

First application
deadline for September
2019 study is 15th
January 2019.

Turn a course into a career with

ACM

the academy of
contemporary **music**







Contents Page

- Welcome 05
- Our Facilities 07
- Our Tutors 09
- Personalise Your Studies 11
- Professional Development 13
- Personal Development 15
- Diamonds In The Rough 17
- Our Alumni 19
- Our Campuses 21
- Metropolis Studios 23
- The Student Voice 25
- Access All Areas 27
- Graduation 29
- Award Winning Education 31
- Next Steps 32
- Latest News Updates 33





Dear Prospective Student,

Above and beyond all else, I want ACM's music and creative industries graduates to live **happy lives, earning a living** by doing **something they love**.

In our last measured cohort, **more than 95.8% of ACM students were in full-time employment and/or continuing education within 6 months of finishing their Higher Education studies with us**.

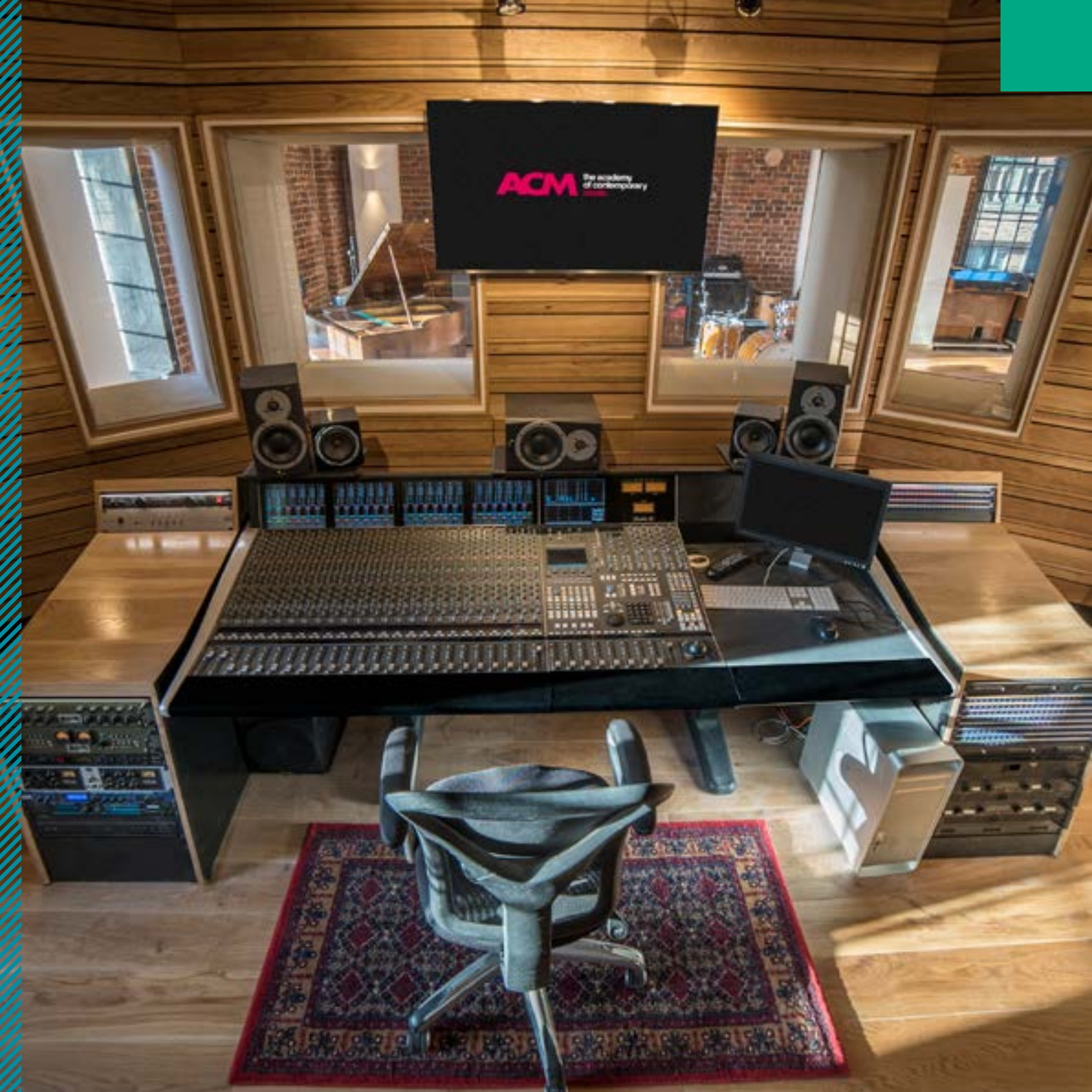
It's a statistic we're incredibly proud of – but we're not done yet. In order to push this figure even higher, my staff and I now make a triple commitment to your academic, personal, and professional development. Accordingly, it is with great pride that I inform you of the recent awards and commendations we received for our work in all three of these categories. Choosing ACM is choosing the award-winning creative industries education that you most certainly deserve.

Read on to find out more about what makes ACM so very different from any other creative industries educator you might be considering. The difference is not just present in **what** we do. It's in **how** we do it. We want to know **you**, your **history**, and your **ambitions for the future** – and we'll use this understanding to prepare a **bespoke combination of academic, personal, and professional development activities** that will **join the dots** between where you are now, and where you want to be, in industry.

I hope to see you at one of our campuses for an Open Day, soon, and ultimately to having you join us here at ACM in September.

A handwritten signature in black ink that reads "Kainne". The signature is fluid and cursive, with a large, sweeping 'K' and a trailing 'e'.

Kainne Clements
Executive Chairman





You'll study in a one-of-a-kind environment.

When you choose to study with us at ACM, you can look forward to an immersive, award-winning education that matches the **highest quality of teaching** with **unparalleled student experiences**. We work with the biggest names in creativity and technology, from **Apple** to **Zildjian**, to provide state-of-the-art performance, recording and learning environments **designed to fulfil your creative ambitions** and **get you inspired**. When we're not using the facilities for our own teaching purposes, **students are able to book them** for their own performance and recording needs via our mobile app, **myACM**.

