

ACM the academy
of contemporary
music



Why **ACM** London

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 résumé. 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.

Kainne

Kainne Clements
Executive Chairman, ACM



Emma-Louise Bucknor on ACM London

ACM as an institution will always be special to me, but ACM London is literally a part of me. Located in our capital city and the most influential music hub in the UK, I see so much of myself in our students. Throughout my own music degree, I was passionate about not only my music, but also ensuring that I educated myself in all aspects of the music industry. I lived it, and it became me.

There is no better place to fully absorb the melodies of musicians from all walks of life than London. I made sure I was watching live music at least three nights a week, visiting venues from The Jazz Café to Ronnie Scott's, Troy Bar, and The Tabernacle. I got on the Tube and went to them all.

I threw myself straight into the industry upon leaving university, firstly as a backing vocalist before evolving into an artist, and spent the next 12 years as part of the Soul II Soul collective while releasing three UK Soul Top 10 singles. As 'Soulful Emma-Louise', I manage myself successfully and have sold out venues worldwide.

Here at ACM, we pride ourselves on giving students first-class industry experience and linking this directly to their formal education. I have many strings to my bow, and am passionate about passing all of this knowledge back to the ACM London students. As an industry professional, I want to ensure that our students are aware of all aspects of the music industry – and as a lecturer and member of the leadership team, I make this my duty.

Emma-Louise Bucknor
ACM London Campus Leader



Message from Marnie Keeling

My name is Marnie Keeling, and I am the Studio Manager of Metropolis Studios in London. For the past five years at Metropolis, I have been afforded the opportunity to work alongside various departments within Metropolis – including the Labels, Events, and Mastering Teams. This has provided me with extensive music-related experience, along with an overview of the music industry.

On a daily basis, I manage the incoming traffic and volume of studio bookings and enquiries, facilitating each request made by an artist's manager, their label's A&R department, and the artist themselves, whilst striving to accommodate their studio booking requests and provide them with the perfect platform to make the music they desire. Metropolis provides the highest-quality equipment, studio rooms, and talent – including our in-house and Grammy Award-winning engineers – and it is an honour to contribute to this high reputation and its ever-evolving excellence.

In partnership with ACM, we offer up-and-coming musicians a platform to experience life within a working studio. Metropolis provides recording opportunities weekly to ACM students – so they can come and have their music professionally recorded in-house, in the very same studios, and with the very same technicians that work with Adele, Jay-Z, Calvin Harris and Kendrick Lamar! It's incredibly inspiring to be part of this process and experience.

In terms of development, over the last few years I have assisted with the ACM internship programme, which offers students a platform to study and work within the Metropolis building, learning the craft first-hand from our engineers and staff. The exciting relationship between Metropolis and ACM – which also takes in work experience programmes and the Metropolis Blue record label – continues to evolve, and I look forward to assisting with the future creation of more exciting initiatives.

Marnie Keeling
Studio Manager at Metropolis





Welcome to ACM London

Situated by the beautiful Clapham Common and only a few Tube stops away from **the centre of the British music business, ACM London** is home to approximately 500 full-time students, and has a real “art school” vibe. As is the case with all ACM campuses, it’s a **microcosm of the music industry**, with performers, producers, songwriters, artists and business entrepreneurs all under one roof. We also teach **Game Development** at ACM London, which influences the campus’s creative atmosphere in a whole new way.

Spread across four floors, ACM London provides **a unique learning location** in the heart of one of the world’s most exciting cities.

From **The Who** to **Eurythmics**, **David Bowie**, **Coldplay**, **Fleetwood Mac**, **Pink Floyd**, **Queen**, **The Clash**, **Amy Winehouse**, **The Rolling Stones** and even **Iron Maiden**, countless famous bands and artists have emerged from **London’s incredible music scene** – and London is also home to a massive range of **music venues, clubs, tourist attractions**, and **popular landmarks**. With plenty to keep you busy, student life doesn’t get fuller than this!

Read on to find out more about what makes ACM London 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,

Jon, Emma, Yas,
Polly, Tony

and the rest of the team at
ACM London





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

At ACM London, 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 London 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?**



Mike McNally
(Music Business)
Mike McNally moved into the music industry through a career in media, working for

The Observer, **Virgin Radio**, and music titles **NME** and **Melody Maker**. After joining **EMI Music**, he spent ten years in senior A&R, Strategy, and Marketing & Promotions roles across a range of EMI labels before joining the innovative management company **Netwerk** as UK SVP, working with international artists and their management teams. His consultancy, **McNally Consulting**, delivers seminars, workshops, and consultations on strategy, branding, and development to **international trade bodies, national music export companies, labels, and artists**.



