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Global soundscapes: Cultural diversity and innovation in world music

Abstract. The aim of the study was to examine the specifics of intercultural interaction between musicians in the process of collaboration within a shared artistic space. The research methodology involved selecting artistic projects and conducting a comparative analysis of the impact of intercultural collaborations between musicians on global musical tradition. An analysis was conducted of the results of international artistic projects such as the “Silkroad Project” (founder Y.-Y. Ma, China) and “Playing for Change” (founders M. Johnson and W. Kroenke, USA). The main results of the study showed the importance of collaboration between musicians raised in different cultural and musical traditions. Music is considered a language that was more understandable than letters and words, but the wide cultural diversity of musical language had to be taken into account, as European music differed greatly from African musical traditions or the Indian characteristics of microtonal use. The “Silkroad Project” showed that interaction between artists from different cultural backgrounds leads to successful musical collaboration, which fulfils its goal of popularising academic music and attracting even more people to perform, listen to, learn about and discover new musical compositions. The results emphasised the need for intercultural artistic, and in particular musical, projects to exchange experiences and create new world music that will be enriched with elements of different musical traditions. In addition, such projects promote international communication and cooperation between different ethnic groups, which in the long term should ensure a relatively peaceful existence in the world. Therefore, artistic collaborations can be seen not only as the creation of new musical genres, trends, and compositions, but also as the establishment of international ties and communication between representatives of different nations. The results of the study may be useful to musicians, producers, and curators of international projects for creating live formats of intercultural cooperation that combine different musical traditions and open new avenues for creative dialogue between cultures

Keywords: artist collaborations; art projects; traditional instruments; folklore; orchestra; composer

INTRODUCTION

Musical art is an important component of world culture, which has been shaped over thousands of years by various civilisations, peoples and historical events. Music has the ability to reflect the diversity of human experience, serves as a means of communication and self-expression, and plays an important role in preserving and transmitting cultural traditions. The universality of music lies in its ability to unite people regardless of national, ethnic or social

affiliation, creating a common space for cultural dialogue and mutual understanding. The relevance of the study lay in the significance of musical art in the context of communication and cooperation between representatives of different cultural environments. Joint music projects contribute to the creation of an inclusive intercultural artistic space where musicians trained in different musical traditions can collaborate, exchange experiences and improve their skills.

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Intercultural musical encounters promote mutual understanding and enrich cultural experience, opening up new opportunities for creative collaboration. Researcher K. Pass (2021) studied intercultural musical encounters between Iran and Australia, focusing on the integration and mutual enrichment of musical traditions. In her research, E. Seye (2022) studied the role of African music in the cultural tradition of Finland, where musical art becomes a field for intercultural cooperation. The author analysed how African musical traditions are integrated into the Finnish cultural scene, creating new opportunities for creative collaboration and cultural exchange. I. Goldstein (2021) analysed the interaction between Spanish and Moroccan musical traditions in this genre, drawing attention to how cultural and musical competences influence cooperation between musicians. Collaboration between musicians from different cultures not only enriches the musical landscape, but also creates new forms of mutual understanding between different cultures. In the process of collaboration between musicians from different cultural backgrounds, new musical genres emerge, or new elements are added to existing ones, and new trends appear through the combination of different musical languages and different worldviews in general.

Ethnomusicology studies the folk music of a particular culture and is an extremely important component in the context of studying a particular cultural musical tradition, since each musical culture originates from its own musical folklore. K. Howard (2023) studied the processes of collaboration and joint creativity between musicians from different cultural contexts. The author emphasises the importance of an ethnomusicological approach to the study of musical practice, which allows for a deeper understanding of the cultural aspects of musical expression. The study by J. Rose and S. Curkpatrick (2023) is devoted to the interaction between the traditional music of the indigenous peoples of Australia and jazz. The authors analyse how musicians from these different traditions work together to create new musical works.

New technologies have a significant impact on the formation of musical networks and contribute to the development of new forms of collaboration and influence. The COVID-19 pandemic has fostered the development of new forms of performance, including online concerts and digital collaborations, which have ensured the preservation of musical activity in conditions of isolation. S. Ubik *et al.* (2021) examined the issue of remote collaboration between musicians during the COVID-19 pandemic. The findings showed that remote collaboration has become an important tool for sustaining cultural life and has also contributed to the development of new forms of musical interaction that go beyond traditional concert formats. The adaptation of musicians during the COVID-19 pandemic was studied by S.J. Cai *et al.* (2021), who emphasised that the pandemic stimulated innovation in the music industry, particularly in the field of online performance and music digitisation. A. Martin and M. Büchert (2021) studied strategies that promote creative collaboration among musicians online. The authors analyse how musicians can interact effectively through digital platforms, developing new forms of musical creativity. The findings of the study emphasise the importance of flexibility and adaptability in approaches to musical collaboration, which allows for high results even in a remote format. The

study by L. Carriage and T. Wren (2021) focuses on jazz performances during the COVID-19 pandemic. The authors studied how musicians adapted to the new conditions.

