



# MUSEEC

music • sound • emotion • experience • curation



**MEDIA MUSIC**  
PROJECT

COLLABWITH

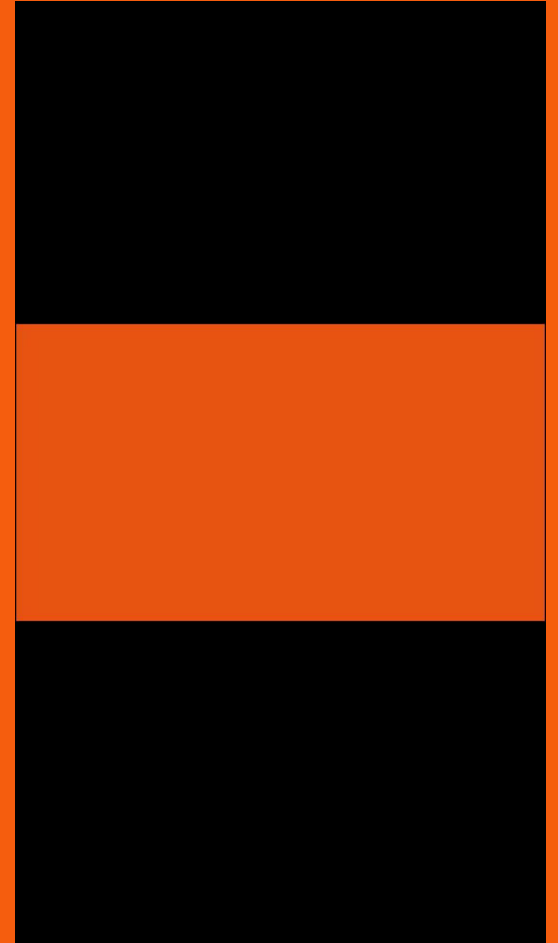


**flood**  
.audio





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

**ARTISTIC  
EXCELLENCE**



**ACADEMIC  
DEPTH**



**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**

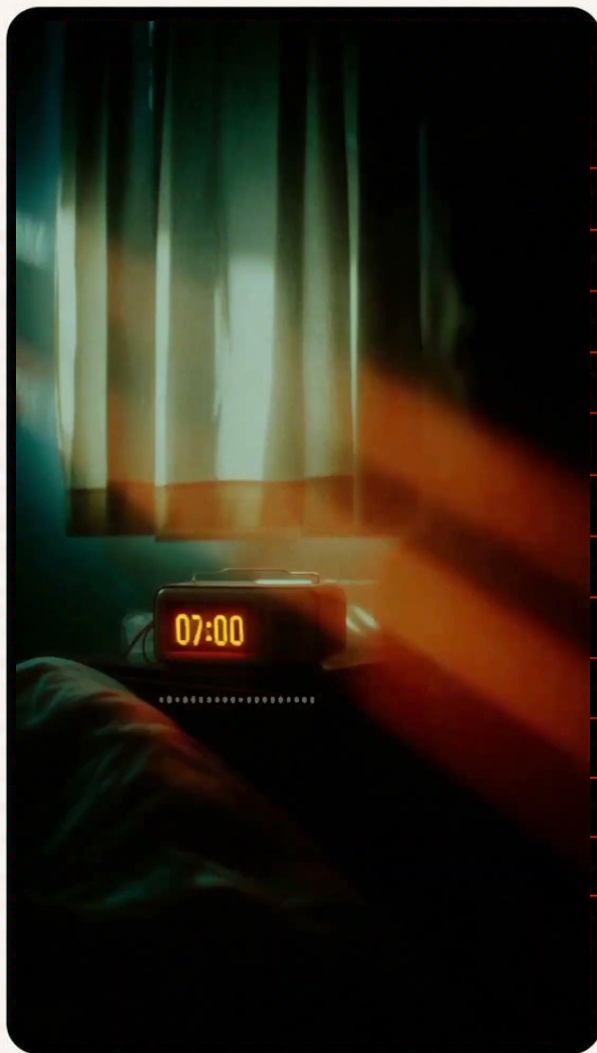


**WITH  
PRECISION AND  
MEASURABLE  
IMPACT.**




# THE SCENE

-  MORNING ALARM
-  MUSIC WHILE HAVING COFFEE
-  ELEVATOR MUSIC
-  EARWORM
-  MUSIC FOR SUNSET
-  MUSIC THAT REMINDS YOU OF ANOTHER SONG
-  SENDING A SONG TO A BELOVED ONE
-  COMMERCIAL THAT YOU SEE IN A BAR
-  MUSIC THAT SOUNDS IN A SHOP
-  PEOPLE LISTENING MUSIC IN THEIR HEADPHONES IN THE METRO
-  GOING TO A CONCERT WITH FRIENDS
-  GOING BACK IN A TAXI, LISTENING 80s MUSIC
-  LISTENING A PODCAST TO SLEEP

