

iMA Newsletter

Voted **top 100 educators in the world** by the International Biographical Centre
Winner of the **Consumers' Choice Award** for best music school in the GTA.
Winner of the Royal Conservatory of Music **Gold Medal for Teaching Excellence**
Winner of the **York Region Character Community Award**.
Markham Board of Trade **Business Excellence Award** finalist.



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International
Music
Academy

Year XXIX, No. 2

February 2025

WELCOMING OUR NEW STUDENTS

Thomas Wong, Piano
Nikita Li, Cello
Sofia Sattar, Piano/Voice
Callie Zhou, Vocal/Piano

IMPORTANT DAYS IN FEBRUARY

Feb 8 Kaleidoscope Sentiments. Flato Markham Theatre.
Kindred Spirits Orchestra.
Feb 14 Valentine's day
Feb 17 Family day. IMA is Open.



IMA STUDENTS BIRTHDAYS IN FEBRUARY

Carina C., Hemanvi S., Aarav R., Diego A., Wendi X., Satori S., Eleftheria K., Eyad S., Sunthosh T., Teresa L., Angelina W., Yalda K., Alexander A.

HAPPY BIRTHDAY!

GET A \$30 CREDIT ON YOUR NEXT MONTH TUITION

We have been very pleased with the continued success of our students. They have improved a great deal and we share their excitement with their families, friends, neighbors, and schoolmates. We appreciate your interest towards our programs and services. We are always very happy to welcome new students of all ages, levels, and instruments to the iMA. **Please tell your friends about your experience with the International Music Academy.**

Do you know someone who is thinking of taking music lessons or who has **children** who may be interested in getting their hands on a musical instrument or singing? Do you know a **teenager** who needs a high school OAC credit? Do you know an **adult** who has wanted for a long time to learn how to play a musical instrument but has never had the time or inclination? **Please tell them about the IMA.**

As an appreciation for your referral, we will give you a **\$30 credit** for each new family who registers at the International Music Academy as a result of your referral.

THE MAGIC OF CINEMA

Sunday, March 2, 2025 at 3 pm

Koerner Hall | TELUS Centre
273 Bloor St W, Toronto

ORION Symphony Orchestra
Kristian Alexander | Conductor
Mark Wigmore | Host

Soundtracks from
Star Wars, Superman, Jurassic Park, Harry Potter, Indiana Jones, E.T. the Extra-Terrestrial, Schindler's List, How to Train your Dragon, The Lord of the Rings, Cinema Paradiso, The Godfather

Tickets (\$57-\$97) OrionSymphony.org | 416.408.0208

 

COMPOSERS' ANNIVERSARIES IN FEBRUARY

3/02/1809	Mendelssohn was born
13/02/1883	Wagner died
15/02/1857	Glinka died
23/2/1934	Elgar died
23/2/1685	Handel was born
27/2/1887	Borodin died
29/2/1792	Rossini was born

KINDRED SPIRITS ORCHESTRA
Kristian Alexander | Music Director

KALEIDOSCOPIC SENTIMENTS

SATURDAY
FEBRUARY 8, 2025
8 P.M.

GERSHWIN
Rhapsody in blue

RAVEL
Valses nobles et sentimentales

SCRIABIN
Poem of ecstasy

Kristian Alexander | conductor
Michael Berkovsky | pianist

FLATO MARKHAM THEATRE | 171 TOWN CENTRE BLVD. | 905.305.7469 | KSORCHESTRA.CA

FEATURED TEACHER OF THE MONTH



Mobina Beheshti, D.Mus.
Piano Studies

Ms. Mobina Beheshti is an accomplished piano teacher who excels in fostering appreciation for music among children and adult learners, enhancing their skills through the application of innovative teaching methods. She has earned an Associate of Arts, Music and Piano Performance Diploma from the University of Arts and Culture in Tehran and has a

substantial experience in preparing students for examinations at all levels of the Royal Conservatory of Music. Ms. Beheshti also develops students' understanding of music theory through engaging activities and creative approaches to learning concepts. She adapts her teaching style according to each student's unique personality traits, strengths and opportunities for development, ensuring optimal results within diverse groups of learners. She also incorporates ear training into her lesson by integrating carefully-selected practice materials and exercises to enhance students' listening skills and reinforce theoretical concepts. Ms. Beheshti builds strong relationships with students' families to encourage continued enrollment and commitment to musical growth.

