



Featuring the award-winning Live at Massey Hall films, these free films offer insight into the Canadian music scene, with behind the scenes interviews with artists, stellar performances, plus short curriculum connected guides with pre- and post-viewing activities for select films. Activities can be completed synchronously or asynchronously, in-school or at-home.

Suggested age: Secondary school, some concerts contain explicit language. See specific details, notes, and highlights in the "Concert Highlights" section below.

CHILLY GONZALES & the Kaiser Quartet



Chilly Gonzales, is a Canadian Grammy-winning multi talented musician, producer, songwriter, and educator. He is known for his classical pop-inspired music compositions, but it doesn't end there. He has multiple albums covering every genre from trip-hop to chamber music; he's created and appeared on web series, radio shows, and podcasts; written articles and opinion pieces in newspapers and magazines; and runs the "Konzervatory", a residential music performance workshop where selected students join an all-inclusive trip to Paris to work with Gonzales and other collaborators in preparation for a final concert. Gonzales has worked with names like Daft Punk, Feist and has had his songs sampled by and composed music for Drake. After spending years in Paris, Gonzales currently resides in Cologne, Germany.

TALKING POINTS

Comparing two pieces in the film featuring the same instrument, can you show me an example of two very opposite feelings/ moods (for example, a very happy piano piece and a very sad one)? How are those feelings achieved?

In the film, Chilly plays original music and pieces written by other people. Can you remember the songs in the film? What are some of the differences between playing a composition that some else has written, covering a song, and sampling a song?

In the film, Chilly raps over the music of the quartet. When you think of a quartet what music do you associate them with? What are some of the instruments and technology that are traditionally used in rap? While he's performing, Chilly says he is using the quartet as an expensive sampler. What is a sampler? How does sampling take many forms?

What are the roots of sampling, what genres do you associate with sampling, and why?

How does sampling music relate to ideas of appropriation, homage, and copyrights?

CONCERT HIGHLIGHTS AND NOTES

00:01-1:50 - Chilly Gonzales discusses his early career, including moments of failure and growth

10:00, 14:00, 28:00 - Strong language and swearing



ACTIVITY 1

Listen to a list of the most sampled songs (Some lyrics contain strong language and swearing):

The Winstons – “Amen Brother”
Beside – “Change that beat”
Lyn Collins – “Think (About it)”
James Brown – “Funky Drummer”
Dough E Fresh and Slick Rick – “La Di Da Di”
James Brown – “Funky President (People It’s Bad)”
Public Enemy – “Bring the Noise”
Melvin Bliss – “Synthetic Substitution”
The Honey Drippers – “Impeach the President”
Run-DMC – “Here We Go (Live at the Funhouse)”

What makes a song good for sampling? What are some key considerations? Why are some songs used over and over again? Make a list of your favorite songs and check if they include samples on whosampled.com

ACTIVITY 2

One album, composed of almost all samples is Paul’s Boutique by the Beastie Boys. Review the list of artists work sampled, and consider how the music has been changed by slowing it down, speeding it up, and layering the work with other music? How is the original meaning of the music referred to, changed, or reinvented through this process?

ACTIVITY 3

Public Enemy’s “Fight the Power” contains 21 samples. Create a history of the bands sampled in the song. Why did Public Enemy use these specific samples, what meaning do they add?

ACTIVITY 4

Record your own samples and save them in a shared file. They can consist of found sounds or original music that you speed up, slow down, remix, distort, etc. Then copy and mix each other’s pieces into original compositions. Share your work and discuss how you chose pieces to mix, and how you used and changed the work.



STAFF INTERVIEW Meghan McCready, Marketing Associate

◆ *What is your role at Corporation of Massey Hall and Roy Thomson Hall?*

I am one of two Marketing Associates.

◆ *How did you get into the world of Marketing?*

I was required to receive my graduate certificate in Corporate Communications and Public Relations from Fanshawe College, I completed an internship. I got my first job in the industry at a small performing arts centre and music school in London, Ontario. Since the organization was so small (I was one of two paid full-time staff), I had the opportunity to wear many different hats and experience different roles: volunteer coordination, marketing, media relations, office administration, programming, box office, and venue rentals.

Ultimately, I was most interested in Programming and Marketing. After two years, I applied for and received the Marketing and PR Coordinator job at Massey Hall and Roy Thomson Hall. For the over eight years that I've been with the Halls, I've done both Marketing and Communications.

◆ *Tell us more about your education, career path, and interests.*

I loved making music in high school and post-secondary school. I hosted coffee houses, played in bands, loved going to live shows, and connecting with artists and music fans in my community. I still love all of these things now and am grateful that experiencing live music is part of my job description.

I have a Bachelor of Arts from Western University and a graduate certificate from Fanshawe College in Public Relations and Corporate Communications. Over the years, I've continued to do training to keep up with changes to marketing tools and best practices, especially for social media and Google advertising, SEO, and analytics.

◆ *How were you involved in Chilly Gonzalez's Live at Massey Hall?*

When Chilly Gonzales performed as part of the *Live at Massey Hall* series, I was the Media Relations Associate. I assisted our Media & Artist Development Manager in writing and distributing a press release to media, updating print and online concert listing, replying to media requests for concert details, coordinating media seats for the show, and liaising with the artists' publicist.

◆ *Who do you work with at the Corporation of Massey Hall and Roy Thomson Hall?*

I work very closely with other marketing team members, especially our graphic designer, web specialist, and email specialist. I work with each team member to provide direction and content to build out assets like email campaigns, landing pages for specific events or assets, graphics and video for event/stream promotion, and social media content.

◆ *What is some advice you have for someone interested in pursuing a career in Marketing?*

Marketing technology, tools, and trends are continually changing, and they are changing fast! Potential marketers need to be happy working in a fast-paced job and be ready to adapt and keep up with the different platforms and channels people are using and how specific audiences use them.

There are lots of different specialties and roles in marketing. For example, some marketers spend their entire day building, monitoring, and adjusting Google ad campaigns based on carefully interpreted data. Others create and share content and manage online communities, leaning into their creativity and people skills. Working with a smaller organization often means you get the opportunity to do many aspects of marketing, which can be an excellent way to gauge what you like to do best and keep things interesting.

◆ *What is your favorite part of your job?*

I love discovering new artists and genres through the concerts we're promoting. Plus, I love that I get to work with so many passionate and talented team members.

◆ *What is your favorite memory of the Halls?*

In 2011, I took the train from London to Toronto to see Bon Iver (my favourite band) at Massey Hall. I sat in the gallery with my best friend, the show was incredible, and I remember looking down at the rest of the sold-out auditorium and feeling so electrified, and just knowing I had to be a part of the Massey Hall team. On the train ride back to London, I put the finishing touches on my resume and a few days later sent in my application for a job at Massey Hall and Roy Thomson Hall, which I was sure, more than ever, would be my dream job. That concert was the push I needed to apply and eventually take the risk of leaving my community in London and move to Toronto. Music is powerful!