You'll be surrounded by **likeminded and supportive friends** who are equally dedicated to pursuing a career in the creative industries. You'll get to **work together, learn by doing, and build lasting relationships** with fellow students across a wide range of complimentary study disciplines. Our courses represent every corner of the industry that **you** one day want to work in, making ACM the perfect environment in which to **build a network** that'll have your back as you enter the creative industries, **together**.

Whether you choose to study at ACM Birmingham, ACM Guildford, or ACM London, **we'll turn your course into a career** by introducing and connecting you to the people and organisations you need to know the most. Our **unique relationship** with Europe's largest independent content creation facility, **Metropolis Studios**, means you'll get to learn in and from **the place where over 50% of the UK Chart is mixed, mastered, and/or recorded** in an average year.





Ace Industry Link

Guitarist in UK rock phenomenon Skunk Anansie, selling over 6 million records and playing sold-out world tours.



Sandy Beales Bass

Touring bassist with One Direction for over four years. Has collaborated with Wheatus, Loick Essien, Leddra Chapman and Ben Montague.



Carleen Anderson Vocals

The Young Disciples, Paul Weller, Incognito, The Brand New Heavies, OMAR, Dr. John, Sir Paul McCartney, Nigel Kennedy, Jocelyn Brown.



Kaya Carney Songwriting

Has performed with Seal, Bon Jovi and Ringo Starr. Supported Brett Anderson, Noah and the Whale, The Wombats, Lamb, The Farm and Marina & The Diamonds.



Kieron Pepper Artist Development

Drummer with The Prodigy (1997-2007). Member of the prestigious Radiophonic Workshop.



Cherisse Osei Drums

Has performed sold-out shows to global audiences with artists such as Mika, Bryan Ferry and Paloma Faith.



Paul Geary Bass

Lisa Stansfield, George Michael, Sophie Ellis Bexter, Liberty X, Westlife, Mary J Blige.



Katie Hector Vocals

Incognito, Omar, Jocelyn Brown, Emeli Sande, The Voice UK (Jessie J, Tom Jones, Will.I.Am.).



Tim Hawes Songwriting

Ivor Novello awarded, Spice Girls, Five, Hear'Say, Sugababes, Mutya Buena, Monroe.



Matt Russell Tour Prod. & Management

Depot Studios, Blur, Pulp, Oasis, Elastica, Supergrass, Robert Plant, Cato Music.



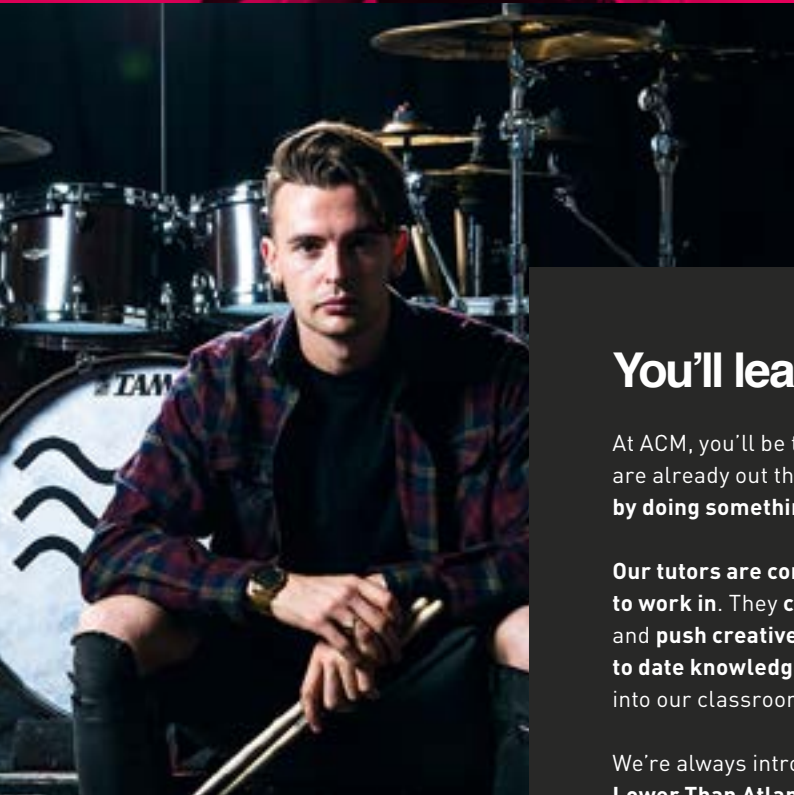
Akua Afram Music Business

The first African female DJ to play on BBC 1Xtra, Akua has experience in A&R, licensing, publishing, management and PR.



Renell Shaw Bass

Has worked with Rudimental, Maverick Sabre, Nitin Sawhney, and more as a multi-instrumentalist, producer, and songwriter.



Pictured: **Eddy Thrower**

You'll learn from the best.

