

VALDIVIA - CHILE



fluvial CONFERENCE PROGRAM

✦ NOVEMBER 29 - DECEMBER, 2023 ✦

WWW.FLUVIAL.CL

ACCREDITATION & TICKETS

Centro de Extensión Tent UCh, Los Canelos Campus

Yerbas Buenas 181, valdivia

Hours:

Thursday, November 30 (9 AM to 1 PM)

Friday, December 1 (9 AM to 1 PM)

La Leñera Cultural Space, Museum Campus

Los Laureles No number, Isla Teja

Hours:

Thursday, November 30 (9 AM to 1 PM)

Friday, December 1 (9 AM to 1 PM)

Saturday, December 2 (9 AM to 1 PM – 2 PM to 7 PM)

Cervantes Regional Theater

Chacabuco 210, Valdivia

Hours:

Wednesday, November 29 (6 PM to 10 PM)

Thursday, November 30 (7 PM to 10 PM)

Friday, December 1 (7 PM to 10 PM)

Club Gaz Gaz

Camilo Henríquez 436, Valdivia

Thursday, November 30 (11 PM to 02 AM)

Friday, December 1 (11 PM to 03 AM)

Saturday, December 2 (11 PM to 03 AM)

CONFERENCE PROGRAM

WEDNESDAY, NOVEMBER 29

✦ La Bota Cervecera

*Professional accreditation only

5 PM to 7 PM

Professionals introduction

This activity is open to all accredited professionals. Each participant will have a maximum of 2 minutes to introduce themselves. It will be a preliminary networking event to get to know each other and open a dialogue, which will be deepened later, for example, in the Business Roundtables on Friday from 10:00 AM at La Última Frontera Cafe.

✦ Cervantes Regional Theater

* Professional accreditation and Cervantes Regional Theater tickets.

7:30 PM

Fluvial 2023 Opening Ceremony

Ceremony to kick off Fluvial's seventh edition. This activity will also mark the beginning of the project "FIC Polo Creativo y Turístico Los Ríos." This initiative is financed by the Los Ríos GORE and executed by the Universidad Austral de Chile to consolidate governance, training, and technology transfer processes. The opening ceremony will feature a performance by the ulkantufe and National Music Prize 2022, lamngen Elisa Avendaño, from the Francisco Quereban community, Padre de las Casas, Araucanía Region.

The opening will be followed by performances from **Sistemas Inestables (CL)**, **Gonia (KR)**, **Isleña Antumalen (CL)**, and **Cristóbal Briceño (CL)**.

THURSDAY, NOVEMBER 30

✦ UACH, Los Canelos Campus, Hall 1

*Professional accreditation and conference registration

10 AM

Opening Panel

Integrating the Gender Perspective in the Music Industry: Experiences and Challenges

Moderator: Gaby Lena (Fluvial, CL)

Panelists: Almudena Heredero (MiM, ES), Paula Rivera (Inspira, AR), Noela Salas (MINCAP, CL) y Nicole Montano (Lluviosa, CL)

This platform allows us to discuss the gender gap problem from a local, global, and territorial perspective. We will review experiences related to professional and artistic development, protocols, and procedures that facilitate the creation of safe spaces. We aim to appreciate talent and ensure that it is developed in an equitable sense.

11 AM

10 years of IMICHILE

Moderator: Francisca Sandoval (IMICHILE President)

Panelistas: Makarena Velásquez (Somos Red/Red Poncho), Alvaro Gómez (Algorecords), Carla Arias (Armónica Booking & Management), Oliver Knust (Discos Río Bueno), Marcelo Godoy (Discos Tue Tue), and Germán Torres (Iged Records).

Reflecting on a decade of Chile's independent music scene: its origins, notable experiences, and future challenges.

12 PM

Alcohol sales and live music in Chile, A complex link?

