BERKLEE-BROWN CREATIVE ENTREPRENEURSHIP SUMMER PROGRAM

July 16–28, 2017

berklee.edu/ice
brown.edu/academics/pre-college
WELCOME

We are thrilled to welcome you to the Berklee-Brown Creative Entrepreneurship Summer Program. Being an entrepreneur is all about first steps and daring new adventures. This program is a unique exploration of entrepreneurship through the lens of music and creativity. Over the next 14 days you will be treated to talks and workshops with world-class musicians, creators, designers, and leaders from the creative and start-up industries.

So, how and why would an Ivy League university and a music college come together to teach entrepreneurship? There’s more in common than you’d think! New ideas are most successful when born through diverse people collaborating to create a joint outcome. To be a great artist one also has to learn how to listen and observe, critique, improvise, and experiment to pioneer new work by fusing diverse genres together for the creation of something unique. These are the same skills that entrepreneurs possess, and this joint program will exemplify this.

While the schedule is packed with high-quality learning, this program will not be a success without the full participation and dedication from each of you. Your contributions, questions, and hard work will make this program an experience you carry with you for the rest of your life. Not only will you learn how to think like an entrepreneur, you will become one yourself! These 14 days will be an adventure, culminating in your pitching a start-up concept with your team. We can’t wait to hear what you come up with!

While here in Boston and Providence, take time not only to focus on the academic experiences, but also to explore the cities, culture, campuses, and people—and make sure you get to know each other too. Insights for innovation come from all kinds of experiences, and you may find yourselves forging lifelong friendships and forming long-lasting memories of your time here.

As your hosts and guides throughout, our highest priorities are your safety and learning. This document provides an overview of the schedule, biographies of instructors and presenters, and key reference information. Please let us know of any questions or concerns you may have.

Welcome to Boston and Providence, and to Berklee and Brown. Now, let’s create!

PANOΣ PANAY
Vice President, Innovation and Strategy, Berklee

ADRIENNE MARCUS
Associate Dean, Pre-College and Undergraduate Programs, Brown University

NICOLE D’AVIS
Operations and Events Manager, BerkleeICE

IAN ALDEN RUSSELL
Curator, David Winton Bell Gallery, Brown University
ABOUT

CREATIVE ENTREPRENEURSHIP SUMMER PROGRAM
This program integrates Brown University Pre-College Programs’ tradition of developing critical thinking based in history, theory, and practice with the philosophy of Berklee’s Institute for Creative Entrepreneurship (BerkleeICE), which asserts that the creative process and the entrepreneurial journey share the same DNA. By engaging with entrepreneurs, educators, designers, and musicians, students will learn and develop critical thinking and innovation skills in a variety of disciplines, all while prototyping a hands-on project that helps cultivate the mindset needed to become dynamic thinkers and creators. Over these 14 days, students live on both the Brown campus in Providence, Rhode Island, and the Berklee campus in Boston, Massachusetts, experiencing two college environments and the exciting creative worlds each inhabits and fosters.

BERKLEE COLLEGE OF MUSIC’S INSTITUTE FOR CREATIVE ENTREPRENEURSHIP
Berklee’s Institute for Creative Entrepreneurship, an initiative within Berklee College of Music, is designed to inspire, educate, and launch the next generation of creative entrepreneurs. BerkleeICE helps prepare graduates for careers as entrepreneurs; fosters the creation of new products, services, and businesses in the creative industry; and inspires disruptive ideas through musical creativity and cross-discipline collaboration.

BROWN UNIVERSITY PRE-COLLEGE PROGRAMS
Each spring and summer, talented high school students from around the world enroll in one of Brown University’s Pre-college Programs to experience Brown’s Ivy League academics and prepare for a successful transition to college. Brown’s innovative open curriculum, a focus on student-centered learning, and a meaningful engagement in the liberal arts and sciences promote students’ active engagement in their own intellectual development, allowing them to dive deeper into subjects they love or explore new areas of learning. With more than 300 courses to choose from on campus, online, and abroad, in one- to seven-week sessions, the unique experience of studying at Brown challenges students to exercise their independence, expand their horizons, and emerge better prepared for their transition to college. For more information about Brown’s Pre-College Programs, visit brown.edu/academics/pre-college.