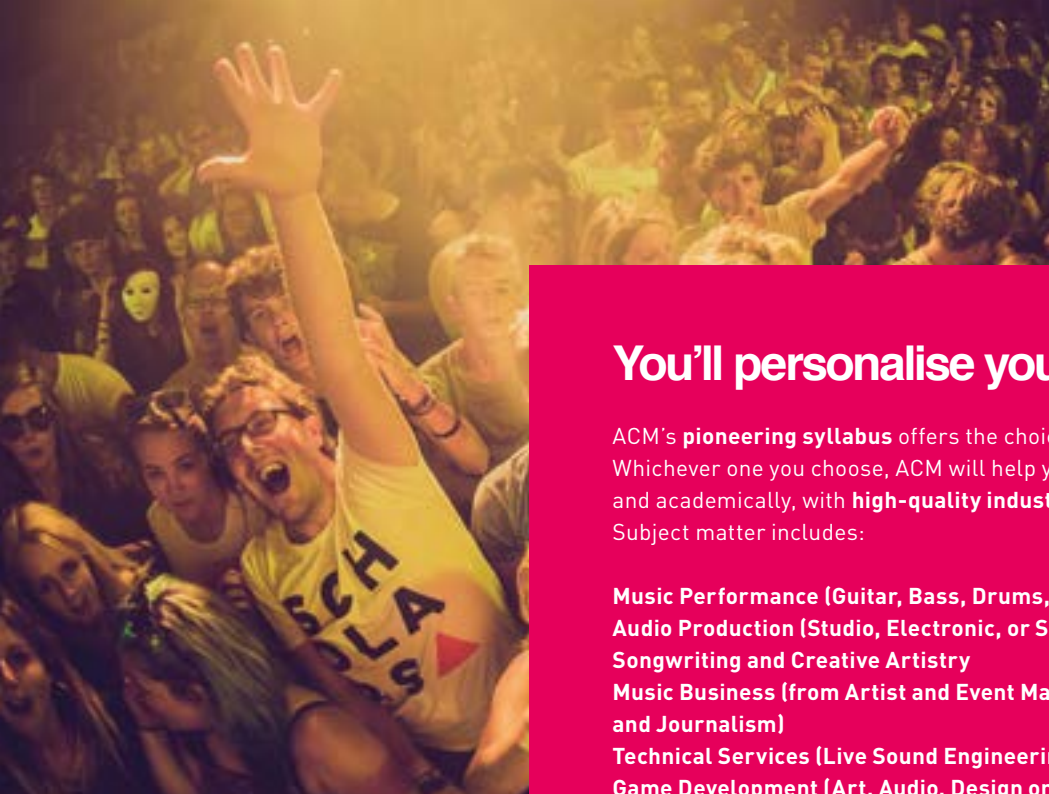
At ACM, you'll be taught by **the very best music industry professionals** who are already out there, living the dream you have right now, **earning a living by doing something they love.**

Our tutors are constantly connected to the creative industry that you want to work in. They **create new sounds**, design **brand new ways of working**, and **push creative boundaries.** Each and every day, they bring **the most up to date knowledge and rarest of opportunities** from the outside world back into our classrooms, **only for ACM students.**

We're always introducing new tutors into the mix. Recent additions include **Lower Than Atlantis** drummer **Eddy Thrower** (currently signed to Sony); **Rudimental's Renell Shaw**, an expert songwriter, producer and musician; and **Damien Nolan**, a multi-talented producer, composer, and session guitarist whose credits include **Pete Townshend, Sting, and Katie Melua.** In January, they'll join our team of over 150 other tutors who will help our students hit new highs in the music and wider creative industries.

ACM tutors are dual-professionals with expertise in their respective sector of industry, as well as education. **Your** music industry aspirations are **their** life-long careers. **What better role models could we offer?**





You'll personalise your studies.

ACM's **pioneering syllabus** offers the choice of **many study disciplines**.

Whichever one you choose, ACM will help you develop creatively, technically, and academically, with **high-quality industry and commercial knowledge**.

Subject matter includes:

Music Performance (Guitar, Bass, Drums, Keyboards or Vocals)

Audio Production (Studio, Electronic, or Sound Design)

Songwriting and Creative Artistry

Music Business (from Artist and Event Management to Entrepreneurship and Journalism)

Technical Services (Live Sound Engineering, Stage Management)

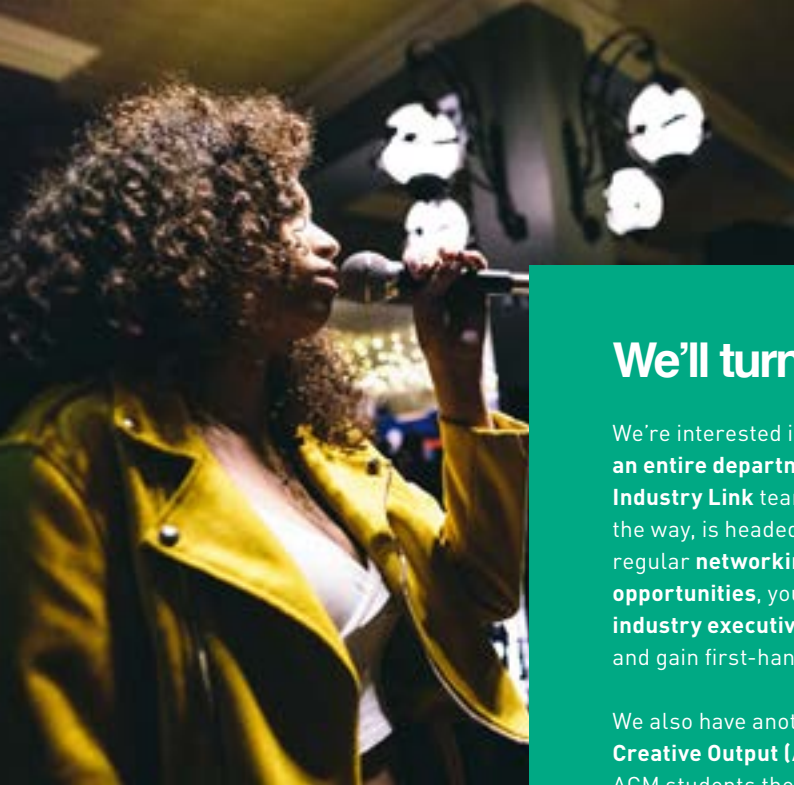
Game Development (Art, Audio, Design or Programming)

Our curriculum is not generic or "off the shelf" – it's **informed by our 23 years of delivery in this area**, and always reflects our fast-changing and fascinating creative industries. ACM's approach to creative industries education is different to that of other providers, giving you the opportunity to develop to your full potential, free from the pressure of traditional end-of-year exams.

After you tell us which discipline you'd like to spend the **majority** of your time studying, you can then start to think about our suite of **elective** modules that help **personalise** your studies according to your other preferences. Options include Music Therapy, Psychology, Education and Training, Movement and Dance, Radio and Broadcast Studies, Video Production, Creative Writing, Web and App Development, Digital Marketing and more.

Differentiate yourself from your classmates and create a calling card that improves your employability in the creative industries by personalising your studies at ACM.





Pictured: **Ace** (left),
Kieron Pepper (below)

We'll turn a course into a career.

