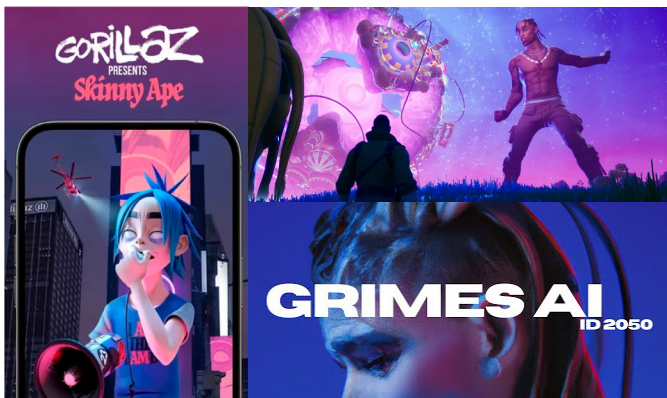


## The latest technology, accessible for every artist

Open Culture Tech is an initiative to make the latest Artificial Intelligence (AI), Augmented Reality (AR) and Avatar technology more accessible to musicians in Europe. The successfully launched in The Netherlands in 2023, where it was funded by the Dutch government. It is our ambition to scale the initiative to a pan-European level, launch in 4 other countries, and apply for €1M EU funding.



Grimes clones her voice with AI, the Gorillaz are an AR experience on Times Square, and Travis Scott is an avatar in Fortnite. These world-renowned artists have the opportunity and resources to experiment with the most cutting-edge technology. But how can we ensure that up-and-coming musicians across Europe also have the opportunities and resources to work with the latest technology? In which artistic freedom, intellectual property, data privacy and the transparent functioning of technology are not lost?

### Project results

Open Culture Tech is all about creating and sharing knowledge, experience and tools that European musicians can immediately use in their live performances.

#### 1. Open-source toolkit

Open Culture Tech works together with a selected group of top-notch developers and designers to create a custom toolkit with open-source and accessible AI, AR and Avatar software tools. Our aim is to build easy-to-use, intuitive interfaces that every artist can play with – no matter their technical background. The toolkit will be developed over a period of 4 years and iterations will be made based on experiences and feedback from collaborating musicians. To gather this feedback, Open Culture Tech will organize various pilot shows to test our AI, AR and Avatar prototypes in real live on stage.

#### 2. Best practices & manuals

To make sure that every musician in Europe can use our tools, we will develop best practices and low-key manuals, based on our pilot show experiences. We will use different types of media forms, such as YouTube videos and one pagers, to share this knowledge and appeal to a wide audience.

#### 3. Knowledge sharing facilities

The Open Culture Tech project offers a centralized ecosystem in which the acquired knowledge and developed toolbox is shared with up-and-coming European musicians. This includes an online platform for all the tools and generated content (openculturetech.com), various communication channels (Discord, Instagram, etc), live shows and meetups.

#### 4. Development process based on public values

Popular technology tools are often developed behind closed doors and the terms of use are often very non-transparent. To ensure that our toolbox puts the interests of musicians first, we work from public values: it should be fair, transparent and inclusive. For example, training data should be a representation of society and not exclude certain groups of people. It is also crucial that user data does not disappear through the back door and be sold to third parties, or be fed into self-driving AI algorithms .

## Project plan

Open Culture Tech will be a collaborative project between 5 countries and will take 4 years. We are aiming for a total budget of €250.000 per year, plus 30% in-kind.

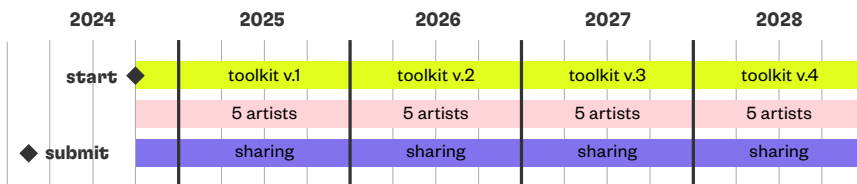
### Toolkit development & pilot shows

Every year, each country can bring forward 1 artist through an open call. In this open call, musicians can propose a concrete ambition regarding which technology they want to use. Based on clear criteria, we will select 5 artists. Then, our tech partners will develop low-key AI, AR or Avatar tools with which the artists can experiment themselves and realize their plan. After 3 months, the 5 artists are invited to organize a first pilot show to test the first prototypes in their own country. Based on their experience and feedback, iterations will be made over

the following 3 months. After 6 months, 5 unique shows have been developed and the selected artists are invited to one of the 5 collaborating countries to perform. Ideally during a relevant music festival.

### Knowledge sharing

Parallel to the development of the toolkit and pilot shows, periodic workshops, knowledge sessions and keynotes will take place in the 5 collaborating countries. Both virtual and physical. In addition, a blog and newsletter are maintained in which relevant content, test results and findings are shared.



## Consortium

The available budget will be divided among an international consortium consisting of different areas of expertise. From developers, designers and project managers to venues, bookers and artists.

### 1. Technology

We will recruit AI, AR and Avatar developers to create tools that will be published in our open-source toolkit.

Profile: AI developers, 3D designers, creative technologists, start-ups, etc.

### 2. Music industry

These partners will facilitate artists, stages, resources, network, knowledge and experience.

Profile: music festivals, venues, interest groups, bookers, talent organizations, etc.

### 3. Knowledge sharing

These partners will help to develop, structure and share knowledge and resources created in the project.

Profile: music schools, universities, research institutes, media outlets, etc.

### 4. Project management

Thunderboom Records will serve as executive producer of Open Culture Tech and manage the progress and the local key partners.

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