Dave Cronen
(Music Business)
Since 1984, Dave has worked in various areas of the music industry including retail (**Virgin**

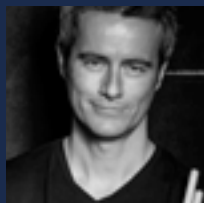
Records), distribution (**Rough Trade**), and record labels (**MasterCuts**, **Grand Royal**). Dave set up **Trust Management** in 2003, and has since worked with **Johnny Marr**, **Ash**, **We Are Scientists**, and many others.



Tony Briscoe (Game Development, 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**.



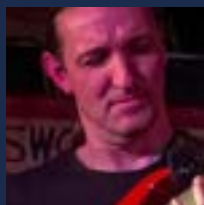
Danny Mullowney
(Drums)
Danny's drumming versatility has taken him to over **120 countries** while touring, recording,

and performing live televised events with **Universal Music Group** artists. He continues to record and perform with theatre, swing, and pop acts throughout the UK and Europe, and has also written for **Modern Drummer** and **Rhythm Magazine**.



Kevin Glasgow
(Bass)
As a globally in-demand bassist, Kevin has performed at a long list of international jazz

festivals; venues such as **Ronnie Scott's**, **The 606**, and **Dizzy's Club Coca-Cola** at the **Lincoln Center** in **New York City**; and even **Glastonbury**. He has also performed and recorded with many different ensembles and artists, including **Tommy Smith**, **Tim Garland**, **Tony Monaco**, and the **Scottish National Jazz Orchestra** (featuring soloists such as **John Scofield**, **Bill Evans**, **Randy Brecker**, and **Peter Erskine**).



Scott McGill
(Guitar, Commercial Songwriting)
Scott has been a professional guitarist since the age of 19, and

has worked with talents as varied as keyboardist **Jordan Rudess** (**Dream Theater**) and producers **David Torn** (**David**

Bowie, Madonna and **Percy Jones (Phil Collins, Brian Eno)**. He is actively involved in academic research, and has shared a stage with **Jimmy Page, Joan Jett**, and **The Beach Boys** while performing to over 500,000 people.



Lucy Harrison
(Production)

Lucy is a composer and sound designer, specialising in interactive sound. Her recent

work includes sound and music for an immersive art event in partnership with the **National Trust**; a motion-sensitive sound installation for **Girlguiding at Alexandra Palace**; an interactive library as part of a theatre production in Clapham; and an interactive blanket fort in East London.



Jamie West-Oram
(Commercial Songwriting)

After moving to London in 1977, Jamie toured and recorded with **Roy**

Hill, Philip Rambow, and **Robin Scott** before helping form **The Fixx** in 1980. More than three decades after they formed, **The Fixx** are still regularly writing, recording, and touring the world. Jamie has also worked extensively as a session musician, collaborating with artists including **Brian Eno, Laurie Anderson, Tina Turner, David Bowie, Kirsty MacColl, Cyndi Lauper, Stevie Nicks**, and **Depeche Mode**.



Mark Brocklesby
(Production)

Mark Brocklesby is a musician, recording engineer, mix engineer, and record producer with various

credits in music and film post-production.

He co-owns and manages **Big Smoke Studios** in London, where he continues to record, mix, and produce a **wide variety of musical genres**, while also undertaking further research and practice using **experimental recording techniques** to capture and mix spatial audio. His career credits include **Channel 4, Lime Pictures, Ian McNabb, James Walsh, Brian Nash, Yousef, Red Snapper, Royal Liverpool Philharmonic Orchestra** and **Jenny Bae**.



Katie Hector (Vocals)

Katie's performance work includes **extensive worldwide touring**, with a range of different artists and as an artist in

her own right. She has shared the stage and studio with artists as diverse as **Nile Rodgers, Emeli Sandé, Lou Reed, Jocelyn Brown, Iggy Pop, Jessie J, Tom Jones, Roy Ayers, Anastasia, Robben Ford**, and many more. Her career highlight so far is singing alongside **Chaka Khan** at her sold-out **Ronnie Scott's** shows, and also throughout a **tour across Asia**.



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**, **Tich**, 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**.



Tanya Lacey
(Commercial Songwriting)
Tanya Lacey's songwriting and performing career spans over 10 years.