We're interested in your career as much as your studies, and have **dedicated an entire department to helping you take your first steps into industry**. ACM's **Industry Link** team, who will **support your professional development** along the way, is headed up by Martin 'Ace' Kent (of **Skunk Anansie** fame). Through regular **networking events, work placements, and performance and audition opportunities**, you'll be able to **showcase** your knowledge and talent to **music industry executives** (from labels, publishers, management companies and more) and gain first-hand feedback from those in the know.

We also have another specialist department, known as **Artist Development and Creative Output (ADCO)**, who work in partnership with **Industry Link** in order to give ACM students the **tools and advice** they need to thrive in the creative industries.

ADCO (led by **Kieron Pepper**, formerly of **The Prodigy** and now of **The Radiophonic Workshop**) helps ACM students develop their artistic **sound, image, and brand**. ADCO also sets up **industry showcases** and runs activities such as **Discovery and Development**.

Discovery and Development is an enrichment programme run by ADCO tutor **Darrin Woodford** (who signed acts such as **Feeder, Funeral For A Friend, Moloko, and Black Rebel Motorcycle Club**), which enables ACM musician, songwriting, artist and producer students to develop their sounds and songs, supported by their fellow technical services and business students who help commercialise them. Some of our best acts, producers, and songwriters even make it on to **Metropolis Blue** – our student-run record label, where ACM business students are supported by industry mentors to promote ACM student talent.

When it comes to Industry Link and all of its connected departments and activities, you'll always be welcome, even after you graduate. We will go above and beyond, continuing to open doors and making introductions in order to **help you build the career you deserve**.

industrylink@acm.ac.uk // adco@acm.ac.uk







We'll care for you along the way.

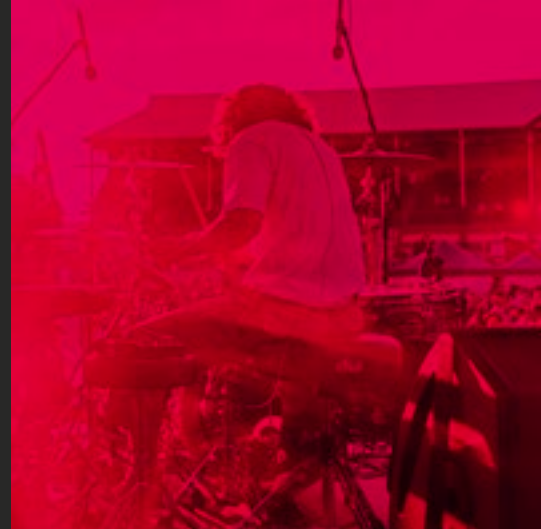
When you study at ACM, **we'll do everything we can to help you succeed and stay healthy.** From **specialist coaches** to **professional therapists** who can address performance anxiety, crises of confidence and more, **we treat every student's wellbeing and personal development with the highest priority.** Since we're also big fans of **Mindfulness**, you'll be able to study the connection of body and mind in order to **unlock mental, physical, and creative potential you never knew you had.**

Our Student Services team is award-winning, and we can't wait for you to meet them.

At ACM, we'll help you lead a **happier, more fulfilled, and balanced life.** We're **small enough to care, and big enough to make a difference.** You won't get lost in the crowd, here with us.







We're not looking for perfection.

ACM is not a conservatoire, and **we're not looking for perfection**. Instead, we're looking for **diamonds in the rough**. We're looking for those with **passion, potential, character, and commitment** for and to a career in music – and we're also looking for people who are **ready to learn**. By aiming for **progress rather than perfection**, your own ambitions for academic, creative, and technical excellence will always keep step with your skills in those areas.

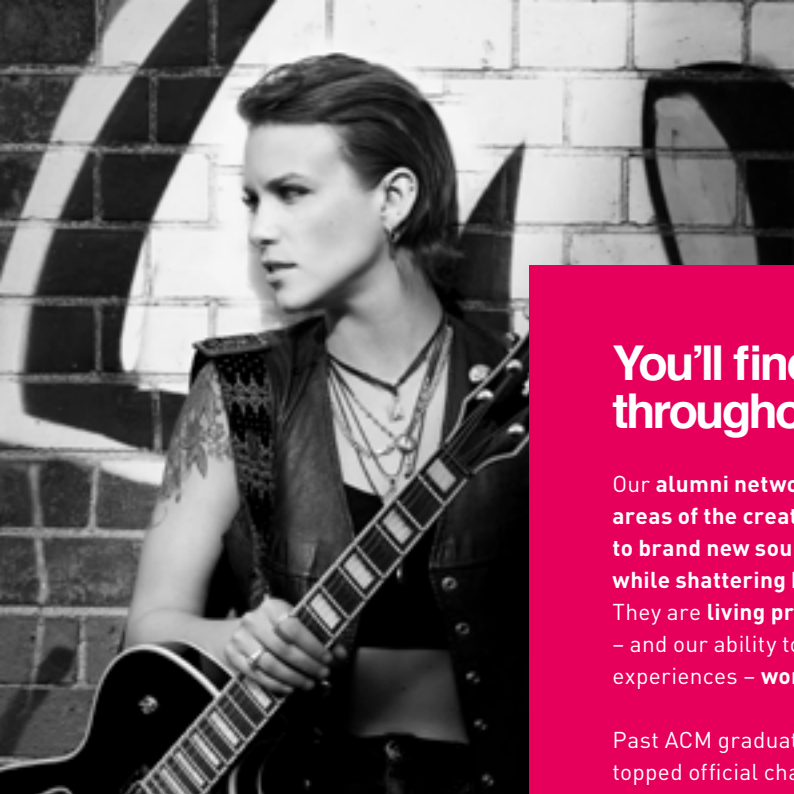
We also understand that creative people often come with other things attached, so to those with a **specific learning requirement** – whether that be **dyslexia, dyscalculia, dyspraxia, Asperger's, or something else** – our award-winning **Education Guidance team** is here to support you.

