



the academy  
of contemporary  
music



# Why ACM Birmingham

Book your audition or interview today!



## Foreword

Dear Prospective Student,

My name is Kainne. As ACM's Executive Chairman and owner, I'm here to promise that whichever one of our campuses you choose to study at, we're a totally unique institution, providing a real-time and immersive industry-based education that is compiled and delivered by a collaborative community of artists, creative industries professionals, researchers, and learning support specialists. You won't find this mix in any other educational establishment.

My background is technological, creative, and entrepreneurial. My passions are education and the arts. I'm also the owner of Metropolis, Europe's largest recording complex, and am thus now able to bring together **two** of the world's leading music institutions in the shape of ACM and Metropolis, for the benefit of our students and the fast-growing creative sector. This sector is responsible for more than one in nine new jobs created in this country, and contributes more than £100 billion to our economy.

In another part of my life, I invented the world's first black box recorders for signalling within transportation systems – so I now have a very unique view on the world, as I am not only a creative, but also an engineer. I have seen so many jobs disappear in my time and seen so many new ones being created – and this is the point I want to make to you all. While you are studying in a fast-changing world where technology is fundamentally changing what our future is going to look like, you will see jobs that you may be aiming for now disappear by the time you qualify and graduate. And equally, while you are studying, you will see new kinds of jobs being created and maybe even whole new industries emerge that you didn't previously know about, creating new opportunities for the future.

It is my fervent belief that unless education, at the very least, keeps pace with, if not one step ahead of, the speed of development of the world and of industry, then it is bound to fall behind and become irrelevant. And it is my experience that a lot of institutions and mainstream universities find themselves in that very position, simply because of the way they are configured, thus not being able to read the direction of travel within industry, unable to connect with it or influence it.

ACM, on the other hand, is geared for change. We are really proud to have a unique composition of industry professionals, occupying highly influential positions in both the outside world and ACM, that are intrinsically linked into the development of our curriculum and assessments, and therefore into your journey, as one of our students. The point I am making is that by the time you come to the end of your journey with ACM, you will already be on solid ground with first-hand experience within the industry. You will have the most rounded and immersive view of what is going on, and you will know exactly where and how you can apply your creative talent, knowledge and skills to add value.

Over 25 years, I have interviewed more than 3,000 people and employed more than 1,000. And during that time, I have never once read one resumé. I have only ever relied on my intuition, my gut instinct, and my ability to look at the person before me and watch them connect with what it is that drives them, what makes them passionate, and where their embodied learning is coming from. You cannot read this from a piece of paper; you can only witness it by sitting opposite somebody and listening to how they connect with your vision and values, and what it is they have learned to add value to your organisation. My promise to you is that ACM understands this, above and beyond anybody else, and understands how to equip you with the skills necessary – from communication and problem-solving to resilience and collaboration – to be able to negotiate and navigate through our beautiful, but sometimes brutal, creative industries.

We put together the most unique and compelling workshops in which different roles and specialisms connect to collaborate at a level that no-one else can achieve. We include creatives and executives of international acclaim from all corners of industry, from music to brands to fashion to film to gaming to publishing. If you can just picture for a second what it takes to lift and launch a brand: it takes so many aspects of the creative arts industry. My pledge to you is that we will bring all of these elements together to give you the best possible insight into the creative industries, a multi-layered contact network of professional peers to equip you for your own personal journey into the creative industries, and to prepare you for the world of work.

I could not be more proud of what ACM has been able to achieve over the past four years. We have grown from 800 students to more than 2,000 across three locations – which by 2020, I am proud to say, will be four, with even more international connections. My careful management of our growth means that we're still small enough to care, but big enough to make a difference. Come along and see this for yourself at an Open Day soon. We are equally proud to have **Metropolis** within our group, which is simply the most incredible artist development hub, connected to every continent and every major player in industry, from labels to managers to A&R execs, as well as independent artists across all genres of music. From inspiration to activation, our Grammy Award-winning engineers help Metropolis power much of the music industry, as well as wider creative industries including Television and Brands. It's already a critical part of our organisation, and could soon become a critical part of **your** learning journey at ACM.



