



Exuberant overkill... more than 1,000 concerts in a single eleven-hour day.
- **New York Magazine**

Make Music New York is one of the best things that have happened to New York musical life in the past decade.
- Alex Ross (The New Yorker)

The day literally exploded with live music, it could be heard emanating from each and every street corner.
- **Spin Magazine**

Hundreds of outdoor performances crisscrossing the five boroughs, putting on stage in one music-packed day the city's rich mixture of cultures and tastes.
- New York Times

A sonic street party thrown on a totally outsize scale.
- **National Public Radio**

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Last year, over 800 cities around the world threw citywide music celebrations on June 21st.

It all started 35 years ago in France.

In 1982, Jack Lang and his staff at the Ministry of Culture dreamed up an idea for a new kind of musical holiday. They imagined a day where free music would be everywhere, all around the city: street corners, parks, rooftops, gardens, and store fronts.

And, unlike a typical music festival, anyone and everyone would be invited to join and play music, or host performances. The event would take place on the summer solstice, June 21, and would be called *Fête De La Musique*. (In French, the name means both "festival of music" and "make music".)

Amazingly enough, this dream has come true. The *Fête* has turned into a true national holiday: Paris shuts down on the summer solstice and musicians take over. Almost 8% of the country (5 million people) have played an instrument or sung in public for the *Fête de la Musique*, and 64% of the country (43 million people) comes out each year to listen.

Three decades later, the holiday has spread throughout the world and is now celebrated in more than 800 cities in 120 different countries.

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Make Music in the U.S.

Eleven years ago, the *Fête de la Musique* crossed the Atlantic with the debut of Make Music New York.

Starting as a grassroots initiative by a team of volunteers, the event quickly became a critical and popular success. Today, over 5,000 New York musicians – amateurs and professionals, of all ages and musical persuasions – perform in some 1,000 free, outdoor concerts each June 21, earning praise for their “inspiring” (*New York Times*) and “thrilling” (*New Yorker*) performances.

In recent years, over fifty additional cities across the country have launched their own Make Music celebrations on June 21. Notable events outside New York include:

Make Music Madison – 308 concerts in 2017

Make Music Chicago – 184 concerts

Make Music Detroit – 178 concerts

Make Music Fullerton (CA) – 120 concerts

Make Music Salem (OR) – 159 concerts

Make Music St Louis – 106 concerts

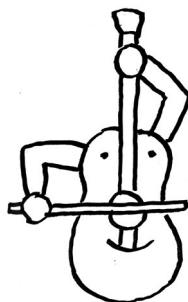
Make Music Chattanooga – 70 concerts

Make Music Portland (OR) – 72 concerts

Make Music Boston – 64 concerts

All told, on June 21, 2017, **53 North American cities** organized **4,138 free concerts** at **1,179 locations**... all on a single day. In 2018, many more cities are joining for the first time, including Austin, Miami, New Haven, and Toronto.

Make Music Day in the U.S. is presented by the NAMM Foundation.





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Friday, June 21, 2013

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Michael Fenchel
My Account

(This information is only visible to you and the festival organizer.)
Performance from: 10:00am - 10:00pm
Deadline to Register: May 30
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2013 MMNY Matchmaking

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Filters
Genre: All Artist: Venue: Time: All Playing now:

Click map to view performances.

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Behind the Scenes: the Make Music Alliance

Each Make Music city is independently organized. Often it's a local community group, media partner, or civic leader who champions the musical holiday in their hometown.

What ties everything together is the nonprofit Make Music Alliance.

When musicians and locations join Make Music, they go to their local city's website and register using embedded matchmaking software, provided by the Alliance to each member city.

Using these tools, any musician can sign up, describe their music, and request performance space; stores, buildings, gardens, and other locations register to host these musicians, providing electricity, equipment, and promotion. Like an internet dating site, musicians and venues search through the listings to find each other and make arrangements for June 21st concerts.