**MUSIC**  
DRIVES LIVE



# THE SONG

-  COLDPLAY – CLOCKS
-  SABRINA CARPENTER – ESPRESSO
-  AEROSMITH – LOVE IN AN ELEVATOR
-  JAY-Z, ALICIA KEYS – EMPIRE STATE OF MIND
-  BAD BUNNY, THE MARIÁS – OTRO ATARDECER
-  WASHED OUT – BELONG
-  UB40 & CHRISSIE HYNDE – I GOT YOU BABE
-  BLUR – COFFEE & TV
-  CAKE – SHORT SKIRT / LONG JACKET
-  THE JAM – GOING UNDERGROUND
-  OPUS – LIVE IS LIFE
-  THE CARS – DRIVE
-  BRIAN ENO – DEEP BLUE DAY

**YOUR JOB**  
YOUR GREATEST HIT

# 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.

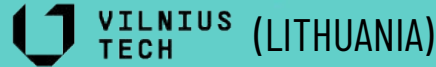
### GLOBAL NETWORK & REAL-WORLD APPLICATION

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



# 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 )

# CURRICULUM & MARKET

- From ideas to market
- Industry Contacts
- Real World Application

**flood**  
.audio

A **boutique agency** based in Barcelona, Madrid and Ibiza that specializes in **harnessing the power of sound to connect with targeted audiences.**

FLOOD handles brand's **music marketing** through **corporate audio, musical identity, and music policy.**

# METHODOLOGY



## THEORETICAL & PRACTICAL LEARNING

- 28h Theory
- 24h Curated Material
- 28h Practical Exercises
- 60h 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.

# 1 INDUSTRIES & CONTEXTS

WHERE MUSIC IS ALREADY PRESENT

- Advertising Agencies
- Event Agencies
- Marketing Departments
- Cultural Institutions
- Public Administrations
- Hospitality
- Hotels & Restaurants
- Retail
- Wellness & Spa
- Healthcare
- Social & Community Centers
- Museums & Exhibitions
- Fashion & Luxury
- Audiovisual Industry
- Films
- Series
- TV Shows
- Streaming Platforms
- Video Games
- Festivals & Live Experiences
- Public Spaces



## THE LINK MUSIC CURATOR

THE BRIDGE BETWEEN INTENTION, CONTEXT & SOUND.



- CULTURAL TRANSLATOR
- SONIC STRATEGIST
- EMOTIONAL DESIGNER
- EXPERIENCE ARCHITECT
- MUSIC SUPERVISOR
- CONTEXT SPECIALIST
- CONNECTOR OF PEOPLE, MUSIC & PURPOSE



# 2 MUSIC INDUSTRY ECOSYSTEM

THE INFRASTRUCTURE THAT MAKES MUSIC POSSIBLE

- Managers
- Bookers
- Festivals
- Clubs / Venues
- Music Technology Solutions (Platforms, Tools, AI, Data)
- Music Legal Solutions (Licensing, Rights, Royalties)
- Labels
- Distributors
- Music Platforms
- Artist Agencies



# 3 APPLICATIONS & OUTCOMES

WHERE MUSIC CREATES IMPACT

- Music Licensing
- Music for Social Media
- Advertising Campaigns
- TV Shows
- Public Performance Music for Retail & Hospitality
- Artist Booking
- Artistic Collaborations
- Cultural & Artistic Programs
- Curated Cultural Series
- Original Composition for Audiovisual
- Original Composition for Audio Branding
- Sonic Identity Systems
- Music Therapy
- Community-Based Music Activities
- Curated Playlists & Music Policies
- Live Music Programming

# 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**

# 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



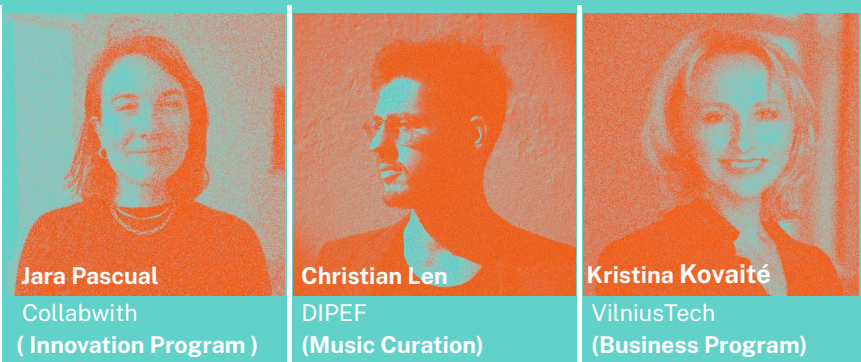
MARKETING



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.