Fiona Lambie

Education Guidance Manager

fiona@acm.ac.uk





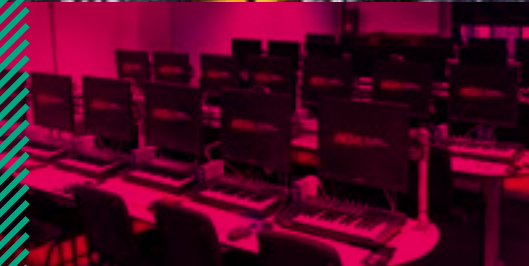
You'll find our alumni working throughout the creative industries.

Our **alumni network** is now over **15,000 graduates strong**, and covers **all areas of the creative industries**. ACM graduates have **introduced the world to brand new sounds, topped charts, and won many prestigious awards while shattering barriers, boundaries, and stereotypes** in the process. They are **living proof that our approach to creative industries education** – and our ability to provide immersive, relevant, and memorable learning experiences – **works**.

Past ACM graduates include **Matt Healy of The 1975** (whose albums have topped official charts on both sides of the Atlantic); **Crissie Rhodes** (of **The Shires**, the duo taking country music by storm); **Ed Sheeran** (who needs no further introduction); **Kirsten Joy** (lead vocalist for **Clean Bandit**); **Newton Faulkner** (now on his sixth album, building on the success of his number one album *Hand Built By Robots*); **Carmen Vandenberg** (who performed and collaborated with **Jeff Beck**, co-writing his 2016 album *Loud Hailer*), and **Joe Clegg** (who has been **Ellie Goulding's** drummer and Musical Director since 2009). In the audio production world, graduates such as **Ben Taylor** (of award-winning songwriting and production house **Xenomania**), **Dan Priddy** and **Mark Crew** (who discovered, signed and produced **Rag'n'Bone Man**), and **Josh Mellody** (better known as the dubstep producer **Zomboy**) are flying the flag for Team ACM, whilst on the business side of the industry, Music Business alumnus **Rachel Holmberg** is **Head of A&R at Decca**; **Russell Hunt** is now a scout for **Simon Cowell's** famed **Syco Music** record label; **Kelli Slade** is **Kobalt Music's** Creative Synchronization Manager; and **Mercedes Brown** has become an International Product Manager at **Universal Music Group**, the largest music company in the world. This is but a small selection of our outstanding graduates, each of whom are part of a **global network with ACM at its core**.

Where will your ACM journey lead **you**? We can't wait to find out.

Pictured: **Ed Sheeran** (left),
Carmen Vandenberg (top),
Katy Hurt (middle),
Joe Clegg (bottom)



You'll have three ACM campuses to choose from, and each one is unique. Which one will you call home?

ACM Guildford is our longest-standing and most established campus, home to over 1,700 full time students who study within 7 stylish town-centre buildings. Guildford, which is renowned for its huge selection of shops, restaurants, and sports facilities, also has a **vibrant nightlife scene** catering to the town's **large student community**, thanks to the other educational institutions that call it home – including **The University of Surrey**, the **Italia Conti Dance Academy**, and **The University of Law**.

Guildford is also bustling with **dedicated music venues** of all sizes, from **The Boileroom** (a 275-capacity live event space) to **G Live**, a 1,700-capacity venue which recently hosted live performances by ACM students during our 2018 graduation event, and **our very own Electric Theatre** – a 210-capacity seated theatre, where ACM students get to learn and perform every week. **It's hard to find a venue in Guildford that isn't connected to ACM in some way.**

ACM London has more of an “art school” vibe. Situated by the beautiful Clapham Common and only a few Tube stops away from the centre of the British music business, our London campus is home to approximately 500 full-time students. As is the case with all ACM campuses, it's **a microcosm of the music industry**, with performers, producers, songwriters, artists and business entrepreneurs all under one roof. We also teach **Game Development** at ACM London, which influences the campus's creative atmosphere in a whole new way. Spread across four floors, ACM London provides a **unique learning location** in the heart of one of the world's most exciting cities. With plenty to keep you busy, student life doesn't get much fuller than this!

ACM Birmingham can be found in the city's Jewellery Quarter, which English Heritage calls “a **national treasure**”. Steeped in rich musical history, bands as diverse as **Editors**, **Black Sabbath**, **Duran Duran**, **The Streets**, and **Judas Priest** – as well as **Led Zeppelin** vocalist **Robert Plant**, and drummer **John Bonham** – all hail from Birmingham, which is also the second largest city in the UK. As the campus is located in the city centre, students of ACM Birmingham are never short of things to do. Birmingham is renowned for its incredible performance venues, and we have relationships with many of them. As ACM's newest campus, it has a very **boutique** vibe. It's currently home to approximately 200 students, and we can't wait to follow the success of our Birmingham graduates in the years ahead.

Want to discover our campuses for yourself? Visit us for an Open Day by registering at www.acm.ac.uk/open-days





Richard Connell
CEO, Metropolis Studios

You'll connect directly to industry through our unique partnership with Metropolis Studios.

Celebrating a glorious 25 years in music, the legendary **Metropolis Studios** (situated in Chiswick, London) **opens its doors to ACM students on an access all areas basis**. This unique partnership allows ACM to offer **experiences that can't be found anywhere else**, thanks to music industry entrepreneur **Kainne Clements**, the owner and chairman of both ACM and Metropolis Studios.

Metropolis is Europe's largest independently owned recording and creative complex. It also boasts a long and legendary list of clients, including **The Black Eyed Peas, Clean Bandit, Bon Jovi, Elton John, Ed Sheeran, Madonna, Kylie Minogue, Amy Winehouse, The Rolling Stones, Usher, Adele, The Clash, Jimmy Page, Rihanna, Queen, and Michael Jackson**, to name but a few.

There are only two ways into Metropolis – as an established music industry professional, or as an industry professional in the making with ACM. ACM students get to record (free of charge) at Metropolis during downtime, attend exclusive industry events and masterclasses, and perform at the studio's legendary **Mercury Bar**.

You don't have to wait until you're at ACM to find out what life at Metropolis is all about. Come to one of our ACM@Metropolis VIP Evenings. More info is available at www.acm.ac.uk/metropolisvip





You'll always feel listened to.

Every single term, executive and senior management representatives from across the ACM and Metropolis group all travel together to every ACM campus for a **Question Time** session with our students. Our Onboard Communications Manager captures everything that's said during the session – and that then gets translated into an **action plan**, which gets fed back within the same term to the students, always with **problems solved and changes made**. It's all part of our “**You said, We did**” approach to addressing student feedback.