Your journey to **your** career in the creative industries starts right here, and I am looking forward to meeting you.

A handwritten signature in blue ink that reads "Kainne Clements".

**Kainne Clements**  
Executive Chairman, ACM



## Ace on ACM Birmingham

ACM Birmingham holds a special place in my heart, as well as my professional career. As a boy, I gained my musical education in Birmingham, watching all the bands and hanging out in the music stores until I was ready to take the stage myself and clock up 6 million LP sales. For the past 25 years alone, I have been playing venues in Birmingham on tour in Skunk Anansie and hold the city and music scene with high regard.

Being a part of this campus and Director of Creative Industry Development, I thoroughly enjoy my visits for mentoring students and hosting masterclasses, feeding back industry in real time into the classroom as well as being an integral part of the Birmingham Music Awards (BMAs).

Kind regards

**Ace**

**Martin 'Ace' Kent**

Director of Creative Industry Development





## Message from Richard Connell

My name is Richard Connell, and I am the CEO of Metropolis Studios in London. Over the last 25 years working in the music industry, in independent and major labels, I have worked with acts from the Foo Fighters and Kings of Leon to 1Direction and Beyoncé. I have managed large teams and labels, all dealing with some of the most complex and fluid trading conditions the industry has ever faced.

Every Monday, I join the other industry professionals on the ACM leadership team and work on the curriculum and its effective delivery across all areas of the ACM experience. It is this constant industry-led oversight that means the ACM's core curriculum is unparalleled in its scope and up-to-the-minute relevance. It really does reflect what is going on in the industry today – but more than that, these Monday steering meetings ensure it is only ever one week away from being updated and embedded across the curriculum.

What I find so inspiring about the Birmingham campus is the energy and perspective it brings. It is an important part of my work to make sure that myself and the other team members make it to Birmingham regularly, as well as taking events like Metropolis Rising and the students' own record label, Metropolis Blue, to Birmingham. It's a great source of personal pride for me that the first signing to the students' label is an act championed by the Birmingham Campus.

This is an industry fuelled by new ideas and creativity. It is a privilege to have Metropolis work with ACM so closely. On a personal note, it feels like the 25 years of experience that I bring is really adding value – and for that I am grateful to ACM and the Birmingham campus in particular for giving me the opportunity.

**Richard Connell**  
CEO, Metropolis Studios



DEUS  
EX MACHINA  
VENICE

CHAIR STUDIO

# Welcome to ACM Birmingham

Birmingham is the perfect city in which to follow your chosen path into industry, a bustling metropolis with a **rich musical heritage** and thriving music scene – and it's also the **second-largest city in the UK**. Since ACM Birmingham is located right in the **city centre**, and we have relationships with many of the city's **incredible performance venues** – including our own club nights at the famous Asylum complex – you'll never be short of things to do!

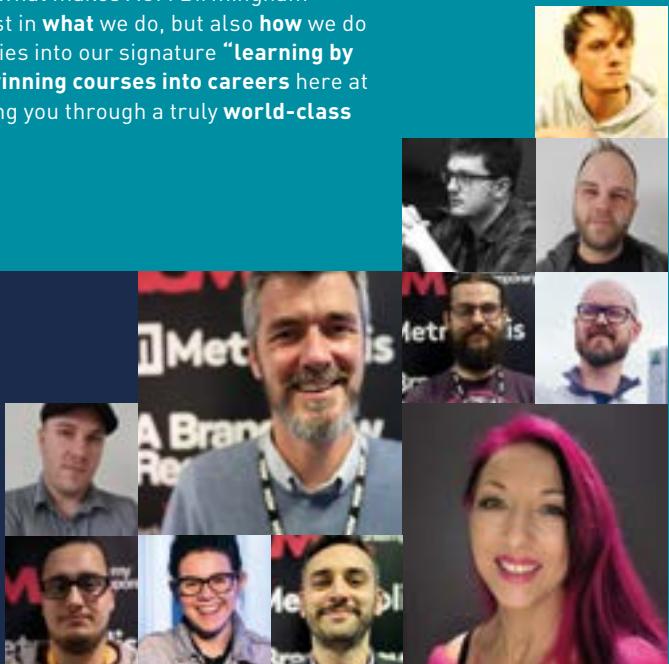
We can be found within Birmingham's famous Jewellery Quarter, an area that English Heritage calls "a **national treasure**". Many musical icons, national treasures themselves, hail from Birmingham, including **Editors**, **Black Sabbath**, **Duran Duran**, **The Streets**, and **Judas Priest** – as well as **Led Zeppelin** vocalist **Robert Plant** and drummer **John Bonham**. Our boutique-style Birmingham campus is currently home to approximately 200 students, and we can't wait to follow the success of our Birmingham graduates in the years ahead.