YOUR ENTREPRENEURIAL CHALLENGE
Entrepreneurs are creative, action biased and resourceful by nature. Much like artists, they use their environment as inspiration, their team as an opportunity for collaboration, and the resources and networks around them as tools for creating something new, something of value, something of service.

Just like a great percussionist can make an ordinary object into an extraordinary instrument, or a skilled DJ can create wholly new music out of two vinyl records, your challenge over the next ten days will be to work within a team of your peers to use what you observe as inspiration. You will learn and practice communication and presentation styles, tap into each team member’s strengths and skills, and imagine what you can access as tools to imagine a new product or service that envisions.

During the program, we will discuss the design challenge, and how student teams will help develop their own and each other’s ideas.

YOUR PRESENTATION
By the end of the two weeks, you will have teamed up with other students to develop and present your idea to our panel of reviewers. Remember that the objective is to be creative, original, imaginative, and effectively respond to the design challenge. Your idea can be a new product, service, community, process—really, just about anything you want—but you will need to present it using either classic presentation software like PowerPoint or Keynote or, if you desire, any other imaginative method (e.g., whiteboard, sticky notes, etc.). What’s important is that you are articulate, passionate, and able to demonstrate your idea succinctly and within the allotted time (15 minutes plus five minutes of questions).

You must present your idea clearly, with each team member having an active speaking role, and present answers to the following questions:

• What is your idea (overview)?
• How does it work?
• Who are your target customers?
• Why will they want your service?
• How are you different from existing offerings?
• How will you market and sell your offering?
• Why will you be successful?
• How does your idea increase empathy?

We are here to help, so do not hesitate to ask questions.
SCHEDULE

SUNDAY, JULY 16: REGISTRATION AND ORIENTATION

9:00 a.m.– 1:00 p.m. CHECK-IN
Sayles Hall, Main Green, 81 Waterman Street, Providence, RI

Receive your schedule for the rest of the day, which will include all meetings to attend (parent-student orientation, student-only orientation, dorm floor meeting, and evening Activities Fair), as well as the schedule and location for your Monday course.

Spend Sunday afternoon learning about the Brown University campus, and meet other students on your floor and in your building, as well as your Resident Assistant.

Download the Guidebook App and search for “Summer 2017 Brown Pre-College Programs” (or view it online at guidebook.com/guide/96844) for a host of resources, including a campus map, information about co-curricular activities, and other resources.

MONDAY, JULY 17: INTRODUCTION

3:00 p.m. WELCOMES
Granoff Center, Convivium, 154 Angell Street

Adrienne Marcus
Associate Dean, Pre-College and Undergraduate Programs, Brown University's School of Professional Studies

Panos Panay
Vice President, Innovation and Strategy, Berklee

Nicole d'Avis
Operations and Events Manager, BerkleeICE

Ian Alden Russell
Curator of the David Winter Bell Gallery, Brown University

4:00 p.m. MINDSET: Rapid Prototyping
Ian Alden Russell

6:00 p.m. REFLECT

TUESDAY, JULY 18: PRESENTATION SKILLS

2:30 p.m. ASSEMBLE: Walk to RISD Museum
Granoff Center, Convivium

3:00 p.m. WORKSHOP: Museum Interpretation
RISD Museum, Chace Entrance, 20 North Main Street
Alexandra Poterack
Associate Educator, Public and Academic Programs, RISD

4:45 p.m. MINDSET: Writing and Rehearsing
Granoff Center, Convivium
Ian Alden Russell

WEDNESDAY, JULY 19: VISUAL COMMUNICATION

3:00 p.m. MINDSET: Presentation Design
Granoff Center, Convivium
Ian Alden Russell

WORKSHOP: Graphic Design and Empowerment
Jane Androski, Co-Principal, Design Agency

