**Music video first for students**

**VO:** With the music industry shifting further away from the traditional model of music label dominance, Griffith University is enabling popular music students to produce and promote their original music independently.

**Anthony Pages: Griffith Enterprise**

We’re sitting on top of a game changing initiative.

SEED was generated from the fact that we recognise that it is very hard to make it in the music industry nowadays.

So it’s mainly due to the digital age, it’s easier to promote yourself, but at the same time it makes it more competitive. And at the same time we have the Bachelor of Popular Music on the Gold Coast which is unique in the world and we have great artists there, and at the end of the degree they are ready to become independent artists, and all they need is a head start.

The SEED project aims at giving them that head start.

Caligula’s Horse was chosen because they had a very big fan base and also it was a choice done by the Conservatorium in the sense that they were parties that had one of the most potential.

**Sam Vallen: Guitar, Production, Vocals**

Caligula’s Horse was originally sort of my solo project and this is prior to starting at Griffith as well I was putting together when in another band called Quandary at the time. And I contacted Jim Grey who was the singer of my band we did the project for a while as a two man outfit and wrote the first album that we released called Moments from Ephemeral City. Um... as a band it came pretty much into the first semester at Griffith I met Zach who studies in the same course and we started putting the actual live band together, so Caligula’s Horse as we know it was around April mid semester.

That’s the history of the band, the band name Caligula’s Horse, Caligula was a roman emperor who was a bit of a despot, crazy, evil maniac and the story goes that he made his horse into like a console, a priest and he really really loved this horse. I just found it to be really funny, you know, strange, dark story so I thought it was quite apt for our music.

**Anthony Pages:**

So basically SEED, specifically is first an album, so every year our students in the Bachelor of Popular Music have to write and produce a portfolio of songs. So the album is combining the top 15 songs out of these songs. Then promote this album online. We involve the Griffith Film School to do the music videos, but we also involve the Queensland College of Art to do the design and the cover art on the album itself.

**Zach Greensill: Guitar**

I knew from the get go as soon as we got to the set and everything it was all very professional. You know there was never really a dull moment on set like you know we were all predicting stress,
fighting things like that... but it was a great process and to see it come out the way it did was amazing.

**Anthony Pages:**

This project is also about industry connections. So for example Caligula’s Horse - we connected them last year to the company We Are Hunted, provided them with international profiling, resulting in over a two week period 64,000 streams of their song which gave them great exposure.

**Sam Vallen:**

Our course in particular is just amazing for what it gives us access to. You know it’s like you go into this course you learn heaps of stuff, it forces you outside of your comfort zone in a lot of ways but also it gives us access to recording studios, lecturers who can listen to our stuff and you know point out all the flaws and can fix it all up. The course opened up the avenues that we wouldn’t have otherwise. If I had just done all this independently it probably still would have worked but it makes me second guess myself a lot more in this band, it makes me force everything to the highest level it can be.

**Anthony Pages:**

We don’t focus on the degree only, we provide our students with something on top of that and that is what makes it different.