Read on to find out more about what makes ACM Birmingham unique. The difference is not just in **what** we do, but also **how** we do it – and every ACM experience ties into our signature "**learning by doing**" ethos. We turn **award-winning courses into careers** here at ACM, and look forward to guiding you through a truly **world-class educational experience**.

All the best,

**Mark, David, ViX,  
Mat, Katie, Luke,  
Ben, Johannes, Stas,  
Steven, Tristam**

and the rest of the team at  
ACM Birmingham



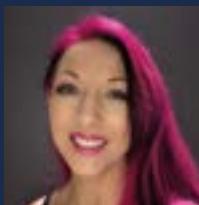


## You'll learn from a team of world-class tutors.

At ACM Birmingham, you'll be taught by the **very best music industry professionals** who are already out there, living the dream you have right now, **earning a living by doing something they love**.

**Our tutors are constantly connected to the creative industry that you want to work in.** They **create new sounds, design brand new ways of working, and push creative boundaries.** Each and every day, they bring **the most up to date knowledge and rarest of opportunities** from the outside world back into our classrooms, **only for ACM students.**

ACM Birmingham tutors are **dual-professionals** with expertise in their respective sector of industry as well as education. **Your** music industry aspirations are their life-long careers. **What better role models could we offer?**



**Victoria "ViX" Perks** (Creative Artist Route, Music Business)  
ViX has been a professional singer-songwriter **since the age of 15**. She is a member of **Fuzzbox**, the **UK's most successful band of all-female instrumentalists**, who rocketed to **worldwide success** with chart hits "Pink Sunshine", "International Rescue", and "Rules and Regulations". Fuzzbox have appeared on **Top of the Pops**, **The Old Grey Whistle Test**, **Going Live**, **Blue Peter**, and many other TV shows – and ViX herself has appeared on **Never Mind The Buzzcocks**, as well as touring the world while sharing the stage with the likes of **Paul Weller**, **Simply Red**, **Fun Lovin' Criminals**, **The Wailers**, **Madness**, **Kylie**, and **Ginger Wildheart**.



**Steve Sheldon** (Guitar)  
Steve's versatile style has enabled him to perform in theatre productions [such as **The Royal Shakespeare Company's "Romeo and Juliet"**] and orchestrations for the **BBC**, as well as playing for **The Drifters**, touring, and playing functions around the world.



**Nic Britton** (Production & Keyboards)  
For the last 25 years, Nic has been part of the **TILT** production team. He has worked on numerous **UK Top 40 records**, remixes, and co-productions with artists like **Paul Van Dyk**, **Perfecto**, **Mel C**, **Jeff Wayne** and **Dido**. His latest remix of **U2**'s "Summer of Love" landed in the **Top 10 US Billboard Dance Chart**.



**Evan Rogers** (Bass, Keyboards, Production, Composition)  
After moving to London to study and pursue a session career as an electric and double bassist, Evan found himself depping in **West End** pits for shows such as "**Pippin**", "**Cabaret**", and "**Fiddler on the Roof**". As a composer, Evan has written music for trailers and ad campaigns including "**How To Train Your Dragon 2**" and "**Witcher 3**", and he is also part of an **Air Studios** team orchestrating for films and TV shows such as "**House of Cards**" and "**Game of Thrones**".



