



Red Bull Music Academy New York 2012

Da da da dum.

Here it is, the application form for this year's Red Bull Music Academy.

Disconnect yourself from your social network for a moment, take a deep breath, pick up a pen, pencil, or quill, and shut out the noise. The application form in front of you is not meant to be difficult, but instead designed to give you the opportunity to present yourself as honestly as possible. The questions that probe deepest aren't always the easiest - but then nothing worthwhile ever took just five minutes.

One thing we've got to mention: your application form must be filled in by you, and you alone. Don't worry, we are not going to discount your application because of bad grammar or wrong spelling - with participants hailing from more places in the world than even your geography teacher could have imagined, the Academy has always been more of a school of funny accents than the place to cultivate Oxford English. However, with that said, the Academy Lectures and workshops are held in English. Hence the application form needs to be filled out in English too. We cannot accept any half-completed questionnaires (in fact, we throw them away), so please make sure you answer each and every question on there.

Every application must be turned in with an accompanying audio CD. If you make music, send us some of the stuff you produced, wrote, played or sung on. If you're a DJ, send us a bedroom mix of your jams at least 30 minutes long. Might be a good idea to put best tracks first and include just enough material to get the point across. Just remember that sometimes less is more. The songs don't have to be finished, don't stress. We want to get a feel for where you are at creatively, and a strong vision will always be more important than a polished pro sound. Everything will be listened to by **at least two** people from our team of notable music lovers across the full spectrum of schools and styles, so everyone gets a fair shake.

Just go for it - and have no fear. You don't need platinum disc experience to demonstrate your studio prowess, or crate after crate of rare 45's to show off your musical knowledge. Just do your own thing, with whatever you have at hand.

Whatever you do, please include a full track listing so that all the information is crystal clear. Your tunes should be on CD, and they should be audio - no compressed formats like mp3s, and no videos or anything similar.

Last but not least, don't forget to include two printed photos of yourself: one passport-style front view head shot, and one regular snapshot - both clearly marked with your name and country. Speaking of name and country: we need all your contact details clearly written, because we will be in touch with you to let you know if you have been selected as one of the participants for 2012. We will not use any of your information for purposes unrelated to the Red Bull Music Academy.

Send the whole application package (**questionnaire, CD with track list, photos**) to:

**Red Bull Music Academy
Applications New York 2012
Boisseréestr. 9 - 11
50674 Cologne, Germany**

And please write your country of origin on the back of the envelope! Entries must be postmarked no later than **April 2, 2012**. The sooner you send yours though, the wider our smiles will be.

Due to local laws, all applicants must be born **September 30, 1991**, or before.

Unfortunately, we cannot return any material we receive, so you may want to keep a copy of whatever you submit for yourself. We also cannot provide individual feedback. But again, please sleep safe with the knowledge that all entries will be thoroughly considered by **at least two** different people from different backgrounds.

Check the Academy website for our FAQ and Twitter helpdesk, or simply drop a line to **apply@redbullmusicacademy.com** if you've got any questions. And for further information watch a little application tutorial video at: **vimeo.com/redbullmusicacademy/howtoapply**

Thank you. Your time and effort are very much appreciated.

Your Red Bull Music Academy Team

RED BULL MUSIC ACADEMY 2012 PARTICIPANT APPLICATION FORM

Last Name: _____

First Name: _____

Artist Name(s): _____

Gender: M F Nationality: _____

Street & No. or PO Box: _____

City: _____ Zip: _____

State: _____

Country of Residence: _____

Date of Birth (DD/MM/YYYY): _____

Mobile Phone: _____

Home Phone: _____

E-mail: _____

Alternative E-mail: _____

Website(s): _____

Facebook: _____

Soundcloud/Bandcamp: _____

Twitter: _____

Manager: _____

Agent: _____

Which of the two workshop dates are you available for?

September 30 - October 12, 2012

October 20 - November 2, 2012

RED BULL MUSIC ACADEMY 2012 PARTICIPANT APPLICATION FORM

1) Have you applied for the Red Bull Music Academy before? If so, when & how many times?

2) Indicate which of the following terms apply to you (of course, you may tick more than one!)

Producer

DJ

Instrumentalist: if so, tell us which instrument/s you play:

Vocalist

3) What's your occupation? If you are a student, what do you study?

4) What's on your demo? DJ-mix or your own original music? Released or unreleased?

5) How would you describe your style(s) of music?

6) What musical endeavour(s) have you been involved in during the last 12 months?

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7) »This is where I am in relation to the musical universe« Please draw us a map!

