



Annual Administrative Report – Year 2020

26th April 2021



Electronic Music Malta is supported by Arts Council Malta

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Electronic Music Malta
Registered VO: 1155
Registered Address:
26 ‘Perla’, Ponsomby Street,
Mosta, MST 4039, Malta.
Telephone: 9945 7445
electronicmusicmalta.org



1. Introduction – Chairman’s Statement

2020 was the first year which, thanks to the 3-year ICO grant won by our organization in 2019, we could step up on the quality of the content and the organization of our main yearly event, the Circuits Festival.

This festival has been curated yearly by EMM since 2016. However, as the COVID-19 pandemic struck in February 2020, we had to postpone our original plan and by the end of May, we took stock of the situation, and came up with a plan which would include the following:

- the launch of two interesting projects
 - the ‘Away from the Comfort Zone’ series of performances and
 - the commissioning of the ‘Storbju Noise Monger’ noise device,
- the setting up of a new online platform circuitsmalta.com,
- the planning of a programme consisting of one foreign and numerous local artists and other participants.

We chose to stream all the events digitally on the internet with the provision of including hybrid events if the medical situation would allow at the time. With the new plan, our festival no longer included the foreign artists which were originally planned to visit Malta and perform here, and hence money was saved from such artists’ fees and travel costs.

Also, with an online and hybrid programme format, there was an increase in cost in the development of an online platform and the filming and streaming of such events. Finally, since all events were open to the public, no income was made from ticket admission to the events. To make up for this loss of revenue, an additional income stream was created with the production and sale of the ‘Storbju Noise Monger’ noise device which was launched in December 2020 and was available for sale on the newly launched Circuits website.

At the end of 2020, we also partnered with the M3P Foundation in the launch of the new Elektronika project. Through this project, we will develop a historiography of electronic music in Malta and through which we managed to obtain a Research Grant from Arts Council Malta.

All in all, with all its challenges, 2020 proved to be the most busy and productive year ever for our organization. This also thanks to the strategic partnerships we continue to hold, and also the support of a group of dedicated individuals without which our organisation would not have existed in the first place.