**Francesco Lo Castro** (Guitar, Music Business, Production)  
As a guitarist Francesco is constantly busy, collaborating both in the studio and on tour across the world with many artists, including international multiplatinum-seller **Patrizio Buanne**, **Blue Note**, best selling act **Us3**, and two-time **Grammy winner Eric DeFede**. Francesco is also a **prolific solo artist**, and has released **six albums** including "Chasing Beauty", which is in the "All Time Top 200 Downloads" chart on **All About Jazz USA**. Francesco also has several credits as a **producer/engineer** and is a **library music composer**.



**Anna Brooks**  
(Vocals, Music Business)  
Anna is a multi-talented vocalist, saxophonist, arranger, musical

director, and recording artist. She is a member of **Brooklyn Funk Essentials**, with whom she has recorded two albums and supported **Larry Graham, Bootsy Collins, and Kool & The Gang**. She has also worked with **The Drifters, The City of Birmingham Symphony Orchestra, Roy Wood, Alison Limerick, and Shane Ritchie** – as well as acting as a music preparation specialist credited on the famous **BBC** shows **Doctor Who** and **Torchwood**.



**Matt Jones**  
(Production)  
Matt plays lead guitar for progressive power metal band **Dakesis**, and is renowned for

his technical ability. His career highlights include several appearances at the **Bloodstock** open air festival (where Matt shared the stage with artists such as **Blaze Bailey of Iron Maiden and Edguy**), along with **multiple UK headline tours** and a 2016 Finland tour. Matt is also Head Engineer and Producer at **CapsaArx Studios**, and works as a dep and session guitarist.



**Iwan Van Hetten**  
(Keyboards, Production, Music Business)  
As a widely respected multi-instrumentalist, producer, and musical director, Iwan has worked with big names like **Sister Sledge** and **The Pointer Sisters**. Iwan has also been a member of **Brooklyn Funk Essentials** for over 17 years, playing keyboard and trumpet as well as acting as the band's musical director, and appearing on a number of the band's albums. His own **world-class recording facility** neighbours ours, also being located in the Jewellery Quarter.



**Tobias Alexander**  
(Drums & Music Business)  
Tobias has worked professionally as a drummer since 2006, working both nationally and internationally and gaining experience across live radio and TV, recording, and touring work. He is currently working with **10 Downing Street** on a **national memorial project**. Tobias was also listed in **Rhythm Magazine's "Ones to Watch"** feature in 2018.



**Raf McDonnell**  
(Music Business)  
As a marketing expert, Raf has worked with major brands (**Coca-Cola, Pepsi, Walkers Crisps**), celebrity musicians (including **Kylie Minogue, Robbie Williams, One Direction, Ariana Grande**), and major creative industry businesses from **EMI** to **Creative Artists Agency (CAA)** and **Amazon Tickets**. He now runs his own talent agency, **Talent & Brands**, representing celebrity talent for commercial brand opportunities, and helping brands find suitable **celebrity talent** for their campaigns.



**Ellie Fitzgerald**  
(Music Business)  
Ellie has worked in the music and entertainment industry for over 15 years, specialising in talent management and brand activation. At **Universal Music**, Ellie built brand relationships for artists such as **Craig David, Tinch, and Westfunk** – and since opening her own boutique agency, her client base has included **X Factor** winner **Alexandra Burke**, **JLS** star **JB Gill**, and **Kimberly Wyatt** of **The Pussycat Dolls**.



**Tony Briscoe**  
(Production)  
Tony is a producer, composer, educator, and technology expert with a PhD in Sound & Vibrations. He has had **UK chart successes** with artists such as **Craig David, Beverley Knight, and Artful Dodger**; composed music for the **David Attenborough** TV series *Life in Cold Blood (Under The Skin)*; signed publishing deals with **BMG, Sony ATV, and Peer Music**, and also performed at numerous festivals including **Glastonbury**.