By way of example, at a recent Question Time session, our ACM London students told us that they wanted their campus to be open for longer, so that they could collaborate and rehearse more with their peers. **Within one month of that request**, ACM had hired security guards and extended the opening hours of the campus to include weekday evenings and weekends. Unlike some institutions, we don't wait for annual reviews to make changes!

ACM

the academy of
contemporary music

t: 01483 500 800

e: enquiries@acm.ac.uk

w: www.acm.ac.uk/aaa

**ACCESS
ALL
AREAS**

my of
ry music
STUDENT





You'll Access All Areas, right from the get-go.

As industry **innovators** and **pioneers** of creative industries education, we are extremely proud to present our one-of-a-kind **Access All Areas** Pass. The AAA pass allows you to behave as if you were **already** a student at ACM, **even before you officially join us**.

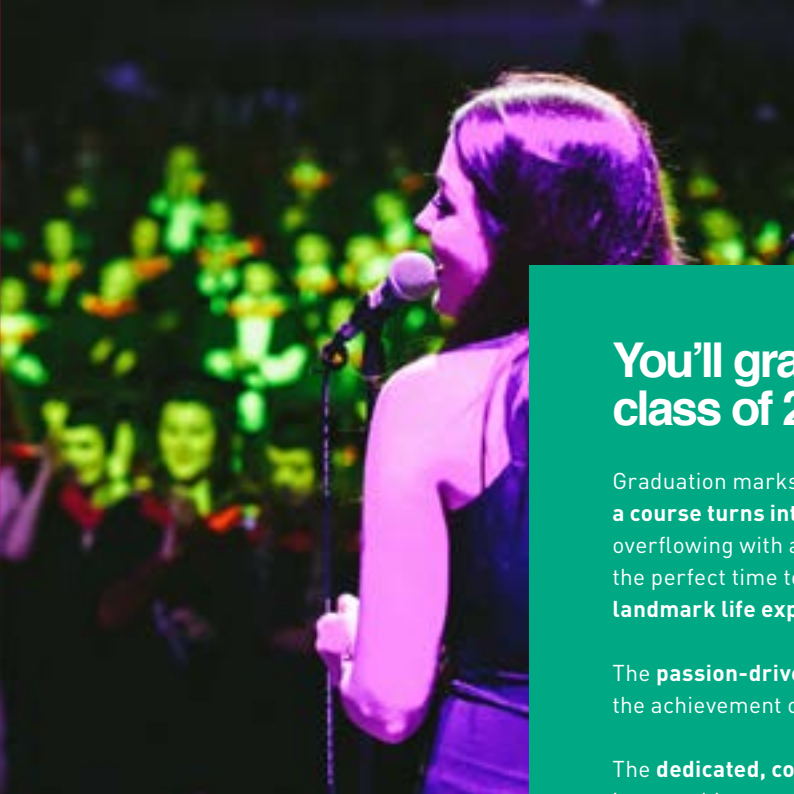
Your AAA Pass is a personalised, physical pass that works using contactless and QR technologies – and you can use it alongside our mobile app, which is called **myACM**.

Together, **the AAA Pass and myACM put ACM at your fingertips from the moment you first apply**, throwing the doors wide open to ACM's tutors, staff, and facilities **up to a year before you even officially start studying with us**. As a result, by the time your first term begins, you'll already know so much more about ACM – and vice versa, we'll already know so much more about you.

With your personalised Access All Areas Pass in hand, you can join our **on-campus industry masterclasses** either in person or through our **online live streams**; **book performance spaces and recording studios**; benefit from **academic tutorials** in person or online; access **professional development advice from our Industry Link team**, and even **visit us for immersive learning opportunities at all of our campuses** and Europe's largest recording complex, **Metropolis Studios**.

Our first batch of passes will be sent out in January 2019, after the January 15th application deadline. Apply for an ACM course online to get yours.





You'll graduate in style, just like our class of 2018 did.

Graduation marks that special moment we're working towards, when **a course turns into a career**. The future ahead is bright and exciting, overflowing with an endless wealth of possibilities. Graduation is also the perfect time to look back at the past, and everything that led to this **landmark life experience**.

The **passion-driven decisions** that propelled an aspiring musician towards the achievement of a lifelong dream.

The **dedicated, committed focus** that naturally comes when you're immersed in something you love.

The **deep, satisfying sense of joy and excitement** you feel when you level-up and **everyone around you takes notice**.

ACM graduates look back at all of the above and much more, and can also **look forward with total confidence**.

This year, our **Degree** graduation celebrations featured speeches from industry luminaries like **Beyoncé's** songwriter **Carla-Marie Williams** and **Sarah Brown** of **Simple Minds**. Many ACM students also performed live on stage during the event.

Diploma students also have an end of programme yearbook event to celebrate their time at ACM, with over 75% of Diploma students returning to ACM for their Degree studies.



