CRAFTED BY

MUNDIAL

MONTREAL

NORTH AMERICA’S WORLD MUSIC SUMMIT
ABOUT THE INDIGENOUS SOUNDS SERIES

The series enables securing showcase slots for talents emerging from Indigenous communities, offering visibility and new touring opportunities into the mainstream markets.

COLLABORATIONS AND PARTNERSHIPS

• FACTOR
• Canadian Heritage
• Slaight Music
• Espace culturel Ashukan (2015 & 2016 press conferences)
• Montréal First People's Festival
• Native American North
• Manitoba Music
• Sask Music
• Say Magazine
• Musique Nomade

TIMELINE & ACTIVITIES

2012
First time Indigenous artists performing at Mundial Montréal

2013
After the sound success of the 2012 experience, official integration of the “Indigenous Sounds” series within the core programming structure of Mundial Montréal + Expansion of the program to include private mentor sessions for Indigenous artists by targeted national and international talent buyers

2014
Creation of an Indigenous Advisory Committee to consolidate the program both artistically and financially to ensure its sustainability

2015
Addition of a seminar dedicated to Indigenous artists: workshops on “How to Maximize Participation in an International Conference”, “Networking: Tips and Tricks”, “Perfecting Your Elevator Pitch”

2016
First panel dedicated to the series “Idle No More: How the industry can work with Indigenous artists”

• Second panel “Idle no more II”
• Dedicated Networking Sessions
• Stingray Rising Stars Award given to: William Prince

2017
• Jeremy Dutcher + Elisapie showcased at WOMEX
• 6 Indigenous artists showcased at Mundial Montréal
• Stingray Rising Stars given to: Silla & Rise

2018
• Third panel “Idle no more III: Indigenous Renaissance”
• Dedicated Networking Session (40 attendees, in collaboration with CAPACOA)

33 ARTISTS PRESENTED
(2012-2018)
FEATURED INDIGENOUS ARTISTS (2012 – 2017)

- Elisapie
- Digging Roots
- Samian
- A Tribe Called Red
- Tanya Tagaq
- Leela Gilday
- George Leach
- Eekwol
- Shauit
- Beatrice Deer
- Cris Derksen
- Kinnie Starr
- Martha Redbone
- Florent Vollant
- Diyet
Showcases were well formatted; organized, it ensured delegates were there.” Amanda Rheaueme.

“The Indigenous panel was one of my favorites. It was very eye opening coming from someone who doesn’t see as much respect for Indigenous peoples in the arts, in the US.” Rachel Doe – Crossover Touring.

“I am so grateful to have attended Mundial and be exposed to stellar artists. [...] Lacey Hill, Nive & the Deer Children and so many other artists wowed me! It is my 2018 mission to bring their amazing talents to Toronto audiences.” Chaka V Grier – NOW Magazine.
“I appreciated learning more about the current trends and conversations Canadian presenters are having especially about ways to present and engage the Indigenous community.” Jordana Phokompe, Lincoln Center for the Performing Arts, NYC.
The goal of the “Indigenous Sounds” series is threefold:

1. Ensure the exposure and distribution of musical artists from Indigenous communities to the general public;
2. Support the professional development of Indigenous artists through activities organized by Mundial Montréal;
3. Provide Indigenous artists unprecedented access to the international music market to advance their careers.

ADVISERS

• André Dudemaine, Founder and Director of Land Insights for the exposure of the Indigenous culture and the Montreal First Peoples Festival;
• Nadine St-Louis, General Director of Sacred Fire Productions;
• Alan Greyeyes Sâkihiwê festival;
• ShoShona Kish, International Indigenous Music Summit and Digging Roots (band).
PANEL
IDLE NO MORE PART 3: INDIGENOUS RENAISSANCE

The Idle No More III: Indigenous Renaissance panel brought key organizers Alan Greyeyes (sākihiwē festival), ShoShona Kish (Digging Roots), Jeremy Dutcher, and Cynthia Lickers-Sage (Indigenous Performing Arts Alliance) together for a conversation that explored the current status of the Indigenous music scene and highlighted the work that has yet to be done.