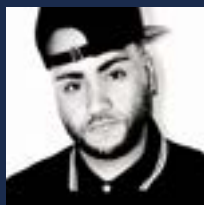
She first signed to **Sony RCA** in 2009 as an artist, later creating her own **independent record label**. Tanya has written for and collaborated with artists across the world – including **Will.i.am**, **Rihanna**, and **Jennifer Lopez** – and also toured with **Bruno Mars**. In 2017, she was featured on **The Voice**. Tanya currently has an active working relationship with **Girls I Rate** as a writing tutor, and works with **Bristol Plays Music** as a mentor to artists. She has also recently been 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.



Marwan PKA King Tut (Production)
Marwan PKA King Tut is a **Diamond-selling producer** from London set on breaking

the stereotypical mould. His diverse sound and skills have enabled him to hop between **London, Europe, and Los Angeles** while working on **hip-hop, indie, rock, and pop sessions**. His discography includes world-renowned artists such as **Jessie J, Ella Henderson, and Professor Green, Wretch 32, and Chip** – and he has also earned **Silver, Gold, Platinum, and Diamond** plaques from the **UK, Europe, and America**.



Ashwin "Smash" Seegobin
(Production)
A Trinidad and Tobago native, Smash began his career working for **Precision**

Productions and trained as an assistant engineer while working on some of the major records from the islands' annual **Carnival**. He has worked with a long list of artists, including **Machel Montano, Bunji Garlin, Charly Black, Konshens, Destra Garcia, Kes the Band, Voice, Busy Signal, T.O.K., and Trinidad James**.



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 London's **exceptional facilities** include two recording studios, a specialist drum room, a large lecture theatre, a Mac suite, one vocal and songwriting room, a bass room, and a post-production vocal booth, all kitted out with **state-of-the-art equipment** provided by brands such as **Apple, Roland, Aston Microphones, Laney, Blackstar, Tama, Ibanez, Shure, D'Addario, PRS, Zildjian, Ableton, and Native Instruments** – and students can book all of our facilities for their own needs via our special **myACM** app. We constantly upgrade the equipment and software available for students to use, thus keeping up to date with the latest versions and trends.

We also manage the availability and opening times of the campus in accordance with student demand, so that our facilities are there for students whenever inspiration strikes.



You'll connect directly to industry through our unique partnership with Metropolis Studios.

Celebrating a glorious 25 years in music, the legendary Metropolis Studios (situated in Chiswick, London) opens its doors to ACM students on an access all areas basis. This unique partnership allows ACM to offer experiences that can't be found anywhere else, thanks to music industry entrepreneur Kainne Clements, the owner and chairman of both ACM and Metropolis Studios.



Metropolis is Europe's largest independently owned recording and creative complex. It also boasts a long and legendary list of clients, including The Black Eyed Peas, Clean Bandit, Bon Jovi, Elton John, Ed Sheeran, Madonna, Kylie Minogue, Amy Winehouse, The Rolling Stones, Usher, Adele, The Clash, Jimmy Page, Rihanna, Queen, and Michael Jackson, to name but a few.



There are only two ways into Metropolis – as an established music industry professional, or as an industry professional in the making with ACM. ACM students get to record (free of charge) at Metropolis during downtime, attend exclusive industry events and masterclasses, and perform at the studio's legendary Mercury Bar. We also recently launched Metropolis Blue – a brand new record label run in an original and authentic way, for students, by students, with added layers of mentoring and stewardship provided by an incredible team of industry experts.

You don't have to wait until you're at ACM to find out what life at Metropolis is all about. Come to one of our ACM@Metropolis VIP Evenings. More info is available at www.acm.ac.uk/metropolisvip



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.



We're building a brand new Immersive Audio Critical Listening and Mixing Room.

Whether on location capturing an orchestra in as natural a way as is possible with a basic stereo array and a suitable recording angle to minimise angular distortion, or creating a hyper-unnatural but interesting playback environment for the listener, the concept of the soundstage within audio production is nothing new.

Authors such as David Gibson have used visualisations of shapes to represent where sound sources can be imagined (phantom images) within a hypothetically perceived 3D environment over a standard, technically stereo 2D horizontal planar speaker reproduction system.

With the advent of cheaper DSP and affordable multichannel reproduction systems, students, professional practitioners, audiophiles, and a variety of end users can now enjoy both enveloping and immersive audio via a range of delivery systems, whether they choose to listen to music, watch a film, or play on a games console.

Detail within a recording environment can be captured via a variety of multichannel

coincident and/or spaced microphone arrays for both 2D planar surround playback systems, such as the standard ITU 775 5.1 and 7.1, or for 3D production systems. The latter introduces periphony (sound with height), and this is achieved by adding an extra layer of speakers above the listener.