Intercultural artistic projects are important not only for the musicians themselves and for the development of world music, but also for society as a whole. This type of collaboration promotes international understanding. Documenting the music industry is an important part of intercultural collaboration. V. Homer (2023) explored how photography has become an important element in documenting and interpreting musical culture, particularly jazz. Photography now plays a role in reporting on specific projects, and international musical collaboration requires such documentation. There are numerous contemporary international collaborations between musicians that require detailed study, namely, justification of the conditions and results of cooperation and analysis of the product that was created as a result of the interaction of two or more musical traditions. Therefore, the aim of this study was to examine the specifics of the interaction between musicians from different cultural contexts.

The research methodology involved selecting international music projects for study and analysing various aspects of a specific project. The following criteria were taken into account when selecting intercultural musical collaborations: the significance of the project in the context of the global music industry, the number of participants involved and their origin (including the formation of artists in a particular musical tradition), the products of the project and their popularity, and their relevance in the contemporary music sphere. The selected artistic projects were analysed and compared within the framework of content analysis, which was used to identify the main themes related to cultural diversity and innovation in global music. In addition, the impact of intercultural music projects on communication relations between representatives of different cultures was determined.

INTERNATIONAL ART PROJECTS AND THEIR IMPORTANCE

One of the key functions of musical art is its ability to be a means of communication that goes beyond verbal communication. Music, as a language of emotions and sensations, is capable of conveying ideas and emotions that are difficult to express in words. This aspect makes musical art extremely important in the context of intercultural communication, as music can be understood without translation; it appeals directly to human feelings and emotional experience. However, it is important to take into account the enormous differences between different musical traditions. For example, European music (meaning academic music) differs greatly from the African tradition, even in terms of certain components of musical language, such as modes, features of musical notation, the use of certain instruments, the presence/absence of microchromaticism, etc.

In addition, music performs specific functions in different cultures, reflecting the cultural values and social structures of these societies. For example, in traditional societies, music is often an integral part of rituals and ceremonies, performing religious, ceremonial and social functions. In modern societies, music also plays an important role in shaping national identity and cultural heritage.

Musical traditions can be carriers of historical memory, transmitting knowledge and moral values from one generation to another. Different musical genres and styles that have emerged in different parts of the world are vivid examples of cultural diversity. They reflect the unique historical, geographical and social contexts in which they originated. For example, European classical music, American jazz, regional folk traditions of Africa and Latin America, as well as contemporary popular music, which often combines elements of different cultures, all illustrate the richness and diversity of musical culture. Thanks to globalisation, musical art is becoming increasingly international, contributing to the mutual enrichment of cultures and the development of new musical forms.

Because of globalisation and the spread of different cultures' musical art, it is possible to talk about a term such as world music (Deschenes, 2021). World music embodies the musical traditions of absolutely all national minorities. In addition, this concept includes music created through intercultural projects, thanks to the influence of one musical tradition on another and the resulting creation of something new. World music encompasses a variety of genres and styles that are popular in different parts of the world, including classical music, pop, rock, hip-hop, jazz, electronic music, etc., as well as elements of folk music from each culture. The concept of "world music" became widespread in the second half of the 20th century, against the backdrop of globalisation and growing interest in cultural diversity. In the 1960s and 1970s, when musicians from different parts of the world began to actively experiment with combining their national styles with popular Western music, ethnic elements became widespread in the world music scene. This period was marked by a growing interest in the musical traditions of Africa, Asia, Latin America and the Middle East, which led to the emergence of new genres such as afrobeat, reggae, Latin American salsa and others. The mixing of elements from different cultures became the basis for the creation of new musical directions, which impressed with their exoticism and sounds unusual for Western listeners. World music plays an important role in cultural exchange, as it contributes to the popularisation and preservation of musical traditions that might otherwise remain little known or even disappear. World music has become not only a means of preserving cultural heritage, but also a tool that promotes cultural dialogue and mutual understanding between peoples. Thus, the concept of world music brings together different musical traditions and styles from around the world, reflects cultural diversity and uses different instruments, melodies and rhythms characteristic of certain peoples and regions, creating unique soundscapes.