THURSDAY, JULY 20: CRITIQUES

3:00 p.m. MINDSET: Presentations and Critiques
Granoff Center, Convivium
Ian Alden Russell

5:00 p.m. REFUEL: Dinner
Sharpe Refectory Dining Hall, 144 Thayer Street

6:15 p.m. TRANSPORT: Bus to AS220
FRIDAY, JULY 21: TRANSITION

9:30 am  WORKSHOP: Design Thinking & Group Brainstorming
Granoff Center: Martinos Auditorium
Ian Alden Russell

11:30 am  MINDSET: Music Thinking
Panos Panay

12:30 p.m.  REFUEL: Lunch
160 Massachusetts Avenue

2:00 p.m.  DEPARTURE

3:30 p.m.  BERKLEE REGISTRATION
270 Commonwealth Avenue

6:30 p.m.  REFUEL: Dinner
160 Massachusetts Avenue

9:00 p.m.  BERKLEE ORIENTATION
270 Commonwealth Avenue

SATURDAY, JULY 22: EXPLORE

10:15 a.m.  PICK-UP
270 Commonwealth Avenue

10:30 a.m.  FUEL: Breakfast
160 Massachusetts Avenue

11:30 a.m.  FUN: Shop and Tour SoWa Market as a Group
270 Commonwealth Avenue

3:30 p.m.  TOUR: Boston Duck Tour

6:45 p.m.  REFUEL: Dinner
160 Massachusetts Avenue

SUNDAY, JULY 23: DISCOVER

10:15 a.m.  PICK-UP
270 Commonwealth Avenue

10:30 a.m.  FUEL: Breakfast
160 Massachusetts Avenue

11:15 a.m.  FUN: Ferry Ride to George’s Island
270 Commonwealth Avenue

12:45 p.m. Board Ferry to George’s Island

1:45 p.m. Arrive at George’s Island

3:45 p.m. Board Ferry Back to Boston

4:45 p.m. Arrive in Boston

6:30 p.m.  REFUEL: Dinner
160 Massachusetts Avenue
**MONDAY, JULY 24: FORMATION**

7:45 a.m. **PICK-UP**  
270 Commonwealth Avenue

8:00 a.m. **FUEL:** Breakfast  
160 Massachusetts Avenue

9:00 a.m. **WEEKEND DEBRIEF**  
161 Massachusetts Avenue, room 442

10:00 a.m. **MINDSET:** Collaboration  
Workbar Central  
George Howard  
Associate Professor, Music Business and Management Department

11:15 a.m. **ENVIRONMENT:** Tour the Open Music Summer Lab

12:30 p.m. **REFUEL:** Lunch  
Workbar Central

1:30 p.m. **WORKSHOP:** Observation and Empathy  
IDEO  
Tiffany Knight  
Leadership Coordinator  
Adam Moulter  
Business Development, IDEO

4:00 p.m. **REFLECT**  
161 Massachusetts Avenue, room 442

5:30 p.m. **REFUEL:** Dinner  
160 Massachusetts Avenue

7:00 p.m. **CULTURE:** Skywalk Observatory  
Prudential Center, 800 Boylston Street

**TUESDAY, JULY 25: CREATION AND ITERATION**

8:45 a.m. **PICK-UP**  
270 Commonwealth Avenue

9:00 a.m. **FUEL:** Breakfast  
160 Massachusetts Avenue

10:00 a.m. **DAILY DEBRIEF**  
161 Massachusetts Avenue, room 442

11:00 a.m. **MINDSET:** Making to Think  
Aithan Shapira  
Professional Artist and Lecturer, Massachusetts Institute of Technology

12:30 p.m. **REFUEL:** Lunch  
160 Massachusetts Avenue

1:30 p.m. **WORKSHOP:** Jamming  
161 Massachusetts Avenue, room 442  
Panos Panay and Aithan Shapira

4:00 p.m. **REFLECT**  
161 Massachusetts Avenue, room 442

5:30 p.m. **REFUEL:** Dinner  
160 Massachusetts Avenue

7:00 p.m. **CULTURE:** Harvard Square  
Pick-up location?
### WEDNESDAY, JULY 26: SYNTHESIS

