



Co-funded by the
Erasmus+ Programme
of the European Union



SONGS & WHISPERS IN BREMEN



A CASE STUDY
THE CREATIVITY CROWD PROJECT



Expert-Pool.

CASE STUDY BRIEF



Meet Heiko Grein, the manager of a recording studio, who runs a musician promotion agency and is the head of the music network Songs & Whispers in Bremen, Germany.

"SONGS & WHISPERS" is a live - music and artist development network.

The agency [ps] promotion (www.pspromotion-bremen.com) based in Bremen (Germany) is managing the international music network "SONGS & WHISPERS" since 2009.

KEY INFO

- Name of the organization: "SONGS & WHISPERS"
- Country & City: Germany, Bremen
- Type: A live - music and artist development network
- Creative sector: Music

*"OTHER
PEOPLE
COLLECT
STAMPS, WE
PROMOTE
ARTISTS."*



Did you manage to find appropriate digital solutions to help your work?

I don't think that the entertainment industry was lacking certain technologies. The technologies were available - but the audience was so focused on being part of the real world that they struggled finding alternatives in the digital world. The main challenge was in creating an atmosphere where an audience might accept a digital solution as an alternative to what they were used to experience as consumers of culture.

How did the pandemic affect your activities?

Everything I am doing is based on people and networks, on being in touch with each other and communicating with each other. And that was of course heavily impacted by the pandemic. It is not yet possible to say where the whole development will go afterwards.

What digital skills were most useful to you?

The more people are capable of creating and using digital tools, it might help them solving future problems. Digital tools need to be used in combination with the analog world. This applies especially for kids, that need to be able to interact with digital technology.

What skills do you need to further develop your digital literacy?

A lot of people are used to Zoom for instance but they are not aware for example that there is a big difference in hearing in a spatial environment and the classical Zoom noisescap barrier. The technologies are already available but they are not used by a large group of people. The analog world of music is an entirely different world than the digital. It can be enriched by digital technologies and we are now taking first steps in the future of music and performances that combine these worlds.

Are you familiar with self-assessment tools and different learning platforms for increasing your skills/competence?

I did not yet use any tools or platforms to increase my digital competences, but I am aware that they exist and might have a look at them in the future.



PROJECT 2020-1-BG01-KA227-ADU-095146 “CREATIVITY CROWD”

The European Commission’s support for the production of this publication, does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

