



CANVA STORIES 400



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# The Mystifiers

Mission & Vision



# Mission

Stichting The Mystifiers is dedicated to creating inclusive music making experiences that prioritise equity and inclusion. Our mission is to build a new cultural space that amplifies the voices of underrepresented musicians in the industry and provides them with opportunities to perform on professional stages. Through the transformative power of music, we empower individuals in recovery, including those facing psycho-social challenges and homelessness. By collaborating with welfare institutions, artists, conservatories, and renowned venues, we create a supportive environment that nurtures artistic skills and fosters talent.

# Our projects and performances open new doors for our members to (re)connect with other musicians and to society.

This sense of belonging and purpose increases self-confidence and reduces (self) stigmatisation and eventually contributes to recovery and combating isolation.

We are on a mission to forge strong partnerships with the professional music industry, aiming to awaken the realisation of their immense power and responsibility. We firmly believe that they can harness their resources, influence, and expertise to raise awareness and instigate meaningful social change. By shaking up traditions and collaborating with these influential players, we seek to ignite a collective movement that drives positive impact. Together, we can use the universal language of music to address pressing social issues, inspire empathy, and foster a more conscious and compassionate society.



# Impact

Our projects have engaged with over 100 participants in over 15 performances and artistic events to over 1000 audience members.

**>100**  
participant  
s

**>15**  
performances

**>1000**  
audience  
members

# Social change through music



The growing global cost of living and demand on housing is creating a challenging environment for many people, including musicians and artists, to find a place to live. As the pressures of modern day life increase combined with a vortex of global political, environmental and public health issues the impact on displacement & mental health is creating a critical impact in our local communities.

Being a musician brings with it an obligation to the world to help connect people and open up new dialogues that cross boundaries, race, identity and religion. We have the tools to create change through engagement and using our public platform to raise awareness to a wider public. We must use this voice to enrich the musical landscape with social purpose and help the music world we belong in, to reclaim performance spaces, explore a new future of equity and not elitism and bring different worlds together.

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**Isolation and loneliness are lurking among our vulnerable target group. It is important at this time to continue to involve musicians in music projects such as The Mystifiers... (that have) provided the necessary support and structure that our clients need.**

Lies Schilp  
Music coordinator HVO Querido





The process of professional reintegration can be overwhelming for individuals in recovery. Just as professional development can be challenging for seasoned musicians and artists in the industry. Recognizing the significance of equal opportunities in the professional sector, it becomes imperative to reshape the course of our culture.

Our aim is to reclaim music, placing it back into the hands of the people who create it and the communities that surround them. We strive to establish new performance spaces that are inclusive and welcoming to all, breaking down the barriers that have privileged a few. By demystifying new opportunities and forging connections, we are actively building bridges towards a more cooperative and collaborative future. Together, we can reshape the professional landscape, ensuring that everyone has the chance to thrive and contribute to a vibrant and inclusive artistic community.



# Promise

To deliver our work, we actively build a strong network of musicians, music industry organizations, and ambassadors across the Performance, Care, and Education sectors. This Collective forms the foundation of our inclusive community, comprising amateur and professional musicians, visual artists, conservatory students, and individuals referred to us by local welfare organizations. We approach all our members as musicians and equals, fostering a professional artistic vision that transcends traditional client relationships. Collaborating with our partners, we create a space outside the healthcare domain where musicianship and artistry take center stage. Through the transformative power of music and art, we embark on a challenging journey that fosters skill development, collaboration, and personal growth within a supportive group dynamic. By actively listening to the needs of our members, we cultivate shared ownership and artistic relevance.

The Collective serves as a dynamic learning platform for every musician involved. Amateur musicians have the opportunity to refine their vocal and instrumental skills, gain valuable ensemble experience, and contribute their creative ideas. Our activities provide a structural foundation for personal development, nurturing motivation, responsibility, self-confidence, cooperation, and social participation. Many of our amateur musicians who experience isolation find a new network in our activities, benefiting both personally and socially. The Collective offers a transformative socio-artistic structure that celebrates our shared passion for music-making and creative growth.



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**I've learned that boundaries and differences between people disappear. Facilitator, client, student, professional musician... we are all the same! The language of music is universal. The Mystifiers provides a healing platform for our target group. Music is the key. It has proven its worth in recovery support care.**

Glenn van den Berg  
Personal Supervisor at HVO Querido





We engage professional musicians and artists as coaches, working alongside the members of our bands. They bring their expertise and experience as practicing professionals to guide the creative process, lead rehearsals, conduct performances, and provide unique artistic advice to shape meaningful new repertoire. Our aim is to curate a diverse team of coaches, representing various instruments and musical backgrounds, all driven to create and connect music with new spaces and audiences. Together, we forge real-world experiences for everyone involved.

