

# A driving force in the Aarhus music scene

Introduction to Promus



Promus has existed for 13 years as a networking and competence platform for the professional music community – not just in Aarhus, but across Denmark.

Promus works to strengthen the professional music industry and to create a better framework for talent development – whether on stage or behind it.

The foundation Produktionscenteret for Rytmisk Musik i Aarhus (Production Centre for Rhythmic Music in Aarhus) is behind Promus. The board of directors of the foundation includes Hanne Kirk, lawyer/Gorrissen & Federspiel, Ole Dreyer, chairman of the board of the Music Publishers Association of Denmark, Kajsa Vala, musician, Keld Hosbond, art. rector/ the Royal Academy of Music in Aarhus and Ricco Andie, manager/Monorama.

The foundation's board members are appointed by Rådmanden for Kultur og Borgerservice (Councillor for Culture and Citizen Services) in Aarhus Municipality, Musikrådet (The Music Council) in Aarhus Municipality, the regional venues in Aarhus Municipality, Kaospiloterne in Aarhus and the Royal Academy of Music in Aarhus.

The purpose of the foundation is to support the development of the Aarhus rhythmic music scene and promote it through collaboration with stakeholders locally, nationally, internationally and within other art forms. The foundation's purpose is non-profit.

Promus receives an operating subsidy from Aarhus Municipality and is part of the city's cultural and business policy.

The general manager of Promus is Jesper Mardahl.

With this letter, we want to give you an insight into our work – both locally, nationally and internationally – and identify a number of focus areas for our future work for the music community in Aarhus.

**The following are some of the many partners, organisations and institutions that Promus works closely with:**

**Music Cities Network, SPOT Festival, MXD – Music Export Denmark, Musikforlæggerne i Danmark, Koda, DPA, Autor, DUP, Dansk Live, DKK/Danske Koncert- og Kulturhuse, Lydhavnen/Aarhus, Aarhus Volume, JazzDanmark, Mono, Musiklivets Partnerskab for Bæredygtig Udvikling, Kunst og Kultur i Balance, Keychange, Royal Academy of Music in Aarhus, Kaospiloterne, Erhverv Aarhus and Aarhus Municipality.**



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# Aarhus is Denmark's music city

**Most Danes are familiar with the Aarhus pop and rock music icons from the 1980s. However, the success goes much further, and in the decades since then, the city has been able to deliver with many of the new names of the time.**

**Aarhus has always been home to a diverse music scene with venues, organisers, festivals, recording studios, industry players, orchestras and ensembles, rehearsal and production facilities and, not least, performing musicians and composers – from the top of the charts to the emerging talent and artistic niches that have always thrived in Aarhus.**

**The successes are not only fuelled by the music community itself. There has also been political will, strong organisations and enthusiasts who have created the framework conditions for music to live and thrive in Aarhus.**

**The result is that today there is no other city on the Danish map that has music flowing through its veins in the same way as Aarhus. That's why Aarhus can rightly be called Denmark's music city.**



**Opening concert, The Soundtrack from  
a City, Music City Aarhus 2022**



**Unofficial opening of Aarhus  
Festuge – GNAGS' Aarhus Stories**



**JJ Paulo from the Opening concert, The  
Soundtrack from a City, Music City Aarhus  
2022**

**Photos: Martin Dam  
Kristensen**



# What does Promus do?

Promus creates ripples in the water. The mission is to bring together knowledge and innovation, networking and growth team work in the Aarhus music scene under one umbrella. The music industry is constantly evolving, so the goal of Promus is to empower industry players, so they are equipped to handle the challenges and opportunities they face.

Promus works to facilitate the music industry and bring players in the music community closer together in a network. Most recently, Promus was appointed by Aarhus Municipality to be the secretariat and project manager for the Music City Aarhus 2022 – an organic project initiated by the music community itself, which has supported more than 200 events for the benefit of the city's residents, musicians and businesses.

However, a core element of Promus' vision is competency development. Here, the mentoring programme plays a particularly central role in raising the professional level and creating contact and networking between the established environment and the growth layer.