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 a.m.</td>
<td>PICK-UP</td>
<td>270 Commonwealth Avenue</td>
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<tr>
<td>8:30 a.m.</td>
<td>FUEL: Breakfast</td>
<td>160 Massachusetts Avenue</td>
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<tr>
<td>9:15 a.m.</td>
<td>DAILY DEBRIEF</td>
<td>161 Massachusetts Avenue, room 442</td>
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<tr>
<td>10:00 a.m.</td>
<td>MINDSET: The Art of the Mix</td>
<td>Scoring Stage, 160 Massachusetts Avenue</td>
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<td>Rob Jaczko</td>
<td>Chair, Music Production and Engineering, Berklee</td>
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<td>11:15 a.m.</td>
<td>WORKSHOP: Composing</td>
<td>161 Massachusetts Avenue</td>
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<td>Johannes Flecker</td>
<td>CEO/Founder, Sound Leadership</td>
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<td>12:30 p.m.</td>
<td>REFUEL: Lunch</td>
<td>160 Massachusetts Avenue</td>
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<td>2:00 p.m.</td>
<td>MINDSET: Inspiration</td>
<td>161 Massachusetts Avenue, room 442</td>
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<td>Melissa Ferrick</td>
<td>Berklee Songwriting Faculty, Singer-Songwriter</td>
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<td>4:00 p.m.</td>
<td>REFLECT</td>
<td>161 Massachusetts Avenue</td>
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<td>5:30 p.m.</td>
<td>REFUEL: Dinner</td>
<td>160 Massachusetts Avenue</td>
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<td>8:00 p.m.</td>
<td>CULTURE: Live Music at the Red Room</td>
<td>939 Boylston Street</td>
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### THURSDAY, JULY 27: CURATING

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>9:00 a.m.</td>
<td>FUEL: Breakfast</td>
<td>160 Massachusetts Avenue</td>
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<tr>
<td>10:00 a.m.</td>
<td>DAILY DEBRIEF AND CRITICAL REVIEW</td>
<td>161 Massachusetts Avenue, room 442</td>
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<tr>
<td>12:00 p.m.</td>
<td>WORKSHOP: Performing</td>
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<td>1:00 p.m.</td>
<td>REFUEL: Lunch</td>
<td>160 Massachusetts Avenue</td>
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<tr>
<td>2:30 p.m.</td>
<td>ENVIRONMENT: Curating a Vision</td>
<td>Museum of Fine Arts, 465 Huntington Avenue</td>
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<td>Aithan Shapira</td>
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<td>4:00 p.m.</td>
<td>REFLECT</td>
<td>161 Massachusetts Avenue, room 442</td>
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<tr>
<td>5:30 p.m.</td>
<td>REFUEL: Dinner</td>
<td>160 Massachusetts Avenue</td>
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<tr>
<td>7:00 p.m.</td>
<td>PREP: Time at Dorms to Practice and Prepare Final Presentation</td>
<td>270 Commonwealth Avenue</td>
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### FRIDAY, JULY 28: PRESENTATION

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30 a.m.</td>
<td>FUEL: Breakfast</td>
<td>160 Massachusetts Avenue</td>
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<td>9:30 a.m.</td>
<td>PRACTICE: Prepare and Practice Presentation</td>
<td>1140 Boylston Street, Heck Room</td>
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<td>10:30 a.m.</td>
<td>PRESENTATION: Projects and Certificates</td>
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<td>1:00 p.m.</td>
<td>REFLECT AND REFUEL: Closing Lunch</td>
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<tr>
<td>3:00 p.m.</td>
<td>DEPARTURE</td>
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Note: all schedule is subject to change.
SPEAKERS AND PRESENTERS

JANE ANDROSKI
Jane Androski is co-principal of Design Agency, a Rhode Island-based studio which specializes in brand strategy, graphic design, and organizational development for nonprofit clients working in the arts, culture, and education. She’s a graduate of RISD’s Master of Fine Arts program in Graphic Design and received her Bachelor of Arts from Clark University.

