

New York University's Music Experience Design Lab Teams Up with Soundtrap Online Music Recording Studio

First Collaboration, Groove Pizza to be Included in Thelonius Monk Institute of Jazz' and UNESCO's mathsciencemusic.org Website and at International Jazz Day

NEW YORK, - April 26, 2016 – New York University's Music Experience Design Lab - MusEDLab (www.musedlab.org) has teamed up with online music recording studio Soundtrap (<https://www.soundtrap.com/edu>) to create "[Groove Pizza](#)" a playful online app for creating and exploring rhythms and grooves that brings mathematical and scientific concepts and the world of music together. The solution makes it possible for students to "export" a groove made on the Groove Pizza into Soundtrap (www.soundtrap.com) and continue to compose across any platform whether laptop or mobile, in the classroom or at home.

Speaking about the collaboration, Alex Ruthmann, Associate Professor of Music Education and Music Technology at NYU Steinhardt said, "Soundtrap is ideal for the education market. Traditional music technologies are often very complex and only made simpler when they are being marketed to schools. Soundtrap goes in the other direction - it starts with a very simple, clean interface with preloaded beats and examples that students can use to take music and audio with them wherever they go. It has really captured the attention and inspiration of students and opens up a world of possibilities for Groove Pizza users."

"Working with NYU MusEDLab brings us closer to fulfilling our goal of integrating the disciplines of science, technology, engineering, arts and math (STEAM) within K-12 schools in the US," said Per Emanuelson, CEO, Soundtrap. "We are especially honored to work together with NYU in contributing to the Thelonius Monk Institute and UNESCO's Math Science Music initiative and website.

About MathScienceMusic.org

"Math Science Music" <http://mathsciencemusic.org> is a project initiated by music legend Herbie Hancock and the Thelonious Monk Institute and backed by UNESCO. Groove Pizza with links to Soundtrap will be integrated into the Math Science Music website which will be officially launched at the US Department of Education on April 26. At this event will be US Secretary of Education John B. King, Jr., Herbie Hancock, UNESCO Representative Sven Osttveit, Endre Balogh & Susan Courey (UC San Francisco), Jeanne Bamberger (MIT/UC Berkeley), Gena Greher (UMass Lowell), Vijay Iyer (Harvard), Dan Naiman (Johns Hopkins University), Eric Rosenbaum (MIT Media Lab), Alex Ruthmann (NYU Steinhardt), Rajna Swaminathan (Harvard).

The website, including Groove Pizza, which is linked to Soundtrap, will also be presented to the President and First Lady in the White House on [International Jazz Day](#) on April 30th, 2016.

Soundtrap has generated significant buzz since its launch in 2015. It's currently in use in over 1,000 schools and the solution has grown from 20,000, to a half of a million users in 200 countries in only 16 months. It was awarded "The Best Website for Teaching & Learning 2015" by the American Association of School Librarian

About Soundtrap

Soundtrap is the first online music recording studio to work across all operating systems, Mac, iOS, Android, Windows and Chromebook, where you collaborate with music makers from all around the world in an easy-to-use browser, cloud-based system. Headquartered in Stockholm, Sweden, birthplace of many successful music tech startups such as Spotify, Soundcloud and Tidal, the company also has an office in Silicon Valley. Soundtrap provides an easy-to-use platform for all levels of musical interest and ability and is being used by the K12 and higher education market. For more information, visit: www.soundtrap.com.

About the NYU Music Experience Design Lab (MusEDLab)

The MusEDLab was founded in Fall 2013 with the purpose of researching and designing new technologies and experiences for music making, learning and engagement. Led by Dr. Alex Ruthmann, Associate Professor of Music Education and Music Technology at NYU Steinhardt, the Lab collaborates with industry, non-profit, community, artist, school and youth partners in co-designing tools and approaches that lower barriers to creative expression and enable playful experiences with the music people love. For more information, visit www.musedlab.org.

Resources:

Videos: <https://www.youtube.com/watch?v=xheoUkbyhE4>

How Soundtrap works: R&B collaboration with Soundtrap:

<https://www.youtube.com/watch?v=YAPrEB07aFA>

Flickr:

<https://www.flickr.com/photos/97627992@N07/sets/72157654452327362>

Pricing information: www.soundtrap.com/pricing.

Relevant links:

<https://musedlab.org>

<http://mathsciencemusic.org>

<http://jazzday.com>

<http://monkinstitute.org>

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