

BEHIND THE MUSIC

The Grund Club Luxembourg asbl is a non-profit organization founded in 2015 in Luxembourg City. The main objective of this association is to source, document, interpret, promote, archive and maintain a Song Catalogue of original songs written by professional musicians, music artists and singer-songwriters mostly residing in Luxembourg.

This organization was born out of acclaimed musician Lata Gouveia's belief that whilst Luxembourg has developed plenty of infrastructure to support musical performances and musical education in recent years, Luxembourg is still missing a "grassroots musical movement" like Austin, Nashville and other world musical centers have. The question of "contenue vs contenant" is an often-debated and widely acknowledged subject amongst all involved in the music sector in Luxembourg, thus presenting a vital question on the future of the Arts in the Grand Duchy. Given the specificity of the country, this lack of "grassroot content" and its connection with a loyal audience cannot only be resolved by building more music schools or other infrastructures.

Having the content and the connection with the loyal audience in mind, The Grund Club Luxembourg has carefully developed a specific and detailed methodology that brings professional musicians and music artists together in a completely new way. We believe that by giving priority to the quality and the life span of THE SONG, rather than to the skills and career aspirations of the individual, we can find and develop a deeper community spirit amongst our musicians and our society at large. There are other institutions doing a great job of nurturing and educating our musicians, providing technical and career guidance, exposure and support and even supporting certain costs of exporting Luxembourgish musical production.

The Grund Club is doing something different. We are focused on the "artistic content capital" of Luxembourg, the substance that musical identity is made of. And this is a long-term project. Each year, The Grund Club Luxembourg will release an Album containing original songs which are currently active in The Grund Club Song Catalogue. Each year, The Grund Club will also produce 4 SONGWRITERS LIVE SHOWS which are video and multitrack recorded, out of which we make a careful selection for the release of The Grund Club Album.

We estimate that we will collect and archive on average 20 to 30 songs per year, which would mean that after 10 years, The Grund Club Luxembourg will have catalogued between 200 and 300 songs and recorded and released 120 songs combining the vast majority of our best voices and repertoire.

Additionally, The Grund Club performs at corporate, diplomatic and international events with its Grund Club BANDS, composed by some of our best and most internationally acclaimed musicians.