

EXPLOITING MUSICAL CREATIVITY FOR HUMAN DEVELOPMENT: LINKING RESEARCH IN MUSIC AND COMMUNITY MUSICAL ACTIVITY FOR SUSTAINABLE WEALTH CREATION

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The arts form an integral component of human development. Their contribution to human welfare lies in their engagement of the cognitive, affective and psychomotor domains, which collectively represent a holistic human being. The underpinning principle within this paper is that in order to transform artistic creativity into social, financial and human capital, it is necessary to preserve and enhance its integrity. This is especially crucial at the highest institution of education, the university, which is the cradle and nurturer of research.

Music as a performing art is central to human existence. This can hardly be overstated, considering its presence everywhere, from the home, to school, to every social gathering. Its power to transform lives and livelihoods both in school and the community hold the key to its usability in wealth creation. In order to promote a cyclical process in the transformation of musical creativity from the intellectual and natural into social, financial and human capital therefore, a link between research and community music activity is necessary.

This paper attempts to discuss the existing and potential ways in which musical creativity can further contribute to human development by considering the following issues

1. How musical creativity is enhanced in education;
2. How relevant this musical creativity is to the wider community;
3. The potential of this knowledge to foster wealth creation;
4. Steps that can be taken to forge links between the university and the community in order to foster sustainable wealth creation.