



The global eye needs a local body: Music Cities Network continues its co-creation programme for European Hip Hop and R&B artists with third out of four co-creation events hosted IRL in Aarhus and performing at SPOT Festival during 02.-07.05.2022.

Press Release: 25.04.2022

The Link Up Euro Connection (LEC) is a 7-month programme of European co-creation & co-production between up to 48 participants, collaborating in 4 co-creation-weeks & performing at festivals in Groningen, Manchester, Aarhus and Berlin. The activities will result in a joint vision: the LEC Manual - On how to facilitate the development & professionalization of emerging artists in Europe.

After the first two LECs in Groningen (digitally) and in Manchester (IRL), the chosen 12 participants for LEC x Aarhus will co-create during the third LEC event hosted in Aarhus in collaboration with Institute for X, Aarhus Volume and Promus during May 2. till 7, concluding with a live performance at SPOT Festival, Denmark's biggest music conference and showcase Festival.

Hip Hop and R&B culture is a global movement that encompasses a wide range of expressions from music, theater, dance, art to fashion, politics & business. Municipalities acknowledge that Hip Hop and R&B culture is undeniably intertwined with youth culture, but struggle to adapt and facilitate suitable programs for talent development and professionalization.

LEC's co-creation and co-production camps are organized by the **transnationally acting Music Cities Network in collaboration with the following partners:**

- Noordstaat in Groningen, The Netherlands (January 28-30, 2022)
- Manchester Music City in collaboration with Brighter Sound and Contact, England (7-13 March 2022)
- Promus and Institute for X in Aarhus during the SPOT Festival, Denmark (3.-7. May 2022)
- Musicboard Berlin and Alvozay Collective during Fête de La Musique in Berlin, Germany (17-22 June 2022)

LEC has targets in three different fields:

- Cultural: Consolidate the understanding of the new European Urban youth culture and explore common transnational values, similarities and differences.
- Economic: Pave the way for new and innovative ways for artists to improve creatively. Professionalize and grow their network in Europe's Music Business.
- Policy: Design practicable solutions to bridge the gap between the informal methods of Urban artists and the formal methods of city leaders and music policy makers.

→ All results will be merged into the LEC Manual - On How to facilitate the Development and Professionalization of young Hip Hop artists in Europe targeted to municipalities, policy makers and project leaders to better understand their local Hip Hop scenes. ←

About the MCN

Link Up Euro Connection Aarhus

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What is the Music Cities Network?

The independent transnational non-profit association **Music Cities Network (MCN)** unites music cities and policy makers around the globe. The network enables a platform for transnational cooperation, collaboration and music policy exchange. The network was initiated in 2016 by the Hamburg Music Business Association (IHM) and Sound Diplomacy and has 2022 been professionalised into an independent legal body. Founding members are the cities of Aarhus (DK), Bergen (NOR), Berlin (GER), Gothenburg (SWE), Groningen (NL), Hamburg (GER), Manchester (UK), Reykjavik (ISL) and Sydney (AUS).

In the light of the ongoing pandemic, the existing and emerging challenges of the global music industry have become more vital than ever. A future-proofed music industry needs to become more diverse, fairer and healthier. That is why the MCN contributes to this mission by intensifying **borderless cultural exchange and business opportunities** between music cities through **enabling platforms empowering innovation**.

The **member-based network** actively designs **hands-on solutions** to bridge the gaps between all music city stakeholders: artists, music entrepreneurs, city marketing strategists and music policy makers. The actions are aiming towards MCNs vision to get decision makers and politicians to sustainably acknowledge music as an integrated part of city development.

And so, **LEC's** aim is to pave the way for new and innovative ways for artists to improve creatively, professionalize and grow their networks in Europe's Music Business. LEC is co-funded by Creative Europe and is after the European Music Business Task Force (EMBTf), the second project by the MCN, which is getting European recognition. Both projects are realizing MCNs aim to reflect on and create good frames for music in cities in a project format. MCN states: **The global eye needs a local body** - the network is excited to contribute to sustainable change with these projects in the future.



For more exchange, get in touch with Lena Ingwersen, LEC Project Lead and

LEC is organised by **Manchester** in collaboration with the Music Cities Network.



NOORDSTAAT



Co-funded by the European Union



BRIGHTER SOUND

promus



THE MUSIC CITIES NETWORK IS A COOPERATION BETWEEN THE CITIES OF:



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Artist Selection
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Martha Pryer (Manchester, UK)

Martha Pryer is a 24 year old singer/songwriter based in Manchester. She blends together a mixture of pop, electronic and soulful tones to create twist on pop music today. Her lyrics draw on her personal experiences of the world using each song as a means of expressing, reflecting and translating that moment or feeling into music. For this soulful artist, music has always been an outlet; a way to connect how she feels and thinks into one. Themes of mental health, identity and relationships run throughout her music. In 2019 she opened for the likes of Barney Artist alongside Renee Stormz.



DMT (Groningen, NL)

DMT is a 23 year old producer from The Netherlands, born in Amsterdam and raised in Groningen. With a background in the beats and D&B scene, he likes to carry that energy over into House. His music is mainly influenced by artists such as Kaytranada, Channel tres and Tyler, the Creator, and enjoys making stuff that makes others move. For the past 6 years he's been searching for his sound throughout all sorts of genres, so expect a little bit of everything.



