

STUDY IN VIENNA JAM MUSIC LAB

A PIONEERING MUSIC UNIVERSITY
FOR JAZZ AND POP

JAM MUSIC LAB
UNIVERSITY
PRIVATE UNIVERSITY FOR JAZZ AND POPULAR MUSIC VIENNA








CONTENTS

A Pioneering Music University	Page 4
Who Leads the Charge?	Page 6
Why Vienna?	Page 8
Infrastructure and Location	Page 10
The Study Offers	Page 12
Bachelor	Page 14
Master	Page 15
Campus Life	Page 16
Teaching and Research Personnel	Page 18
Project Partners	Page 20
Strategic Partners	Page 22
The Long View	Page 24
Support	Page 24
Contact	Page 27

A young couple stands on a stone ledge overlooking a city. On the left, a large stone statue of a woman is visible. In the background, a cityscape with a prominent church spire and hills is visible under a clear sky. A young man on the right is holding a guitar. A blue text box is overlaid on the bottom left.

*Mozart, Beethoven and
Schubert found it here.
So did Joe Zawinul.
Are you next?*



A PIONEERING MUSIC UNIVERSITY FOR JAZZ AND POP IN VIENNA

Few musical destinations possess the magic of Vienna. That's why generations of creators have flocked to this golden city. Today, the JAM MUSIC LAB has updated and modernized Vienna's rich traditions, offering specialized instruction and training covering Jazz, Pop, Blues, Electronic, World and Media Music.

It is a destination for contemporary music education.

Whether you strive to be a composer, instrumentalist, singer, songwriter, producer or educator, the JAM MUSIC LAB provides opportunities. It is a place for development. It is Vienna's most progressive university for pursuing a life in music.

Merit grants and scholarships are available.



*100 internationally active
musicians and musicologists
in teaching and research*



WHO LEADS THE CHARGE?

The LAB is home to a distinguished faculty steeped in the art, science and business of making music. Grammy winners. Leaders in their fields. They guide you through customized programs, with hands-on engagement helping you earn a Bachelor's or Master's degree.

Currently the JAM MUSIC LAB Ltd. employs as many as 100 internationally active musicians and musicologists, all engaged in teaching and research, with a student body of nearly 350 students representing the European Union, Asia, Africa, North and South America. This faculty is joined by a dedicated team of administrators. Together, they provide a "buddy" program for first-year students, helping them adjust to their new surroundings. A custom-made, all-in program for international students ensures an easy transition, assisting with accommodations, school procedures, and introduction to the rich cultural and social life in Vienna.



*Vienna is a world leader in
standard of living, safety and
quality of life.*



WHY VIENNA?

The obvious answer centers on its long-standing tradition of supporting and developing the arts. It fosters musical thought and achievement. More importantly, Vienna's cross-cultural infrastructure is a deep well of inspiration. It continues to stimulate. It empowers and rewards creators.

In addition to the richness of its cultural heritage, Vienna is a world leader in standard of living, safety and quality of life.

THE HISTORY OF JAM MUSIC LAB

The JAM MUSIC LAB Ltd. was founded in Vienna, Austria in 2011 by leading musicians in the field of jazz and popular music. In 2012 it was granted public status by the Austrian Ministry of Education. Having earned a reputation as one of Austria's leading institutions for professional training in jazz and pop, the Conservatory moved to the Music City Gasometer. This vibrant location dates from the 19th century. It is celebrated as one of Vienna's most fascinating architectural structures.

After six years of operational outreach, and a demanding accreditation process, the JAM MUSIC LAB was afforded official status as a private university. It became Vienna's most progressive establishment for music education, re-imagining the traditional fields of study beyond classical music.

Its diplomas in jazz and pop music are officially approved certifications. Students may apply and receive financial support via the Austrian Student Support Act.



*The transport connection
is excellent, as an underground
line stops directly there.*



INFRASTRUCTURE AND LOCATION

The school operates in the Music City Gasometer. The Gasometer as an urban landmark in the Viennese district of Simmering. It enjoys a reputation as a dynamic destination. As such, it affords us excellent opportunities for marketing and outreach, for attracting international students to Vienna.

In addition to the JAM MUSIC LAB University, the Gasometer hosts the Bank Austria Halle, one of Vienna's largest music venues. It is surrounded by music stores, instrument makers, retail shops and a dormitory. The transportation lines are excellent, with direct underground access to the first district, the heart of the city. **The State's Opera, Musikverein** and **Konzerthaus** are minutes away.



THE STUDY OFFI

Educational Programs

The University offers artistic and pedagogic studies of music expression of the 20th and 21st centuries, expanding beyond the traditional foundations of the classical idiom to include a host of new music forms. Research and teaching are central to our philosophy, especially as we examine the interface of interconnected realms spawned by new technology. Our studies emphasize technology's impact on the art, science and business of music.