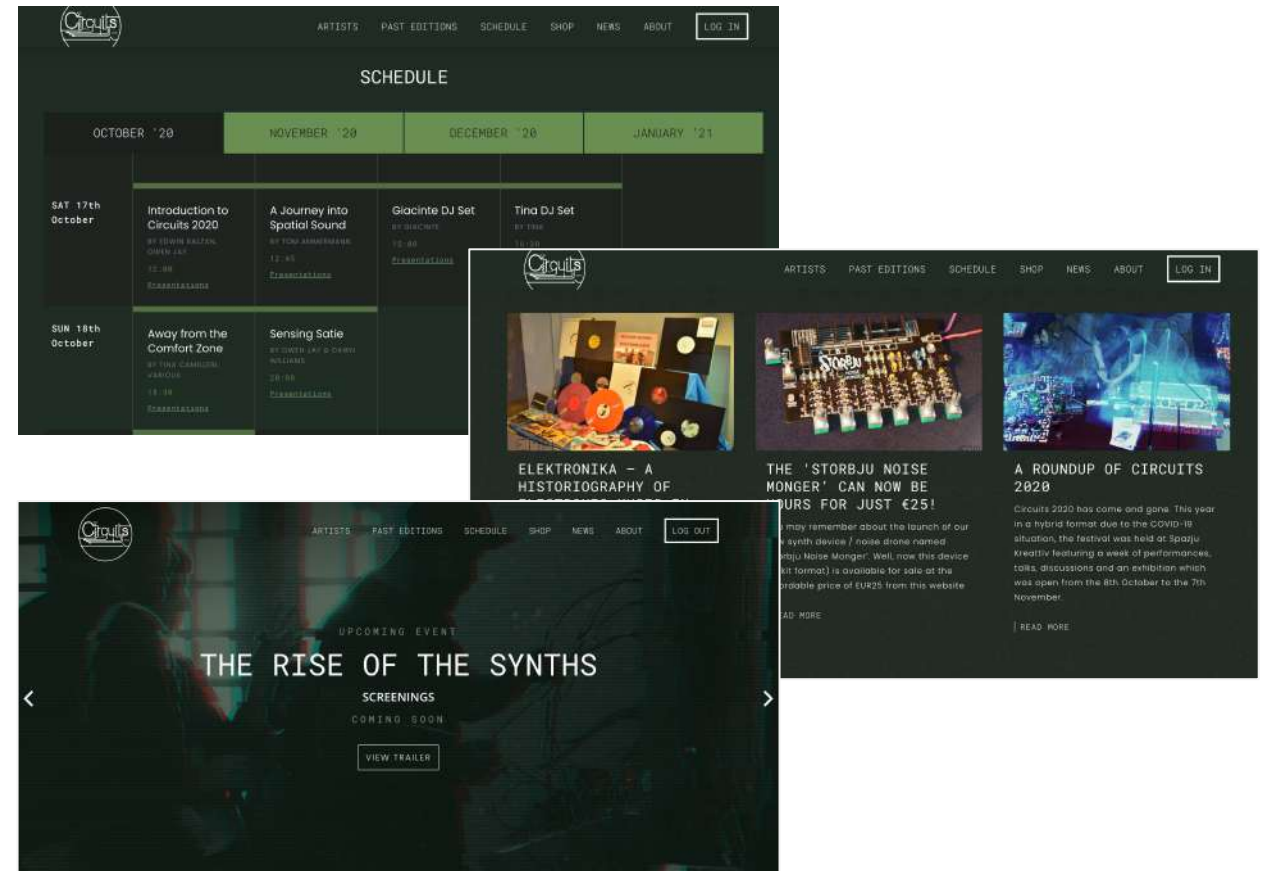


Edwin Balzan, Chairman, Electronic Music Malta

2. Launch of the Circuits Online Platform

As part of our effort to improve the online presence and transformation and adaptation of our festival programme to a more digital / online format, a dedicated website circuitsmalta.com was launched.

This website hosts the digital programme of all the festival's events, artist biographies, information about the main programme initiatives, articles and a digital shop. This website will continue to host and promote future editions of the Circuits festival.



3. Away from the Comfort Zone Project

As a project within this year's edition of the Circuits festival, we engaged a group of local electronic music artists into a cross-collaboration with a counterpart in a different artistic discipline (saxophonist, visual arts, actor, contemporary classical pianist, 'terremaxka' performer).

Musicians, actors, dancers, a toy piano, a barrel organ, and 1024 lighting switches were involved.



3. Away from the Comfort Zone (continued)

Each collaboration resulted in a performance which was pre-recorded and premiered during the months of October 2020 to January 2021. Furthermore, thanks to support from the German-Maltese Circle, the artists from this project were introduced to Spatial Audio techniques and were provided with software which will allow them to use this form of immersive audio in future projects and performances.

All the stages of this project were documented and a 30-minute documentary was produced in the final stage of the project.



4. Storbju Noise Monger

As another project within this year's edition of the Circuits festival, Electronic Music Malta, commissioned the first synthesizer device with the aim of making it available in kit format at a very affordable price.

EMM held a launch workshop during Circuits' final hybrid festival day on 24th October 2020, and then organised a DIY kit building workshop on the 10th December 2020 after which the kit was then made available for sale on circuitsmalta.com



5. Circuits Festival Week Programme

Circuits – The First Day – 17th October 2020

Circuits 2020 kicked off at midday with an introduction on this year's festival format and the interesting projects being launched this year. On that day, we featured also a live workshop, also streamed online, given by Tom Ammermann on "A Journey into Spatial Sound".

The workshop was followed by live performances from DJs Giacinte at 3pm and Tina at 4.30pm.



5. Circuits Festival Week Programme (continued)

Circuits – Discussions Week - 18th to the 22nd October 2020

The festival continued with 5 consecutive days of talks and discussions.

These included:

- the introduction of the 'Away from the Comfort Zone' project,
- taking good care of your hearing,
- the role of the MEIA,
- the history of electronic music production in Malta, and
- discussing copyright and music during the times of the pandemic.



5. Circuits Festival Week Programme (continued)

The Final ‘Hybrid’ festival day – 24th October 2020

On the final festival day, we presented another interesting project we launched this year - this is the first synth device commissioned by EMM which has been built thanks to Mike Desira and Frank Cachia and named ‘Storbju Noise Monger’.

The final ‘hybrid festival’ day concluded with 2 live performances from ‘Hearts Beating in Time’ and ‘KNTRL’.



6. Marketing and PR runway

EMM's marketing and PR in 2020 was mainly focused on the promotion of the Circuits 2020 programme and related projects.

