

# FOR IMMEDIATE RELEASE



## BeMused Network sparks movement to build a digital future of performing arts on November 29, 2016 at Heliconian Hall

**Friday November 24, 2016 // Toronto (ON) – BeMused Network**, a Toronto-based social technical enterprise for the performing arts, will spark a conversation on the digital future of the performing arts during their Open House on Tuesday November 29, 2016 from 5:30-7:30pm at the historic Heliconian Hall in Yorkville.

Guest speakers include **Ben Diestchi**, executive director of Soundstreams, performances by Canadian Jazz pianist **Ron Davis** and Canadian songstress **Janet Whiteway**, as well as a contemporary dance performance by members of **Malgorzata Nowacka's** Chimera Project.

The people behind BeMused Network are performing artists, researchers, designers and technologists. The community they serve include presenters, managers, grantmakers, bloggers, and others in the ecosystem. They all share the view that technological innovation is lacking in the arts, and are inspired by BeMused Network's vision to build scalable digital infrastructures that the sector needs in order to thrive.

This Open House will bring together those with a common stake in the future of the performing arts sector, but who rarely have a reason to get together and plan for our collective future. It is an evening for conversation, for connections, and to grow the movement beyond its core base in Toronto.

From the founder, Margaret Lam:

"We are in an era of constructing digital infrastructures. From high profile projects like electronic health records, which requires the coordination of policy makers, creating of new jobs, and the partnership of various health organizations, to the less visible but no less impressive network of digital applications and social platforms."

"In the end, through the everyday choices we make, I have no doubt that we will get the Digital infrastructure for the arts that we deserve. The question is, what do we think we deserve, and how can we make sure we get it?"

On Nov 29, this community will gather in-person to celebrate and collectively imagine a sustainable and digital future for the performing arts. Those who are interested in participating in this conversation but unable to attend can get involved by creating an artistic account, and join the network online.

### **About BeMused Network**

We are an online service platform dedicated to supporting the emerging and independent performing arts in Canada and beyond. Our mission is to use technology to help artists do more with less, so they can focus on what they do best: creating memorable experiences for audiences. As a social technical enterprise, we regularly conduct research to stay on top of the most pressing technological needs for

our community, and develop affordable cloud-based SaaS (software-as-a-service) that is exclusively for the arts.

BeMused Network is an alumni of Canadian Film Centre Media Lab's ideaboost business accelerator program. We acknowledge the financial support of the Government of Canada through the Department of Canadian Heritage (Canada Music Fund) and of Canada's Private Radio Broadcasters.



Related blog posts by Margaret Lam: <http://blog.bemusednetwork.com/topic/insights/founder/>  
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## About Margaret Lam

Margaret Lam is the founder of BeMused Network, a social-technical enterprise helping artists do more with less, starting with an artist-friendly and patron-focused ticketing service. She is also a published information science researcher, a seasoned print and digital designer, and an advocate for independent and emerging artists. Her work focuses on the intersection of culture, technology and the arts.

## About Heliconian Hall

The Heliconian Hall, home to the Toronto Heliconian Club of Toronto for women in the arts and letters, is a charming historic building at 35 Hazelton Avenue in the Yorkville area of the city. It dates from 1875 when Yorkville was a rural village on the outskirts of Toronto. Its architecture is Carpenter's Gothic with a simple board and batten exterior, and with the embellishment of a Victorian rose window and carved rafters in a high vaulted ceiling. Its good acoustical properties and a Steinway piano are a boon to this day for a variety of live performances. It was designated a Toronto historic site in 1990 and a National Historic Site in 2008; a plaque was erected outside the building in 2011.

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