BerkleeICE presents
Creative Entrepreneurship Summer Camp:
INTERNATIONAL HIGH SCHOOL PROGRAM
July 5–12, 2015
I cannot tell you how excited I am to be hosting you for this special week for BerkleeICE’s first high school program for creative entrepreneurship. Being an entrepreneur is all about first steps and daring new adventures. Our schedule over the next week promises to expose you to a number of unique, fun, and educational experiences.

You may be wondering what a music college has to do with entrepreneurship. Turns out, a lot. New music is only possible through the act of collaboration and of bringing many diverse people together to create a joint outcome. To be a great musician, one also has to learn how to listen, to improvise, to experiment, and to pioneer new sounds by fusing diverse genres for the creation of something wholly new. These are very much the same skills that successful entrepreneurs possess.

While here in Boston, make time to not just take in the academic experiences we will offer you, but also to take in the city, the culture, and the people—and also make sure you get to know each other. Insights for innovation come from all kinds of experiences, and you may find yourselves forming lifelong friendships and long-lasting memories from your time here.

We hope you enjoy our program and the unique group of speakers and mentors we have assembled for you.

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

Panos Panay
Founding Managing Director
BerkleeICE

We are proud to welcome BerkleeICE’s inaugural class of Creative Entrepreneurship Summer Camp students to Berklee. This pilot program is a unique exploration of entrepreneurship through the lens of music and creativity. This week you will be treated to discussions and activities from world-class musicians and leaders in the music and startup industries, and you’ll see where some of the technologies you use on a daily basis were born.

However, while the schedule is packed with high-quality learning, the week will not be a success without the full participation of each of you. Your contributions, questions, and hard work will make this program an experience you carry through university and beyond. Not only will you learn about startup culture and how to think like an entrepreneur, you will become one yourself! This week will be an entrepreneurial adventure, culminating in your pitching your own music startup idea. We can’t wait to hear what you come up with.

As your host and guide throughout the week, I’ll make your safety and learning my highest priorities. This program includes an overview of the week’s schedule, bios of the various presenters, a map, and emergency information. Please let me know of any questions or concerns you may have throughout the week. I’m looking forward to a great week with each of you.

Welcome to Berklee.

Nicole d’Avis
Operations and Events Manager
BerkleeICE

Dear Students of the BerkleeICE Summer Camp,

On behalf of IEG Global Corporation and Berklee’s Creative Entrepreneurship Summer Camp, I would like to extend my warmest welcome to all of you. Each of you has been carefully selected to join this exclusive opportunity at Berklee, and we trust your mind will be stimulated to a brand-new level at the conclusion of this program. We will not only arm you with the most forward-thinking business skills, but most importantly, we will apply Berklee’s sublime teaching concepts to cultivate your creativity and right-brain skills. Be ready to be amazed, not at this program, but at yourself.

Have fun.

Paul Powen Shih
General Manager
IEG Global Corporation
ABOUT
Creative Entrepreneurship Summer Camp: International High School Program
Central to the BerkleeICE philosophy about developing the startup mindset is the belief that the creative process and the entrepreneurial journey share the same DNA. Our summer program, which kicks off this year with students from China and Taiwan, takes young minds through the process of thinking like an entrepreneur by using music as the underlying coaching language. Ensembles are instruments for collaboration; jazz improvisation acts as a window to the nimble instincts of successful startup founders; the recording process acts as metaphor for synthesizing disparate parts into a comprehensive unit; and songwriting is used as means of introducing the iterative and cocreation process that all ideas and products undergo, from conception to market.
The program is cross-cultural by design, and blends the principles of play, passion, and purpose to develop the mindset required for young innovators. The weeklong summer camp features daily hands-on activities; visits to Boston-area innovation institutions and organizations; seminars with world-renowned music professionals; and coaching by entrepreneurs, innovators, and educators from the worlds of technology, business, and art.