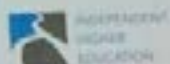
Inspiring Alumni Award

2018 Runner-up

The Academy of Contemporary Music



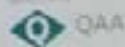
BRITISH COUNCIL



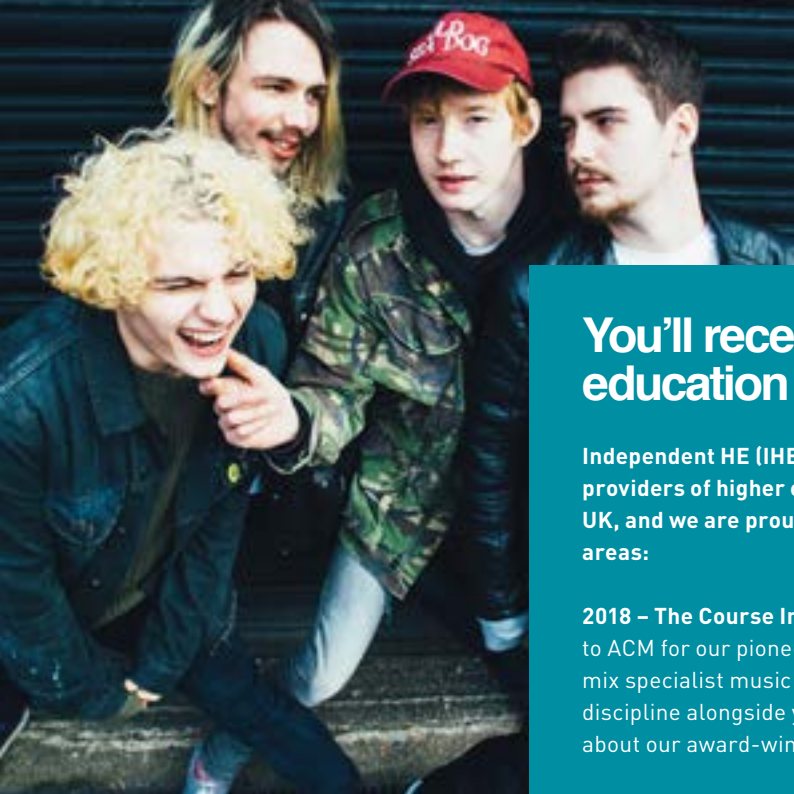
Excellence in Student Collaborations Award

2018 Runner-up

The Academy of Contemporary Music



QAA



You'll receive the award-winning education you deserve.

Independent HE (IHE) is the national representative body for independent providers of higher education, professional training, and pathways in the UK, and we are proud to have won awards for our work in the following areas:

2018 – The Course Innovation Award for Design/Delivery was presented to ACM for our pioneering curriculum frameworks, which allow you to mix specialist music and creative industries education within your chosen discipline alongside your other interests. See page 11 for more information about our award-winning curriculum.

2018 – The Technology for Learning Award was presented to ACM for the way in which we help kick-start a learner's journey from the get-go. You don't have to wait until September, when you actually are a student at ACM, to start learning with us. Our app, QR, contactless and Access All Areas technologies allow you to behave as if you are a student at ACM right now. More information can be found on page 27.

2017 – The Outstanding Support for Student Learning Award was presented to ACM by IHE for our forward-thinking, innovative approach to student experience in areas such as Accommodation, Disability, Learning Support, Counselling and Wellbeing. We want our students to live happy lives, and our Student Services teams help make this aspiration a reality. See pages 15 and 17 for more information about our award-winning support provision.

2017 – The Industry Partnership of the Year Award was presented to ACM for our strong partnerships with creative industries, recognising excellence in delivering industry-focused provision and our learning-by-doing ethos. ACM's dedicated **Industry Link** team is here to provide **a multitude of professional opportunities** to you, not only during your time as an ACM student, but long after you've graduated. More information is available on page 13.





Sounding Good? Here are your next steps:

1. Apply to study at ACM.

Go to www.acm.ac.uk/apply-now

Our **equal consideration applications deadline is 15th January 2019**. If you apply to us by this date, we'll hold a place at ACM open for you until you've been able to satisfy our entry requirements.

Some applicants will need an audition/interview, and we'll send you everything that you need to know to prepare for it, well ahead of time.

If you're wanting to study with us at Degree level, you MUST also apply via UCAS by 15th January 2019 to receive your equal consideration privileges. If you're already at School or College, they should be helping you with this process. If you're not in active studies or need our help, our admissions team is on 01483 500 841 to answer all your questions.

2. Visit your preferred ACM Campuses.

We hold Open Days and Campus Tours at ACM Birmingham, ACM Guildford and ACM London throughout the year so that you and your guests can find out more about what we do, and just as importantly, how we do it. When you apply to study at ACM, you'll be invited to come and visit us, but if you don't want to wait until then, you can get online and register to visit us at www.acm.ac.uk/open-days. Guests are also welcome. Each of our Campuses has a different vibe, so feel free to register for more than one event, in order to find your creative happy place.

3. Reach out if you need us!

We'll be available to answer all of your questions via telephone, email and online.

Call us on 01483 500 841.

Email enquiries@acm.ac.uk.

Find us on Twitter (@acm_uk)

Get us on Facebook (search "ACM Guildford", "ACM London", or "ACM Birmingham")

See what we're up on on Instagram (@acm_uk)



Latest News





Carla-Marie Williams, Songwriter for Beyoncé, ran a Songwriting Workshop Weekend at ACM London

On November 10, ACM's London campus hosted the **Girls I Rate Songwriting Weekender**, where 15 young women were selected to get together with a team of producers, tutors, mentors and vocal coaches, giving them the opportunity to record tracks from start to finish. Founded by **Carla-Marie Williams**, a singer/songwriter who has written songs for **Beyoncé** and **Britney Spears**, the **Girls I Rate** is a movement dedicated to **assisting and empowering women and girls as they pursue a career in the music business. As a champion for gender equality**, events like this are always a highlight in our calendar.

The Songwriting Weekender also reflects the "**learning by doing**" ethos at ACM. We believe that **hands-on, real-world experience** must be incorporated into a creative educational programme in order to prepare students for a successful and sustainable music industry career – a view shared by Girls I Rate, a movement poised on the cutting edge of industry developments. Together, ACM and Girls I Rate are **proudly encouraging female creatives** to embark on a world-changing mission.

Carla-Marie Williams will be returning to ACM very soon, and we can't wait to introduce even more of our students to her unique style and approach to songwriting, collaborating with producers and other vocal songwriters, and working with R&B, urban, and afro beats. Whether you are a producer, songwriter, creative artist or vocalist, ACM can help you **achieve your personal learning goals and shape your career**. We also organise **other songwriting workshops** through our ADCO (Artist Development and Creative Output) department, including the regular **Catalyst Songwriting Camp**, which gives ACM students the chance to write for big names such as **The Vamps**, **BTS**, and **Louis Tomlinson**.

Latest News





Leoni Jane Kennedy won our exclusive Freddie Mercury Scholarship.

ACM and **Queen** are proud to announce **Leoni Jane Kennedy** as 2018's winner of the iconic **Freddie Mercury Scholarship** award. During the selection process, Leoni was chosen by a panel of ACM tutors before winning the approval of **Queen's** own **Roger Taylor** (also a Patron of ACM) and **Brian May**, who felt that her unique and beautiful style was a perfect match for Freddie's memory.

