Increased life expectancy and population ageing are profoundly transforming contemporary societies, although with significant variations across different parts of the world. While numerous studies have investigated the positive effects of music on well-being and active ageing, the many ways in which longevity is reshaping global music production remain largely unexplored.

How is increasing longevity reshaping musicians' careers, audiences and forms of musical participation? How do musical practices adapt or disappear as societies age, and what role do concerts, media, digital platforms and social networks play in these processes? How is the longevity of musical heritage affected by changing ideas of memory, cultural value and intergenerational transmission? And how are musical aesthetics, market strategies, professional roles and sound-production technologies responding to these transformations?

The conference will explore the impact of longevity on the music industry, its audiences, markets and repertoires, as well as on care and well-being, musical practices, society and heritage. Adopting an interdisciplinary and transcultural perspective, it will pay particular attention to the different responses developed across a variety of social and geographical contexts.

Istituto Interculturale di Studi Musicali Comparati
fondazione Giorgio Cini

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Global Music Production in Times of Longevity

Aesthetics, Markets, Technologies, New Professional Competences and Transmission of Knowledge



Photo: Örebro Kuriren / Örebro läns museum

Conference 10 — 12.11.26

Tuesday, 10 November

2pm
Institutional Greetings and Opening Remarks

Daniele Franco
Scientific Director, Fondazione Giorgio Cini

Giovanni Giuriati, Lorenzo Chiarofonte, Giulia Sarno
Scientific Committee

3pm
Keynote Lecture

Austin C. Okigbo
University of Colorado Boulder
Singing for Life: Musical Creativity, Wellbeing, and Longevity in Times of Epidemics

4:15pm
COFFEE BREAK

4:45pm
FIRST SESSION | MUSIC, PEOPLE, AND PRACTICES 1

CHAIR
Tia DeNora

Aditi Deo
Ahmedabad University
Elderly Urban Indians and the Karaoke Boom: Technologies, Markets, and the Continued Life of Old Hindi Film Songs

Gabrielle Kielich
University of Huddersfield
Women, Aging and the Electric Guitar: Trading 'Novelty' for Longevity

Gianmarco Tonelli
Università di Pisa
Who Are We Listening To? Algorithmic Resurrection and the Renegotiation of Musical Memory

Brenda Combs
Independent Researcher and Artist Manager
The Longevity Paradox: How Social Media and the Digital Age Threaten Musician Well-being

Wednesday, 11 November

9:15am
Keynote Lecture

Andy Bennett
Griffith University
Band or Brand? Heritage Rock, Cultural Consumption and Generational Memory

10:30am
COFFEE BREAK

11am
SECOND SESSION | MUSIC, PEOPLE, AND PRACTICES 2

CHAIR
Giovanni Giuriati

Elena Sandon
Musician
From Apprenticeship to Algorithm: Digital Transmission of Sardinian Vocal Heritage in an Ageing Society

Vittoria Pagani
Musician
Collective Practice as Social Space: Intergenerational and Intercultural Transmission of Hindustani Music in Basel

Owen Coggins
University of Huddersfield
Anachronism, Distortion and Low Fidelity Transmission in Underground Black Metal

12:30pm
LUNCH BREAK

2:30pm
ROUND TABLE
Longevity and the Music Industry: Audiences, Markets, and Catalogues

CHAIR
Giulia Sarno

PARTICIPANTS
Valerio Corzani (Rai Radio 3)
Luca Fantacone (Sony Music Italy)
Elisabetta Picariello (Sugar Music Publishing)
Francesca Trainini (Oyez!)

4pm
COFFEE BREAK

4:30pm
THIRD SESSION | MUSIC, SOCIETY, AND HERITAGE 1

CHAIR
Lorenzo Chiarofonte

Francesco Valente
Universidade Nova de Lisboa
Beyond Safeguarding: Longevity, Material Dignity, and Living Heritage in Pernambuco's Frevo

Francesca Billeri
Università degli Studi di Roma Tor Vergata
Old Theatre in a Young Society: Audience Renewal and Cultural Longevity in Cambodian Lakhon Bassac

Wolfgang Schmid and Jill Halstead
Universitetet i Bergen
Last(ing) Music: Exploring a Multimodal Essay Format for Transmitting Knowledge about Music's Role at the End of Life

Followed by a screening of the short film
Last(ing) Music – An Essay on Music Therapy at End of Life

Thursday, 12 November

9:15am
Keynote Lecture

Tia DeNora
University of Exeter
Creating a 'Musical Island' as a Form of Care in an Age of Ageing

10:30am
COFFEE BREAK

11am
FOURTH SESSION | MUSIC, SOCIETY, AND HERITAGE 2

CHAIR
Austin C. Okigbo

Hee Seng Kye
Hanyang University
Manufacturing Musical Age: K-pop's Generational Clock in a Super-Aged Society

Lorenzo F. Candelaria
Vanderbilt University
Aging, Sound, and Puerto Rican Cultural Memory in Bad Bunny's Short Film DeBÍ TiRAR MáS FOToS

Misaki Goto
Université Paris 1 Panthéon-Sorbonne
Musical Authority in Super-Aging Japan: Between Master–Apprentice Transmission and Democratic Schooling

Francesca De Nardis
Institute of Ethnomusicology, ZRC SAZU, Ljubljana
Negotiating Demographic Change: Heritage-Making and Musical Transmission in the Resia Valley

1pm
Final Discussion

SCIENTIFIC COMMITTEE
Giovanni Giuriati
Fondazione Giorgio Cini
Lorenzo Chiarofonte
Università di Bologna
Giulia Sarno
Università di Firenze