



PRESS RELEASE
Amsterdam, 14 November 2025

SoundLAB to Seoul: Amsterdam Music Innovation inspires Korea

SoundLAB from Muziekgebouw aan 't IJ in Amsterdam travels from 10-14 December 2025 to Seoul at the invitation of the Korean Arts & Culture Education Service (KACES). The pioneering music education program will showcase how technology, creativity, and collaboration are reshaping music education worldwide. Floortje Smehuijzen (Head of Artistic Affairs & Education) and Temo Gonzalez Moreno (Education Coordinator) will lead workshops and lectures for Korean arts education professionals.

From Amsterdam to Asia

SoundLAB is a hands-on laboratory where anyone can make music—no prior experience required. Children, young people, and adults explore the world of sound, technology, and imagination together. They experiment with sound, design their own instruments, and create new music. With more than 100 custom-designed electronic instruments, 450 workshops annually, and over 10,000 participants, SoundLAB has become a leading example of future-oriented music education.

International Recognition, building a Children's Art Village

"The concept of instruments designed to spark curiosity and experimentation is truly inspiring," says Minyoung Kwon, project leader at KACES. "We look forward to exploring this approach in Korea."

Besides SoundLAB, KACES has invited four leading cultural organizations, including IRCAM from Paris, to collaborate on laying the foundation for a new Arts & Culture Education Hub. This international initiative focuses on sharing expertise and developing innovative educational concepts.

Music for Everyone

"Our mission is to show that music is for everyone," says Floortje Smehuijzen. "Our instruments and creative teaching methods make it possible for anyone—regardless of background or experience—to discover and create together."

More Than a Workshop

Founded in 2017, SoundLAB is the participatory counterpart to Muziekgebouw, which celebrates its 20th anniversary in 2025 as a leading venue for contemporary music and sound art. While the stage presents professionals, SoundLAB invites the public to explore and create. The trip to Seoul highlights international appreciation for this inclusive approach, where art, science, and technology converge to foster 21st-century skills such as creative thinking, collaboration, and problem-solving.

In a world where creativity and innovation are essential, SoundLAB shows how music education can push boundaries—from Amsterdam to Seoul.

More informatie:

www.muziekgebouw.nl/soundlab | www.kaces.or.kr

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Press toolkit available at www.muziekgebouw.nl/pers