



September 30, 2019

**Hamilton Music Collective** and **McMaster University's Institute for Music and the Mind** are excited to announce a partnership for the promotion of music, art and science in the Hamilton Community.

The McMaster Institute for Music and the Mind's LIVELab is a unique research centre and performance space that enables cutting edge multi-faceted analysis of complex questions of human interaction related to music, hearing, vision, movement, learning, and health. The space includes active acoustics control, sound recording equipment, and measurement of behavioural responses and physiological variables including movement, brain activity (EEG), muscle activation (EMG), heart rate, breathing rate, and sweat responses (GSR) in up to 32 audience members and 4 on-stage performers simultaneously.

In addition to neuroscientific research, the LIVELab encourages creative use of technology in unique music and multi-media performances and has attracted internationally recognized musicians to perform in the space. Entering its fifth season, the LIVELab Concert Series is a way to connect with the community, showcase amazing local and international talent, and bring together music, art and science.

An Instrument For Every Child (AIFEC), an initiative by the Hamilton Music Collective, is a visionary musical project that provides elementary school children in Hamilton's inner-city schools and community centers with the opportunity to learn to play an instrument. AIFEC's core programs are designed to inspire Hamilton's youth through free access to music education while reducing the economic burden for parents, schools, and communities who wish to offer students the skills and benefits that music provides. Since launching with one class at King George Elementary School in 2010, the program has now expanded to 14 schools and 2 community centres, reaching nearly 1000 school-age children in the Hamilton/Wentworth School District.

This year, community members will have the opportunity to participate in a [Beats By U!](#) workshop at the LIVELab. Aspiring young artists will have the chance to experience the state of the art sound equipment in the LIVELab while learning the ins and outs of electronic music production.

*"Children and teens love science when presented in a context that is meaningful to them. In this program, children will have the opportunity to learn about how the brain processes music while creating their own unique sounds. We are looking forward to working with HMC on this event to bring together music and science in a fun, engaging way,"* said **Laurel Trainor, founding and current Director of MIMM.**

*"On an emotional level, music is magic. On a scientific level, music is a powerful, measurable force that affects our brain in many positive ways. As musicians we know that music*



*has the power to make us healthier, happier, and more connected as parts of our community. We are excited about the opportunities this partnership will provide our students and their families,”* said **Astrid Hepner, Founder and Director of the Hamilton Music Collective.**

The LIVELab enables research into why music and the arts provide such powerful experiences for people, how they help build healthy communities, and their role in helping special populations such as those with hearing loss, Parkinson’s and Autism Spectrum Disorder. With the support of community organizations such as the Hamilton Music Collective, the LIVELab is committed to continue growing this world class facility for the scientific study of music, sound, and movement and their importance in human development and health.