2018 PROFESSIONAL ACTIVITIES

WORKSHOP
INDIGENOUS SOUNDS: WELCOME SESSION

The Indigenous Sounds Welcome session for the showcasing artists, their representatives and industry stakeholders including several presenters of Indigenous festivals guests from Australia, Norway, the USA, plus some from the Canadian industry and institutional representatives brought together more than 40 people to share information and experiences, emphasizing the shared history of struggle and cultural revitalization.

Silla & Rise received the Stingray Rising Stars Award that comes with a bursary and airplay.
2018 EXPOSURE

MÉTRO WEEKEND / JEREMY DUTCHER - Article

LE CATALYSEUR DE CHANGEMENT

Métro. Depuis qu'il a remporté le prestigieux prix Polaris, Jeremy Dutcher a vécu un mois incroyable en Amérique du Nord. Il est devenu une vedette avec la musique aînante et le groupe Watem Kraft, un mélange de musique du Nouveau-Brunswick et de musique traditionnelle.

APPRENEZ LE SKI ET LE SNOWBOARD À MONTREAL... SUR LA LIGNE VERTE!

GÉSÚ

Dimanche à 17h

Le premier album de Jeremy Dutcher, Widosiyik Litunawinina (« nos chants maléfiques »), intègre brillamment des enregistrements centenaires du peuple autochtone dont il est issu, située au croisement du Nouveau-Brunswick, du Québec et du Maine. En griffant ces chants traditionnels à des compositions traversées par l'effet et la musique de chambre contemporaine, ce magnifique ténor de formation classique contribue à la renaissance de la langue maléfique, ce qui lui a valu le prestigieux prix Polaris en septembre dernier. Jeremy Dutcher revient à Montréal seul au clavier et au micro, accompagné de sons électroniques ou son traités, déclenchés en temps réel. Pour celles et ceux qui l'ont raté l'été dernier, c'est un must.
2018 EXPOSURE

MUNDIAL ON THE ROAD @ WOMEX

2018: Jeremy Dutcher and Elisapie selected to perform as Official offWOMEX showcases


ShoShona Kish receiving WOMEX 18 Professional Excellence Award
2019: November 19th to 22nd (9th edition)
2020: November 17th to 20th
2021: November 16th to 19th

RESULTS ORIENTED.
THOUGHTFULLY CURATED.
CELEBRATORY.

Bringing the sounds and talents of the world to Montreal. With selected artists representing roughly 40 different cultures and communities, Mundial Montreal is the only event of its kind in North America.

It has become the go-to happening for world music discovery and professional opportunities, acting as a springboard for some of the best national and international world music talent.

Canada’s rich cultural diversity is also on full display, with series such as “Indigenous Sounds” offering Indigenous musicians the opportunity to break through into new markets and mainstream touring circuits.

2018 EDITION
5,000 FESTIVAL GOERS
MEDIA CAMPAIGN $42,000

- 310 pros from 23 countries
- 32 groups / 176 musicians
- 15 venues
- 4 days

DEMOGRAPHICS

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<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tr>
<td>25-34</td>
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<td>35-44</td>
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<td>45+</td>
<td>26%</td>
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LOCAL PUBLIC

- Young adults
- Multicultural
- Very captive audience
- Community influencers

SOCIAL MEDIA

- Facebook: @mundialmontreal, reach: 8,273 people, 3,385 followers
- Twitter: @mundialmontreal, 1,068 followers
- Instagram: @mundialmontreal, 904 followers
- Email: 4,781 members