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](#) [@](#)

& more than 14 Interviews with top professionals

## 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

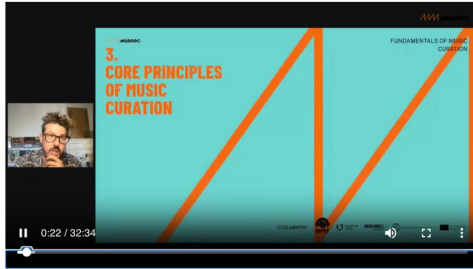


Discover the secrets of a successful music curation strategy across various platforms and understand the importance of data-driven decision-making in the music industry. Learn how to identify emerging trends, build a diverse playlist, and create a compelling narrative around your music selections. This course is designed for professionals in the music industry, including curators, playlisters, and marketing teams. It covers the latest in music curation, from traditional radio to digital streaming platforms. The course is divided into several modules, each focusing on a different aspect of music curation. The first module covers the basics of music curation, including the importance of understanding your audience and the role of data in music curation. The second module focuses on building a diverse playlist, and the third module covers the importance of creating a compelling narrative around your music selections. The course is designed to be completed in approximately 10 hours, and it includes a final assessment to test your knowledge of the material.

SESSIONS: MUSIC, BUSINESS AND CULTURAL DRIVE



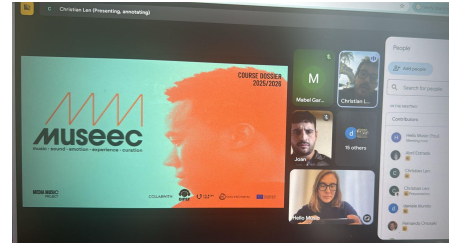
EXTRA 10 SESSIONS: MUSIC AS BUSINESS AND CULTURAL DRIVE



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 inventors
- 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 workbooks 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.

Lesson Completed

### 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 - 12 lessons

## 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.



## MODULE 2 - 15 lessons

# 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.



## **MODULE 3 - 14 lessons**

# **GEN AI, DATA & DEEP TECHNOLOGIES**

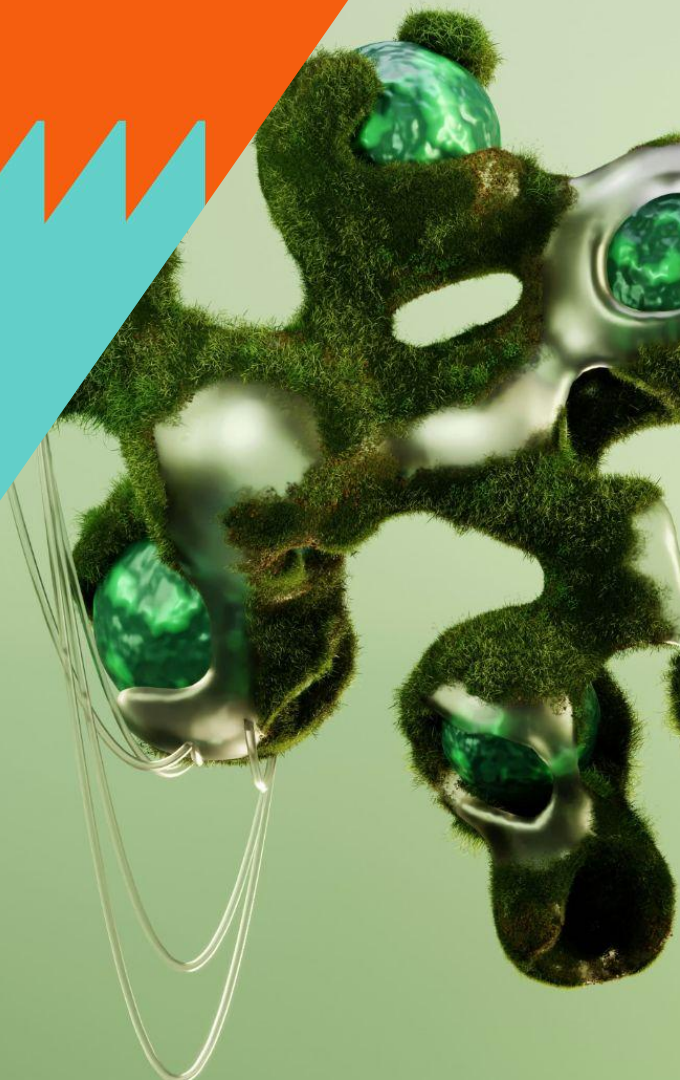
This module addresses the creative, ethical, and technical applications of AI and data in music and media. Students learn to co-create with AI, analyze algorithms, and evaluate emerging technologies. Emphasis on ethics, authorship, and cultural impact.



# MODULE 4 - 10 lessons

## 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.



# MODULE 5 - 12 lessons

## 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.



# **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.



# 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:** @media.museec

**LinkedIn:** /company/museec



# THANKS!