The concept of soundscape is the totality of all sounds in a given place, regardless of their origin. The term "soundscape" was first introduced by Canadian composer R. Schafer in the 1970s. The scientist described a soundscape as a collection of sounds that create an acoustic picture of a particular place. These sounds can include natural elements such as birdsong, wind noise or water sounds, as well as anthropogenic sounds such as car traffic or construction noises (Schafer, 1993). The soundscape is reflected in the musical traditions of different countries around the world. In India, for example, the soundscape is deeply

integrated into classical music, which is divided into two main traditions: Hindustani and Carnatic. Hindustani music, characteristic of the northern regions of India, often uses sounds that reflect the natural environment, from the calm murmur of water to the piercing song of birds. Musical instruments such as the sitar and tabla create sound textures that resonate with the ecological conditions characteristic of the northern region (Viramgami *et al.*, 2022). African musical traditions also demonstrate a significant sonic influence from their natural environment. African rhythmic systems, such as the West African jeli style (songs about heroes and stories), use percussion instruments such as the dundun and djembe, which mimic the natural sounds and rhythms of the environment (Agawu, 2023). The soundscape here is shaped by rhythmic patterns that resemble natural phenomena such as the sounds of rain, wind or animals.

DEVELOPMENT OF THE CULTURAL ENVIRONMENT AND PROMOTION OF CREATIVE INDUSTRIES WITHIN THE FRAMEWORK OF INTERNATIONAL ART PROJECTS

International art projects allow different musical traditions to be combined. The synthesis of traditional instruments, genres, and performance characteristics of different cultures plays a key role in creating new trends in art, contributing to the formation of new forms of self-expression. Multicultural music projects often form inclusive artistic platforms, which enrich local cultural musical characteristics and broaden the creative horizons of project participants. Another feature of international art projects is their contribution to cultural diplomacy. Communication between artists from different cultural backgrounds strengthens international ties, allowing cultural values and worldviews to be shared between different nationalities, which in turn leads to more tolerant communication between different ethnic groups. Creativity is one of the central aspects of the development of creative industries, and international art projects play an important role in stimulating this process. Collaboration between artists from different cultural backgrounds allows them not only to exchange ideas, but also to create new, innovative forms of art and ways of self-expression. Through the process of interaction, artists have the opportunity to go beyond their own cultural traditions and moral beliefs and experiment with new styles, techniques and approaches to creativity, particularly in the field of music.

International cooperation promotes the development of critical thinking and improves the professional level of participants. Artists participating in the project have the opportunity to learn from each other, adopting the best practices and trends in music from different cultures around the world. This process not only enriches their own creative arsenal, but also contributes to the overall improvement of the quality of the cultural product they create. Participants in international projects have the opportunity to interact with representatives of different cultures, which often means rethinking their own beliefs and approaches to problem solving. This clash of different points of view stimulates the development of critical thinking, as participants have to analyse and evaluate new information, test their own assumptions and adapt their actions to changing

conditions. In addition, international cooperation requires participants to be able to work with different cultural contexts, which contributes to the development of intercultural competence, which in turn broadens the scope of critical thinking, making it more flexible and multidimensional. Participants learn not only to take different points of view into account, but also to critically evaluate their own cultural and professional practices in the context of international experience.

Writing music or performing it in collaboration with musicians from other cultural environments contributes to a better perception of music by listeners through the presence of ideas and trends that emphasise the national identity of a particular people. In modern globalised world, where cultural exchange and interaction are becoming increasingly intense, musical collaboration between representatives of different cultural environments is an important tool for creating multi-layered musical works that resonate with the audience on a deeper level. National identity is an important component of a musical work because it reflects the cultural traditions and moral values of a particular people. Music that carries elements of national identity can evoke a strong emotional response in listeners because it appeals to their cultural memory and social context. The process of intercultural collaboration can emphasise the national identity of a musical composition or incorporate several traditional features into a single musical canvas. The process of intercultural musical collaboration allows elements of different cultural traditions to be integrated, creating new forms of musical expression that emphasise the national identity of all participants. For example, when writing a joint musical work, composers can use melodies, rhythms and instruments characteristic of their native cultures, allowing to create a unique musical canvas that reflects a multicultural context.

This combination of different musical elements not only enriches the composition, but also makes it more accessible and understandable to a wider audience. As a result, listeners from different cultural backgrounds can find something familiar and understandable in the work, which contributes to a better perception of the music. In addition, emphasising national identity through musical collaboration promotes mutual understanding and respect between different cultures. Music that incorporates different cultural elements can attract new audiences because it appeals to a wider range of listener preferences. Such music becomes a kind of bridge between cultures, promoting cultural exchange and mutual understanding. In this context, music becomes not only a means of artistic expression, but also an instrument of cultural diplomacy aimed at bringing peoples closer together. International art projects often become a source of innovation in cultural industries, as they promote the combination of different approaches and trends characteristic of different musical traditions. This, in turn, allows for the creation of new genres and styles of art that have the potential for further development and contribute to the expansion of the concept of world music. Innovation is also evident in the use of new technologies that are becoming available thanks to international cooperation. Many contemporary projects use digital platforms to create and distribute artistic products, opening up new opportunities for the development of creative industries.

