ARTIST GRANTS

FINANCIAL SUPPORT FOR MUSICIANS AND THEIR PARTNERS

Initiative Musik’s Artist Grants are intended for solo artists and bands living in Germany, especially newcomers, and should help them to enter new foreign markets and abroad. Musicians can apply for financial support through this programme for album productions and releases as well as concert tours and promotion. The primary criteria for this support are originality, the artist’s musical language and the musician’s commercial potential.

CURRENT EXAMPLES

CAMELS
Touring USA

DALLON
International touring and album production

GEISER KLUSSER QUARTETT
Album production and touring

LENA WILLIKENS
International touring

LEONIDEN
Production and release of the 2nd album

MOSHO
Production and release of the debut album

ROMANO
Touring and release of the 2nd album

Short Tour Grants help musicians make special appearances abroad with the goal of facilitating their entry into a market or to continue establishing their presence there. Musicians can apply for a sponsorship for travel and promotion costs when invited to special showcase festivals, such as Musexpo and SXSW in the United States, MaMa Festival and Midem in France, The Great Escape in Great Britain or Eurosonic in the Netherlands.

Since the programme’s launch in 2010, more than 600 sponsorships have been approved, mainly for performances in high-sales markets such as the United States, Japan, Great Britain and France. Grants run up to €600 per musician for concerts within Europe but outside of Germany, and up to €1,000 for those outside of Europe. Additional funds of up to €1,000 may also be provided for marketing.

SHORT TOUR GRANTS

NON-BUREAUCRATIC SUPPORT FOR PERFORMANCES AT INTERNATIONAL EVENTS

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CURRENT EXAMPLES

ACE TEE & KWAM.E
Eurosonic (Netherlands) & SXSW (USA)

GATO PRETI
WOMEX (Poland)

DRANGSAL
London (UK) & Eurosonic (Netherlands)

JAZZRAUSCH BIGBAND
Lincoln Center New York (USA)

MANTAR
Japan

SARAH FARINA
MUTEK (Canada)

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INFRASTRUCTURE GRANTS

NEW STRUCTURES FOR POP MUSIC

This Initiative Musik programme focuses on building and expanding structures for popular music in Germany. The supported projects create a favourable environment for establishing and developing artists.

CURRENT EXAMPLES

5TH CONFERENCE ON AUTHORS’ RIGHTS
Berlin, 2017

BAVARIA GOES SHOWCASES

GERMAN JAZZ EXPO
Bremen, 2017

HAMBURG MUSICXPORT NIGHTS 2017 – CONFERENCE OF THE NIGHTS
Berlin, 2017

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WUNDERBAR – GERMANY AT SOUTH BY SOUTHWEST (SXSW)

SPECIAL INTEREST TOURS ON POP-CULTURAL TOPICS

EUROPEAN TALENT EXCHANGE PROGRAMME

SUPPORT FOR VENUE MUSIC FUNDING

INITIATIVE MUSIK

APPLAUS – PROGRAMMES FOR VENUE FUNDING

VENUE PROGRAMME AWARDS APPLAUS

Since its beginning in 2013, the Venue Programme Award APPLAUS selects 60 to 90 programmes of live music in big cities to cash in the big city. The APPLAUS award combines financial support for club operators with increased media attention for their musical offers and concerns. With a total of up to €1.8 million in prize money, APPLAUS is one of the most valuable programmes of today’s audiences and performers. APPLAUS combines concrete financial support with increased media attention for their musical offers and concerns. Since its beginning in 2013, the Venue Programme Award APPLAUS awards up to €1.8 million in prize money to assist music clubs with upgrading their technical infrastructure.

Since 2015, Initiative Musik’s largest export support project is the coordination of the German Pavilion at South by Southwest (SXSW) in Austin, Texas. The central hub for the German music scene at SXSW, the German Pavilion at SXSW is a meeting place for music professionals from Germany and the USA. Every year, at least 15 Berlin-based music acts have presented their cross-industrial music projects in the pavilion at the traditional US SXSW, the major trade fair for the music business. Initiative Musik organizes the German pavilion at SXSW for the German music industry. The German pavilion is a part of the focus on pop culture at SXSW.

Initiative Musik is an agency supporting rock, pop and jazz music in Germany. Its main goals include the promotion of young musical talent, the integration of musicians with immigrant backgrounds, and the dissemination of German music and markets. Initiative Musik cooperates with other national and international networks such as the European Talent Exchange Programme (ETEP) and European Music Export Exchange (EMEX). Initiative Musik supports the German Pavilion at SXSW, ensuring an authentic, up-to-date and nuanced view of Germany.

Since 2017, we have put together two support programmes in collaboration with Livekomm, to assist music clubs with upgrading their technical infrastructure. These programmes help ensure and improve the diversity and quality of Germany’s live music spaces. Clubs all across the country will receive assistance for modernizing their basic technical equipment, so that they can stay competitive and offer better conditions of performances to today’s audiences and performers.

SUPPORT TO ENTER THE WORLD’S LARGEST MUSIC MARKET

EUROPEAN TALENT EXCHANGE PROGRAMME

GERMAN PARTICIPATION IN THIS EUROPEAN SUPPORT PROGRAMME FOR MORE PERFORMANCES AT EUROPEAN FESTIVALS

This project opens up new perspectives for emerging European artists as it gives them an edge at the most important European festivals. Concerts mediated through the Eurosonic Programme in the Dutch city of Groningen will be supported, offering up-and-coming artists the opportunity to perform at the 31 participating festivals and augmented with EU funding. For the 100 acts participating in the programme, this provides additional incentives in book award-winning European artists.

In 2010, Initiative Musik has been putting together special interest tours with a focus on pop and jazz music in Germany, its main goal being to get an authentic, up-to-date and nuanced view of Germany.

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