For students pursuing careers in music, our program offers an invaluable perspective on the social relevance of their artistic practice. They discover that the ability to make music together extends beyond their peers and industry norms, finding profound connections through collaboration with musicians from diverse backgrounds. Students gain experience in songwriting, improvisation, artistic accessibility, and, for many, it becomes the moment where they align their social vision with their art. These imperative skills shape today's professional musicians.





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**I am a drummer, producer, composer and creative collaborator, driven by a profound passion for synchronising people and sounds through co-creation. Guided by my commitment to positive social change, I utilise music as a force for positive transformation. From a strong belief in the unifying power of music, I put my artistry into play to promote inclusivity, understanding, and connection. Through the curation of inclusive artistic environments, I strive to inspire and uplift, igniting conversations and unifying relationships.**

Guy Wood Artistic Director

“

**I aim to create projects that spark dialogue, challenge preconceptions, and cultivate empathy. With a strong belief in the power of inclusion and expression, I strive to provide underrepresented voices with the value and space they deserve. I bring a blend of creativity, empathy, and organizational skills to the table. I understand the importance of nurturing an inclusive and supportive space where everyone feels encouraged to learn.**

Anne van Egmond  
Project & Business Director



# Who we are

Artistic Director

**Guy Wood**

Project & Business Director

**Anne van Egmond**

The board

of the foundation consists of professionals from the cultural field and social domain:

**Diana Krabbendam**

**Sharon Lagadeau**

**Pieter Betram**

## Artistic team

Our team of coaches exists of local artists that bring their creativity and artistic inspiration

**Mark Oomen** Guitar / Bass

**Donnie Adams** Vocals / Songwriting

**Thijs van Milligen** Sax / Bass

**Robbert van Hulzen** Drums / Perc

**Shira Wolfe** Story Telling / Vocals

**Celia Serrano** Alto Sax

**Maaïke van der Linde** Flute/ Vocals

**Kobi Arditi** Trombone

**Lucija Gregov** Cello

**Alistair Sung** Cello

**Loes Wiewa** Violin

**Joeri Groof** Drums

**Jorrit Westerhof** Guitar

**Maite van der Merel** Keys / Composition

**Licia van Wijngaarden** Vocals

**Cenk Arpa** Vocals

**Marije van Rijn** Vocals

**Nathaniel Klumperbeek** Bass

**Jens Dortmans** Guitar

PR & Communications

**Floor Boschhuizen**

Technical Producer & Bass Player

**Alistair Franenberg**

We have assembled a group of professionals who serve as a sounding board for our initiatives, contributing their expertise, advice, and extensive networks.

**Wiecher Troost, Lucine Schipper, Lonneke van Straalen, Lorenzo Jonathas, Frederike Berendsen**

# Partners

**Stichting The Mystifiers thrives on collaborations with esteemed partners like Paradiso, de Melkweg, Conservatoire of Amsterdam, HVO-Querido, and Eiwerk. These partnerships serve as a vital bridge between the professional and social music sectors, fostering essential connections and encouraging cultural and social participation. Our joint efforts bring together experts from the cultural field and social advocates, leveraging the power of music to raise awareness and drive positive change, ultimately shaping a brighter future for everyone.**

Our impactful programs owe their existence to the generous support of esteemed organizations, including Fonds voor Cultuurparticipatie, Amsterdam Fonds voor de Kunsten, Soci t  Gavignies, Triodos Foundation, and Prins Bernhard Cultuurfonds

FONDS VOOR  
CULTUUR  
PARTICIPATIE

**AF** amsterdams  
fonds voor de  
kunst

het Prins Bernhard  
cultuurfonds

 sG soci t  Gavignies

Triodos @ Foundation

# Impact and targets

**We value the impact of our work based off personal achievements but over the course of the last few years our projects have engaged with over 100 participants in over 15 performances and artistic events to over 1000 audience members. We continue to strive for impact and to our commitment on social change and artistic equality.**



# Targets

2023

## **Implement a comprehensive program with consistent performances and activities throughout the year**

The Mystifiers 365

## **Extend the presence and activities to the city of Rotterdam**

The Transformers

## **Establish 2 strategic partnerships and collaborations**

With renowned venues like Paradiso and Q-Factory to bridge sectors and engage new audience

## **At least 2 national festival panel and conference contributions**

Actively participating in national festival panels and conferences, sharing insights, knowledge, and experiences with industry professionals. Through contributions to events such as the Amsterdam Dance Event and other relevant conferences, we establish the foundation as a valued voice in the music community, further building its reputation and influence.