Ms. Beheshti was happy to answer a few questions for our students and parents:

1. What do you like most about teaching? - What I love most about teaching is that every lesson feels like an adventure. While there are certain practices and techniques that I know I should teach my students, the most interesting part for me is getting to know each individual student, recognizing what they specifically need, and then finding a creative and tailored approach to teach them. It's this personal connection and the challenge of making each lesson unique that makes teaching so fulfilling and exciting.

2. How do you inspire students to practice more? - I strive to make practice enjoyable and rewarding by setting achievable goals and celebrating progress along the way. I encourage my students to set a regular routine, but also to explore music that excites them personally. By making the practice experience fun and fulfilling, I hope they develop a lifelong love for music. I also remind them that every practice session brings them one step closer to achieving their musical aspirations.

3. What roles does performance play in a student's development? - Performance is a critical aspect of a student's development. It not only helps to build technical skill and confidence, but it also teaches valuable life lessons in discipline, stage presence, and dealing with nerves. Through performance, students learn to communicate with an audience and gain a sense of accomplishment. It also provides them with the opportunity to showcase their hard work, receive feedback, and experience the joy of sharing their art.

4. Who are your favourite composers? - I deeply admire the works of Bach, Beethoven, Chopin, Rachmaninoff, and Scriabin. Bach's mastery of structure and counterpoint is unparalleled, and his influence on classical music is significant. Alongside him, Beethoven's innovation in classical music's form, Chopin's creativity in harmony, Rachmaninoff's lush harmonies, and Scriabin's visionary style continue to inspire and shape my musical journey.

5. What was the last piece of music (sheet music or a recording) you purchased for yourself? I usually listen to music on Spotify and don't often buy recordings. However, the

last piece of sheet music I purchased for myself was a collection of Schmitt's piano exercises, specifically designed for technical practice. I find them to be incredibly useful for developing precision and control, and they offer great challenges for improving technique.

These two artists represent very different styles, but I appreciate them both equally.

What are your other hobbies, besides music? Besides music, I like to play video games, particularly Minecraft, where I can build and explore virtual worlds. I also enjoy being active and staying healthy by swimming, and I love to relax with a good book.

Favourite food? My all-time favorite is Japanese curry beef rice, a delicious and comforting dish.

What is the coolest thing you've learnt in your lessons in the past three months? I have been learning to play ragtime, which is a fun and challenging musical style characterized by its syncopated rhythms. It's been really interesting to learn this new genre.

Do you have any performances coming up? I don't have a performance coming up myself, but I am really looking forward to attending a performance by the Kindred Spirits Orchestra in early February.

FEATURED ARTICLE



Music Made with AI Will Be Eligible for Grammy Awards

by Anya Wassenberg

According to Recording Academy CEO and President Harvey Mason Jr, tracks created with AI will be eligible for the Grammy Awards. The announcement was made in an effort to keep up with the rapidly changing music industry landscape, and came after consultation with stakeholders, including copyright officials and others.



INTERNATIONAL MUSIC FESTIVAL AND COMPETITION



May 1 - May 18, 2025
Markham, Ontario

in-person and via video recordings

Registrations deadline: March 2, 2025

*piano | voice | strings | woodwinds | brass | harp
guitar | percussion | conducting | composition
chamber music | masterclasses*

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FEATURED STUDENT OF THE MONTH



CONOR YU

What instrument do you play? I play the piano, which I find to be a very versatile and expressive instrument. I really enjoy learning new pieces and new styles.

How long have you taken lessons? I have taken piano lessons at IMA for approximately 3 years now. During this time, I've made a lot of progress and learned a great deal.

