

MEDIA RELEASE**15 November 2022**

SAE student comes fourth at Busking World Cup

Byron Bay muso and SAE Creative Media Institute student, Ben Jansz has received wild reviews at the Busking World Cup in the Republic of Korea, taking away a coveted fourth place and a share of \$250,000. Ben explained what it was like performing at the inaugural competition, why he started studying at SAE and how he got involved working with legendary producer Jim Bonnefond, made famous for his work with Kool & The Gang.

The Busking World Cup is a new annual event held in October, and is supported by the Republic of Korea's Ministry of Culture, Sports and Tourism. The celebration of global street music attracted over 600 artists from around the world, before being whittled down to 134 for the finals in the city of Gwangju.

After successfully coming through three rounds of performances - Northern Rivers singer-songwriter Ben Jansz, was announced at the grand final as one of the top four buskers in the world. The soulful performer was delighted to be recognised.

"It was absolutely amazing to be on big stages in a foreign country sharing my art," Ben enthused. I feel so at home on stage, it was a nourishing, inspiring, and invigorating experience performing in front of so many people."

At SAE Byron Bay, Ben is studying for a Diploma of Audio Production. He was motivated to study and further his technical skills after a three month tour, and a conversation with his partner.

"I wanted to start recording some music, and my partner said she wanted to study film at SAE," Ben explained. "I'd previously spent a lot of time in the studios at SAE Byron Bay doing recordings for other artists, so I was aware of the state-of-the-art equipment and facilities available. It seemed like too good an opportunity to pass up."

While at SAE, Ben got the chance to connect and work with legendary producer, Jim Bonnefond, who has collaborated with artists including Kool & The Gang, and The Cockroaches - who famously became The Wiggles.

"I absolutely love working with Jim, he was my first lecturer," Ben said. "It's been great building a relationship with him over the last ten months."



ANIMATION



AUDIO

CREATIVE
INDUSTRIESCREATIVE
TECHNOLOGIES

DESIGN



FILM



GAMES



MUSIC

Following Ben's first trimester at SAE, Jim announced he was retiring from teaching, leading to the singer-songwriter asking the producer if he'd support him recording a couple of albums.

"After Jim came to one of my shows, he said he really liked my stuff, and was open to doing some recording together," Ben said.

"Jim has been recording me while I've been in the studio. I then go away and mix and produce the music," Ben added. "It's been a really beautiful collaboration where we both mix the music at the same time as well. All my learning at SAE has been life changing as an artist - it's been awesome."

SAE Creative Media Institute provides students with the experience, skills, equipment and connections to succeed in the industry. Find out more at sae.edu.au.

-ENDS-

About Ben Jansz

Living in the Northern Rivers, NSW, self-proclaimed 'emotional activist', Ben Jansz is a soulful and exhilarating singer-songwriter sure to capture the hearts and evoke the minds of those who watch him perform. Inspired by nature's sounds, ancestral symphonies, and musical influences like John Butler, Kim Churchill, Oka, Ben Howard, and Matt Corby, this one-man band has been said to combine some of their most remarkable qualities with his own captivating vocals and skillful use of multiple instruments. Touring around Australia, Ben has been seen performing up and down the east coast, busking, selling out ticketed shows at intimate and popular venues, supporting local and nationally acclaimed talent, and seen at festivals like Rootbound Festival, Orin Aya, Jungle Love, Rabbits Eat Lettuce, Dragon Dreaming, Wallaby Creek Festival, Earth Frequency, Byron Bay Guitar Festival, and many more. Find out more at benjanszmusic.com

About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, creative technologies, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media programs, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our programs are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at sae.edu.au.

For more information:

Barry de Silva, National Communications Manager

Phone: 0498 004 023

Email: b.desilva@sae.edu

