



Aaron Friedman
Make Music Alliance
www.makemusicday.org

Fête de la Musique: Paris, 1982



Fête de la Musique: Paris, 2006



Fête de la Musique: Paris, 2016



Fête de la Musique in France:

- Over 17,000 concerts nationwide on June 21
- Over 1,500 concerts in Paris region
- 64% of the population actively participates by performing / listening to music on June 21
- 72% of participants go outside and “wander around at random” to discover the music
- 91% agree that on June 21, people discover unfamiliar musical genres
- How did you receive concert information?
 - 54% Word of Mouth
 - 53% Traditional Media
 - 30% Social Media

2011	2012	2013	2014	2015	2016	
Make Music New York	Make Music New York	Make Music New York	Make Music New York	Make Music New York	Make Music New York	Make Music Niagara Falls
Make Music Chicago	Make Music Chicago	Make Music Chicago	Make Music Chicago	Make Music Chicago	Make Music Chicago	Make Music Ossining (NY)
Make Music Vancouver	Make Music Vancouver	Make Music Vancouver	Make Music Vancouver	Make Music Vancouver	Make Music Vancouver	Make Music Platteville (WI)
	Make Music Los Angeles	Make Music Los Angeles	Make Music Los Angeles	Make Music Los Angeles	Make Music Los Angeles	Make Music Salem (OR)
		Make Music Issaquah (WA)	Make Music Issaquah (WA)	Make Music Issaquah (WA)	Make Music Issaquah (WA)	Make Music San Antonio
		Make Music Madison	Make Music Madison	Make Music Madison	Make Music Madison	Make Music St Louis
		Make Music Philadelphia	Make Music Philadelphia	Make Music Philadelphia	Make Music Philadelphia	Make Music Vermont
		Make Music Portland (ME)	Make Music Portland (ME)	Make Music Portland (ME)	Make Music Portland (ME)	
			Make Music Boston	Make Music Boston	Make Music Boston	
			Make Music Fort Wayne	Make Music Fort Wayne	Make Music Fort Wayne	
			Make Music Montclair (NJ)	Make Music Montclair (NJ)	Make Music Montclair (NJ)	
			Make Music Nashville	Make Music Nashville	Make Music Nashville	
				Make Music Cedar Rapids	Make Music Cedar Rapids	
				Make Music Columbia (SC)	Make Music Columbia (SC)	
				Make Music Fort Lauderdale	Make Music Fort Lauderdale	
				Make Music Fullerton	Make Music Fullerton	
				Make Music Pittsburgh	Make Music Pittsburgh	
				Make Music Portland (OR)	Make Music Portland (OR)	
				Make Music San Diego	Make Music San Diego	
				Make Music Seattle	Make Music Seattle	
					Make Music Black Hills (SD)	
					Make Music Buffalo	
					Make Music Chattanooga	
					Make Music Cleveland	
					Make Music Denver	
					Make Music Detroit	
					Make Music El Paso	
					Make Music Liberty (MO)	
					Make Music Mentor (OH)	
					Make Music Minneapolis	

Make Music Cities (U.S. and Canada): 2011-2016

2017

Make Music New York

Make Music Chicago

Make Music Redmond

Make Music Los Angeles

Make Music Issaquah (WA)

Make Music Madison

Make Music Philadelphia

Make Music Portland (ME)

Make Music Boston

Make Music Fort Wayne

Make Music Montclair (NJ)

Make Music Nashville

Make Music Cedar Rapids

Make Music Columbia (SC)

Make Music Fullerton

Make Music Pittsburgh

Make Music Portland (OR)

Make Music San Diego

Make Music Seattle

Make Music Black Hills (SD)

Make Music Buffalo

Make Music Chattanooga

Make Music Cleveland

Make Music Detroit

Make Music El Paso

Make Music Liberty (MO)

Make Music Mentor (OH)

Make Music Minneapolis

Make Music Niagara Falls

Make Music Ossining (NY)

Make Music Platteville (WI)

Make Music Salem (OR)

Make Music San Antonio

Make Music St Louis

Make Music Vermont

Make Music Washington (DC)

Make Music Allen (TX)

Make Music Columbus

Make Music Davis (CA)

Make Music Edmonton

Make Music Huntsville

Make Music Iowa City

Make Music Miami Beach

Make Music Milwaukee

Make Music Port Townsend

Make Music Rhode Island

Make Music Rochester

Make Music San Jose

Make Music Somerville (NJ)

Make Music Warrenton (VA)

Make Music Worcester

Make Music Wyoming County

Make Music Day 2017 in the US:

- 4,138 free music-making events
- 1,179 participating venues
- Citywide celebrations in 53 cities
- 1.5 billion media impressions

Make Music New York



- 871 Performances
- 279 Locations
- Founded in 2007

Make Music Chicago



- 184 Performances
- 74 Locations
- Founded in 2011

Make Music Madison



- 308 Performances
- 91 Locations
- Founded in 2013

Festa Della Musica (Italy)



- 10,707 Performances
- 571 Participating Cities
- 34,137 Musicians
- Founded in 1985

Make Music China



- 2,000+ Performances
- 84 Participating Cities
- 1,000,000+ audience
- Founded in 2016

Make Music Day UK



- 147 Performances
- 2,723 Musicians
- 80 Locations
- Founded in 2017

Make Music Day is:

- **Free**

no tickets, no charge for participants or audience

- **Participatory**

open to any musicians at any level, all ages and genres

- **In public spaces**

and publicly accessible private spaces

- **On June 21**

Primary Effects of Make Music Day:

- Local pride, reputation as cultural destination
- Citizen empowerment
- Inspiring creative expression (creating new musicians)
- Deepening musical appreciation (creating new audiences)

How To Make Music: Promotion

THE WALL STREET JOURNAL.