RELEVANT LINKS

- ARTISTS
- MEDIA KIT
- DELEGATES
- DOCUMENTARY
- MUNDIALMONTREAL.COM
DELEGATES – BY COUNTRY
MUNDIAL MONTRÉAL #8 – 2018

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<thead>
<tr>
<th>Country</th>
<th># of delegates</th>
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<tr>
<td>Canada</td>
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</tr>
<tr>
<td>USA</td>
<td>29</td>
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<tr>
<td>Spain</td>
<td>22</td>
</tr>
<tr>
<td>South Korea</td>
<td>15</td>
</tr>
<tr>
<td>France</td>
<td>9</td>
</tr>
<tr>
<td>Italy</td>
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<tr>
<td>Netherlands</td>
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<tr>
<td>Australia</td>
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<tr>
<td>UK</td>
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<td>Chile</td>
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<td>Norway</td>
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<td>Germany</td>
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<td>New Zealand</td>
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<td>Peru</td>
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<td>Sweden</td>
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<tr>
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<td>Czech Republic</td>
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310 DELEGATES
FROM 23 COUNTRIES

ACCESS TO LIST OF DELEGATES BY NAME,  CLICK HERE
DELEGATES – BY TYPE
MUNDIAL MONTRÉAL #8 – 2018

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<tr>
<th>Category</th>
<th>Number</th>
<th>Percentage</th>
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<td>Artiste / Artist</td>
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<tr>
<td>Gérant / Manager</td>
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<td>Agent / Booking agent</td>
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<td>2.9%</td>
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<tr>
<td>Réseau de diffusion / Presenting Support Organization</td>
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<tr>
<td>Promoteur / Promoter</td>
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<tr>
<td>Web / Digital</td>
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<td>0.9%</td>
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<tr>
<td>Artiste / Artist</td>
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<td>11.6%</td>
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<td>Bureau Export / Export Office</td>
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<tr>
<td>Superviseur musical / Music Supervisor</td>
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</tr>
</tbody>
</table>

**Total:** 310 delegates from 23 countries

North America’s World Music Summit
ABOUT MUNDIAL MONTRÉAL

FOUNDER AND EXECUTIVE PRODUCER
For more than 20 years, Sébastien Nasra has established an impressive network throughout the world and the initiatives he has undertaken have enabled him to take a prominent place as a credible exporter of Québec creativity abroad.

Founder and president of Avalanche Prod, he locally, nationally and internationally launched the careers of artists such as Jorane, The Soul Attorneys, Beast and Elisapie Isaac. In 2006, he founded M for Montréal, a showcase and conference festival, renowned internationally and celebrated locally. In 2011, he created Mundial Montréal, a showcase and conference event specialized in world/global music. Mundial is already recognized as an essential contact event and the only one of its kind in the North American market. In 2013, Sébastien also became co-producer and creative director of Le Festival OUMF a multi-disciplinary public event in Montreal the first “Back to school” cultural event in Montreal.

CO-FOUNDER AND ARTISTIC DIRECTOR
Artistic Director and Co-Founder of Mundial Montreal, Derek Andrews is revered as an authority in the field of world music. He has been flown to conferences around the world to participate in panels, sit on juries, speak on radio shows, participate in different networks, and consult as a programmer to festivals. Having programmed Harbourfront Festival (TO) for 20 years, currently curating Luminato (TO), Cultura Festival and Mundial in addition to consulting for many other festivals, and managing several artists under his company, Global Café, Derek Andrews is highly informed with the world music artists and trends in Canada and internationally.

As Mundial’s artistic director, Derek will not only oversee the curatorial process of the showcase but is also very connected in the world music community locally, nationally and internationally. He is seen as a major figure in world music and a real ‘connector’ of people working in the field from artists to agents, bookers, journalists, etc.
We want to acknowledge that we are currently on the traditional unceded and shared territories of Indigenous peoples, amongst which the Kanien’kehá:ka and Anishinaabeg people who designate these territory as Tio’tie;ke and Mooniyaang respectively. We recognize the Kanien’kehá:ka (Mohawk) people who continue to care for this land.
CONTACT

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