**Tanya Lacey**  
(Creative Artist Route)  
Tanya Lacey's songwriting and performing career spans

over 10 years. She first signed to **Sony RCA** in 2009 as an artist, later creating her own **independent record label**. Tanya has written for, toured and collaborated with artists worldwide including **Bruno Mars, Will.i.am, Tori Kelly** and **Basement Jaxx**. In 2017, she was featured on **The Voice**. Tanya currently has an active working relationship with '**Girls I Rate**' as a writing tutor, '**Bristol Plays Music**' mentoring artists as part of an ongoing annual project (**Homegrown Heat**), and has been newly appointed as a director on the board of trustees for '**The Colston Hall**'.



**Kieron Pepper**  
(Artist Development and Creative Output (ADCO))  
Kieron is a self-taught multi-instrumentalist who, having played drums for **The Prodigy** for ten years (**1997-2007**), is now a member of the legendary **Radiophonic Workshop**, the original **pioneers of electronic music for radio and TV**, and plays bass guitar for Britpop favourites, **Sleeper**.

In his spare time between touring, writing, and recording, he mentors and produces upcoming bands and artists.





## You'll study in a state-of-the-art environment.

At ACM, you can look forward to an immersive, award-winning education that matches **the highest quality of teaching** with **unparalleled student experiences**. ACM Birmingham's exceptional facilities include two recording studios, three classrooms, multiple practice rooms, a 50-seat live stage recently kitted out by **HH Electronics**, an editing suite, and an MIT suite, all kitted out with **state-of-the-art equipment** provided by **Apple, Yamaha, Fender, Laney, Blackstar, Roland, Tama, Novation, Behringer, Peavey, Audient, Digidesign, and Marshall** – and students can book all of our facilities for their own needs via our special **myACM** app.

Coming soon to ACM Birmingham is another MIT suite and our brand new, top-of-the-range **24-channel SSL Duality studio**, which will be built to the **highest professional standards** and feature a **Genelec monitoring system**. Once completed, it will be **the best studio you'll find in Birmingham** – and **available exclusively to ACM Birmingham students**. We constantly upgrade the equipment and software available for students to use, to keep up to date with the latest versions and trends.

ACM Birmingham is open late into the evenings, so that our professional performance and recording spaces are available to students whenever inspiration strikes.



## Want to be a producer?

The modern-day music producer wears many hats in this **rapidly evolving music industry**. From **working with live bands** and **coaching the artist and musicians in the studio environment** through to **designing your own sounds for an electronic piece**, a producer's role is ever-changing.

Our all-new Production pathway aims to equip students with a **diverse set of skills** necessary for the successful completion of a professionally produced piece of music. Successful graduates will feel as **comfortable working in traditional studio environments** as they will utilising the **latest digital audio technology** to **push the boundaries of modern music production** within their genre or specialist interest.

In terms of core competencies, all students graduating on the production pathway will be able to **independently project manage, compose, arrange, produce, and mix** a piece of music from inception through to the final mastered track.

You will be involved in cross-pathway collaboration sessions with **top-quality songwriters, top-line writers, vocalists, session musicians, and music business students** to mirror music industry experience.

Through ACM's **unique links to the industry**, you will have access to **masterclasses** from not only **famous artists**, but **professionals** who specialize in the areas surrounding production. **Your tutors also work on their own projects**, to ensure that we deliver the most up-to-date and relevant content for the modern producer in today's ever-changing industry.

Students will also be introduced to a diverse range of areas in which they could employ their core competencies, such as **composing for film and media, 3D sound, and adaptive audio in games**.



## You'll personalise your studies.

ACM's **award-winning syllabus** offers the choice of **many study disciplines**. Whichever one you choose, ACM will help you develop creatively, technically, and academically, with **high-quality industry and commercial knowledge**. Subject matter includes:

### **Further Education (UAL Level 2) Diploma:**

- Music Performance and Production

### **Further Education (UAL Level 3) Extended Diploma:**

- Music Performance (Guitar, Bass, Drums, Vocals)
- Music Production
- Songwriting

### **BA(Hons) Music Industry Practice, 2 Year Accelerated Degree:**

- Musician Route (Guitar, Bass, Drums, Keys, Vocals)
- Creative Artist Route (Songwriting/Artistry)
- Producer Route (Contemporary Music Production, Electronic Music Production, Audio Engineering, Creative Sound Design)
- Technical Services Route
- Business & Innovation Route

For those learners arriving at ACM with non-traditional qualifications, we also offer a 3-year study route to achieving a degree qualification, including an integrated foundation year.