BerkleeICE
Creativity and innovative thinking are the most valuable assets for professionals who wish to excel in today’s competitive business environment. Such skills are particularly critical in the music industry, where new technologies and ideas compel constant change in the ways music is developed, marketed, and distributed. These trends are at the core of Berklee’s Institute for Creative Entrepreneurship (ICE), an initiative 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.

Berklee College of Music
Berklee was founded on two revolutionary ideas: that musicianship could be taught through the music of the time; and that our students need practical, professional skills for successful, sustainable music careers. While our bedrock philosophy has not changed, the music around us has and requires that we evolve with it. For over half a century, we’ve demonstrated our commitment to this approach by wholeheartedly embracing change. We update our curriculum and technology to make them more relevant, and attract diverse students who reflect the multiplicity of influences in today’s music. We prepare our students for a lifetime of professional and personal growth through the study of the arts, sciences, and humanities. And we are developing new initiatives to reach and influence an ever-widening audience.
More than a college, Berklee has become the world’s singular learning lab for the music of today—and tomorrow. We are a microcosm of the music world, reflecting the interplay between music and culture, an environment where aspiring music professionals learn how to integrate new ideas, adapt to changing musical genres, and showcase their distinctive skills in an evolving community. We are at the center of a widening network of industry professionals who use their openness, virtuosity, and versatility to take music in surprising new directions.

YOUR ENTREPRENEURIAL CHALLENGE
Entrepreneurs are creative, action-based, and resourceful by nature. Much like musicians, they use their environment as inspiration, 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, your challenge over the next six days will be to use what you hear as inspiration and what you can access as tools to imagine a new product or service that envisions an answer to the question:

How might we use music to _______________?

Why do you want to create _______________? It’s up to you to fill in the blank. What moves you? What do you enjoy doing? What’s your innermost passion? What do you care about? How do you channel this into your purpose? How can you use music as a catalyst for change, for the promotion of a new product, or for the introduction of a new service?
The _______________ can be anything: bringing people together, alleviating social issues, creating a new form of entertainment, a new product, a new social media service, or a new way of education. Be creative, be imaginative, be you!
YOUR PRESENTATION
By the end of the week we will ask you to present your idea to our group of reviewers.
Remember that the objective is to be creative, original, imaginative, and to seek ways that you can use music as a catalyst for innovation. Your idea can be a new product, a service, a new community, a city, a process, just about anything you want. But you will need to be able to present it either using classic presentation software like PowerPoint or Keynote or, if you desire, any other imaginative method (whiteboard, sticky notes, etc.). What’s important is that you are articulate, passionate, and are able to demonstrate your idea succinctly and within the allotted time (15 minutes, plus 5 minutes of questions).
Your presentation will need to incorporate at least the following: overview of your idea, how it works, who your target customer is, why they should care, how you are different from existing offerings, how you will market and sell your offering, why you will be successful, and why music is the key to what you are looking to launch.
We are here to help, so do not hesitate to ask questions.

MONDAY, JULY 6: MINDSET
8:45 a.m. (270 Commonwealth Avenue)............................Pick-Up
9:00 a.m. (160 Massachusetts Avenue)..................................FUEL: Breakfast
10:00 a.m. (Steve Heck Room, 1140 Boylston Street)................INTRODUCTIONS
  • Panos Panay, Founding Managing Director, BerkleeICE
  • Paul Shih, President, Ivy Education Group
  • Nicole d'Avis, Operations and Events Manager, BerkleeICE
10:45 a.m. ...............................................................MINDSET: Music + Entrepreneurship
  • Panos Panay, Founding Managing Director, BerkleeICE
12:00 p.m. (160 Massachusetts Avenue).............................REFUEL: Lunch
1:00 p.m. (Room 204, 22 Fenway)........................................ENVIRONMENT: Music + Games
  • Norihiko Hibino, Owner / Sound Producer, GEM Impact Inc.; Hibino Sound Therapy Lab; HIKARI inc
2:00 p.m. ...............................................................WORKSHOP: Failure + Evolution
  • Aithan Shapira, Professional Artist and Lecturer, Massachusetts Institute of Technology
4:00 p.m. ...............................................................ENVIRONMENT: Music + Media
  • Harry Hui, Founding and Managing Partner, ClearVue Partners
4:45 p.m. ...............................................................REFLECT
5:00 p.m. ...............................................................CULTURE: Berklee Campus Tour
6:00 p.m. (160 Massachusetts Avenue).............................REFUEL: Dinner
  • CULTURE Copley Place and Newbury Street
TUESDAY, JULY 7: FORMATION