The Bachelor's program Arts Management is a new, innovative program that focuses on Arts Management and its many applications in the varied fields of Music, Performing Arts, and Fine Arts.

The JAM MUSIC LAB operates the following educational establishments:

The academic degrees are internationally recognized:

- Bachelor of Arts in Music
- Bachelor of Arts in Music Education
- Master of Arts in Music
- Master of Arts in Music Education
- Bachelor of Arts in Arts Management



Bachelor's and Master's degree programs (consisting of four and two years, respectively) can be completed in the artistic and music education branches, as well as studies highlighting media music (e.g. - music production for film, theatre, advertising and video games). Over 70 artistic and practical main subjects are available: they include voice, guitar, piano, saxophone, trumpet, bass, drums, songwriting, performance, composition and recording.

- 1. Music: Instrumental, voice, theory, composition, improvisation**
- 2. Music Education (IGP): Instrumental, voice, theory, composition**
- 3. Media Music: Music production for film, theatre, advertising, sound design, audio branding and computer games.**
- 4. Arts Management**





BACHELOR

The objective of the course is to produce graduates who, as musicians and music-makers, have the varied qualifications of the current professional realities in the area of Jazz and Popular Music.

While developing their individual talents and areas of specialization, students develop confidence and a sense of achievement. That translates to marketability. They enter the workplace knowing they have been trained and challenged as professionals in a competitive field. They have sharpened their artistic concepts. Whether in performance, composition or production, their choices are many: music for film, theatre, advertising, audio branding, sound design, computer gaming, and multi-media applications. The Bachelor's program Arts Management is a new, innovative program that focuses on Arts Management and its many applications in the varied fields of Music, Performing Arts, and Fine Arts.

BACHELOR

of Arts in Music
of Arts in Music Education
Media Music

8 Semesters

240 ECTS

BA-M / BA-ME



MASTER

of Arts in Music
of Arts in Music Education
Media Music

4 Semesters

120 ECTS

MA-M / MA-ME

MASTER

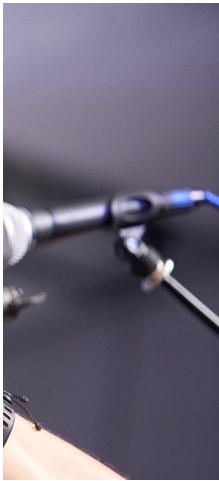
The aim of the master's degree program is to provide graduates with outstanding levels of **artistic, scientific, social and communicative competence**, thus offering the best possible qualifications in the diverse professional fields that are open to musicians.

Graduates will earn the necessary prerequisites and skills for organizational, advisory and executive/managerial activities in the cultural and media sectors. Building on the qualifications acquired in the Bachelor's program, students of the Master's degree enter a process of intensified research and realization, leading to interdisciplinary engagement through team and project work (e.g. Master's Project, Laboratories for Music Research). This helps ensure an evolving, intercultural development of the arts.



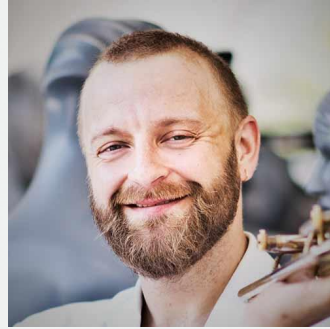


CAMPUS LIFE AND BEYOND





Danny Grissett
Piano



Thomas Gansch
Trumpet



Maja Jaku
Vocals



Georg O. Luksch
Music Production



Michael Klimas
Media Music



Johanathan Sass
Tuba

***The JAM MUSIC LAB employs
international, first-rate
professors***



TEACHING AND RESEARCH PERSONNEL

The JAM MUSIC LAB employs international, first-rate professors, who work extensively in their fields of expertise, including Grammy-award-winning musicians and producers.

This highly qualified staff possesses a longstanding experience in teaching at music universities and academies, such as New School (New York), University

for Music and Dramatic Arts Vienna, Mozarteum Salzburg, University for Art Graz, Conservatory Klagenfurt, Music Academy Weimar, Music Academy Leipzig. The profile of the teachers can be found on our website.

Research results are disseminated by a range of outreach projects: print and online publications through the University press (currently, in development), CD releases, knowledge transfer projects such as symposia, workshops and competitions, and the University's artist-in-residence program. The JAM MUSIC LAB is committed to quality assurance, which is

supported by internal measures, as well as through the inclusion of international project partners.

The JAM MUSIC LAB is dedicated to an in-depth study of Vienna as a musical city and as a prototypical area regarding the development of current urban music cultures. This research involves innovative concepts of open scientific work (citizen science) and the inclusion of a large group of stakeholders of the music scene (artists, producers, promoters, media representatives and audiences) as well as cooperation with local first rate partners.