8) What inspired you to become involved in music, whether as a DJ, producer, musician or in some other capacity?
When did that moment of inspiration strike?

9) What do you expect to get out of the Academy personally?

10) Which three artists would you like to hear lecture at the Academy?
What's the most urgent question you would like to ask each of them?

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11) Where did you get your musical education or comparable experiences?

12) Who and what are your main influences?

13) Which technical set-up do you usually utilize for your musical activities? Please list the gear you use.

14) Do you prefer to work on music by yourself or with others?

15) Do you perform music live or as a DJ? What does that sound and look like?

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16) On a scale from 0 to 10 (0 being "not at all", 10 "brilliant"), how would you rate your own skills in each of the following areas?

Producing:

Engineering:

Software (specify the platforms/programs):

Live Instruments (which ones?):

Vocals:

DJing:

Other skills:

17) Which of these skills would you like to improve, and what would you like to learn about specifically?

18) Do you produce tracks or write music? If so, what was your most recent work, and how would you describe it?

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29) Fast forward to the next evening. Your in-laws are coming to dinner. What music are you going to put on (and what are you gonna cook)?

30) What's the title of your autobiography?

31) What do you collect besides music?

32) What's lying next to your bed?

33) What's the most interesting book you've read lately? Why should we read it, too?

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34) Which are your three favourite movies?

35) What's the one thing you can't live without and why?

36) What was the funniest thing that happened to you in the last few months? Or, if nothing comes to mind, at least tell us your favourite joke.

37) If you have travelled, which places and countries did you like best? And, of course, why?
Did you find a place where you would like to live?

38) Which records have the ability to make you cry and why?

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39) And while we're on the subject of sobbing, when was the last time you cried anyways?

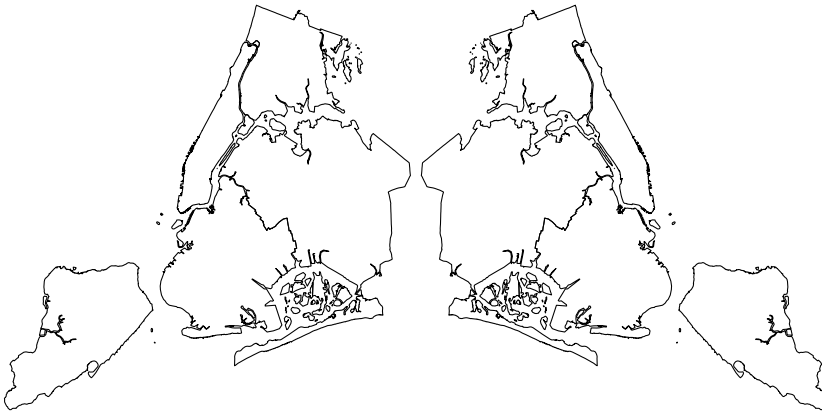
40) And what's the one thing you would never put on Twitter?

41) What would be your ultimate way to spend a day without music?

42) What was your most significant experience of the last 12 months?

43) Please tell us five interesting facts about yourself:

44) This is a Rorschach inkblot test - what do you see in this form?



45) What are the first things that come to your mind when you think of New York?

46) Would you rather run the New York Marathon with DMC, have pulutan with Joe Bataan in Harlem or bang on a can with Steve Reich? What would be your three conversational topics?

47) If you were an DC or Marvel character, which one would you be, and why?

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48) Orson Welles returns from the other side, and it's "War of the Worlds" all over again. Which super powers do you apply to save the East Coast?

49) Which discontinued New York club would you like to re-open, and why?

50) Please name your top three music related online destinations.

51) Please also name your top three non-music online destinations

RED BULL MUSIC ACADEMY 2012 PARTICIPANT APPLICATION FORM

52) How did you find out about the Academy IN THE FIRST PLACE? Please select ONE option only.

- Former Academy participant (who?) _____
 - Former Academy lecturer (who?) _____
 - Former Academy applicant
 - Academy ambassador (who?) _____
 - Other Academy representative (who?) _____
 - Red Bull employee
 - Friend or relative
 - Local Academy event (which?) _____
 - Other Red Bull event (which?) _____
 - Radio (which show?) _____
 - TV (which show?) _____
 - Magazine or newspaper (which?) _____
 - Application booklet or CD-ROM
 - Red Bull Music Academy website
 - Facebook (RBMA or other?) _____
 - Myspace (RBMA or other?) _____
 - Twitter (RBMA or other?) _____
 - Other website (which?) _____
 - Record store
 - Your agent
 - Your manager
 - PR agency (which?) _____
 - Other (please specify) _____
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