ACM is pleased to offer a series of scholarships that celebrate the fantastic talent on display at each of its campuses. **Each of our five scholarships is worth up to £27,000** and rewards academic, creative and/or entrepreneurial excellence in our students' application to study at ACM.

As well as the Freddie Mercury Scholarship, ACM also offers a **BASCA Scholarship** for songwriters (awarded by BASCA Chairman **Crispin Hunt** this year to student **Elsa Thurley**); the **Music Gateway Scholarship** for producers (won in 2018 by **Havni Gohil**); the **Keith Lowde Scholarship** for Business and Technical Services Students (named after the founder of the ACM Business School, and won this year by student **Tayla Carr**), and finally the **Skunk Anansie Scholarship** for musicians, awarded to **Nicole Cannonier** by Skunk Anansie vocalist **Skin**.

To learn more about our scholarship programme, visit www.acm.ac.uk/scholarships/







ACM students took fashion mecca Carnaby Street by storm.

Nathan Morgan – one of ACM London's **Commercial Songwriting** students – and **Jake Rizzo**, who studies ACM Guildford's **Creative Artist** Route as part of our **Music Industry Practice Degree** programme, performed live on London's famed and fabled **Carnaby Street**, thanks to the patronage of international entrepreneur **Tubbs Wanigasekera**. Carnaby Street is one of the most famous locations in London, inextricably linked with the world of high fashion and a destination favoured by the likes of **The Beatles**, **The Rolling Stones**, and **Jimi Hendrix**. This year, Carnaby Street's Christmas lights spell out the lyrics to **Queen's** timeless classic "**Bohemian Rhapsody**", creating a magical atmosphere that lent itself perfectly to **Nathan** and **Jake's** music.

ACM students perform all over the country thanks to gigs set up and secured by our Industry Link and ADCO teams. If you're already gigging, why don't you reach out to the team at adco@acm.ac.uk and let them know? They'd love to come along!



Our students met some of music's most knowledgeable legends.

Few educational experiences are more rewarding than being able to interact with experts and industry celebrities, and talk to them face to face. During ACM masterclasses, our students get to do just that. This term, we've so far welcomed **Megadeth** bassist **Dave Ellefson**, **Operation Mindcrime** guitarist **Kieran Robertson**, **Vulfpeck** six-stringer **Cory Wong**, and **Metropolis** mastering engineer **John Davis** for some epic lessons and question-and-answer sessions, and our list of future guests (including **Alice Cooper** guitarist **Nita Strauss**) continues to grow.

Over so many years, we've welcomed a wealth of famous names to the ACM community, from virtuoso guitarists like **Steve Vai** and **Guthrie Govan** to bassists **Paul Turner** (**Jamiroquai**) and **George Clinton**, drummers **Roger Taylor** (**Queen**) and **Chad Smith** (**Red Hot Chili Peppers**), and high-profile producers **Chris Sheldon** (**Foo Fighters**, **Biffy Clyro**, **Feeder**) and **Eddie Kramer** (**Jimi Hendrix**, **Led Zeppelin**, **Kiss**, **The Rolling Stones**). Which living icons would you most like to learn from? Get in touch and let us know!



Jade Maria and Hadron Sounds were played on BBC Radio.

BBC Introducing is a line-up that every up-and-coming musician wants to be a part of. Competition for radio and festival spots can be fierce – but “Lonely”, a track created by current **ACM Creative Artistry student Jade Maria** and **Alumni Production student Joshua Heitzler** of **Hadron Sounds**, made it through the BBC’s selection process to be **heard by thousands of listeners**. Jade and Joshua connected through ACM’s **Artist Development and Creative Output (ADC0) team**, who nurture our students’ creative talents and prepare them for life in the industry, and as Jade said during a recent interview, “if you are a student looking to make contacts, **ACM is the place to be.**”

ACM also has its own weekly radio show. **The Local Showcase** broadcasts on DAB and FM channels across London and the South of England featuring **songs, live sessions, and interviews with ACM students**. Thanks to our partnership with the UK’s largest independent radio group, UKRD, all students who choose the Radio Production or Radio Broadcast elective modules at ACM benefit from access to Eagle Radio’s **industry-standard equipment** in a professional, commercial environment, with **tuition and guidance from working radio professionals**.

Metropolis Blue



12 talented ACM students started running Metropolis Blue, our very own record label.

Late last year, we launched a brand new label called **Metropolis Blue** in partnership with **Metropolis Studios**, the largest independently owned recording and creative complex in Europe. Now, we are incredibly proud to announce **our first ever student team** to staff it, made up of 12 up-and-coming industry insiders.

The entire team are starting their Metropolis Blue careers as **A&R scouts**, and will be coached throughout their time at the label by **real-world professionals**. As the inaugural year of this exciting new initiative progresses, we are eager to see the students develop and refine their roles as they work to mirror every aspect of a working record label. You'll find the new Metropolis Blue scouts at lots of **gigs and networking evenings** within the ACM community, always on the lookout for **the latest and freshest talent** that ACM has to offer.



We had a blast at BBC Introducing Live 2018.

At **BBC Introducing Live**, a brand new London-based industry event organised by the most recognisable broadcaster on the planet, **over 15,000 people gathered** over three days to share their knowledge, **meet new friends**, and make **meaningful connections**. ACM was at BBC Introducing Live from start to finish, and hosted a range of **talks, panels, and masterclasses**, as well as **live showcases by ACM students**. From detailed discussions about modern music industry concerns to demo advice – and an entertaining variety of rock and pop performances from some of our own talented up-and-coming artists – **we had it all covered**.

We also met **plenty of interesting people** along the way, including **prospective students with loads of potential**. If you met one of our team at BBC Introducing Live, you can get in touch with us through our website – or call our Admissions team on 01483 500 841.

creative.
industries.
education.



acm.ac.uk | 01483 500 800
enquiries@acm.ac.uk

THE RODBORO BUILDINGS | BRIDGE ST
GUILDFORD | SURREY | GU1 4SB