

Live Music Lab - Press Release

The Live Music Lab is a flagship initiative brought to you by Bassline and the French Institute of South Africa (IFAS) celebrating a 25-year partnership with the support of the French Ministry of Foreign Affairs.

Presented by Bassline and IFAS, The Live Music Lab is a fresh and innovative career development programme. Designed to incubate **15 youths** with event and live music theoretical and practical training and work experience at two acclaimed events in Johannesburg's social calendar: [Bassline Fest on the 25th of May](#) and Fête de la Musique on the 22nd of June.

A platform to promote local musicians, IFAS and Bassline's collaboration, through Fête de la Musique, has supported more than 240 bands since 2015. An influential development festival in Southern Africa, artists including Morena Leraba, Msaki, BCUC, Zoe Modiga, Nakane and many others count FDLM as a part of their path to stardom.

While they are known to promise a good time, it takes a lot to bring these events to life. The best concerts rely on professionals with varying skills working collectively to deliver a fantastic occasion. It takes teams of lighting operators, sound engineers, artist coordinators, publicity personnel and production managers working proficiently in their roles and in unison with the performing talent. With the lab comes the possibility for professional growth in the fast growing, African Music Industry.

Live Music Lab call for applications

This limited opportunity is open to proactive youths based in township communities and central Johannesburg ([see the full list here](#)) who are interested in gaining skills in event management, concert promotion, marketing within the music industry and technical production too. If you answer "Yes" to the questions below, then this developmental opportunity is for you:

- 1. Are you an 18 to 25-year-old resident of Johannesburg and surroundings?**
- 2. Are you unemployed and in need of entry-level industry experience?**
- 3. Did you pass Matric & have your certificate to show for it?**
- 4. Do you live in a township or central Johannesburg, within a 40-minute radius from Newtown, Johannesburg?**
- 5. Are you a solution-driven team player with creative industry interests?**

What to expect

Learners will participate in sessions introducing them to the music business. This will broadly cover the history of South African Music and an overview of the live music ecosystem; the different career opportunities in the sector; and how to network efficiently with music industry professionals.

These sessions will be followed by training in focused modules chosen based on the organic strengths and interests of the learner. Detailed in-depth knowledge of a specific aspect of the ecosystem will be gained from an experienced professional, paired with the chance of shadowing team members in their different functions on the day and in the build-up to the events.

Note: Transport stipends will be provided for travel to attend the Live Music Lab

How to Apply

Applications will **close on 15 May 2024 or once 200 applications are received.**

1. Take a moment to think about which of these work streams you could thrive in and why
 - History of South African Music
 - Concert Promotion,
 - Artist Management,
 - Technical Production,
 - Stage and backstage management,
 - Artist Wellness.
2. Organise your responses offline first, on paper and identify a specific function you would like to work in and the type of company you would like to work for. This will help you with the compilation of your 350-word motivation (see form).
3. Video record your pitch (presentation) on a cellular device with decent video quality. Your video must not be longer than 2 minutes (120 seconds).
4. Click here: [To apply](#) and complete the form online and attach the requested supporting elements. (Certified ID copy, certified Matric Certificate copy, recorded video)

Selected programme participants will be notified on the 20 May 2024. If you have not heard anything from the Live Music Lab team by 21 May 2024, then know that your application was unsuccessful.

Note: Selections will be made in line with Bassline Lives gender targets of having a 70% presence of female participation in the programme.

Contact Information:

If you have any queries, please contact Christine Msibi at missmsibi@gmail.com



ABOUT IFAS:

Attached to the Embassy of France in South Africa, Lesotho and Malawi, the French Institute of South Africa (IFAS) strives to strengthen the bond between France and South Africa by supporting innovative cultural, audio-visual, academic, educational and linguistic initiatives.

Throughout the year, the Institute supports artistic, cultural and festival events and programmes all over the country and offers a platform for cooperation in these areas. Another objective is to encourage cultural diversity and creative exchanges between South Africa, France and the rest of the African continent.

Live Music Lab is a cooperation and development project supported by French Ministry for Europe and Foreign Affairs, implemented by IFAS.

ABOUT BASSLINE:

Bassline, founded by Brad & Paige Holmes, originally opened in 1994 as a small, live music venue in the bohemian suburb of Melville. It rose to prominence as the ultimate live music venue to experience South Africa's finest Jazz and Afro-beat, branching out by featuring poetry readings, comedy and impromptu jam sessions. It was home for numerous musicians and Jazz fans, and helped launch and enhance the careers of many luminaries. A book was written about this post-apartheid honeymoon called "Last Night at The Bassline" by Emeritus Professor David Coplan with photos by legendary photographer Oscar Gutierrez.

In 2003 the Jazz Club closed and was resurrected in 2004 in the downtown Newtown Arts and Cultural Precinct, hosting the cream of the crop artists and helping to develop the urban youth stars of Kwaito, Hip-Hop, Rock and Afro-pop. In addition to the venues, Bassline offered a plug & play rehearsal space for musicians, with 4 fully equipped rehearsal rooms ready at all times for musos to create and practice. This space ran successfully for 12 years, until 31st December 2016.

While running the concert hall producing between 12 to 16 concerts a month, the Bassline also produced many outdoor festivals including the annual Bassline Fest Celebrating Africa Day.

As the Music Industry changes so the Bassline has evolved, closing the concert hall in 2017 till now, the Bassline pivoted its business model into a mobile Live Music offering, producing and promoting live concerts and festivals, most notably the regular Bassline Live Series at the Lyric Theatre at Gold Reef City the annual Fete De La Musique that will be going in to its 9th year as well as the annual Bassline Fest, held on the Saturday closest to the AU's Official Bassline Africa Day Concert 25th May.

Bassline is an institution amongst music fans young and old. In its' 30 year history has hosted thousands of concerts featuring many of Africa's and the Globe's most famous stars and music icons.

