

EMBARGOED UNTIL 11:59pm, 25 MAY 2022

Aspiring young musicians find their voices with Edinburgh International Festival

- Young people from **Goodtrees Neighbourhood Centre** in Moredun produce a hip-hop music video and three studio-recorded songs as part of the **Amplify** project supported by the **Edinburgh International Festival, Vox Liminis** and **Screen Education Edinburgh**.
- The songs are directly inspired by the participant's experiences, with topics including knife crime, misconceptions of young people and their desire to be heard by older generations.
- Amplify participants received coaching from Edinburgh musicians **Kim Edgar, Louise McCraw**, award-winning **Nova Scotia the Truth** and **Louis Abbot** of **Admiral Fallow**.

AMPLIFY PROJECT IMAGES – [see here](#)

AMPLIFY MUSIC VIDEO – see [here](#)

eif.co.uk

26 May, Edinburgh: Over 25 young people from **Goodtrees Neighbourhood Centre**, between the ages of 12 and 17, are releasing an original music video and three audio tracks as part of **Amplify**, a song writing project created by the **Edinburgh International Festival**, which celebrates its 75th anniversary this year, and supported by **Vox Liminis** and **Screen Education Edinburgh**. This project is made possible by the support of the International Festival's Learning & Engagement Partner Baillie Gifford Investment Managers.

The Amplify project aims to give young people the opportunity to express themselves and amplify their voices through music, while developing their skills in song writing and music production. Participants received ten coaching sessions from local musicians **Kim Edgar, Louise McCraw** and award-winning **Nova Scotia the Truth** in song writing, vocal and rap technique. Out of the eight songs written by the young people, three were chosen to be professionally recorded as demos and music videos.

The young people from Goodtrees Neighbourhood Centre have described the transformative impact of **Amplify**, and the benefits of being able to express themselves through music. By allowing young people to channel their thoughts and feelings through a creative process, the

project gives them a rare opportunity to share their thoughts and opinions with a wider audience and make their voices heard beyond their community.

Amplify continues to make a real difference to the lives of the young people by giving them a forum to express their thoughts on a range of issues that impact them, such as mental health, bullying, knife crime, the often negative perceptions of young people and their desire to be heard by teachers, politicians, and parents.

Following the success of the first **Amplify** project, a second group of 25 young people at Goodtrees have started the song writing process, with additional support from **Louis Abbot** of **Admiral Fallow**.

Goodtrees Neighbourhood Centre is a creative community-focused project based in Craigour and Moredun in Edinburgh. It supports young people in disadvantaged communities learn creative and technical skills and, in doing so, to unlock their full potential.

The Centre has been working with the **Edinburgh International Festival's** Learning and Engagement team, which operates throughout the year to connect children, young people, and communities with the arts.

For further information about Amplify and the International Festival's Learning and Engagement work, visit www.eif.co.uk/about/learning-and-engagement.

Caroline Donald, Head of Learning & Engagement at Edinburgh International Festival said:

"After learning about this incredible group of young people from Goodtrees Neighbourhood Centre who actively looked after their community, particularly the older residents, during lockdown, we wanted to design a project that would give something fun and creative back to them, in recognition of everything they did for other people. We were acutely aware of how much young people had been through during the pandemic and how much they had missed out on, so we wanted to create a vehicle for them to creatively explore these experiences.

"The young people are rightly proud of their recently released tracks and music video but, for me, the magic of Amplify lies not in the product, but in the process. The International Festival has made a long-term investment in this community and built up a valuable relationship with Goodtrees Neighbourhood Centre. Thanks to the success of the project, we're now working with a second group of 25 young people who are currently writing their own songs and I look forward to continuing this journey of exploration together."

John Beatson, Manager at Goodtrees Neighbourhood Centre said:

"The second phase of the Amplify project has been a great success. We're so fortunate to have a strong partnership with Edinburgh International Festival, allowing us to bring such an amazing experience to local young people.

"The project has given our young people the opportunity to tell their own stories in a new and creative way. It's been a real outlet for them, and they've been able to connect with their thoughts and feelings through song writing and recording.

"The music they have been working on is fantastic, with real meaning, highlighting the effects of different issues they have been facing, but also optimism for the future. We can't wait to hear the final versions of the songs."

– ENDS –

NOTES TO EDITORS

Media contact:

Hugo Mintz, Head of Communications, hugo.mintz@eif.co.uk
Heather Simmonds, Media Assistant, heather.simmonds@eif.co.uk
press@eif.co.uk / eif.co.uk
Join the conversation eif.co.uk / #edintfest / @edintfest

About Edinburgh International Festival

Every August, the International Festival brings world-class music, opera, dance and theatre performances to Edinburgh.

Created in 1947 following WWII, the festival inspired artists and audiences to heal through international cultural collaboration. This year the International Festival celebrates 75 years of bringing world cultures together and will take place from 5-28 August 2022.

Year-round the Edinburgh International Festival connects with local communities through education projects, access programmes, and initiatives that introduce new audiences to live performance.

For more information visit www.eif.co.uk

Edinburgh International Festival's Learning and Engagement Programme

The International Festival connects annually with thousands of people through its year-round Learning and Engagement programmes.

Working across four key pillars of activity – children and families, young people, communities and talent development – the International Festival aims to reach as many people as possible of all ages both locally and internationally, and is committed to ensuring the annual global celebration of culture is accessed by all through a year-round bespoke programme of projects and opportunities. This summer will see the International Festival partnering with a range of companies and organisations to support this work including Akram Khan Company, Grid Iron, Imagine, Mahogany Opera, the National Theatre of Scotland, Scottish Ballet, Screen Educational Edinburgh, Starcatchers and Vox Liminis, as well as a range of local and international artists.

The Edinburgh International Festival's Learning & Engagement partner is Baillie Gifford Investment Managers.

See www.eif.co.uk/learning-and-engagement for more information.