

## **U of T Faculty of Music Gears Up For Transmission Institute Opening**

Posted by David, written by Martin Melhuish on FEBRUARY 13, 2012

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VICTORIA, BC: The Transmission Institute (TI), a unique, strategic partnership between Fan Tan Group, producers of transmission: GLOBAL SUMMIT (TGS), held in Victoria Feb. 8-10, and the University of Toronto Faculty of Music, has been announced.

TGS founder and CEO Tyl van Toorn and Dean of the Faculty of Music for the U of Toronto, Dr. Don McLean, broke the news during the recent three-day, by-invitation-only gathering.

TI, which will be co-located with the U of T Faculty of Music in Toronto, is said to be an expansion of TGS' commitment to being a global centre of gravity for entrepreneurialism, business, science, development and innovation within the creative industries.

“We hope to sustain the mission of Transmission between summits and to develop a dynamic research and training environment that will ensure leadership presence and problem-solving capacity in creative digital media technologies,” says McLean.

Notes van Toorn: “After six years of developing and executing a series of events around the world, Transmission is ready to evolve into an international institute. TI will be supported by a network of experts that creates and transforms ideas into innovative, sustainable and impactful projects and businesses in the creative industries.”

The Fan Tan Group, of which van Toorn is founder and CEO, has been producing Transmission since 2005 as part of the company's TransmitNOW initiatives. For the first three years, it was held in Vancouver before moving to Victoria, the company's current home base. During that time, Fan Tan has produced 13 projects on three continents including TransmitCHINA, part of an international event series that brings together creators, entrepreneurs, innovators and thought leaders from the creative content and technology sectors to exchange and leverage ideas linked to the creation and demand of digital creative content. It is also aimed at developing business opportunities internationally, particularly in emerging markets, for companies working in these sectors.

TransmitCHINA takes place from May 29-June 1, 2012 in a year when two new initiatives have been launched: TransmitBRAZIL from September 18-23, 2012 and Transmit ISRAEL from November 20-24, 2012.

As van Toorn points out, the company has successfully expanded its scope of interest from just music, to connecting academic, investment and technology sectors within all of the creative arts communities who are affected by the digital dissemination of their work.

Ed's note: Noted Canadian music journalist and author Martin Melhuish will provide follow-up insights from the Victoria confab in the next several days.