Promotion kicked off in September and consisted of the following:

- Exposure on EMM's website and Facebook page and Kreattivita.org
- Facebook advertising prior to all 'Away from the Comfort Zone' performances
- Interviews on NET FM and One Radio
- Television Feature on MaltArti aired on TVM
- PR campaign on various printed and online news media and websites
- Launch of CircuitsMalta.com



7. Engaging a new type of audience

This effort in digital advertising focused on the Facebook platform where we reached out to a new audience who both assisted to the events live but, most importantly, could then also view the events on-demand.

This resulted in over 22,000 views related to Circuits 2020 events only!

Facebook advertising:

Total people reached: 64,846; Engagements: 2,679.

Total on-demand Facebook video views of all Circuits events as follows:

Circuits Festival Week: 7,500 (discussions, workshops and performances)

Away from the Comfort Zone Performances: 15,000



Electronic Music Malta posted a video to the playlist ...
Away from the Comfort Zone.
Published by Tina Camilleri · 27 November 2020 ·

Away from the Comfort Zone #4: The Machine - A Tribute to F.Schneider

The Machine's 16-launchpads come to life in an audio-visual performance set-up by Late Interactive's Toni Gialanze and Duo Blank's Edwin Balzan and Frank Cachia, accompanying music arranged by contemporary classical composer Ruben Zahra. With the largest group of collaborators seen for the Away from the Comfort Zone series, the performance is a tribute to one of the co-founders of the legendary Kraftwerk,... [See more](#)

ELECTRONICMUSICMALTA.ORG
The Machine - A Tribute to F.Schneider [Learn More](#)

5,892 People reached 636 Engagements [Boost Unavailable](#)

Boosted on 30 November 2020 Completed
By Tina Camilleri

People reached: 3.9K ThruPlays: 707

[View results](#)

8. Circuits 2020 Survey

At the end of the Circuits 2020 programme, an online survey was held so as to assess what worked and what can be improved in future editions of the Circuits festival.

Satisfaction score on Specific sections of Circuits:

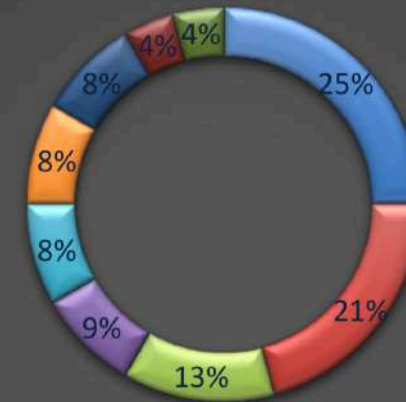
- Workshops: 78%
- Away from the Comfort Zone performances: 75%
- Live performances and DJ sets: 69%
- Discussions Week: 67%
- Exhibition: 53%

8. Circuits 2020 Survey (continued)

Conclusions:

- Innovative projects such as ‘Storbju Noise Monger’ have been received well and should be followed up by similar projects.
- More efforts should be focused on marketing and anticipation well in advance of the festival programme.
- An improvement / expansion of the performance programme is to be made by involving more local and foreign artists.
- Given the popularity of the workshop element of Circuits, we will focus more on this type of content.

How we can improve Circuits in the future?



- | | | |
|----------------|--------------------|-------------------------|
| More promotion | Workshops | Performances |
| General | More Maltese | Praise for the pandemic |
| Projects | More of everything | More international |

9. EMM Committee and Strategic Partners for 2020

EMM's executive committee consisted of the following members for 2020

- Chairman and Executive Director: Edwin Balzan
- Secretary: Martina Camilleri
- Treasurer: Owen Bezzina
- Members: Charlon Calleja, Keith Farrugia, Toni Gialanze', Adnan Hadziselimovic, Adri Van den Berg
- Artistic Director: Luc Houtkamp
- Advisory Board: Frank Cachia, Neil Hales

Strategic Partners: Arts Council Malta, Spazju Kreattiv, German-Maltese Circle

10. Income Statement for the Period 1st January 2020 to 31st December 2020

	EUR	EUR
Income: Donations	-	
Grants income	15,000	
Membership income	50	
Merchandise income	915	
Radio show income	96	
Sponsorships and events income	<u>2,049</u>	18,110
Expenses: Advertising and promotional material	1,102	
Artist fees	5,629	
Cost of Merchandise Sold	574	
Directors' fees	500	
Event expenses	6,477	
General expenses	-	
Licencing and distribution fees	260	
Paypal and Bank Charges	91	
Rent of equipment and premises	809	
Storbju NM project coordination fees	300	
Website expenses	<u>2,109</u>	(17,851)
Surplus/(Deficit)		<u><u>259</u></u>