



21CM ONLINE LAUNCHES

MAGAZINE—THE COMPOSER ISSUE

STUDIO INTERVIEW WITH 2015 PULITZER PRIZE WINNER CAROLINE SHAW ▶ ESA-PEKKA SALONEN, GABRIEL KAHANE AND OTHER LEADING COMPOSERS TALK ABOUT THE CREATIVE PROCESS ▶ SCOTT TIMBERG EXPLORES THE STATE OF COMMISSIONING ▶ EDWARD YIM DISCUSSES PLANNING FOR THE NY PHIL'S 175th BIRTHDAY

THE HUB

A COLLABORATIVE AND SOCIAL PLATFORM FOR CREATIVE CONNECTIVITY

P.O.P. PICKS, GoGUIDE and 21CM U

INFORMATIONAL AND EDUCATIONAL GUIDES AND HOW-TOS CURATED BY MUSIC'S CREATIVE LEADERS AND ENTREPRENEURS

DEPAUW, IN—January 29, 2015—DePauw University School of Music announced the launch of 21CM.org—an online, professional resource created expressly to help serious musicians thrive in today's modern musical landscape. Geared towards the professional and aspiring musician, the site includes a magazine highlighting the people, organizations, projects and innovations advancing 21st-century musicianship; educational and informational resources focused on advantageous 21CM (21st Century Musician) skills; and The Hub — a collaborative and social platform.

The online platform is part of 21CM, a multi-faceted initiative developed and spearheaded by DePauw, with the goal to create an abundance of

opportunities, educational resources and connections for today's entrepreneurial musician. "The traditional career paths for professional musicians have become more and more difficult, with the odds of finding single-employer work daunting. Yet there are artists who are successfully creating new niches and paths for themselves, and, in turn, helping our art evolve," said Dean McCoy. He continued, "We wanted to connect the established music community with these talented iconoclasts and innovators while providing a "best practices" resource for all musicians interested in learning to create their own professional paths, on their own terms."

The inaugural month's "Composer" issue features commentary from veteran arts writers Greg Sandow and Scott Timberg and interviews with composers Caroline Shaw, Derek Bermel, Gabriel Kahane, Esa-Pekka Salonen, Steven Stucky, Augusta Read Thomas and the New York Philharmonic's vice president of artistic planning Ed Yim. Other key features include The Hub—a collaborative and social platform; GoGuide— an event planner covering the 21st-Century musician's professional development needs; and POP Picks, a monthly, guest-curated list of the people, organizations and projects advancing the art form. 21CMU, an educational how-to compendium and experimental section of the site, launches in February.

The creative team behind 21CM online includes editorial development—Scott Timberg and Mark McCoy; website design—Jennifer Logan and Studio Fuse; and The Hub development—Amit Gupta, Carol Kim and Tenlegs. Elizabeth Hinckley of Definitive Culture serves as creative/editorial director.

Readers can sign up to become subscribers and receive content updates and/or become Hub members. Follow 21CM on Twitter, Facebook and Instagram.

CREATIVE TEAM

DePauw University School of Music

Established in 1884 as one of the nation's first music schools, the school has recently established 21CM—a progressive curriculum designed to cultivate performers, directors, and educators who are confidently equipped to thrive as artists in the competitive, modern-day music industry. Faculty staff and students collaborated to re-imagine the curriculum, integrating into its every aspect both entrepreneurial and cross-disciplinary studies.

Tenlegs

Tenlegs is the global arts and media network, providing an innovative platform to bring together artists, arts schools and corporations. Tenlegs empowers individual artists to collaborate with fellow artists as well as access quality jobs from leading corporations. Tenlegs also enables arts schools & organizations with a privately branded, customized, and cutting-edge online platforms for extending on-campus connections and collaborations. Tenlegs is headquartered in New York City.

Studio Fuse

Founded in 1999, incorporated in 2007, Studio Fuse was formed as a design firm with a vision to create better visual communications for companies who facilitate and produce cultural experiences. Over the years the company has worked with The Music Center, LA Opera, Steinway & Sons, Natural History Museum of Los Angeles County, Ford Theatres, Classical KUSC, KPCC, LACMA, Grand Performances, Henry Mancini Institute, Ojai Music Festival and many more on projects aimed at generating engagement. Today, Studio Fuse, Inc. seeks clients with the shared desire to enrich the human experience through the arts.

Definitive Culture

Definitive Culture is a Los Angeles-based communications and organizational development consultancy. Along with brand research and marketing, a major focus of the firm's work is devoted to "intrapreneurship" – the cultivation of creativity and innovation within a company culture. Organizations in need of dramatic and rapid change for their products, services, processes and/or communications have seen great success in the collaborative, design-thinking based workshops and projects led by and co-created with the Def Cult team.

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