

# Museum of Making Music

## Artistic Vision Statement – Live Music

### Background

The Museum of Making Music at NAMM Headquarters in Carlsbad, CA opened to the public in March 2000. Through unique exhibitions, vibrant and varied live music performances, and innovative educational programs, the Museum shares the accomplishments and impact of the people who make, sell, and use musical instruments and products. What started as a multi-purpose space adjacent to the Museum galleries, has slowly transformed into a simple yet professional concert venue. From just a few concerts per year to almost one per week, the Museum of Making Music is now a space for vibrant live music in North County San Diego.

### Live Music Philosophy

The Museum of Making Music's concert venue is a unique space where visitors can experience high-quality music at affordable prices in a comfortable listening environment. To encourage meaningful musical experiences, live music at the Museum emphasizes the following criteria:

**Quality of Talent** – We have a duty to our constituents to present top-notch artists who perform the highest quality of work. We book musicians who have a proven track record of public performances in similar venues and are able to engage a room for a full-length show. We understand that the journey of an artist is unique and support the growth of emerging musicians by welcoming them into our Museum community. However, our ticketed live music series centers around polished, professional and experienced musicians.

**Variety and Balance** – With a limited number of dates to present live music, we carefully choose our artists to achieve variety and balance throughout the year. We consider factors including genre/style, instrumentation, local vs. national, diversity and the Museum's subject matter. We take an audience-centered approach by presenting artists who will be successful with our existing supporters.

**Connection to the Audience** – Artists who perform here must be willing and able to connect with the audience. Our venue is an intimate listening room and people choose this venue over others because they have an opportunity to connect with the artists. We ask that artist share their original voice through their music, through storytelling, and by engaging the audience in the process of making music. We are, after all, the Museum of ***Making*** Music!

### **Additional Variables**

The above criteria are the guiding principles for our live music selections. However, other factors may contribute to the selection or decline of a particular proposal. These include:

- Special exhibitions or displays in the Museum galleries
- A themed concert series approach
- Budget or cost of artists or artist needs
- Artist's frequency in the area
- Scheduling of other activities in the space
- Awareness of other programs in the region
- Impact on Museum staff and resources

## **Technical Considerations**

Our unique performance space has its many benefits and its constraints. Over the years we have presented a wide selection of genres, instruments and artists and have learned what works best in our space. Typically, music in our room needs to be amplified. For example, unamplified acoustic instruments do not carry well in the room and the air conditioning system impedes on the listening experience. Conversely, due to the low ceilings, concerts with a high-volume level are just too uncomfortable for the audience. Additionally, our stage size is 12'x24' which also limits the size of the groups that perform. We are committed to providing an atmosphere that is comfortable and enjoyable to our guests and thus we apply certain restrictions.

## **Selection Process**

The Museum of Making Music encourages the submission of proposals by artists and agents to perform as part of in our annual series. We ask that proposals include the following items:

- Name and description of artist or group
- Links to website, live performance videos, social media, etc.
- Experience with performances at similar venues
- Artist fee and typical ticket price
- A description of how this proposal fits within our Live Music Philosophy (see above)

Please send all materials via email to:

Jillian Harrington

Manager of Live Music & Artist Relations

[jillianh@museumofmakingmusic.org](mailto:jillianh@museumofmakingmusic.org)

If a complete proposal is received, it will be reviewed by a committee of seasoned staff members at the Museum of Making Music. If it is determined your proposal is the right fit, we will contact you directly for next steps.

Please note that we receive over 500 requests per year and we are unable to respond to every proposal. We thank you for thinking of us and wish you the best of luck on your musical journey!