Moderator: Oliver Knust (Fluvial, CL)

Panelists: Álvaro Gomez (En Orbita, CL), Almudena Heredero (Ulalume, ES), Pilar Palazzo (Cosquín Rock, AR), and José Velásquez (Veltrac Music, PE)

The live music and alcohol sales industries have worked together for decades and have mutually benefited from each other. After the dictatorship in Chile, the problem of coexistence between both sectors was normalized, being a recurring problem for concert promoters. We will hear comparative international experiences of how festivals and concerts in different countries deal with this issue.

UACH Los Canelos Campus, Hall 1

*Invitation only

12 PM

Roundtable: Internationalization of agents for cultural development with a gender perspective

Host: Lluviosa and Fluvial

Space for reflection and creating opportunities for internationalization with a gender perspective, aimed at strengthening links, management tools, and strategies for innovation and cooperation between musical agents, focusing on women and gender nonconformity.

1 PM

Roundtable: Polo Creativo y Turístico Los Ríos

Host: Marcelo Godoy, Project director

Presentation and opening roundtable of project FIC 23-09 Los Ríos Creative and Tourism Pole, an

initiative financed by GORE Los Ríos and executed by UACH. The project aims to advance the definition of organization and governance strategies between tourism and creative industries to take advantage of both sectors' economic and cultural opportunities in the region and communes.

UACH Museum Campus, La Leñera Cultural Space

*Professional accreditation and invitation only

2:30 PM

Fluvial Fair Opening, Creative and Entrepreneurial Ecosystems Los Ríos

Welcome to the opening ceremony of the fair that is a part of Fluvial 2023, an event aimed at promoting products and services developed in various communes of the Los Ríos Region. The fair showcases different artistic disciplines and productive sectors represented by numerous professionals, agents, and SMEs dedicated to the development of products and services with a unique identity.

Philippi Museum, UACH Museum Campus

*Professional accreditation and conference registration

4 PM

Building Resilience: Protecting the mental health of artists and music collaborators.

The challenge of mental health is a reality that does not discriminate. Without effective stress management tools, both young people and adults

can face uncertainty, pressure, and even depression. Join this workshop to face a reality that needs the collaboration of all the actors involved in the world of art, culture, and music. Through conscious breathing and meditation, we will explore how to achieve a state of integral well-being.

Presented by Altafonte and taught by Diego Bravo (A&R of Altafonte Chile, teacher, and director of international NGO El Arte de Vivir).

4 PM

Banca Ética Latinoamericana, a financing model for the creative industry

Presented by: Juan Pablo Baraona (CL), Banca Ética Sector Strategy Manager

The institution presents its financing model for all the companies involved in the music industry's production chain. They manage flexible and tailor-made credits to promote the development and sustainability of their activity. This will help efficiently manage the industry's production chain and support the growth of the music industry companies.

FRIDAY, DECEMBER 1

LA ÚLTIMA FRONTERA CAFE

*Professional accreditation only

10 AM to 12 PM

Fluvial Confluence: Meeting between national and international professionals

Business roundtables

This is a designated area where professionals in bidding and purchasing from both national and international backgrounds can meet. These

meetings will last a maximum of 5 minutes and take place at tables provided by the production. No prior appointment is necessary, so feel free to arrive directly at the activity.

UACH, Los Canelos Campus, Hall 1

*Professional accreditation and conference registration

10 AM

Creative Economies and Intersectoriality Through Music in Chile

Moderator: Raúl Vilches (ProChile)

Panelists: Gonzalo Aguilar (CRT + IC), Enzo Massardo (Atómica Music), Sylvain Grain (API), Samuel Restucci (ANIMACHI), and Raimundo Aguirre (RECPro)

Experiences and mutual learning between audiovisual, animation, virtual reality, and tourism sectors.

11 AM

The Use of Music in Therapy: Methods and Findings

Panelists: Aurelio Riquelme (ECOH) and Cristobal Dañobeitia (ECOH)

The panel focuses on using music for therapeutic purposes in various contexts: clinical, personal development, community, and corporate. In addition, we will explore the role of music in its potential to evoke non-ordinary states of consciousness, reviewing different forms of traditional and contemporary music creation.

