transparency, and artist empowerment.

## MODULE 4

# GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION

This module foregrounds sustainable practices and green technologies in music and audiovisual production. Students assess environmental impact and develop ecological strategies. Sessions combine science, ethics and creative experimentation.



# M4

## GREEN TECH FOR AUDIOVISUAL & MUSIC PRODUCTION

### SESSION 01 GREEN IT, ENVIRONMENTAL IMPACT OF DIGITAL TOOLS

Explores hidden costs of digital processes and streaming. Teaches how to measure and reduce digital carbon footprint.

### SESSION 02 AI CREATIVITY ETHICS & SUSTAINABILITY

Linking AI innovation with ecological and ethical responsibility in creative fields.

### SESSION 03 TOOLS FOR SUSTAINABLE MUSIC CURATION

Analyzes sustainability in playlisting and streaming platforms. Shows how curators act as advocates for climate.

### SESSION 04 SONIC COMPUTATION & ENERGETIC HARMONY

Explores resonance and sonic computation as regenerative tools. Blends sound, code, and ecological values.

### SESSION 05 VIRTUAL & GREEN FILMMAKING PRACTICES

Introduces low-impact audiovisual production through virtual tools. Compares emissions of analog vs. digital workflows.

### SESSION 06 PHYSICS OF MUSIC AND ITS GREEN APPLICATION

Explains acoustic science and its ecological use. Connects physics of sound with curatorial strategies.

### SESSION 07 MUSIC, ARCHITECTURE & ACOUSTICS

Explores how architecture shapes music perception. Focus on curating sound with spatial awareness.

### SESSION 08 3D AND IMMERSIVE SOUND DESIGN

Practical session on binaural, ambisonic, and immersive formats. Applies spatial sound to creative projects.

### SESSION 09 INSTALLATIONS & SOUND IN PUBLIC SPACE

Explores curating site-specific sound installations. Analyzes ethics and aesthetics of sound in public contexts.

### SESSION 10 SUSTAINABILITY & MUSIC (WITH EARTHPERCENT)

Connects music industry practices with climate activism. Highlights tools and campaigns for green transformation.

# MODULE 5

## CREATION OF JOBS & GLOBAL SCALEUP

This module prepares students to turn creative skills into careers and scalable ventures. It covers employability, business models, and strategies for global growth. Emphasis is on professional identity, partnerships, and market positioning.



# M5

## CREATION OF JOBS & GLOBAL SCALE UP

### SESSION 01 MUSIC AS A SERVICE & ITS PROJECT MANAGEMENT

Learning to plan, execute, and deliver music projects with structure and vision.

### SESSION 02 JOB MARKET AND EMPLOYMENT IN THE MUSIC INDUSTRY

Mapping professional roles, trends, and opportunities in the evolving music ecosystem.

### SESSION 03 HOW TO CREATE BUSINESS OPPORTUNITIES FOR MEDIA INDUSTRIES

Shows how to identify unmet needs in media industries. Students learn to shape proposals into services.

### SESSION 04 CREATION OF JOBS AND MUSIC POLICIES IN RURAL AREAS

Exploring local music policies that foster cultural employment and territorial innovation.

### SESSION 05 RE-THINKING CONCEPTS, EXPERTISE AND PROCESSES TO GROW AND SCALE

Developing adaptive skills and innovative thinking to expand creative enterprises.

### SESSION 06 NEW BUSINESS MODELS FOR MUSIC WITH DISRUPTIVE TECHNOLOGY

Identifying emerging revenue streams and tech-driven transformation in music.

### SESSION 07 HOW TO SELL INNOVATIVE SOLUTIONS AND THE POWER OF DIVERSIFICATION

Introduces frameworks to present creative services as innovation. Focus on storytelling, psychology, and impact.

### SESSION 08 FINANCE & FUNDING STRATEGIES & PITCHING

Understanding funding models, investment logic, and storytelling for creative pitching.

### SESSION 09 GO-TO-MARKET STRATEGY FOR MUSIC AND MEDIA

Teaches launch strategy for new music products. Covers positioning, segmentation, and market timing.

### SESSION 10 COMMUNICATION, MARKETING AND PR FOR MUSIC PROJECTS

Crafting communication narratives and media strategies that amplify music initiatives.

### SESSION 11 COMMUNITY BUILDING AS AUDIENCE GROWTH

Explores how to build communities around music. Teaches rituals, content strategies, and long-term engagement.

### SESSION 12 CREATE INTERNATIONAL PARTNERSHIPS TO SCALE UP

Covers global collaboration strategies. Teaches tools for building cross-cultural partnerships and institutional trust.

# THE FINAL PROJECTS

These are some examples of the variety of applications and acknowledgments of students in their final projects

## SUSTAINABILITY

### Sounds for Water

A music-driven awareness campaign translating Ibiza's water crisis into emotionally engaging digital storytelling.

## COMMUNITY

### SONORITÀ

A territorial sound archive transforming physical spaces into living memory maps through curated soundwalks and community recordings.

## EDUCATION

### Sound Stories Lab

A children's educational lab using structured sound storytelling to develop emotional literacy and narrative skills.

## SOCIAL IMPACT

### Emotional Care and Dignity Through Music in Prison Environments

A zoned music intervention model supporting emotional regulation and restoring dignity within prison facilities.

## NATURE

### EmoCanine

A documentary using species-sensitive sound design to explore canine emotional cognition without anthropomorphizing their inner world.

## AUDIOVISUAL

### AV Music

A streamlined music licensing platform enabling direct, efficient access to curated soundtracks for audiovisual productions.

## MARKETING

### UBER Station

A contextual audio platform transforming ride-sharing journeys into curated emotional soundscapes tailored to city, route and time.

## EXPERIENCES

### COLORAMA Música

A synesthetic curation model translating color palettes into structured sonic compositions.

## ARCHITECTURE & HOSPITALITY

### IBIZA LUX(h)OST

A bespoke sonic architecture service designing time-based music journeys for luxury villa guests in Ibiza.

# HOW MUSEEC SEES THE FUTURE

A new way of understanding and working with music — not only from a business perspective but, above all, to enhance its cultural value, its healing power, and its community-building drive.

The leading music platform, sustained by nonstop investigation at the forefront of the music industry and music curation; it seeks to change how actors in transversal industries operate.

# CONTACT

**Website:** [mediamusicacademy.com](http://mediamusicacademy.com)

**Email:** [info@mediamusicacademy.com](mailto:info@mediamusicacademy.com)

**Instagram:** @museec.official

**LinkedIn:** /company/museec



# THANKS!