

# **Artist Identity Lab**

A collaboration between Lagom Healing and Maison Sound

## **Program Overview**

# Artist Identity Lab

**Artist Identity Lab** is a small, facilitated group for musicians who want to clarify their artistic identity and understand how it translates into a sustainable career.

A collaboration between Lagom Healing and Maison Sound, this program bridges the gap between artistic development and real-world industry navigation.

## Who It's For

Musicians who:

- Have formal or informal training
- Are actively pursuing performance opportunities
- Feel unclear about their direction or positioning
- Want both professional clarity and meaningful peer connection

## The Core Problem

Music education develops skill—but often fails to prepare artists to:

- Build a sustainable career
- Navigate the realities of the industry
- Translate identity into opportunity

## The Outcome

Participants will leave with:

- A clearer, more grounded sense of artistic identity
- Language to articulate their work and value
- Insight into how they are perceived in the industry
- Direction for pursuing aligned opportunities
- A small network of trusted peers

## Format

- 4–6 artists (curated group)
- 6 weeks
- Weekly 90 minute sessions
- Facilitated group dialogue + structured prompts

## Core Focus

This is not a traditional class or therapy group.

It is a structured lab where artists:

- Reflect on their identity
- Test ideas in real time
- Receive feedback from peers
- Translate insight into action

## Positioning

A space to develop clarity, direction, and momentum as a working artist.