This process is particularly important in the context of the globalisation and digitalisation of the artistic space, where cultural products can be instantly distributed around the world, reaching new audiences and promoting global cultural exchange.

Multicultural music projects contribute to the expansion of the cultural market, creating new opportunities for the commercialisation of artistic products. In particular, international cooperation gives artists access to new markets, allowing to expand their audience and increase their profits. This process is particularly relevant for countries where cultural industries are an important source of income and job creation. In addition, international projects contribute to the competitiveness of cultural industries, as they allow artists to access new resources and technologies, which helps to improve the quality of their products. This, in turn, contributes to strengthening the position of cultural industries in the global market. The impact of international arts projects on the development of the cultural environment and creative industries is key, stimulating creativity, innovation and cultural exchange. Multicultural collaborations contribute to the enrichment of the cultural space, the creation of new forms of artistic expression and the expansion of opportunities for the commercialisation of cultural products. Despite the challenges such projects face, their role in modern world is extremely important, as they help strengthen cultural ties between countries and increase the competitiveness of cultural industries in the global market.

INTERACTION THROUGH MUSICAL ART

Interaction between cultures through music is an important and fundamental aspect of intercultural artistic activity. Collaboration between representatives of different nationalities contributes to the creation of unique musical projects through the combination of different musical traditions and the comparison of different moral values. Thanks to such projects, new and completely unexpected genres and trends in music emerge. In addition, the collaboration of musicians from different cultures promotes the exchange of values and ideas, contributes to better communication between different cultures, and will ultimately lead to a reduction in conflicts between different national minorities.

Throughout history, there have been numerous remarkable musical collaborations that have led to the emergence of genres without which modern music would be unimaginable. However, not all such “collaborations” were voluntary or mutually desired. Often, the birth of new genres and the integration of one culture into another occurred under coercive circumstances. One notable example is the emergence of the blues. Blues has its origins in the African Yoruba culture. It was from this culture that the British forcibly took people, made them slaves and took them to the United States. Yoruba culture involves a tonal language, meaning that their speech has a specific pitch. The blues scale was created based on these three sounds. In the United States, representatives of the Yoruba culture learned about a European invention: chords. (Chords are several sounds connected vertically.) Some of the first bluesmen of the early 20th century simply “spoke” the lyrics in their native tonal language and used European chords for

accompaniment. This led to the fusion of African and European cultures and the emergence of blues, which became the beginning of jazz, rock and most trends in the popular music industry (Fadipe & Salawu, 2022). The integration of tonal language into European musical culture contributed to the development of a special manner of performance, without spreading the very idea of tonal language, for example, in everyday life.

Hip-hop, a genre that is extremely popular today, emerged as a result of the interaction of representatives of different cultural environments in New York in the 1970s. Hip-hop was formed in the context of difficult socio-economic conditions, in particular poverty, racial discrimination and urban decline, which contributed to the emergence of a unique musical and cultural movement that later spread globally. Industrialisation in New York led to mass unemployment, which in turn contributed to rising crime rates and social discontent. At the same time, the Bronx was undergoing intense cultural mixing due to the presence of various ethnic groups, including African Americans, Puerto Ricans and other Latin Americans. These communities became key players in the formation of hip-hop. Hip-hop emerged as a synthesis of various musical and cultural influences. One of the key elements was funk, which was popular among the African American community in the United States. It was funk that influenced the rhythmic foundation of hip-hop. In addition, hip-hop borrowed the characteristics of bass lines from funk. The formation of hip-hop was clearly influenced by African rhythms and traditions of verbal self-expression, which are based on oral rhythmic forms of storytelling that became the prototype for rap. Another important influence on the formation of hip-hop was Jamaican reggae culture and its rhythmic features, in particular rhythmic recitatives, which played an important role in the development of hip-hop. The formation of the new genre in New York was influenced by the musical traditions of the Latin American community, which played an important role, especially in the early manifestations of hip-hop.

Hip-hop remains one of the most influential musical genres, not only defining contemporary popular music, but also actively influencing fashion and art. Its multi-layered nature, combining trends from the musical traditions of different cultures, influences the perception of the genre by listeners from different cultural backgrounds. The interaction between musicians in contemporary projects is loyal and focused on cooperation that is beneficial to both parties. In general, contemporary artistic projects in music usually involve collaboration between musicians from different cultural and genre backgrounds, allowing to exchange ideas and techniques and adapt their creative processes to new contexts. For example, the popularity of genres such as jazz and electronic music with ethnic influences reflects a trend towards the integration of elements from different musical traditions. Technological advances have had a significant impact on contemporary music projects, allowing musicians from different parts of the world to collaborate remotely via online platforms and digital communication tools. This creates new opportunities for creative exchange and development, particularly through the use of remote recording, video conferencing, and other technological tools. In this way, musicians can work

together regardless of geographical barriers, increasing the flexibility and efficiency of collaboration.

