



Message from the President of Mahidol University

Professor Rajata Rajatanavin, M.D.



It is my great pleasure and honor to welcome delegates to the Southeast Asian Directors of Music Congress.

Mahidol University has a long-standing policy to create and support activities and initiatives that have the potential for successful application and support for regional growth and development. We deeply realize the importance of supporting regional connections in areas that benefit society. We also emphasize as our main function to generate and nurture those connections and partnerships for the betterment of the ASEAN region.

On behalf of Mahidol University, I would like to thank the Southeast Asian Directors of Music Association for joining with us to host this event. I wish you all a successful and meaningful Congress.



Message from the Dean of the College of Music

**Associate Professor
Dr. Sugree Charoensook**

On behalf of the College of Music, Mahidol University, I would like to welcome you to the SEADOM Congress for the year 2014. This Congress was first held in 2008, and we are glad we can offer to host it again.

The College of Music is happy to support SEADOM, as we feel that encouraging the networking and collaboration of music institutions in Southeast Asia can only serve to benefit and strengthen our region, and the developing expertise within.

I would like to express my warmest thanks to the SEADOM Executive Council for selecting us to host this event, and wish all the participants the best as they move SEADOM forward as a formal, legal association body.

Message from the SEADOM President (Pro-Tem)

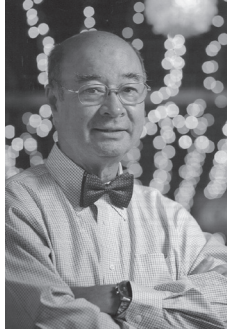
Professor Bernard Lanskey
Yong Siew Toh Conservatory of Music
National University of Singapore



Welcome to SEADOM's 6th Congress. After the momentum developed particularly in Ho Chi Minh City last year, it is great to see such a strong list of registered attendees for what promises to be a historic event. Following this Congress, we intend to register SEADOM as an association and much of this event will be engaged with finalizing materials linked to that process. While there is a bureaucratic dimension to such an exercise, it also gives us time to reflect finally on directions arrived at over the last few congresses as well as opportunity to predict the scope and scale of our work together.

The establishment of the SEADOM Office here in Mahidol University has enabled the possibility for considerable progress back-of-house to be done in building materials (data base, website and archival material) and I am very grateful to Joseph Bowman and his team for all their work in these areas, the fruits of which will be shared over the next few days. Thank you also to Dr Sugree Charoensook and the College of Music here for agreeing to host us this year as well as for offering support for the office.

I look forward to meeting you all both formally and informally over the coming days and to working together to take forward professional music education in Southeast Asia.



Mechai Viravaidya

Keynote Speaker

Mechai Viravaidya was best known in the 1970's and 80's for his role in addressing the unsustainable population growth rate in Thailand of over 3% annually. Through a variety of innovative, humorous, and original methods, in conjunction with mobilizing and training a network of 320,000 rural school teachers and village community members, his efforts made contraceptives available throughout Thailand. This resulted in bringing the number of children per family from 7 to under 2 and reducing the population growth rate to 0.5% by 2003. When HIV first appeared in Thailand in the mid-1980's, he used similar dynamic approaches to launch a major prevention program. This was done while being both a leader in the NGO sector as well as a Cabinet Minister, working closely with the Prime Minister. According to UNAIDS, this resulted in a 90% decline in new infections and an estimated 7.7 million lives saved according to the World Bank within 12 years. In between running NGO activities, he was also appointed to such key positions as Thailand's Cabinet spokesman, the Minister of the Office of the Prime Minister, and Chairman of several of Thailand's largest government-owned enterprises. He was also elected to the Senate between 1987-1991, 1996-2000, and 2000-2006.

Recognizing that civil society organizations cannot survive and expand solely on the generosity of others, Mechai Viravaidya established Thailand's first social enterprise to help fund the operating costs of PDA in 1975. Since then, this Business

for Social Progress has spawned 18 other social enterprises which have contributed significantly to the financial needs of the association. Perhaps the best known is the Cabbages & Condoms Restaurants and Resorts.