NICOLE D’AVIS
Nicole d’Avis is the Operations and Events Manager of Berklee’s Institute for Creative Entrepreneurship. Previously, she worked with the Intel Computer Clubhouse Network at the Museum of Science and supported a generation of Boston youth from middle school through college, including a Gates Cambridge Scholar, and successful, young professionals.

MELISSA FERRICK
An associate professor of Songwriting at Berklee, Melissa Ferrick is also a songwriter, guitarist, and vocalist. She was signed to Atlantic Records at the age of 21 and has released 17 albums over the last 24 years. She has performed more than 10,000 shows, sharing the stage with Weezer, Tegan and Sara, Bob Dylan, and Ani DiFranco, among others. She owns and operates her own independent label, and has a licensing agreement with Righteous Babe Records.

JOHANNES FLECKER
Founder of Sound Leadership, LLC, Johannes Flecker is dedicated to organizational development with the craft of songwriting. He has a decade of experience as a lecturer at the University of Graz, Austria. Flecker holds a doctoral degree in marketing, he is a graduate (summa cum laude) from Berklee College of Music and author of a book about brand management with music.

GEORGE HOWARD
Associate professor of the Music Business and Management Department at Berklee, George Howard was one of the original founders of TuneCore and serves as an advisor to companies such as Wolfgang’s Vault, Daytrotter, and Iris Records. Howard is the former President of Rykodisc. He holds a Master of Business Administration, a Juris Doctor degree (law), and a master's degree in literature. He has written a number of books on the music industry, including Music Publishing 101.

ROB JACZKO
Rob Jaczko is the chair of Berklee’s Music Production and Engineering Department, and an independent recording engineer and record producer. Formerly a staff engineer at A&M Studios in Hollywood, California, his recording credits include Sheryl Crow, Don Henley, Hall and Oates, Graham Nash, Bruce Springsteen, James Taylor, Ron Wood, Warren Zevon, and many others. Jaczko is also the founder of ViewWorks, a content and technology provider for stereoscopic 3D imaging.

TIFFANY KNIGHT
Tiffany Knight is an Leadership Coordinator and a Photographer. Since joining IDEO in 2016, she’s made it her mission to enable leading-edge creative work by handling the details for leadership teams, supporting client relationships, and amplifying the impact of IDEO’s leaders. She’s always up for a challenge, embraces adventure, and has an appreciation for music and all things design.

ADRIENNE MARCUS
Adrienne Marcus is the Associate Dean for Pre-College and Undergraduate Programs at Brown University’s School of Professional Studies. Prior to joining Brown, she was the assistant provost for University Curriculum at the New School in New York City. She is a visual artist, focused in ceramics and collage.
ADAM MOULTER
Adam Moulter is a former professional drummer who believes that there's no experience more magical or primal than that of a live show... and that he probably should have worn earplugs on stage more. When not channeling his inner bandleader for clients on IDEO's business development team, he's likely either rummaging through record bins or talking for too long about the growth of the global concert industry.

PANOS A. PANAY
Vice President for Innovation and Strategy at Berklee, as well as the founding managing director of Berklee's Institute for Creative Entrepreneurship, Panos Panay is a passionate entrepreneur and active start-up mentor in the creative media space. As the founder of Sonicbids, he created the leading platform for bands to book gigs and market themselves online, building a subscriber network of 550,000 bands and 35,000 promoters from more than 100 countries.

ALEXANDRA POTERACK
Alexandra Poterack is the Associate Educator, Public & Academic Programs, at the RISD Museum. She holds a BA in Art History and English from Wellesley College and, prior to her time at the RISD Museum, worked with K-12, academic, and adult audiences at the Metropolitan Museum of Art, the Museum of Fine Arts, Boston, and the Davis Museum at Wellesley.