## Mentoring programme

In close collaboration with a number of partners, Promus provides access to counselling, competency development and networking for both emerging and

the established music scene. Promus offers counselling and skills development for young artists in the making through a mentoring programme where Promus pairs an experienced industry professional with the talent.

The goal of the mentoring programme is to equip the budding artist to work professionally with music and provide access to a network to draw on. Most importantly, each individual programme creates ripples in the water. Both for the talented artist and for everyone who works behind the scenes behind the artist, such as co-writers, management, booking, publishing and labels. They will also draw on the experiences from the mentoring programme, and they will bring those experiences with them into other projects. In this way, an individual mentoring programme can help strengthen an entire community.

## Competency development

It's not just the growth team that needs a sounding board, counselling and strengthened competencies. Industry professionals also face professional questions and challenges when presented with new trends and business models. In order to promote continuous professionalisation and knowledge sharing among the professional players, Promus has for a number of years produced the Promus Publishing Academy, which was developed in collaboration with Koda and Musikforlæggerne i Danmark.

The programme focuses on all aspects of work with music rights, and during the 10 years that the programme has been running, virtually everyone from the new generation of industry professionals who deal with the field professionally has attended the Promus Publishing Academy. The next project is called Promus Sync Academy and is an international programme focused on the marketing of music for film, TV, advertising, media, games, etc.

## SPOT+

In collaboration with SPOT Festival, MXD – Danish Music Export and a wide range of organisations and partners, Promus produces the conference part SPOT+. Unlike SPOT Festival, SPOT+ is aimed at both Danish and international industry professionals who meet once a year to discuss the issues that concern the industry through panel debates and networking activities. SPOT+ is visited by over 1,400 Danish and international industry professionals annually, making SPOT+ one

of the most important networking events for the Danish music industry. The conference has existed since 2015 and, over the years, has been visited by a large number of leading international actors such as the English industry journalist Chris Cooke (CMU), then head of innovation for Warner Music, Scott Cohen, Hollywood music supervisors Mary Ramos (Quentin Tarantino), Thomas Golubic (Breaking Bad) and Nora Felder (Stranger Things).

## International relations

In addition to building bridges between players and increasing the overall professionalisation of the industry, Promus works to support sustainable projects – and especially projects that can become economically viable. This is where the international network plays a key role. Part of the vision is to strengthen the Aarhus music community's international relations. In line with this, Promus has played a major role in developing Music Cities Network, a network of ambitious music cities. Not only does it provide access to a large network of music actors, it gives Promus – and the Danish music scene – an international stage to stand on.

Promus' vision and activities create value for the music community in Aarhus and impact the entire ecosystem on a national and international level. Promus' activities contribute to a robust local music scene and to maintaining a view of the rest of the world. The combination of these factors positions Aarhus as a top music city in Northern Europe.







## When iomfro and Baest got a mentor

**iomfro is one of the talents who has been part of our mentoring programme. Since the mentoring programme, iomfro has gotten a manager, released six singles and performed at SPOT Festival and at the Crown Prince Couple's Awards. The fact that iomfro has received feedback from her mentor affects several players around her, including the musicians in her band, venues and festivals, as well as those who have contributed to her music production.**

**Another example is the death metal band Baest. The band had many international activities in the calendar, which caused the band's manager to seek advice from Promus. Here the renowned manager Toke Holt, who had also been the manager of Volbeat, was hired as a mentor. He and Baest's manager, Jens Karlsson, formed a close working relationship that has resulted in international contracts and numerous international tours for the band.**

**Other musicians and bands that have benefited from the mentoring programme include Lowly, Aysay, Who Killed Bambi and Asbjørn.**

**Read more about the mentoring programme on page 11.**



Photo: Martin Dam Kristensen



**iomfro**  
Alma Kjær Agergaard

# What does it *really* mean to be a musician?

Aarhus' music scene has an unusually high concentration of talent. Promus' mentoring programme seizes the talents, sets them up with experienced actors and matures them to behave professionally.