Following his success in population management and HIV prevention, Mechai has aggressively addressed the problem of rural poverty by empowering the poor to build sustainable entrepreneurial capacity, community empowerment for health, and income generating activities at the village level in partnership with the business sector. This project is marked by extensive community involvement as beneficiaries, planners, managers, and—most importantly—as partners and leaders.

In 2008, the Bamboo School was established by the Mechai Viravaidya Foundation to be a lifelong learning center for students and all members of the community as well as a hub for social and economic advancement. This school strives to foster students into a new generation of honest, capable, and socially-conscious future social entrepreneurs and community development leaders. The Bamboo School has also launched a new integrated rural development initiative to assist government primary schools in poor areas to also become learning centers and hubs for community development. The Project utilizes the school as a focal point to establish a Poverty Eradication Farm as a Social Enterprise which will serve as a demonstration and training farm for members of the surrounding communities to gain skills and raise their income.

For his efforts in various development and educational endeavors, Mechai Viravaidya has been acclaimed with numerous awards, recognition, and honorary doctoral degrees. These include the United Nations Population Award, the Bill and Melinda Gates Award for Global Health, the Prince Mahidol Award for Public Health, the Ramon Magsaysay Award for Public Service, and the Skoll Award for Social Entrepreneurship. He was also named one of Asiaweek's "20 Great Asians", and one of TIME Magazine's "Asian Heroes" to mark the magazine's 60th year of its publication in Asia.



SEADOM CONGRESS

College of Music, Mahidol University

(Bangkok, Thailand) – 27-30 March 2014

1st Date: Thursday, March 27

Venue:	College of Music, Mahidol University
13:00	Executive Committee Lunch (Music Square – a la carte)
14:00	Executive Committee Meeting (A208)
15:00 – 18:00	Registration (Glass House – opposite to MACM Auditorium Foyer)
16:00	Orientation for New SEADOM Congress Participants (A205)
18:00	Welcome Address and Singapore/Thailand Chamber Music Concert (A407)
19:30	Welcome Dinner (Music Square –Buffet)
21:00	End of Day

2nd Date: Friday, March 28

Venue:	College of Music, Mahidol University
9:30	SEADOM Association Meeting (A113)
11:00	Break
12:30	Lunch (Music Square –Buffet)
14:00	Keynote “Re-Engineering Education for the Rural Poor (Is There Any Room for Music? by Khun Mechai Viravaidya (A113)
15:30	Break
16:00	Breakout Group Discussions – Response to Keynote (6 Rooms – Building A 2nd Floor)
17:30	End of Day

3rd Date: Saturday, March 29

Venue:	College of Music, Mahidol University and Ayutthaya City
09:00	Breakout Group Discussion 1 – SEADOM Themes (6 Rooms – Building A 2nd Floor)

- Leadership, Communication and Advocacy – Prof. Dr. Jose Buenconsejo and Prof. Bernard Lanskey
- Student & Staff Opportunities – Assoc. Prof. Dr. Ramona Modh Tahir
- Quality in Learning and Teaching – Dr. Peter Fielding
- Research and Critical Reflection – Assoc. Prof. Dr. Shahanum Mohamad Shah
- Celebrating the New [Composition, Transcultural Projects, Cross-Arts/Multimedia Collaborations] – Prof. Damrih Bananwitayakit
- Professional Development & Community Engagement – Assoc. Prof. Dr. Sugree Charoensook and Prof. Chan Tze Law

10:00	Break
10:30	Breakout Group Discussion 2 – SEADOM Themes (6 Rooms – Building A 2nd Floor)
11:30	Bus to Ayutthaya (Box Lunch on Bus)
14:00	Cultural Tour (Thai Traditional Music, Dance, Ancient City)
16:00	Bus to Nonthaburi Pier
18:00	Dinner Cruise (Return to Bangkok)
21:00	End of Day (Bus to Salaya, or stay in City)

4th Date: Sunday, March 30

Venue:	College of Music, Mahidol University
9:00	Music Library Cooperation in SE Asian Discussion (A113)
10:00	Congress Proceedings, Reports on Group Discussions (A113)
12:00	Lunch (Music Square –Buffet)
13:30	End of Congress

History of SEADOM

The SEADOM Association grew out of an initial idea by Assoc. Prof. Dr. Sugree Charoensook, Dean of the College of Music, Mahidol University to hold a conference of Asian music administrators where ideas, friendships, and collaborations could be formed. This original meeting was held at the campus of the College of Music, Mahidol University on 12-13 July, 2008. The original invitations to the meeting were extended throughout Asia, but the responses of interest were most strong in Southeast Asia, and that group decided that Southeast Asia should be the focus of attention for the association as it moved forward.

