

Music can make wonders!



mfc MUSIC FOR COMMUNITY

MUSIC CAN!
音樂罐頭 無限可能

WHAT'S THE PROBLEM?

Surveys in Hong Kong schools show that more than 70% of student sampled reported having no creative activities in their music lessons, and another student sample shows that 88% have never been to a classical concert. While students from more financially stable families may afford private music lessons outside of school, those from low-income families would have close to zero chance of meaningful music exposure.

OUR MISSION.....

MUSIC CAN! is a creative education initiative powered by Music for Community, a not-for-profit organisation in Hong Kong focused on making classical music appreciation more accessible to young people in the underprivileged community since 2013.

We believe that music is food to the soul and everyone deserves to experience the joy of music discovery. Through both recorded and live chamber music, we will open the can of unlimited possibilities to the world of classical music and inspire students to embark on a melodious journey that leads to self discovery.

As romantic as we believe one's first encounter with music should be, classical music is a complicated system of historical content that can be intimidating to anyone who is trying to find an entry point. MUSIC CAN! not only makes it possible for students to experience real classical music, but also provides an inspiring and accessible introduction on how to make music discovery a lifetime habit.

Our one-week outreach initiative features a video-installation on school ground that concisely paints the ins and outs of chamber music and its history, while documenting a virtual journey to uncover breathtaking classical music recordings in modern day Hong Kong (at some of the city's most under-appreciated CD & vinyl stores). This video exhibition will then be followed by a live chamber music concert in the school hall to promote the idea of enjoying music in a small community.

After this experience, we believe students will be equipped and motivated to embark on their own quest to find the soundtrack of their lives.

.....WHAT DO WE WANT TO DO?.....

BRING CREATIVE MUSIC EXPERIENCE TO SCHOOLS TO ENGAGE AND INSPIRE STUDENTS!

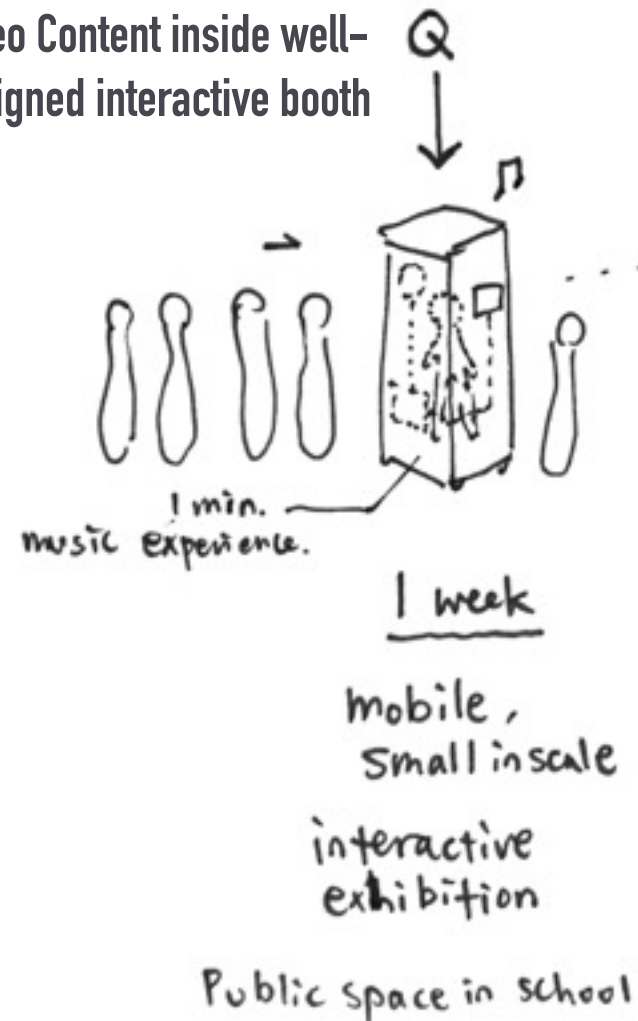
1. Identify **schools without a quality music program** & with a large demographic of students from **low-income** families
2. Engage and inspire students with a **week-long creative music learning experience** through both live and recorded chamber music which involves:
 - a. **Video-installation** that plays a succinct summary of chamber music history overlaid with a virtual journey of music discovery in Hong Kong's record stores
 - b. **Live chamber music concert** in the school hall
3. Identify **interested but financially limited students** who want continuous music studies
4. Place suitable students in **free long-term music programs** with partnership NGOs

.....HOW WILL WE DO IT?.....