# We'll turn your course into a career, and support you along the way.

We believe that the best way to support you in navigating your career within the global creative industries is to build your capacity through three key components of our programmes: your personal and professional development (including your mental and physical wellbeing); your creative ideas, skills, and problem-solving aptitude; and your ability to learn through practice and collaboration. So, ACM makes a three-way commitment to your **academic**, **professional**, and **personal development** when you study here at ACM Birmingham.

That is why all our academic programmes also nurture your personal and professional development. Our award-winning **Student Services** team will help you with everything from a day-to-day mishap to managing any performance anxiety, or support you to cope with a personal crisis when one of life's many challenges arrive. We're also big fans of **Mindfulness**, so you'll be able to study the connection of body and mind in order to **unlock the mental, physical, and creative potential you never even knew you had**.

We are a diverse and creative community, and we notice what's happening every day in our learning, social, and professional spaces. Whilst most institutions pick up issues through a series of scheduled student forums and meetings, we actively **listen and quickly respond** to your concerns expressed on a weekly basis and enable you to shape your individual student journey, and this also enhances collective student experience. So whether you go to the student hub, send an email, or let a tutor know your concern, **we will engage with your concern** and **take steps to support you and respond to the situation**.

We've also **dedicated an entire department to helping you take your first steps into industry**. ACM's **Industry Link** team, who will **support your professional development** along the way, is headed up by Martin 'Ace' Kent (of **Skunk Anansie** fame). Through regular **networking events, work placements, and performance and audition opportunities**, you'll be able to **showcase** your knowledge and talent to **music industry executives** (from labels, publishers, management companies and more) and gain first-hand feedback from those in the know.

**ACM's Artist Development and Creative Output (ADCO) Team**, run by former **Prodigy** drummer **Kieron Pepper**, works in partnership with **Industry Link** in order to give ACM students the **tools and advice** they need to thrive in the creative industries. Together, **Industry Link** and **ADCO** have been embedded into the ACM curriculum. Your professional development is our headline focus.





## We're involved in a host of gigs and unique events across the Birmingham music scene.

We pride ourselves on **connecting ACM students to the music industry** at every opportunity, and work with a range of music venues and events in order to achieve this goal. From stripped-back and acoustic performances (**440 Sessions**) to **Hip Hop Rocks** and a variety of individual events including **end-of-term gigs, showcases** (including showcases related to ACM's own record label, **Metropolis Blue**), **EP releases, networking events, club nights, touring shows** performed by current and alumni bands, and even **our own stage at CoCoMAD Festival**, we have it all covered. Birmingham venues we work with include **The Actress & Bishop, The Flapper, The Sunflower Lounge, Asylum 2, and Mama Roux's**.

We also collaborate with a monthly event called **Listening Sessions**, which is held at different venues across the city. It gives producers the opportunity to have their music played on a **club-quality PA** and get **feedback from other producers**. ACM students can **attend Listening Sessions events for free**, and Listening Sessions also host **special Q&A events** at ACM Birmingham.



UPRALAR  
Studios





## We've partnered with the legendary Uprawr Rehearsals.



Every performer needs a **place to play** – and we are proud to include **Uprawr Rehearsals** as an extension of ACM Birmingham's professional-grade learning environments. Uprawr is part of the locally renowned **Asylum performance, recording, and rehearsal complex** and situated **a short walk from ACM**. At Uprawr, ACM students can plug into yet more **professional-standard equipment**, and even hang out in Uprawr's luxurious **gig bar**. This is the perfect place to **bond with your bandmates** while **expanding your network** of friends and future collaborators.

Situated right next door to Uprawr, the **Asylum** venue is home to **one of the best alternative club nights in the UK**, as well as **gigs from an array of touring acts** across many genres. ACM also runs a **monthly rock/metal night for ACM students** at Asylum 2, giving you plenty of space to rock out or cool off – whichever you prefer.



