



ACT4Music Press Release - May 21, 2020

ACT4Music (Advancing Creative Transformation for Music) is a new organization dedicated to Creative Music, founded by Philly-based producer, bassist, educator, and curator Anthony Tidd and Parisian videographer, web designer, and archivist Dimitri Louis.

ACT4Music arose from a simple concept: “To build a cloud-based platform that could act as a virtual venue (or “CloudVenue”) focused on the transformative advancing edge of musics that lean towards creativity -- such as jazz.”

In response to the corona pandemic and its devastating impact on the music scene, ACT4Music’s first initiative came into being just three weeks after its creation: **ACT4Music Fest** -- “An 8-week, online international Creative Music festival, featuring specially curated video music performances by both well-established favorites and vibrant new voices.”

Despite its young age and a budget of \$0, this grass-roots festival has garnered the affections and generosity of 150+ curators and artists, seven staff members who are volunteering their time, and a 32k+ audience, who together have managed to generate a buzz on music scenes around the globe.

A cross-section of the 90 artists and curators featured to date includes **Vijay Iyer (NYC), Rich Brown (Toronto), Brandee Younger (NYC), River Recitals (London), Lau Noah (Catalonia), Marcus Strickland (NYC), Laurin Talese (Philadelphia), Sara Serpa (Lisbon), Tyshawn Sorey (NYC), Rachel Eckroth & Tim Lefebvre (L.A), Ingrid Jensen (Canada), Micki Miller (South Bend), ELEW (NY/CA), Rio Sakairi (NYC), I Hold the Great Rack (Australia), Dayna Stephens (NYC), Nik Bärtsch (Zurich), and Jurandir Santana & Joander Cruz (Brazil)**. There are still over 100 performances yet to be launched, by **Billy Hart, Nicole Mitchell, Chris Potter, Michele Rosewoman, Kenny Barron, Steve Coleman, Bria Skonberg, Dafnis Prieto, Sumi Tonooka, Scott Colley, Ari Hoenig, and Gary Thomas**, to name a few.

Access to each of the festival’s four-stage concerts requires a ticket. But audience members get to name their own price, with a \$3 minimum. The AC4Music Fest’s rapidly growing audience agrees that a two-hour curated music experience beginning at \$3 is a pretty amazing deal!

After just one month (with another month to go!) the festival is already a high-level music event with the world as its audience. Every show-- whether recorded on an iPhone or as a studio-based multi-cam 4K shoot-- is created specifically for the ACT4Music Fest. New concerts launch Mon-Sat at 2 PM EST and remain available for purchase, and for on-demand viewing by ticket-holders, into July 2020.

#act4music #act4musicfest #cloudvenue #cloudsofsound
Contact: PRESS@ACT4Music.org