## **Partnership with a promoter**

To enable and execute performance events with increased efficiency and effectiveness. The promoter's expertise and network opens doors to new opportunities and expands the orchestra's reach within the music industry.

## **Increase public awareness and enhance PR efforts**

- Aiming to reach a target of 1000 followers on Instagram in 2023.
- Coverage in at least 1 local and 1 national newspapers, Aiming for local media like AT5 and Parool, to generate further (national) visibility and interest.



# Targets

2024

## **Further refine the 365 programme**

- Based on what we have learned in 2023: enhance the quality and develop the most effective way of working.
- Provide a more structured and comprehensive experience for amateur participants, allowing them to progress from participants to volunteers, experience experts, and assistant workshop leaders.

## **Establish partnerships with music industry businesses**

Such as PR agencies, publishing companies, and record labels. Collaborate with these partners to enhance the orchestra's visibility, marketing efforts, and distribution of its artistic output. Benefit from the expertise and resources of these industry professionals to expand the orchestra's reach and impact.

- Contribute to two national festivals, such as Euro Sonic Noorderslag, by participating in panels and conferences.
- Host a curated panel discussion at a prominent international music event held in the Netherlands, in which we bring together industry experts, musicians, and thought leaders.

## **Public awareness and PR**

Produce a documentary around the orchestra's journey and performances, showcasing its artistic vision and impact. For example the journey towards playing at Lowlands.

## **Establish and fund the Flagship Orchestra**

Goals

## A physical learning-working space

Looking ahead five years, our goal is to offer work-learning trajectories for participants seeking experience in the music sector.

Opportunities will include assistant technician roles during recordings or performances, stage management positions, publicity officer positions, and even copywriting for our policy plans. We are dedicated to providing professional development routes for students, offering post-graduation jobs to kick-start their careers. Additionally, we aim to create new working formats for coaches and professional musicians, providing opportunities for upskilling and career advancement.

We keep to be committed to creating inspiring and tailored learning experiences for our members, fostering their artistic voices and driving societal change. Our vision is to provide a permanent home, a sonic shelter, where our work can thrive—a vibrant social and artistic culture hub where music permeates every corner.



Having a dedicated location to work from is vital in order to effectively deliver on our aims and provide a supportive environment for our members and the community we serve. We envision the creation of a dynamic "Centre of Vibes," a multi-functional facility encompassing various areas:

- Office space to efficiently run our organization.
- An ensemble space designed for group sessions and production.
- Coaching rooms for personalized one-on-one sessions.

To empower our members and enable personal and collaborative growth, we will facilitate a range of resources and opportunities, including:

- Dedicated workspaces and access to instruments.
- State-of-the-art recording studio for high-quality productions.
- One-on-one coaching and mentoring sessions.
- Group masterclasses and guest workshops to expand skills and knowledge.
- Interdisciplinary collaborations through exciting art projects.

# Five year Targets

# Five year Targets

## A sustainable business model

Establish structural funding sources:

Seek long-term funding partnership, foundations, and organizations that align with our mission and values.

Secure corporate funding:

Form strategic partnerships with businesses in the music and arts industry to support our programs and initiatives financially.

Explore private funding options:

Engage with individual donors and philanthropists who are passionate about fostering inclusive music experiences and social change.

Pursue project funding:

Apply for grants and funding opportunities specific to our projects and initiatives to ensure financial support for their successful implementation.

Cultivate partnerships:

Collaborate with like-minded organizations and institutions to explore joint funding opportunities and resource-sharing.

## International collaborations and partnerships

Festival collaborations

Actively seek collaborations with renowned international festivals to showcase our talent and broaden our exposure. Aim for participation in festivals such as SXSW and Sonar Festival, which attract diverse audiences and provide high-profile performance opportunities.

Conference contributions

Secure invitations to at least two conferences per year, where we can share our expertise, connect with industry professionals, and build international networks. These conferences should focus on music, inclusion, and social change to maximize the impact of our message and forge new partnerships.

Higher-profile performance and recording opportunities

Pursue partnerships and collaborations with established international artists to create unique and compelling performances. These collaborations will not only enhance our artistic output but also provide opportunities for recording and releasing music on a larger scale, reaching wider audiences globally.

New artist partnerships

Actively seek collaborations with emerging artists from around the world who share our vision and values. By nurturing these partnerships, we can create innovative and diverse musical projects that resonate with audiences internationally.