Cooperation between musicians from different cultural backgrounds has an important impact on cultural exchange and mutual understanding. Music can be used to convey cultural values and traditions, as well as to promote a deeper understanding of other cultures. Projects that combine different musical traditions help to break down cultural barriers and encourage intercultural dialogue. Music contributes to the development of a global cultural identity. An important aspect of musical art is its ability to influence social processes. Music can be a means of protest or social criticism, as well as a tool for uniting and mobilising people to achieve common goals. There are many examples in history where musical works have played an important role in political movements or social change. In scientific research, musical art is considered an important aspect of cultural anthropology (Kendrick, 2024), sociology (Karlsen, 2021), psychology (Woody, 2021) and other disciplines that study human behaviour and society. Music is often analysed as a product and reflection of cultural processes, which helps to understand the complex interrelationships between art, culture and society. Thus, musical art is not only a reflection of cultural traditions, but also an active participant in their transformation and development.

The idea behind creating a large intercultural art project is to exchange creative ideas and cultural practices that promote mutual understanding and cooperation between different cultures. Such projects not only bring together artists from different cultural contexts, but also create a platform for joint research and enrichment of cultural experience. The main goal of the projects is to promote a deeper understanding of intercultural differences and commonalities through art. This is achieved by creating joint creative works, organising cultural exchanges and holding joint events that showcase cultural richness and diversity. The projects allow artists and audiences to experience and appreciate the unique features of other cultures, as well as to find common ground that can foster further cooperation and development. Joint creative activities are also important for strengthening intercultural ties at the global level, as they help to overcome stereotypes and prejudices, promoting constructive dialogue and mutual understanding between different cultural groups. Musicians, especially women, invest emotional and social resources in their activities (Barna, 2022). As a result, intercultural arts projects can have a long-lasting impact on social and cultural structures, helping to build a more integrated and harmonious society.

ECHOES OF THE SILK ROAD: Y.-Y. MA AND THE GLOBAL MUSICAL DIALOGUE WITHIN THE SILKROAD PROJECT

The Silkroad Project is one of the most ambitious cultural initiatives of the 21st century, founded by renowned Chinese cellist Y.-Y. Ma in 1998. The project is inspired by the historic Silk Road, a network of trade routes that connected East and West, facilitating the exchange of goods, ideas, art and culture. The Silk Road was one of the most important trade networks in human history, promoting economic, cultural and scientific exchange between Europe and Asia (Fig. 1).

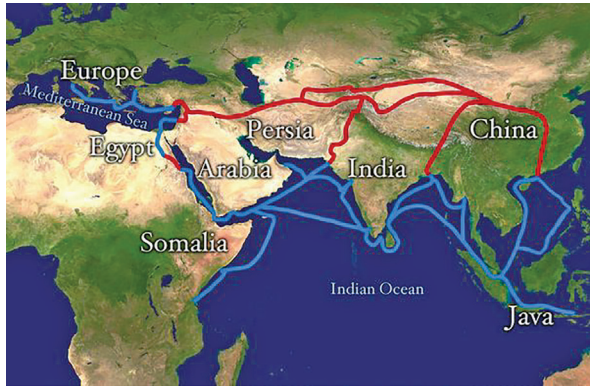


Figure 1. The Great Silk Road – a bridge between East and West

Source: The Great Silk Road... (n.d.)

Beyond its economic significance, the Silk Road played a key role in the development of intercultural interactions. Thanks to this route, not only goods were spread, but also ideas, religions, technologies, and scientific knowledge. The significance of the Silk Road goes beyond trade relations, as it became an important factor in shaping the cultural landscape of Eurasia. (Xiangrong, 2022).