SIBZ (Manchester, UK)

SIBZ is specializing in spiritualistic hedonism and raucous, psychedelic productions, SIBZ fuses elements of Hyperpop and Trap into a futuristic Hip Hop experience. Elevated lyrics dance fearlessly through self-produced soundscapes, touching on themes of psychedelia, the non-binary perspective, and the origin of the soul. Proficient in production, songwriting and visual arts, SIBZ is able to translate visionary concepts into reality with a signature style.

After years of being exposed to cultures across the globe, SIBZ is now cultivating community in Manchester, collaborating with the city's artists on a project that will be released bi-weekly in Spring 2022.

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Assiindewaris (Groningen, NL)



As a producer Assiindewaris always concerned with the overall picture of the track. He likes working together and he is a good listener. Music is Assiindewaris' way of expressing his emotions. He likes a wide range of music! Like danceable electronic techno, dark hip-hop, R&B, and he is a big metal fan. His guitar will always be incorporated in his tracks in some way. Sometimes he feels a bit confused, but by making music everything becomes clear.



Meron (Berlin, DE)



Meron is a singer, songwriter and instrumentalist based in Berlin. His sound is heavily rooted in R&B. Starting to play music at a young age he also started writing his own songs and self released those. For the past few years he quite made a name in the Berlin R&B and Jazz scene through his appearance on several local event stages (Poetry Meets, Cassette Head Sessions). He was also able to make a name for himself through some feature appearances with artists like EBOW, Mike Nasa and Yuphoric. Currently Meron is completing his Debut EP which is about to be released this year on ALVOZAY.



Cassianne (Berlin, DE)



Award-winning Berlin-based Alternative Hip-hop artist and songwriter, Cassianne Lawrence has been honing her skills on stages across Berlin for the past few years. Cassianne blends her Music skills with her lifetime of Poetry writing experience, bringing about the perfect marriage of two of her passions.

Cassianne's evolution into music allowed her to express herself freely and boldly, daring to say what others won't. Her music is created with the sole purpose of liberating the rebel in every soul that dares to open up to her lyrical blessings. She is a self-proclaimed people's liberationist advocating for the rights of her people and all people. Cassianne's work takes you to a place where words become freedom, a place of elation for Black and Brown Humans.

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HUNNID22 (Aarhus, DK)



HUNNID22 (122) is an Aarhus based hip-hop collective that originally comes from Aarhus V. The collective consists of 5 talented artists, who each create diversity in the group with genres from Boom bap, Soul / RnB Hiphop and Trap. The members of the group each add their unique sound to the songs. The group consists of Gunshot Sammy, Teejay333, U.N.G, Dark Dave and HomeBoySoul, who together with Tommy Bounx as producer explore new genres and twist the old genres with newer and fresh sounds, With a very special universe of fluid flows, aggressive punchlines and humorous lyrics , the collective is helping to set the standard for a new direction for English-language rap in Denmark.



Fozza (Aarhus, DK)



Fozza is an upcoming artist in the danish music industry. She is based in Aarhus but has played multiple concerts in Aarhus, Copenhagen and Sweden within ordinary concerts, support and festivals. The sound from Fozza is a RnB sound with a twist of Neo Soul. With 2 ep's out, Fozza speaks for her fellow Queer people and romantic people.



Larm Beats (Aarhus, DK)



Kristian Thomassen is a beatmaker from Aarhus working under the name of Larm Beats. Primarily he is focusing on trap and drill. Simple, bass heavy and bouncy is what he likes. Larm Beats started out making Boom Bap and still like to sample dusty records.

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Zozy (Groningen, NL)



ZOZY encompasses the hiphop, R&B and Pop in herself but she is not scared to go the experimental route and waded the waters of other genres. Writing in Dutch, she tries to challenge herself to step out of her comfort zone and channel a straight forward, seductive feminine energy. Fluctuating between music to lose your mind to and music to find yourself in.



Kneauk (Amsterdam, NL)



Born in Rotterdam, raised in Willemstad. Surrounded by music from a very young age. Influenced by all kinds of styles, like Disco, Funk and Hip Hop. Artists such as Tom Browne, Joe Kay, Jiggy Dje, and many more inspired Kneauk to become an entrepreneur and kick-start a career in music.

Kneauk first came in contact with music producing around my 20th, and after a year I decided to do a course at the Music Production Academy in Rotterdam. Since then, Kneauk hasn't stopped producing music.

His focal point is supporting top-rate artists and inspirational entrepreneurs through and with quality music. My ultimate goal is to share with others all he has learned over the years as an entrepreneur and music producer.



Rommy Gabay (Groningen, NL)



Rommy Gabay is a 22-year-old singer from Groningen, The Netherlands. Her musical journey began with songwriting using the piano, which changed enormous when she began to compose with her band over the last year. Due the musical backgrounds of the band members they create a unique sound between Soul, Pop & Hiphop.

In addition to the performances they have played in the recent months, Rommy is busy with her debut EP, which will be released in the beginning of next year. In this EP she unravels her path over the last year by telling about her spiritual journey, past lovers and much more. She can't wait to share with the outside world!