It's one thing to be a musician, it's another to be able to run your art as a sustainable business. Many musicians who want to go the commercial route need help to think strategically. When is it the right time to release? How should the press release be worded – and who should it be sent to? This is where you need to talk to experienced professionals about how the professional music scene works and what it requires of you as a person.

Promus therefore makes its mentoring programme available. Here, experienced artists provide counselling to give new talent a strategic mindset to help them realise their dream of a professional music career. The offer is popular. So far, 42 artists and groups have made use of it.

One of these is artist Alma Kjær Agergaard, who is behind the stage name iomfro. Since the career

took off in the spring of 2021, she has pushed it far. Just six months after the release of her first single "ægte kvinde", she took to the stage at the Crown Prince Couple's Awards, and the single "danse" was played over and over again on the radio during the summer of 2021.

**"I considered releasing earlier, but Promus had advised me to wait a year until I was completely ready. So I did, and I'm glad I did. The mentoring programme took me seriously from the start and they knew what I needed."**

– **iomfro**

## A helping hand with the strategic initiative

For Alma Kjær Agergaard, the mentoring programme has meant that she had a setting for discussing ideas for six months and here she found her current manager.

**"The mentoring programme has helped me with low-level practical knowledge about how it really works when you make professional music and what you must consider – both professionally and personally."**

**"From the start, I had a material that was well on its way. I had no doubt about the artistic aspect. However, I needed help with strategy and all the basics you need to know if you want to be commercially successful. I got help with that from Promus' mentoring programme."**

**Through the mentoring programme at Promus, Alma Kjær Agergaard says she gained the necessary knowledge about what it means to be a professional musician.**

**"I've learnt the implicit aspects about what it also means to be a musician. I got help to assess when I was ready to step out onto the professional stage. And I acquired a manager through the mentoring programme," says the artist behind iomfro.**

## **Room for music**

**Alma Kjær Agergaard has experienced that the help with strategic work and communication has given her greater artistic freedom to develop her music.**

**"Since the mentoring programme, I've released six singles and performed at venues such as SPOT and the Crown Prince Couple's Awards. I have also received a setting for discussing ideas in relation to the strategic initiative."**

**– iomfro**

**Alma Kjær Agergaard emphasises the mentoring programme's ability to take you seriously as an artist and show you how to live out your potential in the best possible way.**

## **A mentoring programme at Promus includes a number of activities, including:**

- **One-on-one mentoring with a selected mentor**
- **Strategic counselling in competency development and songwriting**
- **Discussions on how the artist sets goals for future projects**
- **Access to a network of managers and venues**
- **A series of mentoring sessions.**

**The mentoring programme is aimed at bands, artists, projects and companies who live in Aarhus or who run their project from Aarhus. To become part of a mentoring programme, applicants must fill out an application and are then invited to an interview to discuss the possibility of being assigned a mentor.**

Music Supervisors at SPOT+

Photo: Line Svindt



Promus is constantly working to strengthen the network between the players in the established community and the growth layer through activities such as pitching, speed meetings and mentoring. In addition, work continues to develop the skills of artists and industry professionals with initiatives such as Promus Publishing Academy, various music management programmes and through collaborations with other music institutions.

## Promus supports Danish music on film and TV

Promus reaches out to both emerging talents like iomfro and more established musicians. One example is the Promus Publishing Academy training programme. The academy focuses on working with music rights – nationally and internationally – and equips composers and music publishers to synchronise and connect their music with film, TV, commercials and games. In recent years, the use of Danish musicians' works in films and commercials has increased. And the potential is huge. Mette Zähringer, publisher at Iceberg Music Group, is enthusiastic about the initiative. According to her, this is key for Denmark to maintain and strengthen its position internationally.

"Promus Publishing Academy is important for the Danish music industry. Because there aren't many areas of education within the industry. The programme gives established industry professionals and songwriters the opportunity to gain specific skills in synchronisation for film, commercials and more. It's one of the most important things we have at Promus. Because here people really learn what music does to film production."