7:45 a.m. (270 Commonwealth Avenue) ......................................... Pick-Up
8:00 a.m. (160 Massachusetts Avenue) ............................................. FUEL: Breakfast
9:00 a.m. (Room 172, 150 Massachusetts Avenue) .......................... Morning Greeting and Daily Debrief
9:30 a.m. .................................................................................. PLAY: Team and Project Formation
10:30 a.m. ................................................................................ WORKSHOP: Empathy (@IDEO)
   • Michael Hendrix, Partner and Managing Director, IDEO
12:30 p.m. ................................................................................ PLAY: Team Meeting
   • Finalize the question your team is going to explore and attempt to answer.
1:00 p.m. (160 Massachusetts Avenue) ......................................... REFUEL: Lunch
2:00 p.m. (Studio, 160 Massachusetts Avenue) ............................... MINDSET: Music + Prototyping
   • Rob Jaczko, Chair, Music Production and Engineering, Berklee College of Music
4:00 p.m. (Room 221, 1108 Boylston Street) ................................. ENVIRONMENT: Understanding Users
   • Kyle Bylin, Author and User Experience Researcher, SoundHound
5:15 p.m. .................................................................................. REFLECT
5:30 p.m. (160 Massachusetts Avenue) .......................................... REFUEL: Dinner
   • MUSIC: Yu Chen Yang: Tracy’s Quartet Plus Seven

WEDNESDAY, JULY 8: INSPIRATION

7:45 a.m. (270 Commonwealth Avenue) ......................................... Pick-Up
8:00 a.m. (160 Massachusetts Avenue) ............................................. FUEL: Breakfast
9:00 a.m. (Room 177, 150 Massachusetts Avenue) .......................... Morning Greeting and Daily Debrief
9:30 a.m. .................................................................................. PLAY: Inspiration/Scavenger Hunt
10:30 a.m. ................................................................................ MINDSET: Music + Inspiration
   • Bonnie Hayes, Chair, Songwriting, Berklee College
12:00 p.m. (160 Massachusetts Avenue) ......................................... REFUEL: Lunch
1:00 p.m. (Room 177, 150 Massachusetts Avenue) .......................... MINDSET: Music + Vision
   • Prince Charles Alexander, Professor, Music Production and Engineering Department, Berklee College of Music
2:00 p.m. ................................................................................ PRACTICE: Team Work Session
   • Start to identify the project elements and how you want to present them.
2:30 p.m. ................................................................................ WORKSHOP: Design Thinking
   • Panos Panay, Founding Managing Director, BerkleeICE
4:30 p.m. (160 Massachusetts Avenue) .......................................... REFUEL: Dinner
   • MUSIC: Honeysuckle, a psychedelic folk trio
THURSDAY, JULY 9: COLLABORATION
7:45 a.m. (270 Commonwealth Avenue) Pick-Up
8:00 a.m. (160 Massachusetts Avenue) FUEL: Breakfast
9:00 a.m. (Room 177, 150 Massachusetts Avenue) Morning Greeting and Daily Debrief
9:30 a.m. WORKSHOP: Collaboration Tools and Social Media
  • Magen Tracy, Associate Director, Online Marketing and Social Media, Berklee College
  • Nicole d’Avis
  • Joshua Taylor, Intern, BerkleeICE
10:30 a.m. MINDSET: Music + Team Building
  • George Howard, Associate Professor, Music Business/Management, Berklee College
12:00 p.m. (160 Massachusetts Avenue) REFUEL: Lunch
1:00 p.m. (Room 122, 150 Massachusetts Avenue) PLAY: Tech Tools Trials
  • Start collaborating and promoting yourself online.
3:00 p.m. MINDSET: Music + Leadership
  • Johannes Flecker, CEO/Founder, Sound Leadership
4:30 p.m. (Room 018, 921 Boylston Street) PLAY: Ensembles and Co-Creation
  • Create rhythms as a group.
5:15 p.m. REFLECT
5:30 p.m. (160 Massachusetts Avenue) REFUEL: Dinner
  • CULTURE Harvard Square

