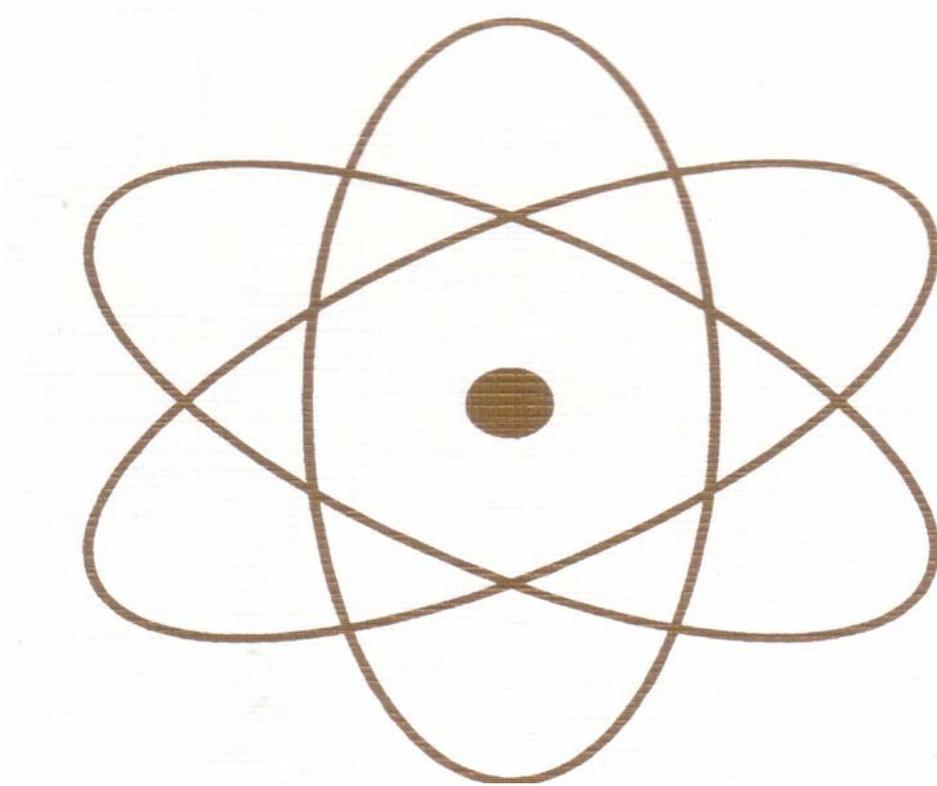


The A MUSTT Music Foundation Bridge Builders

Unifying the music world
Revolutionizing the music world
Implementing Paradigm Shifts

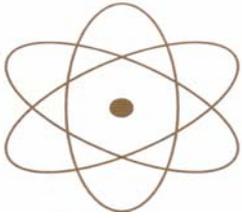


The A MUSTT Foundation is an international ngo with a consultancy, education, research, training, lobbying and networking branch and much more.

We are an organization that offers solutions, not just merely an inventory of just problems and needs.

Welcome to our world of mentality shifters

A MUSTT FOUNDATION



Who we are:

'A MUSTT' Foundation (Arts and Music Uplifting Society towards Transformation and Tolerance) is an international organization that enhances people's awareness about the peace enhancing, transforming, communicative, educational and healing power of music and arts.

'A MUSTT' has been recommended by UNESCO and the EC as an innovative and solid organization.

'A MUSTT' provides Consultancy, Research, interactive and innovative Workshops, Training, Multi- Art Concerts, Presentations, Lectures and much more.

The work of 'A MUSTT' foundation currently includes following areas:

*** Training**

1. Music industry professionals:

Programmes such as:

- How to have more innovative strategies
- How to come out of the music crisis
- The new paradigm shifts in music

2. Furthermore, we provide training to **music institutes** for:

a. Decision makers in these institutes

Motto: New demands of society ask for new ways of interaction between arts and other related fields. Training the leaders to think out of the box.

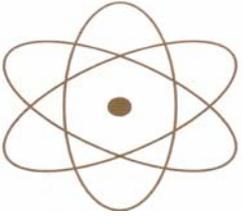
b. The professors in a programme called 'Train the trainers'

Sectors of this project are:

Teaching professors of conservatories and universities the newest pedagogical methods and methods of knowledge transfer.

Stimulating cross- fertilization between more sectors within conservatories (e.g. Projects between classical, pop, jazz, world music) and especially outside conservatories:

- ◆ Encouraging projects between the business world and the arts world



- ◆ Providing tools and know-how to facilitate the creation of more international based projects
- ◆ Providing a vast international network
- ◆ Providing career advice not only on national level but especially international level
- ◆ Providing an extensive international platform to help you initiate, encourage and organize international initiatives with fellow institutions
- ◆ Stimulating cross-fertilization of know-how between music and different sectors of society (e.g. arts and business, arts and therapy, arts and medicine, etc...)

3. Finally, we also provide training for the musician sector at large such as:
Innovative tools for musicians and music students

- a. How to become more entrepreneurial
- b. How to use music and arts more interactive in society
- c. How to market yourself especially internationally
- d. How to learn the business tricks

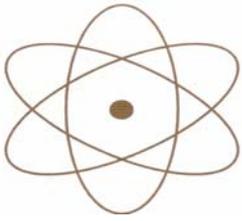
* **a policy-making branch**: ‘A MUSTT’ foundation stays in dialogue with decision makers in the music and arts industry as well as with politicians, the EC, UNESCO etc... in order to encourage more opportunities/ better conditions for artists in society and the repositioning of art as a necessary added value and cornerstone in life.