– Mette Zähringer, music publisher at Iceberg Music Group and teacher at Promus Publishing Academy



## Music City Aarhus 2022

### Music City Year





The GNAGS concert,  
GNAGS' Aarhus Stories –  
The unofficial opening of  
Aarhus Festuge, produced  
by SPOT Festival,  
Musikhuset Aarhus and  
Aarhus Festuge as a special  
collaboration project  
on the occasion of Music City  
Aarhus 2022  
Photo: Martin Dam  
Kristensen



# The Music City Year gave new impetus

The Music City Year – Music City Aarhus 2022 has given renewed impetus to the potential for music in Aarhus.

A platform has been created where the music industry, business and political ambitions have come closer together. The music scene in Aarhus has been revitalised and is now looking to the future.

The last few years have not been easy – not even for the music industry. The corona lockdowns put pressure on venues, artists and organisers. And no sooner had they recovered from the pandemic before dark clouds loomed over the sky again with an energy crisis, inflation and recession. Still, amidst all the turmoil, Aarhus managed to organise a huge celebration of Aarhus as Denmark's music city. Music City Aarhus 2022 was a blast of a party that everyone in the city can be proud of.

## Music City Year is good business for the city

While the world was in a corona lockdown, Promus co-founded the Music City Aarhus 2022 organisation, which consists of key players from the Aarhus music scene. Later, the political and business community also joined the process, working with the secretariat and the association to develop Music City Aarhus 2022.

The initiative for the Music City Year came about during a workshop for the music community with industry professionals from Aarhus. Here, the industry expressed a desire to visualise and celebrate the city's history as a music city in the wake of the European Capital of Culture year in 2017.

"There was a need to take the cultural city heritage from 2017 further, and at the same time, Musikhuset in Aarhus turned 40 years old in 2022. Therefore, it was obvious that 2022 should be the year of music."

– Chairperson Mette Bjerre for the Culture Committee in Aarhus Municipality and member of Business and Culture Forum Aarhus

The music industry, the business community and Aarhus Municipality joined forces on the Music City Aarhus 2022 initiative. The project was kicked off with a DKK 5 million grant from Aarhus Municipality. This investment resonated with other foundations and sponsors who also wanted to get involved in the project. In total, DKK 15 million were raised in external funds for musical activities in Aarhus, which is completely unique in a Danish context.

"Through Music City Aarhus 2022, we have sent DKK 15 million back to the music scene. And that's something we can be proud of. The many millions are full or partial support for events, and in that way, they form part of a larger project economy per event."

– Jesper Mardahl, Head of Promus and Head of Secretariat for Music City Aarhus 2022

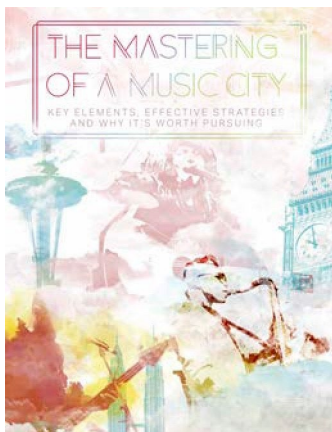
## Support from politicians and the business community

The Music City Year has strengthened the cohesion of the music industry in Aarhus and created a better framework for development – from the growth layer to the professional level. A new common ground has been created for the music industry across artists, politicians and the business community.

One of the key reasons for the success of the Music City Year is that Aarhus as a city has managed to unite behind the initiative. Business and Culture Forum Aarhus' involvement in the project has been significant here.

"Music City Aarhus 2022 has served as an umbrella that shows the public what music in Aarhus has to offer. Foundations have been able to see how they can get involved, and businesses have gained an overview of where it makes sense for them to get involved. Music City Aarhus 2022 has made it easy for us politicians and key players in the city's business community to enter into dialogue with the Aarhus music scene and show that we also support music in the city."

