



the global trade body for independent music publishers

## **IMPF Palma Song camp 2025**

The IMPF Song camp 2025 successfully delivered a high impact, multinational creative program funded by the European Union. It brought together 21 professional songwriters from around the world, including participants from Canada, the United States, India, Estonia, France, and several European countries. The four-day camp promoted artistic collaboration, cultural exchange, and professional development within Europe's independent music sector.

Over six professional songwriting briefs from leading industry partners including Merrystar Management, Fortiche Productions, Prodigious, and Ubisoft, participants created 48 original songs. The sessions produced outstanding music, encouraged lasting creative relationships, and expanded international professional networks.

The Song camp demonstrated strong alignment with EU cultural and creative sector objectives by facilitating international collaboration, strengthening relationships between European and global creatives, and producing professional quality work that is ready for both commercial and artistic use. It also enhanced Europe's visibility and influence in the global music industry.

## **Participants and Structure**

Twenty-one songwriters from diverse international backgrounds took part in the program. They worked in seven studios, rotating in groups of three to encourage collaboration and creative diversity. The camp lasted four days and included six professional songwriting briefs. A total of 48 songs were written and produced. Each day combined creative production sessions with professional presentations, allowing writers to develop both artistic and industry skills.

## **Daily Breakdown and Highlights**

### **Monday – Merrystar Management Brief**

Colin Barlow, Founder of Merrystar, delivered an inspiring presentation on artist development and leadership. Niclas Molinder, Co-founder of CLIP, spoke about creative rights and digital collaboration tools.

Two Merrystar artists signed to Polydor participated in the sessions, moving between studios to provide direct feedback and artistic input. The day produced several songs that stood out for their commercial quality and creativity.

### **Tuesday – Fortiche Productions Brief**

The Director of Fortiche, the acclaimed French animation studio, joined via Zoom to brief the writers on a new television series titled *Miss Saturne*. The teams created music that reflected the show's narrative and artistic style, combining storytelling with sound design inspired by European animation aesthetics.

### **Wednesday – Prodigious Brief**

Christophe Curret, Head of Music at Prodigious, presented a live brief to create music for an international skincare campaign. The Prodigious team joined remotely to offer additional feedback. Later that day, writers developed songs for a London based girl group under Merrystar Management, further strengthening connections to the UK's commercial pop industry.

### **Thursday – Ubisoft Brief**

Manu Bachet, Creative Director at Ubisoft, presented two briefs for *Just Dance* and *The Crew Motorfest*, two of the company's major global video game franchises. The writers produced high energy, sync ready music tailored for gaming and entertainment use. This brief highlighted the growing connection between music and interactive media, one of Europe's most dynamic creative industries.

## **Final Listening Session and Outcomes**

The Song camp concluded with an official listening session on Thursday evening, attended by publishers, partners, and delegates from the wider IMPF Summit.

Feedback was highly positive. Attendees highlighted the quality and range of songs, the professionalism of the participants, and the strategic value of working with leading European and international media companies. The atmosphere of creativity and cultural exchange was also recognized as one of the camp's greatest achievements.

## **Social Media and Public Engagement Impact**

The IMPF Song camp Palma attracted significant engagement across social media, extending the visibility of the EU funded initiative. The official Instagram account received more than 400,000 views within 30 days. Across 40 posts, the campaign generated 127 comments and over 29,000 likes. This strong response reflects the growing public interest in collaborative European music projects and the effectiveness of the Song camp's outreach strategy.

## **Participant Reflections and Feedback**

The participants' reflections illustrate the personal and professional impact of the Song camp. The following quotes were taken directly from the shared post camp WhatsApp group:

"Thank you everybody for the good vibes... sending love." – Soran

"Don't forget to be proud of yourself for coming alone to a place you've never been, meeting people you've never met, and creating so much great music." – Iona

"I loved every nuance and uniqueness of your artistic talent, and above all, your humanity, which matters even more." – Chiara

"Had the best time producing, jamming, and hanging with you all. So much talent and good vibes. Let's keep in touch and keep making magic." – Shaz

"We didn't just create songs; we made memories that will last a lifetime." – Dominik "So grateful for everything I learned from every single one of you. You are all amazing and always welcome in Nashville." – Lillie Kolich

"I wish we had more time to collaborate. I would have loved to work with more producers to share ideas and workflow, but maybe we'll meet again." – Angela Radoccia

These messages reflect the lasting emotional and professional impact of the program, emphasizing its success in building trust, creative exchange, and long-term artistic relationships.

## **Key Outcomes and Impact**

### **Category Outcome**

Total participants 21 international songwriters

Countries represented: 12 countries

Total briefs: 6 professional industry briefs

Songs written: 48 completed works

Studios used: 7 creative studios rotating daily Industry partners Merrystar, Fortiche, Prodigious, Ubisoft  
Presentations delivered

Collaborative exposure

5 professional talks and briefings

Artists from Polydor, publishers, and producers

Public engagement: Final listening session with publishers and EU delegates

Online engagement Over 400,000 views, 29,000 likes, and 127 comments across 40 posts

## Conclusion

The 2025 IMPF Song camp achieved all its key objectives. It generated substantial creative output, established long lasting professional relationships, and reinforced Europe's position as a center of musical and cultural innovation.

Through its diverse participants, strong partnerships, and measurable outcomes, the camp demonstrated the value of EU investment in international creative projects. It empowered artists, strengthened Europe's independent music ecosystem, and produced music with genuine artistic and commercial potential.



**IMPF is the global trade and advocacy body for independent music publishers. IMPF helps to stimulate a more favourable business environment in different territories and jurisdictions for artistic, cultural, and commercial diversity for its music publisher members and the songwriters and composers they represent. [www.impforum.org](http://www.impforum.org)**