FRIDAY, JULY 10: CREATION AND ITERATION
7:45 a.m. (270 Commonwealth Avenue) Pick-Up
8:00 a.m. (160 Massachusetts Avenue) FUEL: Breakfast
9:00 a.m. (Room 121, 150 Massachusetts Avenue) Morning Greeting and Daily Debrief
9:30 a.m. PLAY: Critical Review
11:00 a.m. MINDSET: Music + Performance
  • Rob Rose, Vice President for Special Programs, Berklee College
12:00 p.m. (160 Massachusetts Avenue) REFUEL: Lunch
1:00 p.m. (Room 121, 150 Massachusetts Avenue) PLAY: Hackathon and Mentoring
  • David France, Executive Director, Revolution of Hope
  • Kyle Bylin
  • Johannes Flecker
  • Alex Olsen, Intern, BerkleeICE
  • Keith Chia, Intern, BerkleeICE
  • Thomas Chardin, Intern, BerkleeICE
3:45 p.m. REFLECT
4:00 p.m. (160 Massachusetts Avenue) REFUEL: Dinner
  • Movie Night at the Hatch Shell (Rain plan: Museum of Fine Arts)
SATURDAY, JULY 11: PRESENTATION AND GRADUATION

8:15 a.m. (270 Commonwealth Avenue) ........................................ Pick-Up

8:30 a.m. (160 Massachusetts Avenue) ........................................... FUEL: Breakfast

9:30 a.m. (Steve Heck Room, 1140 Boylston Street) ...................... Morning Greeting and Daily Debrief

10:00 a.m. .................................................................................. Preparation and Setup Time

10:30 a.m. ................................................................................. PRESENTATIONS and GRADUATION

- Panos Panay
- Don Gorder, Chair, Music Business/Management
- Kyle Bylin
- David France

12:00 p.m. (160 Massachusetts Avenue) ....................................... REFUEL: Lunch

1:00 p.m. (270 Commonwealth Avenue) ....................................... Break

- Accompaniment to dorms and then to afternoon activities and back to dorms
- Pack for Sunday morning departure

1:30 p.m. (Prudential Center) ...................................................... FUN

2:00 p.m. .................................................................................. Duck Tour

3:30 p.m. .................................................................................. Return from Duck Tour and shop/sightsee a group in Prudential Center

4:15 p.m. (270 Commonwealth Avenue) ....................................... Break

- Accompaniment to dorms and then to dinner and evening activities

4:45 (160 Massachusetts Avenue) ............................................... REFUEL: Dinner CULTURE

- Yawkey Way/Fenway Park for sightseeing
- 7:15 p.m. Red Sox-Yankees baseball game at Fenway Park
- Return to dorms by 11:00 p.m.

