

# Made To Create Week Press Release

## A virtual event celebrating creativity

Novation are following up the announcement of Launchkey [MK3] with a week of online activity intended to inspire creativity, whatever your way of working. Made to Create Week runs from June 25th to July 2nd 2020, and features daily online events aimed at music makers of all abilities and musical backgrounds.

Central to the design philosophy of Launchkey [MK3] is removing barriers to creativity and providing inspiration. Made To Create Week follows that ethos, by providing education and insight that can be applied throughout the music-making journey.

The free, daily events, which are all online, will include behind-the-scenes technology chats, artist round-tables, music business seminars, product performances and visuals discussions. The series will culminate in an afterparty, featuring a very special guest performer. All events will stream on the Novation YouTube and Facebook pages.

[<<Subscribe to the Novation YouTube channel here.>>](#)

Here's what's going on:

**Thursday 25th June , 8PM BST / 12PM PDT**

### **Made to Create // Technology**

A behind-the-scenes look into Novation HQ (from home). Hear how innovations in technology were used to create the Launchkey [MK3] by designer Danny Nugent and product manager Hugh Lobley.

**Friday 26th June, 8PM BST / 12PM PDT**

### **Made to Create // Music**

Get tips, ideas and inspiration from this artist round-table. Speakers are all members of the extended Novation family: London-based producer Tev'n; producer/violinist Badsnacks; multi-instrumental singer songwriter Kyan; and former studio engineer turned producer Stoni, whose unique blend of feel-good beats soundtrack the Launchkey [MK3] promo videos.

#### **Panelists:**

Tev'n (Producer, London)

Stoni (Producer, LA)

Badsnacks (Producer, LA)

Kyan (Musician, London)

**Monday 29th June, 8PM BST / 12PM PDT**

### **Made to Create // Performance**

Novation product specialist and 'machine music whisperer' Ehsan Gelsi performs live on the Launchkey 49 [MK3] from Melbourne, Australia.

**Tuesday 30th June, 8PM BST / 12PM PDT**

### **Made to Create // Backstage**

Hear from managers and A&R professionals about their experiences at some of the world's most exciting electronic labels, get tips for self-publishing your music and learn from an DIY independent artist about managing your music as a business.

#### **Panelists:**

Maddy Maia (Senior A&R, Ninja Tune)

Amy Jane (Label Manager, Shogun Records)

Lara Baker (Head of Business, Songtrust)

Eckoes (Musician, London)

**Wednesday 1st July, 8PM BST / 12PM PDT**

**Made to Create // Performance**

Novation's very own -CALC- will be playing live with a combination of sequences and plugins from Ableton and his hardware with the Launchkey [MK3] at the heart of his studio setup. Expect an experimental breakbeat meets ambient lo-fi set with his favourite new tool: Launchkey [MK3]'s Chord feature.

**Thursday 2nd July, 8PM BST / 12PM PDT**

**Made to Create // Vision**

Some of the world's most accomplished visual artists, creative directors and musical directors talk about their experiences bringing music to life through ground-breaking visuals, live shows and performances.

Panelists:

Blue May (Credits: Kano, Stormzy, Leon Vynehall)

Dan Tombs (Credits include Jon Hopkins, Gold Panda, Blanck Mass)

Bob Jarock (Credits: Fatboy Slim, Pete Tong, Craig David)

Tom Cane (Music Director for Gorgon City and Otherline)

**Friday 3rd July , 8PM BST / 12PM PDT**

**Made to Create // After Party**

A very special guest performs live on the Launchkey [MK3].