– City council member Mette Bjerre from the Culture Committee and Business and Culture Forum Aarhus



## The Mastering of a Music City

IFPI and Music Canada  
(2015)

Download the  
report here:  
[www.bit.ly/3ZpRUDY](http://www.bit.ly/3ZpRUDY)

The Music City Year raised DKK 15 million in funding and grants for more than 200 events in 2022.

**In the Canadian report, The Mastering of a Music City, it is calculated how targeted music city strategies have benefited music communities, tourism development, job creation and much more in Toronto (Canada) and Austin (Texas).**

**The report identifies the following key benefits of a targeted and successful music city strategy:**

- Economic effects (**business turnover, job creation and tax revenue**)
- Music tourism (**attracting external audiences to concerts and major events, festivals, etc.**)
- City branding and place identity (**a broader imprint on the attractiveness of the place to residents and businesses**)
- Cultural and artistic development (**a stronger cultural offering for citizens and visitors**)
- Attracting and retaining talent and investment from outside the music industry
- Strengthened social cohesion (**music as a driver for social communities, participation and engagement**)
- Validating music as a respected profession (**entrepreneurship, innovation and business development**)

## What's next?

After the successful completion of Music City Aarhus 2022, Aarhus has a lot of tools for how to promote itself as a music city in the future. Here, the city must continue working on citizen-centred activities and with more international initiatives.

**"Music City Aarhus 2022 has strengthened the city's profile and the people of Aarhus have become even more aware that they live in a music city. This is closely aligned with the Aarhus goals, which reflect that cultural life is what matters most to the city's residents."**

**– Jesper Mardahl, Head of Promus and Head of Secretariat for Music City Aarhus 2022**

The next step is to stretch out the wings more and create a stronger international footprint. Promus is part of the Music Cities Network, which consists of cities such as Hamburg, Berlin, Manchester, Gothenburg, Bergen and Reykjavik. These cities all have a strong tradition within music and already benefit greatly from collaborating and sharing experiences and resources.

The lessons learnt from Music City Aarhus 2022 will not only benefit the local music community but will also benefit other music cities. This will position Aarhus even more strongly as a thought leader in the network – as one of the cities leading the way in creating an attractive city using music as a tool.

## Organisation of Music City Aarhus 2022

Promus has been one of the initiators of the Music City Year and has since the start acted as a secretariat responsible for funding, finances, coordination, marketing and as a producer for the opening and closing of the Music City Year. The secretariat has worked closely with a steering group with members from the Music City Aarhus 2022 association, the board chairman of Promus, competency experts and a representative from Business and Culture Forum Aarhus. Furthermore, there has been a close collaboration with the Cultural Administration in Aarhus Municipality.

**Read the case about the Music City Year here:**  
[www.bit.ly/3IQOCnp](http://www.bit.ly/3IQOCnp)

**"Here in Aarhus, we have some unique experiences that make us interesting on an international level.**

**1) We have a very strong music history. 2) We have political support for major cultural events and have now tried our hand at organising a music city year. 3) We have experience both as a city of culture and from the festival weeks with a permanent role as a city of culture. Together, this is knowledge and experience that many other cities are very curious about."**

**– Jesper Mardahl, Head of Promus and Head of Secretariat for Music City Aarhus 2022**



Photo: Martin Dam Kristensen

**In the future, Promus will work on collecting lessons learnt from the organisation of the Music City Year. The lessons learnt will strengthen future collaboration between music and the business community.**





**The first European Music Business Task Force team – 12 industry professionals from Denmark, Estonia, Finland, Germany, Iceland, the Netherlands, Norway, Finland, Iceland, Norway and the UK.  
Photo: Juilette Rowland**

**"The rest of the world looks to Aarhus when it comes to developing something new in the music industry."**

**– Lena Ingwersen, Director, Music Cities Network**





# Aarhus is one of the leading music cities in the world

Aarhus is part of an attractive international network of Music Cities. A network that has its roots in Aarhus, Denmark, and today embraces cities such as Hamburg, Manchester, Gothenburg, Berlin, Bergen and Reykjavik.