Since 2008, SEADOM congresses have met in Malaysia, Singapore, Thailand and Vietnam. In 2012, the association selected its first pro-tem council who would continue initial association organization going forward. Prof. Bernard Lanskey, Director of Yong Siew Toh Conservatory in Singapore was selected the first association group president. In 2013, a SEADOM office was established at Mahidol University with the support of funding secured by Dr Sugree Charoensook from the Thai government. In 2014, SEADOM aspires to register as an association in Thailand.

Mission

SEADOM is a Southeast Asia cultural and educational network, which was established in 2008 (see SEADOM History). It represents the interests of institutions that are concerned with training for the music profession. Today, SEADOM includes 35 member institutions in 10 Southeast Asian countries.

SEADOM works for the advancement of Southeast Asian Music Education with a particular focus on professional training for musician as they engage with music, the arts and culture in contemporary society and for future generations. It does this through providing support, information, network opportunities and expert advice to the specialist institutions offering advanced music education, through engaging in advocacy and partnership-building at Southeast Asian and international levels.

Whilst music is the primary focus of SEADOM, dance and drama are often taught alongside music in the specialist institutions represented by the Association and, under those circumstances, its mission actively embraces these disciplines. The

statements made here, and in the Aims, Objectives and Values of SEADOM, should therefore be regarded as also applying, where relevant, to these sister performing arts.

AIMS of the Association:

- To facilitate cooperation at regional level and represent the interests of the professional music training sector in Southeast Asia
- Celebrate the richness and diversity of music in the region
- Promote the role and importance of professional music training in Southeast Asian societies
- Provide a platform for sharing of expertise, developments and best practices at institutional, national and regional levels
- Encourage exchange and collaborations between institutions and nations
- Organize an annual conference for its members, encompassing areas of research, music education, composition, ensemble playing, Southeast Asian traditions and performance

Themes

- Leadership, Communication, and Advocacy,
- Student & Staff Opportunities
- Quality in Learning and Teaching
- Research and Critical Reflection
- Celebrating the New
- Professional Development & Community Engagement

Membership

Active membership

For music schools [conservatoires, colleges, academies or university departments/faculties, etc] in ASEAN countries in which full time opportunities exist for students to engage in education and training for the music profession.

Associate membership

For institutions, organizations and individuals who have a keen interest in the evolution of an international network for representing the education and training of music professionals in the Southeast Asian region.

Membership Fee

Active Membership - US \$150 per membership year (October 1 – September 30)

Associate Membership – US \$75 per membership year

1. Download the application form from our website: <http://www.seadom.org>
2. E-mail your completed application form to contact@seadom.org

Executive Council (Pro-Tem)

