What is Camerata?

The Camerata Career Development Program is an exciting, innovative program at the University of Arizona School of Music dedicated to providing students with the tools they need to succeed.

Camerata gives students relevant, practical, and useful skills for creating their own opportunities as musicians.

More than ever before, artists must be entrepreneurial in their musical careers. Musicians today must manage, market and promote themselves, and use technology to distribute their musical message to a wider audience.

Through the Careers in Music course and the Artist Roster, students at the University of Arizona learn the business strategies necessary to make their music heard.

Students often complete performance studies and find themselves unsure of how to proceed in their chosen career. Camerata is the bridge between their training and professional life, providing professional opportunities while still in school. We empower students to put their careers to music.

Camerata is a comprehensive career resource for musicians at the University of Arizona. We offer:

- Careers in Music, a two-semester course that teaches business essentials for the performing artist
- The Artist Roster, a booking service for patrons in the community to hire the School of Music’s elite ensembles and performers
- A comprehensive library of music career and business-related books, articles, periodicals, web resources, and software available and accessible to all School of Music students
- Career development workshops and seminars on music business, entrepreneurship, technology, and related topics
- Individualized career counseling for music students at the University of Arizona
- School outreach and educational performance opportunities for student ensembles, including performances in the Tucson schools and an annual residency in Sedona
- Internships with arts organizations in Tucson and throughout the country, including non-profits, performing arts organizations, and for-profit companies in the music and entertainment industry
- Numerous paid concerts and performance opportunities for students to gain professional experience and earn money while still in school
- Mock auditions and interviews to prepare students for orchestral auditions, competitions, and job interviews

Profiles in Entrepreneurship:

Gonzalo Molano

Gonzalo Molano originally came from his native Colombia in 1997 to study guitar at the University of Arizona. Now a candidate for the degree Master of Music in Guitar Performance, Gonzalo has been a prizewinner at numerous international competitions, and has performed throughout Arizona and in New Mexico, Florida, Illinois, Mexico, and Columbia. In addition to his performing activities, Gonzalo uses the web creatively and effectively to market himself. He and a friend began uploading articles from the now out-of-print magazine Guitarra to the web, eventually launching guitarramagazine.com. As co-editor of the online magazine, he conducts interviews, writes articles, designs graphics and banner ads, and manages the article database. Says Gonzalo of the website, “I have been able to meet many influential people and in a way do them a favor by promoting them for free. This is the way that I have put my name out there in the very competitive world of classical guitar playing.” Through Guitarra Magazine, Gonzalo has combined his extraordinary musicianship and his technological savvy to further his career and serve his profession in a creative way. He can be heard at www.guitarramagazine.com/GonzaloMolano.

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Careers In Music

Careers in Music (MUS 427 / 527) is a two-semester sequence covering the major skills, concepts, and strategies that music students need to develop and nurture their performing careers. Each class features guest presenters who are experts in their fields, discussing topics such as booking, management, recording production, intellectual property, contracts, marketing and promotion, taxes for musicians, technology and the World Wide Web, and more. Students have the opportunity to learn from professional musicians, business owners, and music industry professionals who can provide students with real-world advice.

In two semesters, students in the course complete a series of projects that prepare them for the professional marketplace. Projects include:

- A complete press kit, including bios, cover letters, and press photos
- Business cards
- A promotional web site
- A CD sampler which can be used for self-promotion and marketing
- A podcast, video podcast, downloadable media or similar technology project
- A Mock Interview with a panel of professionals simulating a real job interview
- Résumés and Cover Letters

Careers in Music at the University of Arizona augments the traditional music curriculum with practical business knowledge, entrepreneurial strategies, and technology skills students can use to make their way in the competitive world of music.

MUS 427 is a required course for Bachelor of Music students in Music Performance. MUS 427A is offered in the Fall, and MUS 427B is offered in the Spring of each academic year.

Profiles in Entrepreneurship:

Luca Ciarla

Born in 1970 in Termoli (Italy), Camerata alumnus Luca Ciarla began playing violin and piano at the age of eight. He came to the University of Arizona in 1998 to study violin with Mark Rush, eventually earning the degree Doctor of Musical Arts in 2002. While at the University of Arizona, Luca continued to explore both classical performance and jazz improvisation on both of his instruments, and in 2000 released a solo CD, Sister Classical and Brother Jazz. Luca eventually returned to Italy, where he sought to create new performing opportunities and to enhance the cultural offerings of his native region of Molise. He founded several festivals for music, art, and culture, including Musica & Malise and Due Sponde un Mare, which brought international performing artists to Molise. In addition, Luca launched a record label and music publishing company, Violipiano productions, which can be found on the web at www.violipiano.it. As an artist, Luca Ciarla continues to explore, innovate, and grow. As an entrepreneur, he embodies all of the qualities that Camerata seeks to instill in students at the University of Arizona.

The Artist Roster

Camerata takes its name from the group of artists, scholars and patrons brought together by the Medici family in 16th century Florence. Working together, these groups had a powerful influence that made the arts flourish throughout Europe. Camerata also brings patrons, artists, and students together for the enrichment of all. Through the Artist Roster, patrons of the arts can find and hire the School of Music’s most polished and professional ensembles for any musical occasion. Students also benefit by gaining professional experience while enriching the musical life of our community. Camerata provides students with opportunities to earn income while still in school. Patrons throughout the Tucson community have hired Camerata Ensembles for private soirées, weddings, outreach performances, and public concerts. Those who have hired Camerata ensembles have experienced first-hand the talent, artistry, and professionalism that University of Arizona musicians bring to their work.

“Programs like Camerata increase the distinction and reputation of the university as a whole. This is a wonderful example of our commitment to make The University of Arizona a student-centered institution.”

Peter Likins, President,
The University of Arizona