June 21, 2016 -

Circulation: 1,337,376 -

All the City Is a Stage



NOTABLE EVENTS: Pianists performed in the West Village Tuesday, top, as part of Make Music Day, a national initiative featuring free, outdoor music. Above, from left, a guitar lesson in Times Square and cymbals in Madison Square Park. More photos at WSJ.com/NY.



Indians to take part in 'Make Music Day'

The International event takes place on June 21 in 700 cities

by Matt Snyder @MattSnyderCBS Thursday, Jun 16, 2016 · 1 min read

The Cleveland Indians have thus far had a good on-field product in 2016 (35-30, tied for first in the AL Central heading into Thursday), but next week they'll take part in a world-wide music-related venture.

Make Music Day takes place on June 21, with 700 cities across 103 countries in the world celebrating "music in all its forms." In Progressive Field, the Indians will host the Rays at 7:10 p.m. local time. Along with that, here's what will go down in the stadium:

Twenty string players will perform the National Anthem at Progressive Field prior to the baseball game between the Cleveland Indians and Tampa Bay Rays. Additionally, musical groups lined up along the concourse will play throughout the game, and two bands will perform at each entrance gate when the stadium opens at 6 pm.

RollingStone 'Make Music Day' Plans 4,000 Free Concerts Nationwide

'Make Music Day' Plans 4,000 Free Concerts Nationwide

Annual global event returns June 21st honoring Ella Fitzgerald, Otis Redding and more



Make Music Day, the free global festival, returns in June to 50 cities across America. Robyn Beck/AP/Getty



AP

Make Music Day festival is coming to dozens of US cities

NEW YORK (AP) — More than 50 U.S. cities will be hosting Make Music Day, a free one-day outdoor festival celebrating music and music-making.

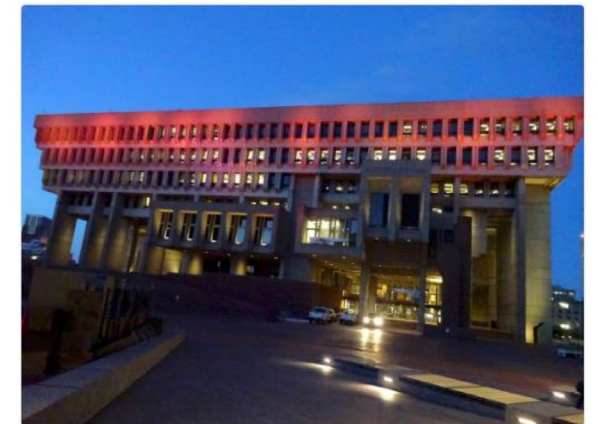
The annual event is June 21, the summer solstice.

Highlights of Make Music Day in the U.S. will include Sousapaloozas in Chicago; Cleveland; Madison, Wisconsin; Minneapolis-St. Paul; New York; and San Jose, California.



Mayor Marty Walsh @marty_walsh · Jun 20

Tonight, we've lit City Hall orange to celebrate Make Music Day. #MakeMusicDay makemusicday.org



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How to Make Music: Matchmaking

- Availability
- Performance Info
- Images
- Media
- Social
- Contact

Describe your music in 140 characters or less

Sacred music from the golden age of polyphony, a cappella. Palestrina and others.

Long description (Used in your profile)

The Renaissance Street Singers and friends will perform polyphonic motets from the 15th and 16th centuries, a cappella.

Your Home Neighborhood

Chelsea

How would you describe your music?

Choral Classical Other

Filter options: SORT (NEWEST FIRST), ELECTRICITY (ALL), TYPE (ALL), NEIGHBORHOOD (ALL), GENRE (ALL). Filtered by HAS PIANO (ALL).

Showing 50+ results. Try adding a filter.

- HH Youth Green Market Season Opener
Available from Invalid date - Invalid date
- Inwood Library
Available from 7am - 9pm
- La Plaza De las Americas
Available from 10am - 8:00pm
- Cato's Army & Navy
Available from 11:30am - 7pm

START: Wed, 21 Jun 11:00 AM | END: Wed, 21 Jun 12:00 PM

11:00 AM | 12:00 PM

WED

Drag the sliders above to select your performance time

Message (optional)

Including an optional message with your request will increase your chances of confirming a performance:

- Write a few words about your space
- What do you like about this artist's music?
- Are you flexible about what time they can perform at your location? Or is this the only time that will work?

Hi, we'd love to perform at your location on June 21st!

Cancel | Request Performance

Wednesday, June 21, 2017

Filter Map

Genre: All | Artist Name | Venue Name | Time: All

Playing now: Rain Accommodations: All

MAKE MUSIC NEW YORK is a live, free musical celebration on June 21, the longest day of the year, with over 1,200 concerts on streets, sidewalks, and parks across the five boroughs.

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Search Artists: Artist Name, All Genres, SEARCH

Search Venues: Location Name, All Locations

How to Make Music: National Partners



MAKE
MUSIC
JUNE 21

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