Professor Bernard Lanskey

Yong Siew Toh Conservatory of Music
National University of Singapore
Singapore

President

Associate Professor Dr. Sugree Charoensook

College of Music, Mahidol University
Bangkok, Thailand

Vice President

Dr. Van Thi Minh Huong

Ho Chi Minh City Conservatory of Music
Ho Chi Minh City, Vietnam

Member

Associate Professor Dr. Ramona Mohd.Tahir

Faculty of Music, University Teknologi MARA
Kuala Lumpur, Malaysia

Member

Professor Jose Buenconsejo

College of Music, University of the Philippines
Quezon City, Philippines

Member

Professor Damrih Bananwitayakit

Faculty of Music, Silpakorn University
Bangkok, Thailand

Member

Office

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Email: contact@seadom.org

Dr. Joseph Bowman

SEADOM Chief Executive Officer

Associate Professor Dr. Shahanum Mohamad Shah

SEADOM Permanent Secretary

Ms. Jenny Ang

SEADOM Secretary to the President

Ms. Ratawan Pruksarajanukul

Communications and Public Relations

Ms. Skowrung Saibunmi

Membership

Ms. Saya Thuntawe

Association Administration

Ms. Ketkeaw Bunrattanang

Conference Coordinator



2008 Asian School of Music Director's Conference





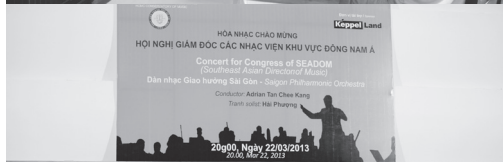
2009 SEADOM Congress Singapore



2012 SEADOM Congress Malaysia



2013 SEADOM Congress Vietnam



SERVICES

College Shop

The College Shop is located on the 1st floor behind the Box Office of MACM.

The College Shop opens Monday-Friday, from 8:00 a.m. to 4:00 p.m. and 3:00 p.m. on Saturday TPO concert.

ATM (Automatic Teller Machine)

The ATM can found on the ground floor of Building A.

Facilities for the People with Disabilities

MACM Hall is equipped with facilities for people with disabilities.

Wheelchair accessible in the auditorium.

Ramps to assist easy access for wheelchairs.

Restrooms.

Visual and audio devices upon request.

Parking space.

First Aid Assistance

A Nursing Room is located on 2nd Floor of Building A.

Please contact our staff at Box Office.

Lost and Found

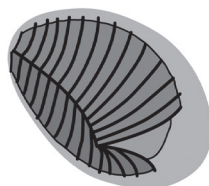
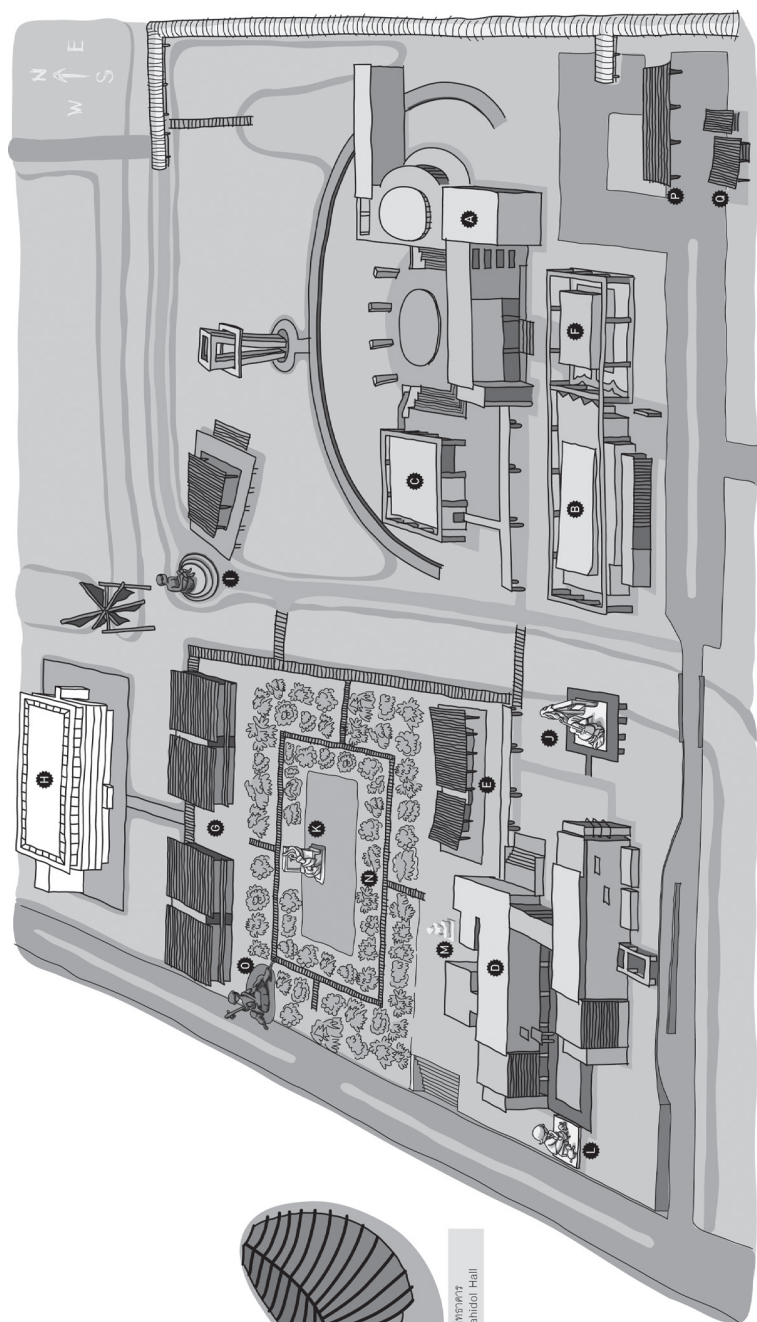
For Lost and Found items, please contact MACM Hall box office during office hours.

