

Veteran Manager Behind Creed, Paramore & Sevendust Launches Musicology, a New Music School Franchise in Winter Garden

Jeff Hanson launches Musicology with plans for a nationwide franchise connecting young musicians with artists and real-world music industry experience.

WINTER GARDEN, FL, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- After decades spent discovering, developing and managing artists including Creed, Paramore, Sevendust and others, veteran music industry executive Jeff Hanson is turning his experience toward the next generation.



Jeff Hanson launches Musicology Winter Garden

Hanson is the founder of Musicology, a new contemporary music school and after-school music program opening its first location in Winter Garden, Florida, on September 1.

Musicology is being created as a new music school franchise, with Winter Garden serving as its first location and the foundation for future expansion.

But the idea behind Musicology begins with something much simpler, creating the kind of place Hanson wishes he had access to when he was young.

The concept grew from a question he had carried throughout his career: What would a music school look like if it were built by people who had actually lived the music industry?

"I kept thinking about what I would have wanted when I was a kid," Hanson said. "A place where you could learn your instrument, build confidence, but also find your people, understand the industry and experience what making music with other people feels like. That place didn't exist for me. Musicology is our opportunity to build it."

A MUSIC SCHOOL BUILT AROUND THE REAL WORLD OF MUSIC

At its core, Musicology begins with learning to play.

Students can study guitar, bass, drums, piano, voice, brass and woodwinds, with programs designed for different ages, experience levels and goals.

But Musicology is designed to go beyond the weekly lesson.

Students can also explore songwriting, music production, recording, live performance, DJing, artist development, video production and the business of music.

Through private lessons, after-school programs, bands, workshops, master classes and collaborative projects, students can pursue music at a level that matches their ambitions.

For some, success may mean playing their first song or developing the confidence to perform. Others may want to join a band, prepare for a college scholarship, record original music or eventually pursue a professional career.

Musicology is designed to make room for all of them.

MUSIC. CONFIDENCE. COMMUNITY.

A major focus of the Winter Garden launch is Musicology's [after-school music programs](#), designed to give children and teenagers a productive and creative environment after the school day ends.

Students can develop musical skills, collaborate with other young musicians and build confidence through learning, creating and performing together.



Manager behind Creed, Paramore, Sevendust and more.



Musicology Winter Garden

For parents, the goal is equally important: creating a safe, trusted environment where children can learn something meaningful while surrounded by instructors, mentors and a supportive community.

“Music can completely change a person's confidence,” Hanson said. “You learn something you couldn't do yesterday. Then you play with somebody else. Eventually you get on a stage. Those experiences become bigger than learning an instrument.”

CONNECTING STUDENTS WITH THE REAL MUSIC INDUSTRY

A central part of Hanson's vision is creating connections between Musicology students and the broader professional music community.

As Musicology grows, the school aims to connect established artists, musicians, producers, managers, songwriters and other industry professionals with students through artist visits, workshops, master classes, mentoring, performances and other real-world opportunities.

For Hanson, those connections aren't about celebrity for celebrity's sake. They're about perspective and inspiration.

A touring musician can explain life on the road. A songwriter can show how an idea becomes a finished song. A producer can demonstrate what happens inside a professional studio. A manager can explain what it takes to build and sustain a career.

Musicology also wants students to understand that a life in music extends far beyond the artist on stage. Producers, songwriters, engineers, managers, videographers, marketers and other professionals all build careers around music.

A love of music doesn't have to lead to fame to lead somewhere meaningful.

GROWING BEYOND WINTER GARDEN

While the immediate focus is launching [Musicology Winter Garden](#) and building a strong community around its students and families, the vision extends beyond the first location.

Musicology already has a growing network of people preparing to become part of its future expansion, backed by a team with the experience and systems to support new locations as the concept develops.

As Musicology grows, the goal is to bring the same combination of music education, confidence, community and authentic industry connection to students in communities nationwide and, eventually, around the world.

IT STARTS IN WINTER GARDEN

Musicology Winter Garden officially opens September 1, 2026, serving families throughout Winter Garden, Horizon West, Windermere and surrounding Central Florida communities.

Before the official opening, Musicology will host a three-day community Open House.

MUSICOLOGY WINTER GARDEN OPEN HOUSE

August 28–30, 2026 | 2–9 p.m.

Families can tour the new school, meet the Musicology team, explore lessons and after-school programs, and learn more about its approach to contemporary music education.

The Open House will include live performances, artist meet-and-greets and opportunities to win a guitar, drums and free music lessons. Families can also explore program availability and reserve preferred lesson times before the September 1 opening.

“Whether someone's goal is playing their first song, finding friends who love music, earning a scholarship or someday touring the world, there should be a place that helps them take that journey seriously,” Hanson said. “That's what we want Musicology to become.”

Learn Music. Build Confidence. Find Community.

ABOUT MUSICOLOGY

Musicology is a contemporary music school and after-school music program founded by veteran music industry executive Jeff Hanson. Launching its first location in Winter Garden, Florida, Musicology combines private instruction, bands and after-school programs with songwriting, music production, recording, DJing, workshops, master classes, artist development and exposure to the professional music industry.

Musicology is being developed as a [franchise concept](#) with a vision to expand throughout the United States and internationally while connecting students and communities with artists, musicians and music industry professionals.

Musicology Winter Garden opens September 1, 2026.

Open House: August 28–30, 2026, 2–9 p.m.

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