$10,000 Music Challenge

SICTR.IASTATE.EDU/10000-MUSIC-CHALLENGE
**MUSIC CHALLENGE**

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Registration Opens</td>
<td>November 20, 2021</td>
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<tr>
<td>Proposal Prep &amp; Coaching Sessions</td>
<td>every Tuesday in February, 4:00-5:00 PM, Zoom; or by appointment</td>
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<td>Team Registration and Design Submissions Due</td>
<td>March 1, 2022</td>
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<td>Eight finalist teams announced. $250 awarded to crate a prototype</td>
<td>March 11, 2022</td>
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<td>Live round presentations, judging, and awards</td>
<td>April 22, 2022, 12-2:15 PM, 4250 SICTR</td>
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**INSTRUMENT DESIGN SUBMISSION PARAMETERS**

Submit your invented or reimagined instrument designs by March 1, 2022 via the challenge webpage. Submission may be in the form of a video, a word document with photos, PowerPoint, or PDF.

**Answer the following questions in your submission:**

- What category of instrument did you create (e.g., woodwind, brass, keyboard, strings, other)?
- Is this instrument invented or reimagined?
- Why do we need this instrument?
- What are some key features and why were they necessary?
- What does this instrument do?
- Is this a solo or ensemble instrument (or both)?
- Design specifications:
  - How is this instrument created?
  - How much is the production cost?
- Is there anything else the judges should know about you or your proposed instrument that gives you a competitive edge over other new instruments they may see?

**EIGHT FINALIST TEAMS**

The top eight teams will be provided with $250 to create a prototype of their instrument. Each team will also compose a song for the new instrument.

**JUDGING AND AWARDS**

Teams will present their instruments and play their originally-composed song using the instrument in front of an audience and judges at the Ignite Innovation Showcase on April 22, 2022. Each team will have five minutes to present their instrument and play their original score for the judges. Awards will be presented to the winners at the keynote event that same day.

- $1500 for best reimagined instrument
- $1500 for best invented instrument
- $500 for best composition
- $4500 and free consultation with Conn-Selmer for Best in Show “Leave a Legacy” Award
GETTING STARTED

As you are preparing yourself as future changemakers and challengers in our Music event on April 22, 2022, you may appreciate some guidance that will make your presentation more competitive.

OPTIONAL

Set up a consulting/ideation meeting with one of these advisors near you

For presentation support, critique, ideation, pushing the envelope, differentiation, and creativity...

• Christian Carichner, cbc@iastate.edu (Music Department)
• Michael Golemo, mgolemo@iastate.edu (Music Department)
• Karen Piconi Kerns kpiconi@iastate.edu (Student Innovation Center)

YOUR GOALS: CREATE AND DELIVER YOUR FEATURED INSTRUMENT

OVERVIEW: By definition, a musical instrument is a device created or adapted to make musical sounds. Percussive instruments are usually found to either “strike”, “shake” or “scrape”. Wind instruments usually produce sound through a column of air blown through (or across) an instrument. String instruments use an implement to strike or scrape a string to cause vibrations that create sound. Electronic instruments send signals that are interpreted by something which in turn send a sound signal to an amplification device.

OPTION #1: DEVELOP A BRAND NEW MUSICAL INSTRUMENT

Your instrument should be “playable” by a human in real-time. (I.e. not pre-programmed Instruments that produce a variety of different sounds or ranges will be given preference over single-sound instruments. That being said, be creative in the different ways your instrument could be played or “performed”.

OPTION #2: REIMAGINE AN EXISTING MUSICAL INSTRUMENT

Musical instruments have been around for centuries - and some have barely changed at all. Is this because they’re perfect as is? Or are they waiting to get a spark of innovation? Your challenge is to re-design an existing musical instrument utilizing a different material or method/process than one that has been used before. Should all violins be made of wood? Does a saxophone need to use a mouthpiece? Your newly re-designed instrument should be able to “take the place” of an existing one — both in terms of sound and function (things like range, intonation, etc). Instruments developed with sustainable materials will be considered more favorably, and ultimately production costs/timeframes will be considered in the evaluation process.

ADDITIONAL REQUIREMENTS/ADVANTAGES FOR BOTH OPTIONS:

REQUIRED: Collaborate with a composer, song-writer, or other artist: Create a new piece of music featuring this newly-developed instrument. While the “accompaniment” to the song could be “pre-programmed” or entirely electronic, the performance of the piece would need to happen with the new instrument performing “live” and “in real time.”
PREFERRED: Embrace sustainability, efficiency, economy, equity. Your instrument can be designed with any materials in mind, but instruments developed with sustainable materials will be considered more favorably.

4. THE FINAL DELIVERY OF YOUR PROPOSAL
• 3 minutes explaining your idea and telling your story
• 3-5 minutes featuring your musical instrument
• 5 minutes Q&A from the judges

POSSIBLE FORMATS FOR DELIVERING YOUR PRESENTATION

PART 1: EXPLAIN YOUR IDEA USING ANY FORMAT OR VENUE WHICH COULD INCLUDE
• Visual display or VR or AR
• Verbal presentation
• Written proposal and/or PowerPoint
• Visual models and/or pictures or drawings showing how things work, processes, systems, relationships
• Video
• Experiences

PART 2: PERFORM YOUR COMPOSED PIECE FOR THE INSTRUMENT

JUDGING CRITERIA
• REAL: Is the design of the instrument sound? Does it deliver “music”? Is the music designed for a specific setting, environment, or performer profile that will increase accessibility and encourage users to use it? How will the musical instrument be integrated into traditional and/or untraditional performance venues? Could the design be replicated and/or adapted so it could be reproduced and marketed?
• INNOVATIVE: Is the design novel, featuring enhancements or innovations that improve and advance our understanding of how music is played, learned, and created? What unique ways have you incorporated materials? What does the instrument allow users to do that they could not do before?
• COMPOSITION: How does the music composed feature the unique qualities of the instrument?
• SUSTAINABILITY: does the design incorporate elements that promote accessibility, inclusion, sustainability, efficiency, economy?
• BETTER: Does the instrument advance, improve, and equip future musicians to perform, learn, explore, and expand their musical talents and imagination?