Jiew Bangsue Music Library

Monday - Friday 8:30 a.m. - 7:00 p.m.

Saturday 10:00 a.m. - 3:00 p.m.

(Closed Sunday)



มหิดลสิริพัทธ
 Prince Mahidol Hall

- A** อาคาร A (อาคารภูมิพลสังคีต)
Bhumibol Sangkeet (Building A)
- B** อาคาร B (หอแสดงดนตรี)
Building B (Music Auditorium)
- C** อาคาร C (ห้องสมุดดนตรี)
Building C (The Music Library)
- D** อาคาร D
Building D
- E** ร้านอาหารมิวสิกสแควร์
Music Square Restaurant
- F** เรือนกลางน้ำ
The Glass House
- G** เรือนศิลปิน
Artist Residency
- H** พิพิธภัณฑ์ดนตรีอาเซียน (กำลังดำเนินการก่อสร้าง)
Museum of Southeast Asian Music (under construction)
- I** อนุสาวรีย์ครุฑเมษ (พระประดิษฐ์ไพเราะ) บรมครูดนตรีไทย
Khru Mee Khaek Statue
- J** ประติมากรรมพระเจนดุริยางค์
Phra Jane Duriyang Sculpture
- K** ประติมากรรมแซกโซโฟนพระบาทสมเด็จพระเจ้าอยู่หัวฯ
The king's Saxophone Sculpture
- L** พระราชานสาวรีย์ สมเด็จพระเจ้าพี่นางเธอ เจ้าฟ้ากัลยาณิวัฒนาฯ
Princess Galyani Vadhana Statue
- M** ประติมากรรมที่ไม่เสร็จ
Unfinished Lady Sculpture
- N** สวนพฤกษาศูริยางค์
Musica Arboretum
- O** ประติมากรรม ระเด่นลันได
Raden Rundai Statue
- P** ชานชลา ศาลาyalink
Salaya Link Terminal
- Q** ร้านทำรต
Hof Bistro

SALAYA LINK

Mahidol University has Shuttle Bus services called the Salaya Link.

Monday-Friday Timetable

Salaya - Wong Wien Yai	Wong Wien Yai - Salaya
06:00	07:20
06:30	08:00
08:00	09:00
09:00	10:00
11:00	12:00
13:00	14:00
14:00	15:00
15:30	16:30
16:30	17:30
17:30	18:30



From Wong Wien Yai Station, please use Exit 2 and walk about 100M to the Bus Stop

Please be informed that starting today, E-card of Salaya Link is available for sale at the Finance Department located at Room A101, 1st floor of Building A (during Office hours) and top up at the Salaya Link Office located on the Ground floor of Building A (during Office hours).

Special Salaya Link Schedule for TPO's Concert

Friday: The Shuttle Bus (Salaya Link) will leave from Salaya to Wong Wien Yai BTS Station at 15 minutes after concert finished.

Saturday: The Shuttle Bus (Salaya Link) will leave from Wong Wien Yai BTS Station to Salaya at 03:20p.m. and will leave from Salaya to Wong Wien Yai BTS Station at 15 minutes after concert finished.