ACM is proud to announce that we will be installing a new 11.1 Genelec speaker system that will cater for stereo, surround sound, and 3D audio reproduction. The system will be set up with a 'god' speaker right above the listener, to allow our students and professional practitioners to make use of formats such as AURO 3D, as well as Dolby Atmos and other spatial audio environments.

The introduction of such a critical listening and mixing environment will allow students from a variety of pathways (Games Development, Creative Music Production, Performance) to explore inventive new ideas, and be trained in up-to-date recording and mixing techniques that give them the skills they require to work in today's ever-changing audio production industry.





Want to be a game developer?

The UK has a long history of making **world-class video games**, from Football Manager to Tomb Raider and **Grand Theft Auto V** – the latter of which is **the most financially successful entertainment product of all time**. Our gaming industry is worth nearly **£3 billion** to the British economy, employing over **47,000 people** across the country – and the **opportunities for growth and progression have never been greater**. ACM's Clapham campus is a uniquely creative place to study towards a position in a **professional environment** that rewards innovation as much as technical proficiency.

If your ambition is to make games, then our BA(Hons) in Game Development, run in conjunction with creative industry leaders **Falmouth University** and taught from our London campus, will build the skills you need to fulfil that dream and carve out a career in game development. **Project teamwork** will be at the heart of your studies, as recommended and supported by the gaming industry. You'll learn all about the world of professional game creation by **producing real games, from concept to completion, ready to take to market**.

In addition to these team-based projects, you will also focus on a **specialist pathway** to grow your technical skills in your preferred area of focus. Whether that's **programming, art, game design** or **game audio**, we have the facilities and **professionally experienced tutors** to help you make the most of your studies with us. **Your tutors also work on their own projects**, to ensure that we deliver the most up-to-date and relevant content for the modern developer in an ever-changing industry.





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:

BA(Hons) 3 Year Degree:

- Professional Music Performance (Bass, Drums, Guitar or Vocals)
- Creative Music Production
- Music Business & Innovation
- Commercial Songwriting
- Game Development

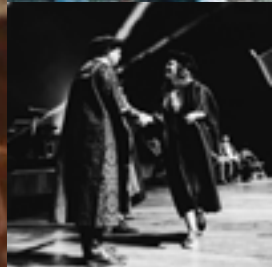
If you choose to study **Performance, Production, Music Business & Innovation** or **Commercial Songwriting** at ACM, you can select two **elective modules** from the following list during the second year of your degree, and complete them alongside your course's compulsory components:

- Education and Training
- Music Journalism
- Advanced Music Theory and Analysis
- Audio Design for Video Games
- Recorded Music Production
- Composition for Audio-Visual Media
- Tour Management
- Freelance and Musical Direction Skills
- Experimental Sound and Music
- IP Rights and Publishing

If you choose to study **Game Development**, you can specialise in **Art, Audio, Design, or Programming**.

We welcome applications from those who might have completed alternative qualifications and/or have prior experience.

Find out more at www.acm.ac.uk/courses/london/



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 London.

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 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 London 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 open mic nights and student DJ takeovers at **Revolution** to live shows at **Notting Hill Arts Club**, **Folklore**, and **Tamesis Dock**; ACM's own **Winter Live** festival; and our involvement with **Kingston Youth Festival**, we have it all covered. ACM students can also **put on their own events**, and get involved with the London music scene through our Music Coordinator, **Yasmin Mirdamad**.

ACM also has an active presence at **BBC Introducing Live**, a new music industry conference event at which our tutors and students host **panels, talks, masterclasses** and **Q&A sessions** that address a wide variety of **current music industry issues**. Our **Artist Development and Creative Output (ADCO) Team** are also on hand to provide special **demo review sessions** to musicians seeking **expert feedback and advice** from highly experienced music industry professionals. In addition to the above, our **student bands and artists** can **perform at BBC Introducing Live** – and with **15,000 people** in attendance over the course of the three-day event, it's the perfect place to **network, meet new contacts** and **collaborators**, and uncover **golden opportunities** for further career development.





We've partnered with the historic Stane Street Syndicate.



Located a short walk from the ACM London campus, **Stane Street Syndicate** has quickly become a **hub of creativity, art, and culture** over the last five years. The building itself is hundreds of years old, but Stane Street Syndicate has now partnered with ACM London to help nurture and develop the musical talents of the future. We use the Syndicate's **dedicated event space** for **band skills sessions, lectures, live performance assessments, and student-hosted evenings** including **open mic nights and gigs** – and Stane Street Syndicate has risen to the occasion, enabling us to deliver exceptional experiences to both ACM students and the music-loving public.