Who are your favourite musical artists? My favorite musical artists are the classical composer Mozart, whose music I find incredibly beautiful and complex, and Pedro Silva, a contemporary composer with a unique and captivating sound.

To be clear: music that has been created by humans partially using AI tools will be eligible for award consideration. The [new rules on copyright](#) set out earlier this year specify that "only human creators" can win the award.

"A work that contains no human authorship is not eligible in any category," [the rules](#) continue. The wording coincides with US Copyright Office guidelines, and informs the new Grammy guidelines.

"Here's the super easy, headline statement: AI, or music that contains AI-created elements is absolutely eligible for entry and for consideration for Grammy nomination. Period," Recording Academy CEO and President Harvey Mason Jr. told [The Associated Press](#). "What's not going to happen is we are not going to give a Grammy or Grammy nomination to the AI portion."

Here's how that would work:

- If the vocals on a track are performed by AI or a voice modelling program, it could be eligible for a Grammy in a songwriting category, but not in a performance category;
- If the song is sung by a human vocalist, but the song and/or music was written by AI, it would be eligible in a performance category, but not in a composition or songwriting category.

"We don't want to see technology replace human creativity. We want to make sure technology is enhancing, embellishing, or additive to human creativity. So that's why we took this particular stand in this award cycle," Mason added.

There have been several new songs that have been created with AI already on streaming and social media platforms, including a Beatles record where Paul McCartney acknowledged that AI had been used to extrapolate John Lennon's voice from an old demo. Would the song be eligible for a Grammy nod? It's not clear what might be, without knowing the full extent of the AI involvement.

It's also not clear how the move will take into account the current prevailing model for AI generated content. Users at most AI-generation platforms can use their creations for most purposes, including commercial release – however the copyright is ultimately held by the company that owns the AI platform. At the same time, copyright law does not recognize pure AI (without human intervention) as an "author" with legal rights.

But, will that change in the future?

And on the business end of things...

Goldman Sachs, among other industry analysts, is bullish on the infusion of AI-generated content into the music industry. On July 4, the noted global investment and banking firm made recommendations on which stocks to buy based on that optimism.

The five stocks they're recommending are industry giants, including:

- Live Nation;
- Warner Music Group;
- Believe, a digital music company based in France;
- NetEase, Inc., a Chinese internet service;
- Universal Music Group.

"Generative AI will super-charge music creation capabilities and improve productivity," according to a Goldman Sach's analysts' note of June 28, [quoted by CNBC](#).

The company believes investor worries about fake AI-generated tracks are "overstated". With hundreds of thousands of tracks released on streaming services daily, it's difficult to keep up with every AI-generated song, however Believe and other companies are already using another AI function to find them. Publishers like Universal are also working with the streamers to find and remove tracks that are 100% generated artificially.

The preponderance of tracks by three major companies makes the task easier. "We believe the music industry is on the cusp of another major structural change given the persistent under-monetisation of music content, outdated streaming royalty payout structures and the deployment of Generative AI," the analysts note in their paper.

Let's hope that compensating artists more fairly for their work is also part of the agenda.

International Music Academy

GIFT CERTIFICATE

*for new students only
1 offer per family*

ONE FREE LESSON

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**905.489.4620 (Markham) or
905.640.6363 (Stouffville)**
to schedule your first lesson.

Once scheduled, the lesson cannot be rescheduled. Cannot be combined with any other offer. No refunds, no exchanges.



Music is sooooooo beautiful!

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\$50 off

New students only. 1 offer per family

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REFER A NEW STUDENT and GET ONE FREE LESSON!

When you refer a new student to the IMA, who registers for lesson, you will get one free lesson for every new student. So, if you refer the IMA to 2 new students, we will give you 2 free lessons; for 3 new students – 3 free lessons etc. Fill in the coupon below and leave it with the IMA Office administrator.

Your name: _____

Name of the new student: _____

You can print or photocopy this coupon as many times as you need.

Cannot be combined with any other offer.