SUNDAY, JULY 12: DEPARTURE

8:45 a.m. (270 Commonwealth Avenue) ....................................... Pick-Up

9:00 a.m. (160 Massachusetts Avenue) ......................................... FUEL: Breakfast

10:00 a.m. (270 Commonwealth Avenue) .................................... Final Packing and Preparations for Departure

11:00 a.m. (270 Commonwealth Avenue) ..................................... DEPARTURE

NOTE: SCHEDULE IS SUBJECT TO CHANGE
**THE SPEAKERS AND PRESENTERS**

**Prince Charles Alexander**

Five-time Grammy winner Prince Charles Alexander is a professor in the Music Production and Engineering Department at Berklee. He recorded three albums on Virgin Records from the early- to mid-1980s, achieving his biggest success as a recording artist on multiple European charts. In the ’90s, Alexander began focusing on audio engineering and became a multiplatinum producer, mixing engineer, and recording engineer for Mary J. Blige, the Notorious B.I.G., Puff Daddy, Usher, Boyz II Men, Brandy, Babyface, Sting, Aretha Franklin, and many more. Alexander’s accolades include more than 40 platinum and gold records, seven Grammy nominations (including five wins), and a Victoire de la Musique (the French equivalent of a Grammy). He earned his bachelor’s degree at Brandeis University and his master’s degree at Northeastern University.

**Kyle Bylin**

Kyle Bylin is a leading music technology analyst and user-experience researcher who specializes in consumer products and behavioral trends. Bylin conducted user research and developed consumer insights at Live Nation Labs, where he authored internal reports on why people attend shows, how they convince friends to go, and how venues impact the live experience. Bylin also founded and edited sidewinder.fm, a music and technology think tank. He brought together more than 30 influential executives, startup founders, and leading thinkers to write long-form essays, available online as a collection called “Divergent Streams.” Prior to Live Nation Labs, Bylin was a chart manager at Billboard magazine. He also contributed reporting and managed editing for Hypebot.com, a leading trade publication. He has been featured as a source in the New York Times, Rolling Stone, NPR’s Marketplace Money, and MTV News.

**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, where she convened weeklong teen summits with more than 200 youths at a time learning about and using innovative technology to explore and address social issues in their communities.

**Johannes Flecker**

Johannes Flecker is the founder of Sound Leadership, dedicated to organizational development with the craft of songwriting. He has a decade of experience in leadership development for a leading Swiss management think tank, Malik Management, and as a lecturer at the University of Graz, Austria. Flecker holds a doctorate degree in marketing, is a summa cum laude graduate of Berklee, and wrote a book about brand management with music.

**David France**

David France is the executive director of Revolution of Hope, a world-class youth orchestra in the underserved Boston neighborhood of Roxbury. He is a graduate of New England Conservatory of Music’s prestigious Sistema Fellows Program. The fellowship trains passionate, socially minded musicians to become leaders in the movement to bring music for social change programs to the United States. France has performed with a number of orchestras, including the Wichita Symphony, the Minnesota Orchestra, the Ubuntu-Shruti Orchestra, the Sphinx Symphony, the Bermuda Festival Orchestra, and the first YouTube Symphony. He has also been featured in Time magazine, Strings magazine, and the Wall Street Journal, and has performed with Kenny Rogers, John Legend, Smokey Robinson, Josh Groban, and Grammy Award-winning producer Quincy Jones.

**Don Gorder**

Don Gorder is chair and founder of the Music Business/Management Department at Berklee. An attorney, educator, and musician, Gorder holds advanced degrees in law and music (B.M., University of Nebraska, M.M., University of Miami, J.D., University of Denver). He coauthored the online course Legal Aspects of the Music Industry for Berkleemusic.com. As an attorney, he has represented clients in matters of copyright and contracts, and he remains active as a trumpet player in a variety of jazz and commercial settings. He served for 14 years with the International Association for Jazz Education as the resource team representative for music business/management.
Bonnie Hayes

Bonnie Hayes, chair of the Songwriting Department at Berklee, is an American singer-songwriter, recording artist, musician, and record producer. She is perhaps best known for penning “Have a Heart” and “Love Letter,” which restored Bonnie Raitt to superstardom with the multiplatinum, multiple Grammy-winning album Nick of Time. Hayes’ 1981 pop-punk college radio hit “Shelly’s Boyfriend” (Slash Records) was featured in the cult favorite film Valley Girl. She has produced indie records for blues and Americana artists Tommy Castro and Tracy Blackman.