Along with **The Cavendish Arms** – another local live performance hub – Stane Street Syndicate also hosts **ACM Winter Live**, our very own **two-week live music extravaganza**. **Each Winter Live show features ten ACM acts**, performing in either **full-band or stripped-down acoustic settings**, and last year's event proved to be a warming transition into the Christmas period. We can't wait until **Winter Live 2019** – maybe you'll get to perform there!



You can get involved with ACM's cross-pathway Songwriting Camps.

The music industry has always been built on a solid foundation of great songs. The song is the fundamental building block of any successful career as a musical artist, and the key to unlocking and developing the multiple income streams associated with the modern 360-degree view of the music industry. While the song unlocks the gates to record sales, airplay, touring, and merchandise and synchronization deals, there is also a collaborative infrastructure underlying each radio hit and sell-out tour that goes way deeper than the surface perception of success.

Songwriters collaborate, co-writing with others, each drawing on their own area of expertise so as to maximise the creative and commercial potential of the song.

This often brings together the skill sets of composers, topline writers, and lyricists, all working alongside additional creatives from other important areas of the music industry.

Producers are themselves integral to the collaborative process, both as designers of the sonic canvas upon which each song will be immortalised and as visionaries for creative innovation, as well as working with writers, artists, and musicians to record, edit, produce, and mix the songs.

Musicians also bring their own contributions to the collaboration as both band members and session players for producers, creating, performing, and recording the parts that best represent



the overall vision for the song. Many of these musicians will play in a variety of stylistic contexts, so as to help underline the genre-specific characteristics of this vision.

While this complex creative process is taking place, technical services specialists ensure the smooth running of the collaborative process through the timely and efficient provision and setup of studio equipment, from room layout to mic placement and input chain design and install, as well as critical engineering duties, ensuring the capture of professional-quality recordings.

From a business perspective, record company A&R people, music publishers, music supervisors, and artist managers create the briefs for artistic style and direction, set up songwriting and production collaborations, and then select, pitch, and promote these great songs. Meanwhile, music business lawyers design and negotiate the contracts and deals that are needed to represent the interests and rights of the various contributors.

A songwriting camp brings all of these collaborators together under one roof,

streamlining the whole process. Working to defined briefs or specific projects, collaborative teams are constructed, drawing from each specific skill set in order to create effective partnerships relative to the project goals. All ACM Songwriting Camp students work under the guidance of experienced and successful songwriters such as Ivor Novello winner Tim Hawes, former Prodigy drummer Kieron Pepper, Bruno Mars and Will.i.am collaborator Tanya Lacey, charting songwriter Emma-Louise Bucknor, and Tony Briscoe, who has worked with Craig David, Beverley Knight, and Artful Dodger among others. Industry panels and special guests are also a key part of our Songwriting Camps, adding up to a comprehensive and immersive experience.

The practical involvement, knowledge, and insights that students gain from such camps are absolutely invaluable – and just as importantly, ACM's Songwriting Camps can help everyone involved form new friendships and working relationships while expanding their personal portfolios, feeling the warm glow of achievement earned by a job completed to a professional standard, and having fun along the way.

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

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. We caught up with up-and-coming ACM artist **NaMo** to chat about his time at ACM London...

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

I am a singer, songwriter, and producer, and I come from a very musical background. Growing up in a gospel church environment truly sparked off my desire to take on singing as a career. My music ranges from RnB and soul to hip hop and trap – but every day, when I'm working in my bedroom studio, I'm always keen to try out new things to broaden my ability to create new and better music.

2. What made you choose ACM London?

I chose ACM London because after going to their Open Day and talking to multiple tutors, I truly felt like this university could help me achieve great things, and would genuinely support me in my journey towards the music industry.

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

My main highlight has been the chemistry between the tutors and the students. The tutors are genuinely enthusiastic about the course they're teaching and in being so, it creates an easy-learning and enjoyable environment.



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

The most useful thing I've learnt is to rearrange original content to make it different, and not as predictable to the listener's ears. By doing this, I feel this rearrangement technique has widened my knowledge on songcraft and my creativity.

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

I would LOVE to become a fully established artist, as well as one day go on a world tour, taking my music around for lots of people to hear, taking in different cultures, and being inspired to test my musical abilities when I do visit other countries. I feel that it could definitely benefit my music and the direction I choose to take it in.

6. What is your advice to other students looking to apply to ACM London?

My advice is to definitely come to ACM! London is the heart of musical opportunities. If you are looking to become better and much more experienced than you already are, then this uni is the BEST place for you. The support and help they offer is outstanding, and as rising artists, musicians, and producers, we need all the help we can get at this stage of our careers!

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



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**)

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**.







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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