

(un)heard.

(un)heard. objective

To promote and develop artists who do not fit in a box. Talents that deviate from the norm and belong in a subgenre. A genre in which the creative industry does no longer invest, due to high risks and undecided outcome.

Artists that do not fit in a box are quickly labeled as “difficult”.

(un)heard. will help talents who have to fight to be seen. Mainly because the talent prevails to be responsible for their own budget. (un)heard. is a foundation that looks at the bigger picture. Expanding the possibilities of making music (and accompanying products) and releasing it on a larger scale.

In recent years there has been a cultural defeat in The Netherlands, meaning that there are far fewer foundations, stages and media outlets for starting talent. According to the Minister of Art and Culture, the current music industry is not a good reflection of the various preferences in society. She recently introduced a new cultural policy, “Culture for everyone”, in which she insists on more diversity in the cultural sector in the coming years. (un) heard. puts these new developments directly into action by giving music talents from less common genres a stage and overall support, so that they can compete with the current market. With the help of investors, the foundation hopes to be able to fill the gap and find the audience of the talent.

(un)heard. gives talent the opportunity to make music without boundaries and to release a total package. The objective of the foundation is to develop an image from a comprehensive strategy, to strengthen a concept and to effectively promote both. Initially, the foundation will focus on musical talent. However, other creative disciplines will also be developed in the future.



(un)heard.

Developing talent

“Every talent deserves an audience, a stage and a creative and business team to work with. No matter what goal they have. I see it as my mission to make it possible.”

– **Jerrald Justin, founder of (un)heard.**



Marle Thomson is a Dutch singer. Amongst other stages, she has performed at Paradiso, De Uitmarkt and AMS Fashion Week. She also performed on the number one show on Dutch television, 'DWDD', on Radio 1, 2 and 6 and was named Power Woman of 2017 by ELLE Magazine. Thomson works in concepts, not just in songs: "When I presented my EP in Paradiso there were about 40 trees and plants placed in the venue. Everyone present that night was completely flabbergasted, even the staff of Paradiso had never seen their venue like that. From that moment on I knew for sure that this is what I wanted to do. My music came across so much better. I was able to offer people a total experience. Unfortunately, I have never been able to repeat this. I simply couldn't afford to do this again, all my money was in the EP: the recordings, the mixing / mastering, the printing, the photos and the graphic design, to name but a few. I missed a great opportunity there. Also, the fact that a channel like Radio 6 Soul & Jazz has been cut is a real loss for me: I was offered a stage there and my music was always promoted. I don't make "mainstream" music and my music is currently barely played on other stations. Thus making my reach smaller than I would like."

- Marle Thomson

That evening gave Jerrald a lot of clarity: "What happened there that night was magical. It was unexpected that her career did not take off afterwards. A new talent tried to break through barriers in an industry that is often run by large companies. What I heard afterwards was that the music was beautiful, yet too "difficult". I then also noticed that the general public is not aware of this issue, they do not realize the "struggles" of upcoming artists. This is where the idea for the foundation originated from. I want to unleash something, start a discussion and by doing so develop a movement for creative talent that feels out of place. All talents deserve to have a team working with them on a career. Due to the lack of budget there is never a so-called board meeting for them, resulting in a David and Goliath storyline. It is simply too expensive to get a room full of professionals together, let alone bring the ideas to life on stage. We are going to make that possible for the talents."

- Jerrald Justin

work
case

- (un)heard. is a foundation for and by creative people, in an industry that often looks at commercial rather than cultural profit. The foundation will create layered products, diversity and quality over quantity, whatever the outcome may be.
- The foundation hopes to make a cultural contribution to the current status of the (music) world. This by helping talent to strengthen their individuality, instead of limiting it.
- The foundation will provide services and/or money based on business plans. A starting talent often has to choose for either:
 - qualitative recordings OR
 - press photos OR
 - making videos OR
 - paying for promotion OR
 - simply being able to provide for themselves.This causes talents to limit themselves creatively. (un)heard. focuses on building careers with an eye for detail on all fronts.
- (un)heard. will work with a buddy system: Not only artists are given a targeted opportunity, but also all employees around them, such as starting photographers, videomakers, stylists, etc. Therefore, experienced staff is only hired if an internship can be included in the project.
- In addition, the foundation joins the new way of working. (un)heard. stands for creativity and creates a place where a professional can apply his/her own working methods. People that don't fit in with a 9 to 5 mentality also seem to be overlooked. (un)heard. creates a workspace especially for them.