Michael Hendrix

As an IDEO partner, Michael Hendrix leads the Boston studio and guides the firm’s East Coast-based Design Directors. Throughout his 20-year career, Hendrix has inspired and worked with creative talent to build design programs and organizations. A natural trailblazer and collaborator, he cofounded an art school for high school students, a professional design curriculum for undergraduates, two professional design societies, and three businesses, the last of which, Tricycle, was recognized by Business Week and Fortune as a thought leader for sustainable design. This diversity of roles has provided the opportunity for him to contribute to a number of leading brands and organizations, including Converse, Tempur Sealy, Steelcase, Eli Lilly, the DIY Network, Interface, and the Department of Homeland Security.

Norihiko Hibino

After graduating from Berklee, Norihiko Hibino worked as a solo jazz musician and later started his own company, GEM Impact, working on games, anime, websites, and other music-related projects. An additional part of GEM Impact is GEM Factory, an in-house record label that has released the band the Outer Rim’s debut album as well as the soundtrack to the video game Ninja Blade. GEM Impact will also contributing to the score for the highly anticipated video game Bayonetta, due out at the end of the year from SEGA. In 2009, Hibino founded Hibino Sound Therapy Lab, a venture exploring the therapeutic applications of music. His first project under this company was Prescription for Sleep, an IOS application that attempts to lull users to sleep with 20 minutes of soothing, live-recorded music. The application has topped the Japanese iTunes Store Health and Fitness section since its March release. He was also awarded the Berklee Distinguished Alumni Award for his entrepreneurial spirit and use of music in unconventional ways to reach a new audience.

George Howard

George Howard is an associate professor in the Music Business and Management Department at Berklee. He was one of the original founders of TuneCore and is an adviser to companies such as Wolfgang’s Vault, Daytrotter, and Iris Records. Howard is the former president of Rykodisc, one of the world’s largest independent labels, and a musician and producer with lengthy production credits. Howard holds a master’s of business administration degree, a law degree, and a master’s of arts degree in literature. He has written a number of books on the music industry, including Getting Signed. An Insider’s Guide to the Record Industry (Berklee Press) and Music Publishing 101 (Berklee Press).

Harry Hui

Harry C. Hui is the managing partner of ClearVue partners. Hui has been at the forefront of the media and music industries in Asia. In 1998, he joined MTV Networks Asia. As executive vice president and managing director of MTV North Asia, he was responsible for the channel’s developments in China, Hong Kong, Korea, and Taiwan. In 1999, he created and produced the first Asian MTV awards show in collaboration with China Central Television (CCTV). In 2000, he launched the localized 24-hour MTV Korea channel. He joined Universal Music in January 2002 and served as its president of the South East Asia Division, headquartered in Hong Kong.

Rob Jaczko

Rob Jaczko is the chair of the Music Production and Engineering Department at Berklee as well as an independent recording engineer and record producer. He worked as the staff engineer at A&M Studios in Hollywood, California, and has recorded for Sheryl Crow, Don Henley, Hall and Oates, Graham Nash, Bruce Springsteen, James Taylor, Ron Wood, Warren Zevon, and many others. Jaczko is a frequent lecturer and clinician at the Panama Jazz Festival in Panama City, Panama. Other lecturing engagements include the International College of Music in Kuala Lumpur, Malaysia, and the Berkman Center for Internet and Society at Harvard/ Electronic Frontier Foundation’s event Signal or Noise? The Future of Music on the Net. He is also the founder of ViewWorks, a content and technology provider for stereoscopic 3D imaging.
Panos Panay
Panay, Berklee Class of ’94, is the founding managing director of Berklee’s Institute for Creative Entrepreneurship (BerkleeICE) as well as a passionate entrepreneur and active startup 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. He led the company as CEO for 13 years, from its inception until after its successful acquisition by Backstage LLC in a deal backed by Guggenheim Partners.