The software then creates an interactive map and searchable listings for each city, displayed on the local site, and on smartphone apps for iOS and Android.

The Alliance also brokers sponsorship arrangements with national partners – such as Martin Guitar, Hohner, Kala, Rhythm Band Instruments, and Alfred Music – to provide benefits and creative programming for each city.

Finally, the Alliance spearheads the overall PR effort for Make Music Day, and leads the charge in expanding Make Music to new markets.



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International Expansion

The Make Music Alliance also partners with organizers in other countries to launch new celebrations around the world. Here are three examples.

Make Music China

Led by the China Music Instruments Association, Make Music China grew to 2,000 events in 75 cities, featuring 50,000 performers across the country. Highlights included traditional Chinese music at Beijing's Park of Heaven, 30 events in Huang Qiao Town (the epicenter of Chinese violin making), and a government-issued Make Music China postage stamp.



Make Music Day UK

Spearheaded by the nonprofit organizations Music For All and Making Music, Make Music Day UK launched in 2017 with 147 events featuring 2,723 performers. Events included free music lessons for children on the London Eye ferris wheel; "come and sing" events in Edinburgh's Grassmarket; an interactive flashmob choir performance of "Bring Me Sunshine" in Paternoster Square, London; a jazz orchestra in a pub and an alfresco ukulele strum-along in a park.



Make Music Lagos (Nigeria)

After a pilot program in 2016, music retailer Showgear grew Make Music Lagos to over 130 performances around the city, including interactive Street Studios, play-along guitar events, and a "main stage" finale with Nigerian superstar King Sunny Adé. Showgear is now working with organizers in the cities of Abuja and Kaduna to extend Make Music nationwide.





Why Make Music

- Thousands of amateur musicians, of all ages and genres, play for some of the biggest crowds of their lives. Everyone can experience the joy of performing, even those without the skills or connections to find gigs in regular venues.
- Professional artists and presenters showcase their music to a new audience, reaching people who would never normally hear their work.
- Participants feel part of a larger musical community, and the freedom to wander around and improvise with each other. For most musicians, it's unlike any other musical experience they have had.
- Listeners can come out from under their headphones and experience live music up close. Audiences feel no pressure to stay if they don't like a particular band; with no money spent and no walls holding them in, they can wander to discover unfamiliar genres and groups risk-free.
- Local business districts attract customers by hosting musicians in front of shops and restaurants.
- For neighbors, it's a chance to turn ordinary sidewalks and streets into impromptu stages, dance floors, and social meeting points, and bring their community together.
- For the city as a whole, it's a way to attract tourists from other parts of the region to come experience the city's cultural richness.
- And through the Alliance, it's a way to showcase the city's local music scene through a nationwide PR campaign and listings platform on June 21.





How to Make Music

There are four key steps to bring this musical holiday to your city.

1. Identify a local champion for the event.

In Chicago it's a nonprofit music presenter; in Fort Wayne, it's a local musical instrument retailer; in San Jose, it's the city's Office of Cultural Affairs. In cities like New York, Los Angeles, and Madison, individual civic leaders have formed new nonprofits to manage Make Music.

2. Raise funds for basic expenses.

Budgets for Make Music can be much smaller than for traditional festivals. Since musicians and locations collaborate on their own concerts, you don't need a production team to run around with extension cords and banners – people will do it all themselves. That said, there must be a budget for coordination and marketing, or significant in-kind contributions, especially early on when the concept is still unfamiliar.

3. Make the permits as easy as possible.

This is the key to encourage spontaneous outdoor participation. Every city has a different permitting situation, but we've found a way to make this work everywhere. In no case should individual musicians or venues need to cover permit costs.

4. Promote the holiday.

Public awareness drives this event. Businesses, media partners, music schools, associations, respected local artists, and elected officials can all spread the word. City Halls have held press events; promoted this on city-owned websites and bus shelters; and invited public schools, block associations, community boards, and senior center choirs to sign up.

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