The founder of the project, cellist Y.-Y. Ma, sought to create a modern equivalent of this route that would bring together artists and cultures from around the world. Recognising the influence of the Silk Road on the historical development of cultural and economic ties between Europe and Asia, Y.-Y. Ma decided to apply these ideas to the modern context by creating the Silkroad Project. The project aims to connect different musical traditions and cultural practices into a single global network. The idea behind the project is to create a new musical language based on the differences between various musical traditions. In other words, to combine vastly different things. As the head of the Silkroad Project, R. Giddens, notes: "...when we create music together, we listen to our differences, uniting and creating meaning from them" (Silkroad, 2024). The idea of creating new music that would represent all cultures and musical traditions and reflect the musical world of the 21st century is the main concept of Y.-Y. Ma. This concept not only reflects the desire for cultural integration, but also has the potential to have a broad impact on the contemporary musical and cultural landscape. Creating music that combines different cultural elements can serve as a tool for overcoming cultural barriers and promoting intercultural understanding (Tian & Su, 2023). Musical art allows artists and listeners to experience commonalities and avoid the stereotypes that often arise in interactions between different cultures. Y.-Y. Ma's project represents an innovative approach to musical art. The combination of different traditions and styles creates a new musical landscape that not only preserves traditional elements but also introduces innovative techniques and forms. This approach allows musicians to explore new possibilities in creating sound textures and compositions, which in the future may lead to the development of new genres and styles in music.

R. Giddens notes: "We are a collective; we do not speak with one voice, but we are united by one goal – humanity, peace and love for all" (Silkroad, 2024). The project,

founded by Y.-Y. Ma, brings together musicians from different cultural traditions, so their musical language differs, but this diversity is not an obstacle, but an advantage for the project. In addition, their main goal is to work together to convey their moral values, such as humanity, peace and love for all. The project participants see music as a powerful tool for expressing and spreading these universal values. They view music not only as an art form, but also as a way to connect people from different cultures, creating new bonds. The project participants note: "Every chord strummed, every drum beat, every string plucked, every foot tapping sends notes of healing into this terribly broken world" (Silkroad, 2024). This perfectly reflects the main idea of the project, which is to convey moral values. The musicians who have joined the Silkroad Project strive to bring light into this world with every sound.

The project also uses music as a way to overcome cultural barriers and stereotypes. The interaction between musical styles and traditions helps participants and listeners see more common ground in human experiences and values, allowing to form new cultural images and develop a deeper understanding of other cultures, particularly through the emotional (Picado *et al.*, 2023) and intellectual experiences that music can offer. The Silkroad Project uses its musical diversity as an advantage to achieve greater cultural unity. The musical compositions created as part of the project serve as a bridge between cultures, promoting peace and mutual understanding in a globalised world. The Silkroad Project was inspired by the globalisation of the artistic space, which has radically changed the ways in which music is created, performed and perceived. Information technology has made the world less distant, and cultural and artistic practices have begun to actively interact with each other. This new context created a need for platforms that would not only unite different musical traditions, but also contribute to their mutual enrichment.

The Silkroad Project, founded by the outstanding cellist Y.-Y. Ma, is a response to these changes, seeking to find new forms of musical expression in the context of cultural diversity. Its concept involves creating music that combines elements from different cultural traditions, including Asia, Africa, the Middle East and the Western world. This approach not only broadens the horizons of musical perception, but also promotes cultural dialogue between different communities. In the context of globalisation, local musical traditions are no longer confined within their own cultures but are becoming part of a global cultural exchange. The Silkroad Project actively explores how these traditions can be adapted and integrated into new musical forms that reflect the contemporary globalised world. The Silkroad Project includes the Silkroad Ensemble, which brings together musicians from different parts of the world, such as China, India, Iran, Turkey, Europe and North America. The ensemble performs works that combine traditional musical elements with contemporary interpretations. The ensemble features phenomenal contemporary musicians: talented performers and brilliant composers. The Silkroad Ensemble has released several albums that have received critical acclaim and awards, including a Grammy Award. Their music is a striking example of how traditional musical styles can be combined with contemporary ones to create new forms of artistic expression (Fig. 2).



Figure 2. American Railroad Silkroad Ensemble with Rhiannon Giddens

Source: Calperformances (n.d.)

The Silkroad Project represents an important initiative which, much like the historical Silk Road, promotes global cultural exchange. By uniting musical traditions and cultures through educational programmes, cultural research, and modern media technologies, the project aims to create new forms of cultural integration that foster deeper understanding and mutual appreciation among different peoples. The Silkroad Project has become an important cultural phenomenon, demonstrating that music has the power to unite people, overcoming cultural and geographical barriers. It emphasises the importance of cooperation and mutual understanding in a globalised world, promoting the ideas of tolerance and respect for cultural diversity. The project has gained international recognition and remains one of the most influential initiatives in the field of world music and intercultural dialogue in the 21st century.