12 PM

**First Nations Panel:
Ulkantun, the importance of music in
Mapuche culture**

Moderator: Francisco Bascur, Sello Frontera Sur

Panelists: Elisa Avendaño (National Music Award, Francisco Quereban community, Padre de las Casas) and Isleña Antumalen (Mapuche artist, Isla Huapi community, Futrono)

Learn about Mapuche culture through music and reflect on past, present, and future experiences of Mapuche singing (ulkantun) in everyday and sacred contexts.

✦ **UACH, Los Canelos Campus, Hall 2**

**Professional accreditation and conference registration*

10 AM

**"Don't come to this talk if music is a
hobby for you"**

Presented by: Veronica Espinoza

The author of "Don't Read This Book if Music Is a Hobby for You" will provide advice and practical formulas for marketing at different stages of a music project.

11 AM

**Measuring the Carbon Footprint:
Experiences and results of Fluvial 2022**

Presented by: Andrea Pino (CEAM UACH) and Paulo Yaitul (Fluvial)

Discussion on the challenges posed by measuring the carbon footprint of musical events based on the experience of Fluvial 2022.

12 PM

**Workshop: Music Innovation - Discovering
new ways to create music and monetize your
talent through sync and publishing.**

Presented by: Enzo Massardo (Atómica Music)

The workshop will delve into the world of Sync and Publishing, exploring new opportunities for music creation and talent monetization. Its focus is on inspiring and guiding participants to embark on a creative and profitable journey in the field of music, specifically for audiovisual media and sync for various projects related to artists, film, series, and TV. The goal is to motivate attendees to explore novel ways and techniques to express themselves through music creation and identify viable means to monetize their talent.

✦ **UACH, Los Canelos Campus,
Meeting hall, 1st Floor**

**Professional accreditation and invitation only*

1 PM

**Roundtable: First Nations "The Meeting of
the Eagle and the Condor"**

A space that unites artists, cultural managers, and programmers to develop a Pan-American circuit for the circulation of indigenous artists and evaluate progress made in 2022 with projections for the coming year.

SATURDAY, DECEMBER 2

✦ **Maurice Van de Maele Historical And
Anthropological Museum**

**Professional accreditation and invitation only*

12 PM

**Roundtable: High-impact events in the Los
Rios Region**

Space for knowledge and organization of high-impact regional events. The roundtable aims to share experiences, seek joint development strategies, and define actions around the sector and public policy. Participants include Fluvial, Aguacero Comic, Valdivia Urban Lab, 9punto5, FICValdivia, and Contracorriente.

**Activity by invitation only.*

1 PM

Meet the French Delegation

Informal networking space to meet French delegates and artists visiting Fluvial.

✦ **Philippi Museum**

**Professional accreditation and invitation only*

12 PM

**Roundtable: Music and its vital role in
community well-being**

This initiative aims to create a space for community leaders, scientists, and musicians to engage in interdisciplinary and intercultural dialogue. The aim is to explore and enhance the transformative power of music, from its use in ceremonies and daily life to its potential as a therapeutic tool for mental health and psychological interventions.

**Activity by invitation only.*

2 PM

Experiential show: Llepc (outdoor)

Experimental band Llepv will offer an electro-organic improvisation experience to transit consciousness. Through an open-air performance, the sound will be transmitted through a long-distance headphone system.

LOCATIONS

LOS CANELOS CAMPUS;

Yerbas Buenas 181, Valdivia.

LA LEÑERA CULTURAL SPACE;

Museum Campus, Los Laureles, No Number, Isla Teja.

**MAURICE VAN DE MAELE HISTORICAL AND
ANTHROPOLOGICAL MUSEUM;**

Museum Campus, Los Laureles, No Number, Isla Teja.

PHILIPPI MUSEUM;

Museum Campus, Los Laureles, No Number, Isla Teja.

LA ÚLTIMA FRONTERA CAFE;

Vicente Pérez Rosales 787, Valdivia.

LA BOTA CERVECERA

Los Avellanos 289, Isla Teja.

CERVANTES REGIONAL THEATER;

Chacabuco 210, Valdivia.

CLUB GAZ GAZ

Camilo Henríquez 436, Valdivia.