Lena Ingwersen, director of the international Music Cities Network, has no doubts. Aarhus is one of the most recognised cities in the world on the international music scene.

But where does the rest of the music world know Aarhus from? And what is it that the city does that is so unique?

## Leading role in the Music Cities Network

Lena Ingwersen collaborates with Promus in the Music Cities Network. It brings together cities with a proud musical tradition. They share experiences on how they can strengthen the music scene and promote the music industry's ability to act as a growth engine economically, culturally and socially. According to Lena, Aarhus has a unique collaboration across the city's stakeholders and a historically strong commitment to

music among citizens. And it is necessary when a place, like Aarhus, is not the capital and therefore does not get attention, tourism or financial resources readily.

"The work that Promus does is crucial for Aarhus in having such a strong international position. Promus creates the infrastructure for the industry."

– Lena Ingwersen, Director, Music Cities Network

Together with Hamburg Music, Promus co-founded the Music Cities Network, which, in addition to Aarhus and Hamburg, today includes Bergen, Berlin, Gothenburg, Groningen, Hamburg, Manchester, Reykjavik and Sydney – cities that all have a strong music tradition in common and which, with the exception of Berlin, Reykjavik and Sydney, can be characterised as 2nd cities.

## Local establishment creates international success

Lena Ingwersen emphasises that an organisation like Promus is strong because it knows the Aarhus community inside out. Promus knows who to contact, what the local strategies are about, and what characterises the audience.

**"Promus is close to all the city's stakeholders. They know all the ingredients, which enables them to create the perfect recipe for Aarhus to break through internationally as a music city."**

– Lena Ingwersen, Director, Music Cities Network

## Residents of Aarhus demand music

Another factor in Aarhus' role as an international music city is the city's long-standing music tradition. Music runs through your veins. Being an Aarhus resident means being a consumer of culture. And this can be felt in the city's growth layer, which is characterised by its wide range of music offers, associations and growth layer organisers. One example of a volunteer-run organisation is det turkise telt (The Turquoise Tent), which has been a platform for the experimental music scene in Aarhus for more than 10 years. In 2015, the organisation received a Danish Music Award for 'Best World Venue' over the likes of Roskilde Festival and Copenhagen World Music Festival, and in 2021 the city council gave det turkise telt the responsibility

for running the venue Atlas until the end of 2024. In this way, the growth layer ensures a wide range of exciting cultural experiences for the people of Aarhus.

In addition to det turkise telt, the cultural organisation Aarhus Volume is also an example of a growth environment that creates initiatives for the benefit of both the people of Aarhus and the music community. The organisation is run by 50 volunteers and was started by a group of young entrepreneurs who met at Frontløberne in Aarhus. As something new, the organisation has created Volume Village, a new music venue and cultural centre for young people in Aarhus located under the Ringgade Bridge.

According to Lena Ingwersen, the music engagement in Aarhus is crucial for international recognition.

**"Music is not 'nice to have' but 'need to have' for all cities. It keeps young people in the city and keeps businesses thriving."**

– Lena Ingwersen, Director, Music Cities Network

## With SPOT, Promus invites the world to Aarhus

One of the people who knows a lot about the Aarhus music scene is Gunnar Madsen, director of the SPOT Festival. According to him, the music industry can thank Promus for Aarhus having such a strong name internationally. He points to SPOT+ – SPOT.

**Going forward, Promus is working towards strengthening the SPOT+ conference's position as the most important meeting place for the Danish and international music industry.**

As part of the management of the Music Cities Network, Promus will strengthen international collaboration for the benefit of the music community in Aarhus. This is done through artist-exchange programmes, collaboration between industry players, joint showcases and a strong focus on EU cooperation projects.