INTERCULTURAL MUSICAL COLLABORATION AS A KEY ASPECT OF THE PLAYING FOR CHANGE PROJECT

One of the most striking examples of the use of music as a means of cultural unification is the international project *Playing for Change*, launched in 2002. The project has become one of the most ambitious and influential musical initiatives seeking to reduce and, in the long term, eliminate barriers between cultures and promote world peace through collaborative musical creativity. The *Playing for Change* project was created by American film director and musician M. Johnson and W. Kroenke as a concept designed to use music to unite people from all over the world. The idea for the project came about during M. Johnson's travels, where he saw street musicians performing a variety of musical compositions, captivating listeners with their sincerity and emotionality. Street musicians are an important part of the urban soundscape (Bennett & Rogers, 2014), and what he saw during his travels inspired M. Johnson to create a series of videos in which musicians from different countries performed the same song, adding their own cultural elements and interpretations to it.

The first and most popular video in the project was the song "Stand by Me," performed by street musicians from different continents. The video went viral on the Internet,

garnering millions of views on YouTube and showing that music has the ability to transcend any boundaries. The success of this video inspired the creators to continue working on the project and develop it on a global scale. The process of creating the video for the song "Stand by Me" began in 2005 under the leadership of the project's founder, M. Johnson. The American producer and sound engineer wanted to show how music can unite people around the world. The idea was to record musicians in different countries playing and singing the same song and then combine these recordings into a single track. The recording of "Stand by Me" began with street musician R. Ridley in Santa Monica, California. Known for his powerful voice, R. Ridley performed the main vocal part of the song, and his recording became the basis for the entire video work. M. Johnson and his team travelled the world recording other musicians who added their instrumental parts and vocals, enriching the song with their own musical traditions. Musicians from various countries joined the project, including the Netherlands, Italy, Brazil, France, South Africa, and Congo.

"Stand by Me", originally written by B.E. King in 1960, has become a symbol of unity and support, which perfectly matched the ideology of the *Playing for Change* project. The video for this song embodied the idea that music is a universal language that can unite people, regardless of their geographical location or cultural background. Each musician who participated in the recording added their own unique elements to the song, bringing their own musical style, traditional instruments, performance characteristics, and more. The combination of different cultural elements created a harmonious yet colourful musical track that went beyond the traditional format of a studio recording, becoming a true cultural phenomenon.

The video for "Stand by Me" quickly went viral after its release in 2008, garnering millions of views on YouTube. It was the first work that brought the *Playing for Change* project to the attention of a wide audience, making it famous around the world. The success of this song helped the project attract more musicians and supporters, thus expanding the *Playing for Change* project. Technically, the recording process for "Stand by Me" required a high level of skill in

editing and sound engineering, as it was necessary to combine recordings made in different conditions, with different sound levels and instrumental parts. Despite these challenges, the end result was extremely successful, demonstrating the possibility of creating a high-quality musical product even in such unconventional conditions (Fig. 3).



Figure 3. Some participants recording the song “Stand by Me”

Source: Some participants recording the song “Stand by Me” (n.d.)

Playing for Change is not just a music project, but a kind of social movement that emphasises the importance of cultural diversity and interaction. The project participants are musicians from different parts of the world, from North and South America to Africa, Asia and Europe. Each of them brings their own unique musical tradition to the project, allowing them to create new, unique versions of well-known compositions. The project continues its activities and contributes to the preservation and popularisation of traditional music from different cultures, which often goes unnoticed in the context of globalisation. Performing traditional songs in new arrangements not only preserves their authenticity but also makes them accessible to a wider audience. One of the key features of Playing for Change is its unique approach to music creation. Instead of traditional studio recording, where all musicians gather in one place, the project uses mobile recording studios, which allows musicians to be recorded directly in their environment, preserving the authenticity of the sound and atmosphere of the place. Musicians from different countries record their parts separately, and then they are combined into the final music track. For example, a song may begin with African drums in Mali, then a guitar from Spain, a violin from India, and vocals from the United States are added. In total, more than 1,000 musicians from over 50 countries took part in the project. This approach not only showcases cultural diversity, but also emphasises the unity of musical language.



Figure 4. Musicians from the Playing for Change project

Source: Playingforchange (n.d.)

Each new Playing for Change project is the result of a complex and creative process involving dozens of musicians, sound engineers and producers. Every element of the composition is carefully selected to maintain a balance between different musical styles and cultural influences. Over the years, Playing for Change has created many outstanding musical works that have become popular around the world. In addition to the song “Stand by Me,” compositions such as “One Love” by W. Marley, “Imagine” by

J. Lennon, and “What’s Going On” by M. Gaye have also been very successful. The uniqueness of the Playing for Change project lies in the interaction between musicians, which is a complex and multifaceted process that involves both advantages and challenges. Modern models of collaboration promote cultural exchange, the development of new genres and forms, and stimulate intercultural dialogue. To achieve success in this project, cultural differences were taken into account and open and productive

communication between musicians was ensured, which is important. Thanks to this, the music recorded as part of the Playing for Change project has become a powerful tool for strengthening global cultural ties and promoting social change (Chilvers & Liu, 2023).