A close-up photograph of an acoustic guitar, showing the wooden body, the sound hole, and the fretboard with strings. The guitar is positioned diagonally across the frame. The background is a solid light gray.

unique
selling
points

Team

The foundation was founded by Jerrald Justin with core team members Anke Meijer, Brian Spaans, Roel van Rooij, Annemarie van Bellegem, Cindy Belmon and Danny Lee.

- Jerrald is an artist developer / manager.
- Anke is a certified public auditor at accountancy and tax adviser company PwC.
- Brian is a certified public auditor and Head of Finance at Bunq.
- Annemarie is a Pediatrician, specialised in Child and adolescent health and eating disorders and works at the Amsterdam University Centre.
- Roel is Head Business Curriculum POP music at the Conservatory of Amsterdam and was a booker at AT, Radar and DOX for many years.
- Cindy is a co-founder of both Eventcare and Nightcare, she works as a freelance programmer, project manager and creative producer in the cultural and music industry in Amsterdam.
- Danny is the founder and owner of Chin Chin club and recently opened Lovelee in Amsterdam (where 4 (un)heard. benefit concerts will take place this year).

For two years (un)heard. will work with a team of experts (in varying composition and in different areas) and trainees, to develop the upcoming artist. In this manner he/she/they will learn all the skills needed to partake in the music world on the long term: “(un)heard. is a completely new concept. The unique thing is that the foundation focuses on creating a total concept. As a result, the upcoming artist not only releases music, but also photographs, videos and more. All to visualize the experience of the music and to amplify its impact.”

- Jerrald

Talents often have to fill in many aspects of their own creation and thus do not get to the core of their own product: “What I have seen in recent years is that there are many talents who suddenly make the step to becoming a professional musician. They are often overwhelmed by what comes their way. In addition to the creative help, the talents receive legal and administrative support, giving them more room to be creative.”

- Jerrald

I am (un)heard.

Who will benefit?

Talents

Talents get the chance to create a concept. The foundation has been created to develop talents without a profit motive. The concept is developed on the basis of a concept /business plan that has been worked out by the team and approved by the director of the foundation.

Investors

Investors get the chance to help talents reach their potential and to contribute to the creation of new music and art. The foundation wants investors to be part of much more than just the career of talent: they support the cultural development of our country and are part of a movement.

The industry

Professionals operating in the music industry get the chance to color outside of the lines and to work on a project that makes an impact. Being creative without limits. The objective is to give young professionals a chance to work with established professionals faster and to expand their network. Furthermore, (un)heard. starts the discussion about the lack of talent development on more than just musical talent, but creative talent in general.

The public

The Dutch pop music world seems to focus on mainstream music from which profits can be made, therefore it is almost impossible for an artist whose product does not fit in a box, to break through. The subcultures in the Netherlands are greatly reduced and hard to find. Because the subgroups have become smaller, it is almost impossible for artists who do not fit in with the norm to make money. The mainstream audience must support the subgroups. Herein lies the problem, the current instagram-generation does not seem to be looking for new music or individuality. Everyone looks the same and listens to the same music. The current generation is sensitive to likes, number of views and shares, something that makes monotonous mainstream occupy an increasingly larger place: thus, the internet reinforces the popularity of music that fits in a box. The foundation will stand with creative people who do not fit in with the directed pattern. With a tailor-made product and accompanying plan, the foundation hopes to be able to find an audience for the talents in a sustainable way. All to strengthen the music and the brand of the artist.

Where do we see the foundation in 1 year, 2 years and 5 years?

- in 1 year:

- a team of professionals will be formed. Sponsors and investors will have committed to the development of the foundation.
- the first talents will be in development and will have released music.
- in year 1 the foundation will have set up teams for disciplines other than music. This makes it increasingly clear that (un)heard. is not just a foundation but a creative community and movement for diverse talent.

- in 2 years:

- the foundation will have achieved the first successes and the resources will have grown through the success and the reputation of the foundation. This makes it possible to make the work with partners outside of the Netherlands.
- this is also the time for the foundation to say farewell to the talents of year 1 and to develop a new group of talents.

- in 5 years:

- (un)heard. will have become an established name in the music world.
- the artists who have grown further in their careers, are now ambassadors of the foundation and help new talents get their careers off the ground.
- the interns who started in year 1 are professionals and work for the foundation.
- we have also come to the point that the revenues are large enough to contribute to the budgets of the foundation.

planning

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