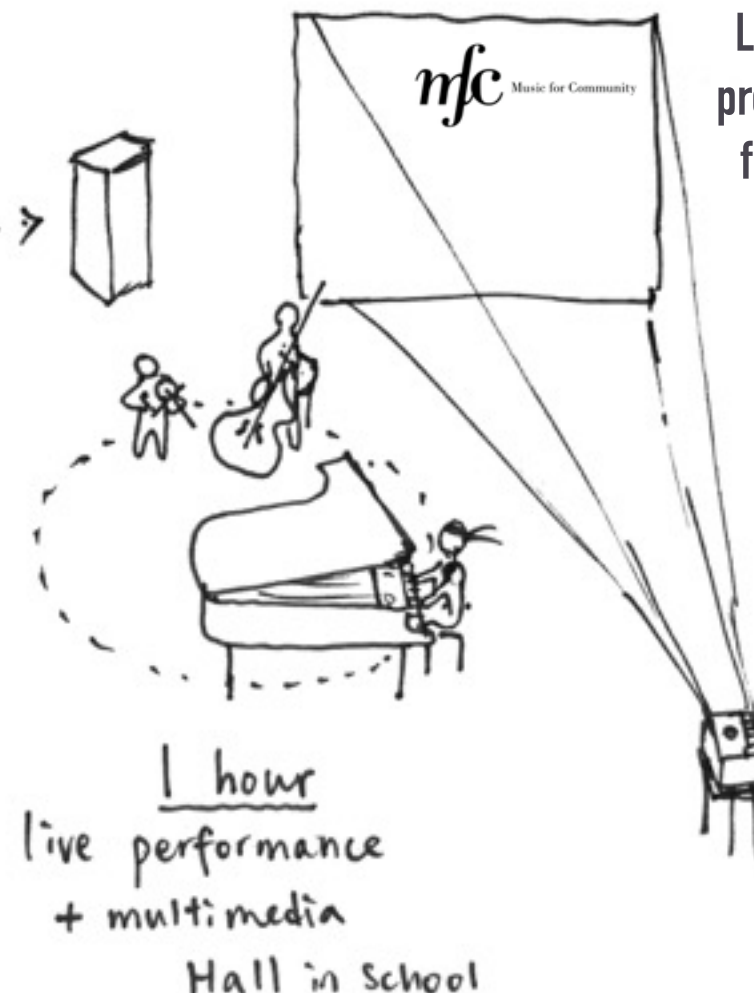
1-WEEK VIDEO-INSTALLATION @ SCHOOL GROUND

30MIN – 1 HR LIVE CONCERT @ SCHOOL HALL

Video Content inside well-
designed interactive booth



Live concert with visual
projection continues story
from video-installation



“MEET THE MUSICIANS”

CONTINUE MUSIC DISCOVERY JOURNEY!

THE MOBILE VIDEO-INSTALLATION DEVICE



REFERENCE IMAGES FOR MOBILE ARCHITECTURE

.....MEASURING OUR IMPACT.....

FOR OUR PILOT PHASE, WE AIM TO WORK WITH AT LEAST **5 SELECTED SCHOOLS**, ENGAGING AROUND **250 STUDENTS PER SCHOOL** DURING LUNCH HOUR AND BREAKS, REACHING **1,250 STUDENTS IN TOTAL** WITH OUR CREATIVE MUSIC CONTENT. FINALLY, WE AIM TO SELECT AND PLACE AT LEAST **5 STUDENTS** INTO LONG-TERM FREE MUSIC PROGRAMS.

IN THE LONG-RUN, WE AIM TO MAKE THIS A HIGHLY SCALEABLE AND SELF-SUFFICIENT MODEL TO DISTRIBUTE OUR EDUCATIONAL CONTENT, DELIVERING UNIQUE MUSIC LEARNING EXPERIENCE TO MORE THAN 20 SCHOOLS EVERY YEAR.

.....PARTNERSHIPS.....