Tel. 02-800-2525 www.music.mahidol.ac.th/salayaLink



Public Transport

Salaya Link

Mahidol University has Shuttle Bus services called the Salaya Link from BTS Wong Wien Yai Station to Salaya. See timetable at the last page.

By bus

515 air-con (euro2) line

- 515 air-con (euro2) bus from Victory Monument - Salaya, service is available from 5:00 a.m. to 11:00 p.m.
- Main route: Victory Monument - Ratchawithi Rd. - Krungthong Bridge - Sirinthon Rd. - Pinklao-Nakhonchaisri Rd. - Salaya.

388 air-con (euro2) & Pink-cream bus line

- 388 air-con (euro2) & Pink-cream bus from Pak Kred - Salaya, service is available from 6:00 a.m. to 8:30 p.m.
- Main route: Pak Kred - Sanambinnam - Kae rai - King Rama III Bridge - Bang Yai - Pinklao-Nakhonchaisri Rd. - Salaya.

84 (84 goh) line

- Red - cream bus from Ua Arthorn village, Salaya - Khlong San, service available from 5:00 a.m. - 10:00 p.m.
 - Blue - cream air-con bus from Mahidol University - Khlong San, service available from 4:00 a.m. - 10:00 p.m.
- Main route: Khlong San - Phetkasem Rd.-Phutthamonthon Sai 4 Rd. - Salaya.

547 line

- Blue - cream, air-con bus from Lumpini Park - Salaya, service available from 5:00 a.m. - 10:00 p.m.
- Main route: Silom- Bang Rak - Charoen Krung - Tha Pra - Phetkasem - Phutthamonthon Sai 4 Rd. - Salaya

164 line

- Blue - cream shuttle bus, service available from 4:00 a.m. - 10:00 p.m.
- Main route: Phutthamonthon Sai 4 - Phetkasem Rd. - Lat ya Rd. - Charoen Nakhon Rd. - Taksin bridge - Silom Rd. - Ratchadamri Rd. - Ratchaprarop Rd. - Victory Monument - Ratchawithi Rd. - Sawankhalok Rd. - Nakhonchaisri Rd. - Samsen Rd. - Chakkraphong Rd. - Somdet Pra Pinklao bridge - Pra Pinklao Rd. - Boromarjajonani Rd. - Pinklao Rd. - Nakhonchaisri Rd. - Salaya.

124 line

- Blue - cream bus from Sanam Luang - Rajamangala University of Technology, service available from 4:00 a.m. - 10:00 p.m.
- Main route: Na Phra Thad Rd.- Rachini Rd. - Na Phra Lan Rd.- Rachadamnoen Nai Rd. - Somdet Pra Pinklao Rd. - Somdet Pra Pinklao bridge - Boromarjajonani Rd. - Salaya.

125 line

- Blue - cream bus from Bangsue railway station - Rattanakosinsompoch bowonnivet school - Salaya, service available from 4:00 a.m. -10:00 p.m.
- Main route: Bangsue railway station 2 - Thoetdamri Rd. - Sawankhalok Rd.- Rachawithi Rd.- Krungthong bridge - Sirinthon Rd.- Boromarjajonani Rd. - Salaya

Tram

Mahidol University has tram services within the University campus. You can take the tram no.3 and drop at the front of the College of Music.

Parking

Our college's parking space can accommodate up to about 150 cars.

Note to taxi driver

EG: I would like to go to Salaya Pavilion, Mahidol University at salaya campus

TH: ฉันต้องการเดินทางไปที่ โรงแรมศาลายา พาวิลเลียน ภายในมหาวิทยาลัยมหิดล
วิทยาเขตศาลายา

EG: I would like to go to College of music, Mahidol University at salaya campus

TH: ฉันต้องการเดินทางไปที่ วิทยาลัยดุริยางคศิลป์ มหาวิทยาลัยมหิดล วิทยาเขตศาลายา

EG: I would like to go to Don Mueang Airport

TH: ฉันต้องการเดินทางไปที่ ท่าอากาศยานดอนเมือง

EG: I would like to go to Suvarnabhumi Airport

TH: ฉันต้องการเดินทางไปที่ ท่าอากาศยานสุวรรณภูมิ

Contact us

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E-mail: contact@seadom.org

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