* **a networking branch**: ‘A MUSTT’ brings people from all corners of the world together via an extensive database and is a mediator for global and international networking projects.

* **an educational branch**: our current international project is ELEMA (European Life Long E-learning for the Music and Arts sector). The goal is to make the latest pedagogical methods and the findings of our research accessible to as many educational institutes and interested parties as possible. Currently we’ve collected 21 universities and conservatories from 10 different countries that wish to collaborate but we need more funding.

* **a scientific branch**: ‘A MUSTT’ researches music and arts in relation to other fields in society such as arts and medicine, arts and business, arts and psychology, arts and healing etc...

* **an inventor’s bank**: This branch stimulates innovative and arts related products with an added functional and social value.



*** Mediating branche**

‘Mediating between international decision-makers and the music and arts world and being an independent reporter/lobbyist’

We regularly are in dialogue with EC, EP, ministries of culture, European umbrella organizations, the top conferences, mayor key players in the music industry and we regularly interview people for our products which we provide for different projects. We also collaborate with some top shots from the business and management world and have made tailor-made training programmes for the music sector using the success formulas of the business sector.



December 2002: in discussion with President Clinton about music as a communication tool and the role of female leaders in the world.



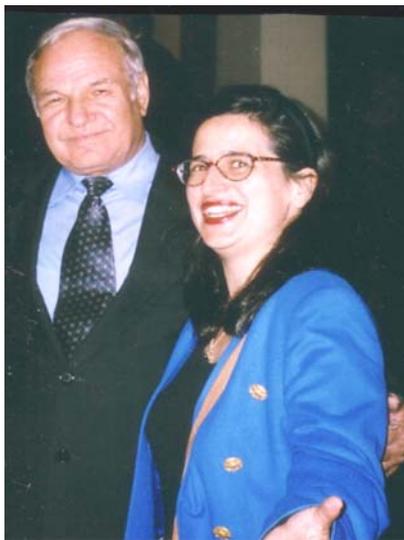
January 2003: M. Alexander and President Stoyanov of Bulgaria, exchanging ideas on the development of strategies on innovative leadership and management training programmes.



Dr. Ariyaratne, prize winner of numerous peace awards and Drs. Miss Milena Alexander at the International Conference on Thinking in discussion of a future mutual project



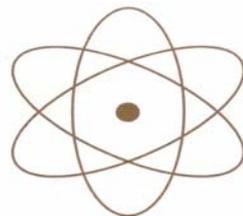
Dr. van Keulen (l), Dr. de Bono (r) and Drs. Alexander in discussion for a project to help artists to think 'out of the box', and to think about art 'out of the box'. Art, not as entertainment, but especially as functional ways to help human kind progress in their sensibilities, brain power, state of awareness ...

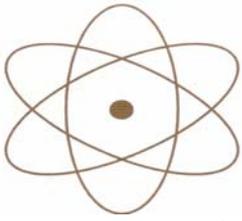


M. Alexander with the Bulgarian Vice-President in Los Angeles.



Founders J Van Keulen and M Alexander in conversation with His Excellency Prince Kyril (centre) to organise a concert for the Prince Charles Trust





This is what we did last year, a selection of activities

- Talking to decision makers such as EC, EP, ministers of culture, presidents such as Clinton, Gorbatsjov, Lech Walesa, Stoyanov, ...
- Preparing a project for EC and Unesco encompassing 21 universities and conservatories in 10 European countries
- Communicating to Midem and Popkomm to allow or facilitate more NGO's, more former East European countries and more students to be encouraged to participate in conferences
- Staying in dialogue with many international umbrella organizations of music, also music unions, conservatories, institutes etc. and examining their needs.
- Working on new solutions of empowering musicians via

- ✗ E-learning platforms
- ✗ Video and CD-rom training
- ✗ Life training and coaching
- ✗ Lectures
- ✗ Multi media concerts
- ✗ Conferences
- ✗ Workshops
- ✗ and much more

- Visited conferences of business angels, venture capitalists, global thinking, peace issues, and political issues and encouraged the activation of more participation of musicians in these sectors and more cross-fertilization in general between different segments of society and music, for instance *arts and business*, *arts and politics*, *arts and medicine etc.*

This is what some of our mottos are:

- ▶ Be a bridge builder between different music sectors and between the music industry and the music institutes at large
- ▶ Be a musicians who is motivated to participate more actively in places of decision-making (EC, EP etc), places of networking and exchange of ideas (e.g. conferences)
- ▶ Knowledge should be accessible for everybody; this is why we also provide training and know how to institutions and countries which are impoverished for a different price than those that are more materially well off
- ▶ A part of the money of our products and training is always put aside for our different projects such as the 'School of the Future', empowerment of musicians in development countries and the use of music as an instrument for traumatized children in war areas

- ▶ We always like to create a win/win strategy, meaning that we not only empower people who are buying our trainings and products but a part of the money is also invested in even more empowerment of people by using the accessible funds in necessary projects of society
- ▶ In everything we do we like to encourage the creation of products and trainings with an added value and stimulate innovation in every field

We look forward to collaborate with you. For more details, here are our **contact details:**

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