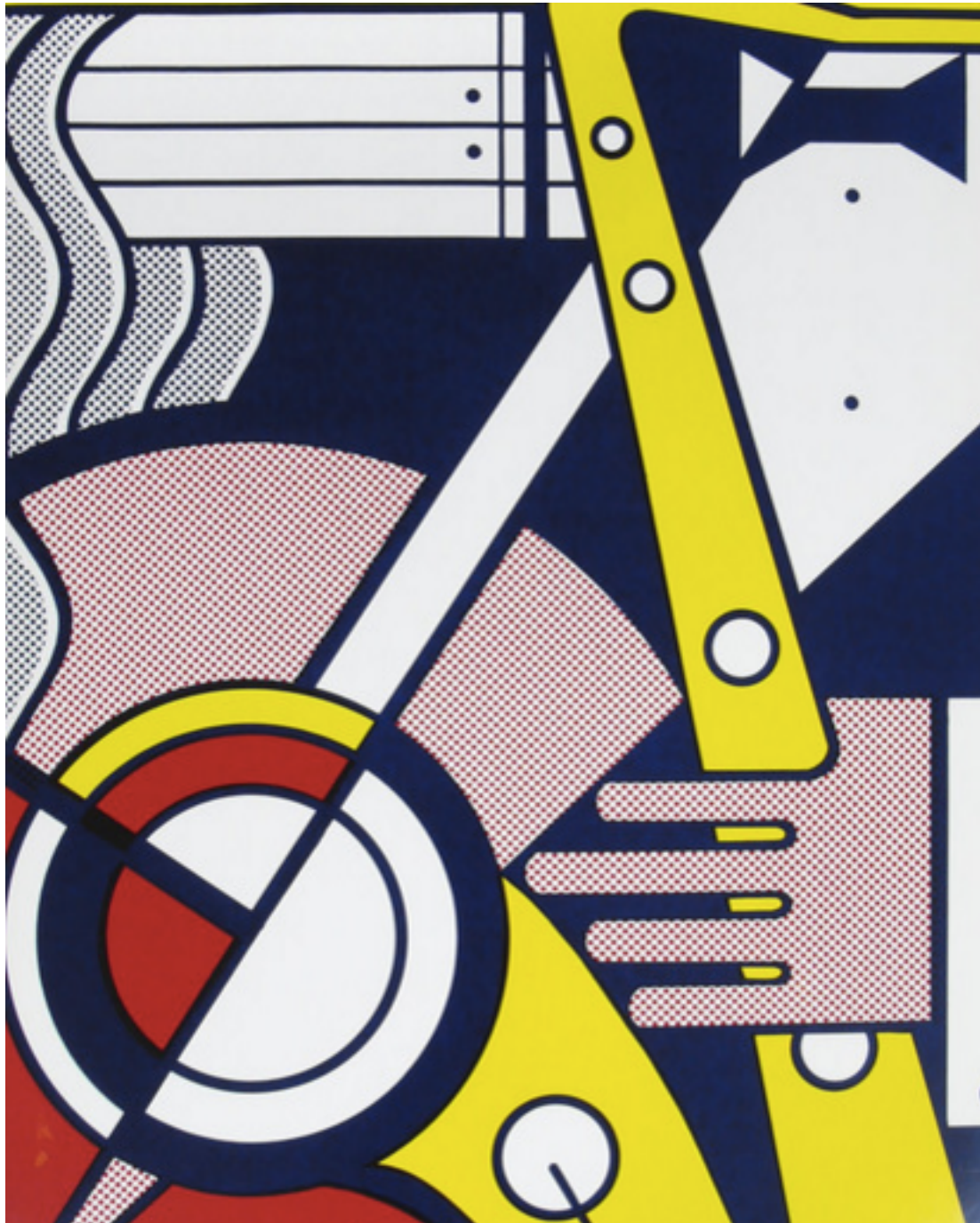


ADVENTUROUS EDUCATION IS A SOCIAL ENTERPRISE THAT CREATES STUDENT LEARNING EXPERIENCES OUTSIDE OF THE CLASSROOM. THE TEAM WILL CONTRIBUTE **ARCHITECTURAL EXPERTISE** TO THIS PROJECT, IN DESIGNING A **MOBILE VIDEO-INSTALLATION DEVICE** THAT ALLOWS A SUSTAINABLE AND COST-EFFECTIVE WAY OF DISTRIBUTING CREATIVE & EDUCATIONAL CONTENT FROM MUSIC FOR COMMUNITY.



WEWAH MUSIC IS A NON-PROFIT ORGANIZATION WITH THE VISION TO PROVIDE **FREE PIANO LESSONS** TO UNDERPRIVILEGED CHILDREN AND YOUTH. THEY WILL WORK WITH MUSIC FOR COMMUNITY TO IDENTIFY SUITABLE STUDENTS FOR PLACEMENT INTO CONTINUOUS MUSIC STUDIES.

CONTACTS



WEBSITE:

WWW.MUSICFORCOMMUNITY.COM

EMAIL:

INFO@MUSICFORCOMMUNITY.COM