Rob Rose
Rose, Berklee Class of ’72, is the vice president for special programs at Berklee, where he serves as the director of the Five-Week Summer Performance Program, director of the Stage Performance Workshop, and creator and developer of numerous courses, concerts, and events at Berklee. He also serves as producer of the Beantown Jazz Festival and Berklee High School Jazz Festival. He has worked as a composer, arranger, and audio engineer with a variety of top artists including Diana Ross, Air Supply, Livingston Taylor, and the Four Tops. Rose has produced more than 25 albums of various genres, including jazz, rock, and contemporary Christian music, and has produced, arranged, and written radio and television commercials for Fleet Bank, Grossman’s, Talbots, WBZ, and WHDH. He plays saxophone, flute, electric bass, and keyboards. His movie credits include saxophone on the film Ted 2, featuring Mark Wahlberg.

Aithan Shapira
Born to Israeli parents in America and frequenting his father’s fabric pattern-cutting factory for nearly 30 years, Shapira’s life has always encompassed multiple viewpoints—some inherited and some lived (including time spent with an aboriginal tribe in Australia). He received masters’ of fine arts degrees in both painting (Boston University) and printmaking (Royal College of Art) and has exhibited at the Royal Academy, London; Museo de Arte Popular, Oaxaca, Mexico; Aqua Fair, Art Basel, Florida; Museum of Contemporary Art, Sydney, Australia; and Seattle Art Museum Gallery, Washington. He is the recipient of the Man Group Drawing Prize, Daler-Rowney prize for drawing, and Blanche E. Colman Award for painting. Shapira currently teaches at the School of the Museum of Fine Arts in Boston and gives an intensive drawing course at MIT.

Joshua Taylor
Joshua Taylor is the student assistant for Berklee’s Institute for Creative Entrepreneurship and works as a singer-songwriter and producer. He was named the “best unsigned live act in the UK” by SKY TV and has received national BBC Radio 1 airplay. Taylor graduated from the University of St. Andrews with a master’s degree in philosophy and classics, and is currently studying music production and engineering at Berklee.

Magen Tracy
Magen Tracy is the associate director for social media and online marketing at Berklee, where she oversees social media, online advertising, and new media marketing for the college. Prior to her position at Berklee, Tracy worked in marketing and promotions for Live Nation New England. She holds a bachelor of arts degree from Brown University, a master’s degree in audio production from Emerson College, and has been a panelist at SXSW, HighEdWeb, and other industry conferences, speaking on topics such as social media oversight, audience-sourced content, brand alignment, and women in the music industry. Tracy is an active musician in the Boston area and a volunteer for Girls Rock Campaign Boston.
THE BERKLEE CAMPUS
Berklee is seamlessly connected to Boston, 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, to name just a few. 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.

SPECIAL THANKS
To everyone who has helped bring this project to life and to those with the courage to start something new.

EMERGENCY PROCEDURES AND CONTACTS
>Public Safety is available 24/7
>AFTER calling 911, notify Public Safety at 617 747-2682.
>The Summer Program nurse is available during the following hours:
   Monday-Friday, 9:00 a.m.–9:00 p.m.
   Saturday-Sunday, 11:00 a.m.–6:00 p.m.

IMPORTANT CONTACTS:
>Nicole d’Avis, Operations and Events Manager, BerkleeICE
   508 254-5009
>Oisin McAuley, Director of Summer Programs
   617 747-6077
>Sara Froberg, Summer Program Assistant Director
   617 747-2225
>Summer Programs General Line
   617 747-2245
>Public Safety Emergency
   617 747-2682