The Playing for Change project also aims to reduce cultural barriers that may arise as a result of the globalisation of the artistic space. Bringing together musicians from different cultures and organising different trends and genres into one video work helps to create a common platform for cultural exchange and cooperation. In turn, the multiculturalism and diversity of musical traditions avoids a culturally monolithic approach, where some traditions dominate others, and instead promotes the idea of equal dialogue between cultures. The project has an important social aspect. One of the main missions of Playing for Change is to use music as a means for social change. Musicians express a desire to work with artists from other cultural environments, which promotes intercultural dialogue, which in the long run can lead to a more tolerant attitude towards nationalities in communication. In addition, the project aims to promote peace in the world and show that music and art in general are something more than conflicts. Musical art contributes to world peace and the reduction of political conflicts (Espinosa *et al.*, 2023) through its ability to bring together people from different cultures and social groups, creating a platform for dialogue and mutual understanding. The Playing for Change project demonstrates how music can become an inclusive and safe space for interaction between different cultures, bringing together musicians from different parts of the world to perform a single composition. The project by film director and musician M. Johnson not only showcases cultural diversity, but also perceives it as a powerful resource for global peace.

CONCLUSIONS

Research into global soundscapes and cultural diversity in world music has significantly influenced the understanding of the development of contemporary world music and the characteristics of the soundscape. Analysis of global trends,

cultural exchanges and innovations has shown that music is not only an art form, but also a powerful social tool that shapes and reflects cultural and social change. Music is an important component of intercultural projects due to its ability to facilitate non-verbal communication between representatives of different cultural environments. The results of the study showed that despite the differences in the musical traditions of different nationalities, there are international projects that are based on the differences in musical language and use them as a basis for creating musical compositions that reflect the musical world of the 21st century.

According to the results of the study, the Playing for Change project is a vivid example of how music can become a means of overcoming cultural barriers and uniting people from different parts of the world. The project shows that, despite all the differences, music remains a universal language that can contribute to social change, in particular the promotion of world peace. Overall, the Playing for Change project is not only a musical initiative, but also a significant cultural project that aims to reflect and promote global cultural exchange and understanding by offering new ways for their integration and development. Future research directions may relate to innovations in world music in the context of interdisciplinary research, particularly through the prism of psychology. It would be interesting to explore how people raised in different musical traditions perceive a particular work created through international collaboration between artists. In addition, it would be useful to investigate the influence of global soundscapes on the formation of the musical national identity of representatives of a particular culture.

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Глобальні звукові ландшафти: культурне розмаїття та інновації у світовій музиці

Анотація. Метою дослідження було вивчення специфіки міжкультурної взаємодії музикантів у процесі співпраці в межах спільного мистецького простору. Методологія дослідження передбачала вибір мистецьких проєктів та порівняльний аналіз впливу міжкультурних колаборацій музикантів на світову музичну традицію. Був проведений аналіз результатів міжнародних мистецьких проєктів, таких як “Silkroad Project” (засновник Y.-Y. Ma, Китай) і “Playing for Change” (засновник M. Johnson та W. Kroenke, США). Основні результати дослідження показали важливість співпраці музикантів, вихованих в різних культурних та музичних традиціях. Музика вважається мовою, яка є зрозумілішою за букви та слова, проте варто враховувати широке культурне розмаїття музичної мови, відтак європейська музика сильно відрізняється від африканської музичної традиції, або ж індіанськими особливостями використання мікрохроматики. Проєкт “Silkroad Project” показав, що взаємодія митців із різних культурних середовищ призводить до вдалої музичної колаборації, яка виконує свою мету популяризувати академічну музику та залучити ще більшу кількість людей до виконання, прослуховування, пізнання та відкриття для себе нових музичних композицій. Результати підкреслили необхідність міжкультурних мистецьких, а зокрема музичних проєктів для обміну досвідом та творенням нової світової музики, яка буде насичена елементами різних музичних традицій. Крім того, такі проєкти сприяють міжнародному спілкуванню, співпраці різних етнічних груп, що в перспективі має забезпечити відносно мирне існування світу. Отже, мистецькі колаборації можна розглядати не лише як творення нових музичних жанрів, течій, композицій, а й встановлення міжнародних зв'язків та спілкування представників різних націй. Результати дослідження можуть стати в пригоді музикантам, продюсерам і кураторам міжнародних проєктів для створення живих форматів міжкультурної співпраці, що поєднують різні музичні традиції та відкривають нові шляхи для творчого діалогу між культурами

Ключові слова: колаборації митців; мистецькі проєкти; традиційні інструменти; фольклор; оркестр; композитор