JAM MUSIC LAB is cooperation partner of University of Music and Performing Arts Vienna, the world's number 1 music university ex aequo with The Juilliard School. (QS-World-University-Ranking 2019)

PROJECT PARTNERS MUSIC, RESEARCH AND BUSINESS

We count among our collaborators a host of institutions that share our aims and passions. They cover many fields of interest. All are prominent players within the arts landscape. Their collective mandate includes recognizing new technologies and utilizing them for mission fulfillment. That is a guiding principle at JAM. We take pride in the support of our partners, in Austria and abroad.

They include:

- University of Music and Performing Arts Vienna
- Vienna Radio Symphony Orchestra
- International Society for Jazz Arrangers and Composers
- Austrian Broadcasting Corporation
- Erste Bank
- McCartney Multimedia, Inc.
- Eurasia
- Levenson Creative Group
- Wien Holding
- Jazz Education Network
- Diakonie Bildung
- Berndorf Private Foundation
- Jazz Festival, Vienna
- Flughafen Wien AG
- Vienna Ball of Science
- Klaviergalerie
- Scheer Holding
- Feurich
- IMC
- Bechstein





THE MARKET, STRATEGIC PARTNERS

In the expanding field of professional music education, beyond conventional classifications, other institutions promise a range of studies based on contemporary market demands. These are not easily fulfilled. Many European music universities and academies, offer studies in jazz, pop, etc. as parts of existing programs that focus on classical music.

Because the JAM MUSIC LAB offers a wide stylistic range of modern and progressive studies outside the scope of traditional classical training, it holds a special place among private universities. Its educational emphasis illuminates a contemporary view of music and myriad career possibilities. JAM's uniqueness lies in its determination that students uncover and fortify their strengths, thus earning their place in the modern music soundscape. In this context, JAM MUSIC LAB fosters clear opportunities.

Although Vienna has a long tradition of developing students proficient in classical music alone, the JAM MUSIC LAB provides an updated approach. It seeks to attract a new generation of creative music makers, committed to a progressive worldview. This vision includes the economic and developmental benefits derived from music's utility in society.

Under this directive, the JAM MUSIC LAB Ltd. looks for strategic partners who share the long-range goal of international expansion.

THE LONG VIEW OF JAM MUSIC LAB LTD.

The JAM MUSIC LAB operates with a working paradigm that guides our outreach for collaborative agents of growth. We refer to it as,

The Three Fundamental Pillars of Strategic Development

1. Student Recruitment
2. Institutional Partnerships
3. Fund-Raising

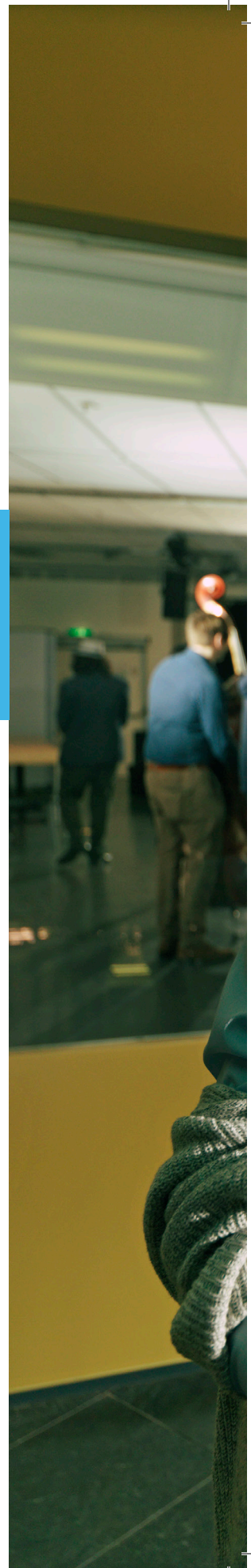
This multi-faceted model speaks to our long-range goals. It underscores our promise of institutional expansion, enacted while we fulfill the daily needs of our students. We believe that our strategic blueprint will yield a solid foundation for success.

WE WELCOME YOUR SUPPORT

For those wishing to invest in the future of JAM, the financial opportunities are many. They include endowments, naming rights, program sponsorships and grant underwriting.

We celebrate the view that contemporary music is an expanding field. As such, it is our mission to equip current and future generations of music-makers with the tools of mastery. In music there is hope.

By funding our curriculum of artistic and artistic-pedagogic studies, you help guarantee the welfare of all. Your contributions balance the scales that equate creativity with survival. Your pledges sustain life-affirming values.







CONTACT

JAM MUSIC LAB Ltd.

Mariahilfer Straße 47/1/9
A1060 Vienna, Austria

+43 (0)1 375 20 20
office@jammusiclab.com

Rector, CEO: Marcus Ratka
email: ratka@jammusiclab.com



More Information
www.jammusiclab.com

Publisher:
JAM MUSIC LAB Ltd.
Mariahilfer Straße 47/1/9
A1060 Vienna, Austria
T +43 (0)1 375 20 20

Photos by
Lukas Beck

Design by
Brainstorm Production



www.jammusiclab.com