**The networking and conference part of the festival – which is produced in collaboration with Promus It brings together industry professionals and businesses from all over the world.**

**"Promus is really good at bringing the music community and the industry together and asking what topics the music industry wants to discuss. They perform a major and vital administrative task by coordinating and planning the content for SPOT+ and collecting the wishes of the industry organisations about what should be on the agenda for SPOT+. Promus sets a course and binds the industry together – also nationally. SPOT+ provides value and legitimacy in the industry."**

**– Gunnar Madsen, head of the SPOT Festival.**

## **Lydbyen and Promus**

**Not only is Aarhus considered one of the leading music cities, the city is also facing a new chapter with the establishment of a new district in Sydhavns kvarteret.**

**Promus will work in collaboration with Lydbyen's stakeholders to develop an incubator that aims to create business development in the music and sound industry, thereby strengthening the city's music production environment.**

**The vision for the Sydhavns kvarteret district and the upcoming Lydby – a three-storey music production and recording studio complex – is to create a place where all players in the music community are gathered in one building. Everything from technicians, producers, songwriters, music publishers, management and record companies come under one roof with Lydbyen. In addition to creative companies in the music industry, Sydhavns kvarteret will be home to Filmbyen, Jyllands-Posten, TRAIN, Kaospiloterne, VIA University/Multiplatform Storytelling & Production and Jutland Art Academy.**

**As Aarhus is on the threshold of a new chapter where both the music community and other creative businesses will be even closer to each other, the time has come to set new ambitions for music. That's why Promus, in collaboration with the city's stakeholders, has developed an ambition for the next few years that will make music even stronger in Aarhus.**



**Networking – SPOT+ 2022**  
**Photo: Line Svindt**



**Panel debates – SPOT+ 2022**  
**Photo: Kristian Gade**



**Meet The Music Supervisors – speed meetings – SPOT+ 2022**  
**Photo: Kristian Gade**

Visualisation of the future Lydby/Sound City  
in Aarhus Photo: AART architects





# What Promus will do in the future

**The work to strengthen the professional music community and create a better framework for talent development does not stop here. Going forward, Promus will focus on five key areas to empower music industry players and establish meaningful collaborations and networks – both nationally and internationally.**

## Talent development, networking and competency development

**The network between the players in the established environment and the growth layer is strengthened through activities such as pitches, speed meetings and the mentoring programme. In addition, work continues to develop the skills of artists and professionals in the industry through initiatives such as the mentoring programme, Promus Sync Academy, Music Management courses and through collaborations with other music institutions.**

## Music City Aarhus 2022 legacy

**Promus will follow up on Music City Aarhus 2022 by collecting lessons learnt from the implementation of the Music City Year.**

**The lessons learnt will strengthen the collaboration between music and the business community.**

## Music Cities Network

**As part of the management of the Music Cities Network, Promus will strengthen international collaboration for the benefit of the music community in Aarhus. This is done through artist-exchange programmes, collaboration between industry players, joint showcases and a strong focus on EU cooperation projects.**

## SPOT+ & Promus

**Promus will work to strengthen the SPOT+ conference's position as the most important meeting place for the Danish and international music industry.**

## Lydbyen & Promus

**In collaboration with Lydbyen's stakeholders, Promus will work towards the development of an incubator that aims to create business development in the music and sound industry, and strengthen the city's music production environment.**



# A new 2025 ambition for the music scene in Aarhus

**In November 2022, Promus in collaboration with Seismonaut facilitated a workshop for the music community in Aarhus. The workshop resulted in the development of a new 2025 ambition.**

**Below are some of the visions that came out of the workshop. Promus has a particular focus on Lydbyen and the international collaboration.**

- 1. Music must contribute more to positioning Aarhus both nationally and internationally as a music city with a high level of attractiveness for newcomers and citizens, as well as for the business community, which needs to attract and retain employees.**
- 2. Music must contribute to solving societal challenges in the public sector and contribute to innovation and business development across sectors.**
- 3. The music industry in Aarhus is on the cusp of a new era, with Lydbyen in particular having the potential to become a hotspot for the Danish music industry.**

**The full ambition statement can be downloaded here:  
[www.bit.ly/3CGMQkP](http://www.bit.ly/3CGMQkP)**



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