

Open call for musicians to the residence "MasterCamp" from the House of Culture "Masterskaya"

House of Culture Masterskaya, founded by the famous Ukrainian musician and producer Ivan Dorn, announces the launch of a comprehensive educational program for young musicians "MasterCamp".

MasterCamp is an educational program that combines comprehensive fundamental knowledge from music industry leaders from Ukraine, Europe and the UK about the modern market, copyright, branding, marketing tools, tours and finance with hands-on experience in music production and teamwork in the studios of the House of Culture "Masterskaya".

"**MasterCamp**" is supported by the European Union and aims to develop and support young musicians from small towns and regions of Ukraine and EU countries, which have few opportunities to gain relevant experience and knowledge in music production.

The program consists of three stages: a qualifying round, online training in the basics of the music business and practical offline intensive in music production.

The qualifying round begins on **March 16**. In order to apply, you need to fill out a questionnaire, send demo recordings of your tracks and videos of live performances, as well as a cover letter. As a result, 60 participants will be selected who will have the opportunity to join the second stage - online training.

Application deadline: April 6.

The online program consists of 7 modules covering key theoretical knowledge and unique experience of industry experts.

Director of Masterskaya **Grigory Fatyanov** will acquaint participants with the basic principles of the music market and the stages of the music project. Best Music Publishing lawyer **Oleksandr Selivanov** will reveal the subtleties of copyright, analyze the most common mistakes. **Valentin Panyuta**, Fedoriv Agency's brand leader, will teach how to create a brand strategy, and the head of the British company Jukebox PR **Alex Jux** will talk about how young musicians can use marketing tools, social networks and PR. **Dartsia Tarkovska**, co-founder of Music Export Ukraine, will tell about the peculiarities of the marketing strategy on the international music market. **Natalia Padabed** - head of the international booking agency MORE ZVUKOV AGENCY will give practical advice on finding an agent, organizing tours in Europe and participating in show cases.

The final lecture of the program from **Chris Cook** - founder and marketing director of the British company "Complete Music Update", will be devoted to financial opportunities and types of profits in the modern music market.

Based on the results of the online training, 20 participants will be selected who will have the opportunity to visit Kyiv and join the practical intensive in the studios of the House of Culture "Masterskaya".

During the week, participants will work together on creating their own project, learning in practice the basics of recording and all the intricacies of music production. The tracks created by them will be included in a special collection "MasterCamp" on the Masterskaya label.

Apply: <https://bit.ly/3eH9U7H>