IAN ALDEN RUSSELL
A contemporary art curator and cultural strategist, Ian Alden Russell currently serves as curator of Brown University's David Winton Bell Gallery. Previously, he was assistant professor of Contemporary Art and Curatorial Practice at Koç University, Istanbul, and has taught at Brown University, the Rhode Island School of Design (RISD), and the Chinese University of Hong Kong. He has been a visiting critic at the School of Visual Arts in New York City, RISD, and Bryn Mawr College.

AITHAN SHAPIRA
Aithan Shapira received a Master of Fine Arts in both painting (Boston University) and printmaking (Royal College of Art) and has exhibited at the Royal Academy, London, England; the Museo de Arte Popular, Oaxaca, Mexico; the Aqua Art Miami Art Fair and Art Basel in Florida; the Museum of Contemporary Art, Sydney, Australia; and the Seattle Art Museum Gallery in Washington. He is the recipient of the Man Group Drawing Prize, Daler-Rowney Prize for Drawing, and the Blanche E. Colman Award for Painting. Shapira currently teaches at the School of the Museum of Fine Arts, Boston, and gives an intensive drawing course at the Massachusetts Institute of Technology.

AS220 (BERT CRENCA, FOUNDING DIRECTOR, AND SHEY RIVERA, ARTISTIC DIRECTOR)
AS220 is an artist-run organization committed to providing an unjuried and uncensored forum for the arts, envisioning a just world where all people can realize their full creative potential. AS220 offers artists opportunities to live, work, exhibit and/or perform in its facilities, which include several rotating gallery spaces, a performance stage, a black-box theater, a print shop, a darkroom and media arts lab, a fabrication and electronics lab, a dance studio, a youth program focusing on youth under state care and in the juvenile detention facilities, four dozen affordable live/work studios for artists, and a bar and restaurant.
EMERGENCY PROCEDURES AND CONTACTS

Please note that students will be living and learning on two campuses for this program, and each institution has different policies and rules that students are required to follow.

BROWN DEPARTMENT OF PUBLIC SAFETY
75 Charlesfield Street
401-863-3322 (regular business)
401-863-4111 (emergencies)
Public Safety staff is here for students’ protection and assistance 24 hours a day.
Students will be given a card upon check-in that lists all emergency information. Students should keep the card on them throughout their time at Brown. A curfew of 11:00 p.m. is imposed.

BERKLEE PUBLIC SAFETY DEPARTMENT
155 Massachusetts Avenue, basement
617-747-2682 (regular business)
617-747-8888 (emergencies)
Public Safety staff is here for students’ protection and assistance 24 hours a day. A nightly curfew of 11:30 p.m. is imposed.

IMPORTANT CONTACTS
Operations and Events Manager, BerkleeICE: Nicole d’Avis
Director of Summer Programs: Oisin McAuley
617-747-6077
Summer Programs General Line
617-747-2245

Summer Program Nurse
Available hours:
Monday–Friday: 9:00 a.m.–9:00 p.m.
Saturday–Sunday: 11:00 a.m.–6:00 p.m.

SPECIAL THANKS
To everyone that has helped bring this project to life and to those with the courage to start something.
berklee.edu/ice
brown.edu/academics/pre-college/

THE BROWN CAMPUS
Located in historic Providence, Rhode Island, and founded in 1764, Brown University is the seventh-oldest college in the United States. Brown’s close-knit community is reflected in its housing and dining systems. Students live in residence halls arranged on scenic, grassy quads and courtyards and intermingle at Brown’s dining halls and extracurricular activities.

As a student in Brown’s Pre-College Summer Programs, you will fully experience campus life and meet fellow young leaders from across the country and the globe. Students are encouraged to download and use the Guidebook app for a complete campus map.

THE BERKLEE CAMPUS
Berklee College of Music is seamlessly connected to Boston, Massachusetts, and the college’s students are part of the city’s fabric as members of both a close-knit music community and a world-class university town.

World-renowned and local musicians alike come to perform and mix with Berklee students in a variety of music hotspots right here on campus, such as the Berklee Performance Center, Cafe 939, and David Friend Recital Hall. As a student here, you’ll meet the movers and shakers of what’s new and next in music—and you’ll become one yourself.