



# OneBeat

OneBeat is an incubator for music-based social entrepreneurship that culminates into a critically-acclaimed, 4-week tour through in the United States where innovative musicians from around the world launch collaborative projects designed to make a positive impact on local and global communities. An initiative of the U.S. State Department's Bureau of Educational and Cultural Affairs in collaboration with the groundbreaking New York-based music organization Found Sound Nation, OneBeat employs collaborative original music as a potent new form of cultural diplomacy.



In a time when politics-as-usual has left us with a fractured world, music has a special power to tie together our disparate communities, retracing our common histories, re-affirming our common humanity, and re-imagining the a world based on the principles of collaboration, empathy, and creativity. In this spirit, OneBeat convenes 25 musical changemakers from every corner of the planet to build a one-of-a-kind musical community, creating and performing brand new genre-bending works of resonance, and taking this wonderfully hope-giving global village on a tour across the America. This fall OneBeat 2016 traces the path of so much great American music, beginning with residencies in New Orleans, Chattanooga, and Chicago.





OneBeat is cultivating a web of interconnected artists and change-makers from around the world. Here are some highlights.



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# 107 Fellows

OneBeat global network of musicians 2012-2015

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# 38 Countries

Fellows hail from countries & territories around the globe

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# 41,625

Audience and Youth reached through US and global programs

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# 13,600

Applications & Registrations to OneBeat 2012-2015



OneBeat Fellows' global social media reach has created a network that is tapped into cultural scenes around the globe.

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68,320,994

YouTube views via OneBeat Fellows network

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3,382,711

Soundcloud plays via OneBeat Fellows Network

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1,529,763

Facebook Fans of OneBeat Fellows

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426,532

Twitter Followers of OneBeat Fellows network

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209,163

Instagram followers via OneBeat network

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180

Short films produced by OneBeat 2012-2015

Join Us

The OneBeat Tour is an incredible opportunity for partners to present cross-cultural new works created by 25 Fellows at leading U.S. music venues.

2014 Final Showcase at the Rail Yards / Albuquerque, NM



# OneBeat 2016 Tour

Chicago

Chattanooga

New Orleans

New Smyrna Beach

## Redefining Cultural Diplomacy

OneBeat partners with local musicians and organizations to create meaningful visits to communities along our tour, from site-specific music and sound installations to leading workshops for young people.

OneBeat tour stops include:

- Workshops in local schools
- Recording sessions and performances with local musicians
- Performing with youth orchestras
- Street studios & mobile recording studio pop-ups
- Panel discussions at universities



# Concerts with Local Artists and Presenters

Blitz the Ambassador and Nuit Blanche New York at OneBeat 2012 / Brooklyn, NY



# Street Studios

Collaborating Artist Devin Greenwood / Brooklyn, NY

# Youth Composition Workshops

Found sound audio recording workshop at the YMCA, Charleston, SC



## Platforms & Brand Engagement

OneBeat is a themed platform and provides a wonderful opportunity for sponsors to integrate their marketing, sales and public relations strategies and goals. In addition to targeting a global network, OneBeat tour cities are excellent focal points to further promote our partners' brands.



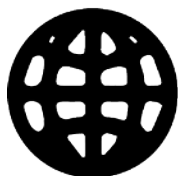
Live Concerts



Official & Partner Websites



Traditional & Digital Media



Global Network Exposure



Social Media Campaigns



Merchandise



## Quotes

*“World music in its truest sense”* - **The New York Times**

*“OneBeat is one of the greatest initiatives in advancing the meeting of cultures worldwide.”* - **Dave Douglas**, legendary jazz composer

*“I see OneBeat as a breakthrough in music diplomacy. And I think it’s a very relevant thing for the the United States to be part of a realization of that. OneBeat is relevant in more ways than just showing how fantastic United States culture is, it’s demonstrating that we can be relevant by facilitating reconciliation, and I think that’s hard to beat.”*

- **Nicholas Cull**, professor of Public Diplomacy at USC

# **1 ONEBEAT**

a program of



OneBeat is an initiative of the U.S. Department of State's Bureau of Educational and Cultural Affairs. The Bureau supports U.S. foreign policy by fostering mutual understanding between the people of the United States and the people of other countries through academic, cultural, sports, and professional exchanges that engage women, youth, underserved communities, educators, artists, athletes, and rising leaders in the U.S. and more than 160 countries.

produced by

**FOUND  
SOUND  
NATION**

OneBeat is produced by Found Sound Nation, an eclectic group of musicians, producers, and artists who have a strong sense of social engagement. Working with people across the globe, from schools to prisons, from young to old, and partnering with local youth, social organizations, music festivals, and artists across all disciplines, Found Sound Nation uses the expressive power of music collaboration to unlock the creative potential of youth, and build bridges between communities separated by cultures, economic disparities, and geography. Found Sound Nation is the social engagement wing of Bang on a Can, the groundbreaking organization for new music.

administered by

**BANG ON ▷ CAN**

Bang on a Can is dedicated to making music new. Since its first Marathon concert in 1987, Bang on a Can has been creating an international community dedicated to innovative music, wherever it is found. With adventurous programs, it commissions new composers, performs, presents, and records new work, develops new audiences, and educates the musicians of the future. Bang on a Can is building a world in which powerful new musical ideas flow freely across all genres and borders.





## Follow Us

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