## BIRMINGHAM MUSIC — AWARDS 2018



You can get involved with the Birmingham Music Awards.

Birmingham has a long and well-deserved reputation for producing exceptionally talented musicians – and the **Birmingham Music Awards (BMAs)** aim to bring together and recognise the achievements of musicians and industry professionals across the Midlands. Thanks to ACM's **Ace** and **Kieron Pepper** (who are both **Creative Directors** at the BMAs) and Birmingham Music Awards co-founders **Dean Williams** (who also established the annual Birmingham Film Festival) and **Jo Jeffries**, our students gain experience working behind the scenes at the BMAs in a range of roles, including **live event management**, **technical services**, **social media**, **assisting in the nominations process**, and also **marketing**. Jo Jeffries is **extremely well-connected** within the thriving, diverse, and incredibly exciting Birmingham music scene, and hosts **special masterclasses at ACM Birmingham**, as well as **helping students organize their own networking events** and bringing in **even more industry experts** to share their knowledge through **additional masterclasses**.





ACM artists also have the chance to **perform at BMAs events**, including the **main award ceremony** itself. As a student, you can vote for your favourite tutor, favourite college, and favourite artist or band – and ACM also gets **special priority tickets** that ensure entry to our students. ACM even **sponsors and presents the “Best Band” Award**, as well as sponsoring the awards ceremony and other BMAs events – and last year, **ACM artist Nathan Brooks** was a BMAs finalist.

The BMAs also run **Music Network Monthly**, a fantastic networking opportunity for ACM Birmingham students interested in connecting with a host of **musicians, producers, songwriters, managers, record labels, music publishers, agents, press, legal experts, and radio and TV representatives**. Networking nights also include **pre-conference seminars**, open to ACM students, that cover everything from **management** discussions to **digital distribution** talks hosted by **CD Baby**. ACM's connection to the BMAs helps **connect students to the local music industry**, all while **learning by doing** – a core aspect of ACM's award-winning educational style.

Our relationship with the BMAs ensures that all ACM students have **direct access** to the Birmingham and Midlands-based creative industries, creating **work experience, networking opportunities, collaborations and partnerships** between both sides. As the BMAs grow in profile and stature, there will be **more**

**opportunities** for students to get involved and have access to a **wider audience** and **potential employees and clients**.

In addition to this, we bring our **Educational Associate Programme** with the **Music Managers Forum (MMF)** to ACM Birmingham. This enables ACM students to get **free membership of the MMF** during their studies, which provides them with access to **masterclasses, seminars, discounted tickets to industry events, mentoring** and most importantly, **management experience**. This includes a **day of masterclasses and seminars** per year within the ACM campus with **professional managers** to offer their input, feedback, and advice.

ACM will also be involved in this year's **Pivotal Music Conference** on 27th September. Similar to **The Great Escape** in Brighton, the event will be a mixture of **showcases, networking events, seminars and presentations** involving industry professionals from around the world.

Finally, we have introduced **Discovery and Development** to the Birmingham Campus. This is a **co-curricular activity** with the help of **industry professionals** to put **new and emerging artists, bands, and producers with first-time managers**, so that both parties can get a full understanding of what it's like to be in an artist / management business relationship. This also acts as an **A&R filter** that organically feeds into **ACM's Metropolis Blue record label**.



With a long list of spectacularly successful alumni (from **Ed Sheeran** to **Newton Faulkner** and **Matt Healy** of **The 1975**) and thousands of graduates working in industry of whom we are equally proud, it's always exciting to help our students move toward the careers of their dreams. Our PR and Content Executive, Lizzie Cooley, caught up with up-and-coming ACM artist **Grace Hudson** (a.k.a. "Bella") to chat about her time at ACM Birmingham...

