OVERVIEW

4 & 5

Behind The Sound

We go behind the scenes to find out what the Music Production students are up to and what drives their lives even beyond ADMI.

Events

We look into some of the events and projects ADMI Music Production students have been involved in and their exposure to the industry.

6 & 7

After interviewing the students who took part in Over and Above it is clear that live performances enable music students to feel alive and connected with their audience. Music Production students hope ADMI will continue to provide them with the opportunity to showcase their skills.

Nairobi Festival of Solos and Duets

This is an event organized by the Dance forum of Nairobi in collaboration with Kenya Performing Arts group and the Goethe Institut. The event will take place at the Goethe Institut in June 2018. Local instrumental musicians will partner with dancers to produce live and original choreographed pieces of work. ADMI students will have the opportunity to work with the dancers, and if all goes well, a chance to join Goethe Institut's residency programme where they will be taught to compose instrumental pieces for theatre and dance.

Femme Electronic

The event is aimed at supporting female DJs and electronic music producers. It will be held at the Kenya National Theatres auditorium in September 2018. It was pioneered successfully in Uganda by DJ Rachael from Uganda in collaboration with Black Madonna from Chicago, USA. The event is a drive to create a global enterprise for music with a strong East African identity drawn from the ethnic diversity of the different communities in East Africa. Music students at ADMI are constantly talking about creating a Kenyan identity. This event will be an amazing opportunity, especially for the female students to create an authentic Kenyan identity. Music Production students are looking forward to learning how to address the gender imbalance in the industry as well as to gain mentorship in the process.

Parting Shot

Music Production students have many more events in addition to the ones listed above that they hope to attend. In some occasions, they partner with the film students at ADMI to attend Coke Studio live performance sessions where in addition to learning about Music Production, they get first-hand experience in filming music videos which are an added advantage. The students speak highly of these opportunities and await the awesome events that are yet to come. They hope to have grown their skills and will be ready to face the Kenyan Music scene by the time they leave ADMI.
EVENTS

One of the requirements for all students in ADMI’s diploma course is to take part in real-world projects and events. ADMI students are constantly involved in events across Kenya. Many Music Production students take part in backstage operations. This creates a learning experience and builds professional and networking skills. Most Music Production students end up working with organizations who admire their professionalism. Through these experiences, they also get to meet musicians and other industry professionals who get to mentor them once they officially join the industry after ADMI. Here are a number of events that the Music Production students feel will make a huge impact on their ability to plan and perform in front of a live audience.

Over and Above Concert

The Over and Above concert was organized by ADMI to showcase the talent of all ADMI students. It was held at the Alliance Francaise in December 2016. The event cut across all genres of art and creativity produced in the school. The event had the greatest impact on the music students because the show was directed by an internationally acknowledged music producer and artiste, David Hunter. His art direction for the event involved combining the international styles and mood with African flavours. The event was graced by other local musicians such as Blinky Bill and Sage who collectively made the event all the more special for the students. Further, the faculty also did their part in supporting the students by performing at the event.

INTRODUCTION

This issue was created by Stereo Bass, a group of ADMI students studying Adobe InDesign. The magazine is designed, created and based on the experiences of Music Production students at ADMI. Here is a summary of what Stereo Bass had to say.

“We think that the music students at ADMI look so cool!! we have always been curious about what they are up to. We have shared some classes with them and they always seem so hyped and lively. Then during their free times, they are always having jam sessions or listening to music. We wondered what do they listen to? What are their interests? What drives them? Why are they always so full of life?...” -Stereo Bass

We hope Urban Tunes takes you on a journey to discover the experiences of the Music Production students at ADMI. The Stereo Bass team was composed of students from the Graphics Design class semester 3 and Multi-Media Certificate class of 2018. The students involved are; Peter Samson, Sylvia Muriithi, James Makanga, Abdel Koné, Winsley Mukoya, Ewan Campbell and Bidan Mopel.
As you walk up the stairs of Caxton House to the third floor, you are met by dynamic young people rushing about and gleaming in style. As you walk through ADMI’s doors the occasional sounds of people going about in their business are heard, but it’s silent for the most part. You know that ADMI has music students but where are they? Just then you hear a small but loud burst of music, just a second’s worth but enough to lure you down ADMI’s corridor in search of the source. You just about lose it when you hear it again. The rush of the music is electric. You allow the sound to guide you to the music studio. You arrive at a soundproof room where “scientists” are conjuring up melodies and harmonies with their musical instruments. You still struggle to fully hear them until the doors are wide open and the music comes bursting through to lift your soul in a sweet melody. We walk in to find a couple of students enjoying their jam session. Our curiosity led us to the following conversations:

Matthew David
Also known as Matt, is a Music Production student at ADMI, currently in his third Semester. We found him enthusiastically listening to music. He was completely absorbed in the music he almost didn’t notice us approaching him. We had to know what he was thinking.

What industry concerns do you have?
There is too much focus on trends. Musicians are so focused on producing the next big hit rather than producing albums that have meaning. I believe consumers need original content and if this current trend continues the value of buying albums will be lost.

What instruments do you play?
I play the bass guitar, piano, drums and of course my voice is also my instrument.

When did you realize you were interested in music?
At the age of 4, I sang in the church choir which I really enjoyed.

So why did you decide to make music your career?
I used to listen to a lot of my mom’s music tapes that were mostly filled with Celine Dion and Whitney Houston. They made me fall in love with music. So when I tried doing Physics and Mechanics, it did not work out at all! I sought music which is what I wanted to do and what I loved to do. And here I am!

Chris Karanja
Joined ADMI early this year and is in his first semester of Music Production. Fresh from high school we found him very excited about the prospects of what he would learn going forward. He is a very eager and determined young man and had a lot to tell us about his journey thus far.

Why study music?
I believe music is an artform that is not limited to Music Production. Taking this course at this level will enable me to venture out using the skills learned.

When did you realize you were interested in music?
I have been producing music from a very young age. It was only recently that I decided to gain professional skills and consciously decided to join ADMI.

How do you produce your music?
I am a software guy. I like using Ableton live which has an amazing interface that lets you perform on the spot. Other than that, I also use FL studio though it is not as good as Ableton.

Matthew David
Chris Karanja

Photo provided by ADMI students