## **1. Can you tell us more about yourself as an artist?**

I've been singing since I was five years old, and writing poetry and lyrics since I was 10 – so I've always been very invested in music and composing. In recent years, I found myself inspired a lot by East Asian culture and interpreted that in my music as well, to create a really nice blend of electric pop with traditional Japanese/Chinese/Korean instruments and aesthetics. For example, I use the Japanese koto in a lot of my music, and I take inspiration from the YamiKawaii aesthetic.

## **2. What made you choose ACM Birmingham?**

Speaking to the staff really inspired me to step out of my comfort zone and pursue only music instead of pursuing it alongside other subjects. After I looked around the building and spoke to some of the staff members, I knew it was exactly where I wanted to go. The more I found out about the place, including the studio and Industry Link, it was all I wanted to do.

# **We help the brightest new talent find their way into industry.**

## **3. What's been the highlight of your studies so far?**

The performance opportunities I've been given have been amazing. Performing at the Sunflower Lounge and CoCoMAD Festival has really increased my motivation to become a full-time artist / performer.

## **4. What's the most useful thing you've learned in your course so far?**

How to work with others, since I'm usually such an independent musician. I also learnt a lot about working in studios and how to make a living from being a full-time musician. There's too much to list, but thanks to the things I've learnt it's turned me into a better musician, more willing to work with others.

## **5. Tell us about your career aspirations for the future?**

I want to be a full-time artist/performer. Constantly releasing new music and touring is a dream for me, and it will be my main goal until I reach it. I know it's a difficult goal to achieve, but I am fully determined to reach that goal, no matter what obstacles come my way.

## **6. What is your advice to other artists looking to apply to ACM Birmingham?**

Definitely go there – you learn so many amazing things, and you're surrounded by wonderful people that will support you and help you with anything and everything. The opportunities you're given are more than worth it too!

# Sounding good? You can Access All Areas, right from the get-go!



Remember, you don't have to wait until you are a student of ACM to find out what a world-class creative industries education is all about. Our award-winning **Access All Areas Pass** puts ACM at your fingertips right now. Together with our mobile and web app, **myACM**, you can access a host of **on-site and on-line content** and learning opportunities. We're continually investing in the pass, and the first batch of passes will be sent out later in January. Here's a selection of **podcasts** you'll find on myACM over the months ahead from **Ellie Fitzgerald**, our **Industry Link** podcast guru.



**Media Training – An essential life skill** (with prolific **showbiz journalist Gemma Calvert**)

**Vlogging – how to succeed with music on YouTube** (with YouTuber **Sam Harvey**, who has **2 million subscribers**, and is signed to **Virgin EMI**)

**Blockchain, AI and Tech** (with **Zac Smith** and **Brendon Poyton**)

**Dissertation skills** (Key points to get yours into the best shape with **Nathan Richards**)

**'Future Proof / Trends – What's happening with Tech?'** (with US futurist and **Head of Discovery Channel, Professor Adam Zuckerman**)

**Spotlight on bold industry ideas and how to fund them** (Double episode special: **Subba Cultcha** and **Songwall**)

**Spotlight on intellectual property rights** (with **Paulette Long (OBE)** and **Brendan Poyton**)

**Jobs in Music** (with Handle Recruitment and Creative Artists Agency (CAA))

**Hospital Records** (An indie label story)

**Key strategies for your brand on social media** (with prolific social media guru **Katie Ray**)

**Music Online – Why own when you can rent?** (A look at **mycokemusic**, **Napster**, and more with **Raf McDonnell**)



CROOKS



## Why ACM?

ACM is small enough to care and big enough to make a difference.

- **Learning within a Creative and Collaborative Community:**

ACM is a collaborative community of artists, creative industries professionals, researchers, and learning support specialists who collectively produce and deliver a real-time and immersive industry-based education for students.

- **Readiness for a Career in the Creative Industries:**

ACM will equip you with the creative, professional, and academic skills and the personal resilience to negotiate and navigate your career within the creative industries.

- **Individual aspirations and goals:**

ACM will provide opportunities that embrace your aspirations, develop your talents, and extend your capacity for engaging in professional situations.

- **Individual learning journey:**

ACM will support you throughout your learning journey, whether you want advice, information, resources, or you just need extra support in dealing with life's challenges.



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