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ADAD4019 Ways of Perceiving
Lecturers: Ryan Moule and Robert Jones

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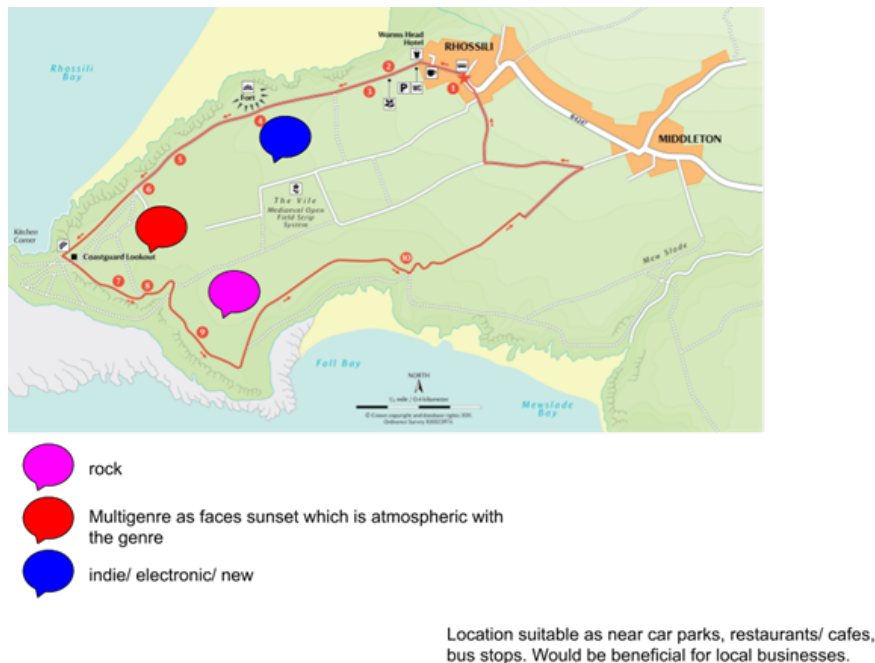


Fig. 1 Festival location, space and placement

The concert will include music styles including Rock, Indie and Multi genre. “The idea of a canon refers to a body of work held to be the most important within a particular tradition” (Moule, 2020). The bands have been chosen as a response to the selection process at other festivals where headliners display a canon of work, for popularity and crowd pleasing. In contrast, in this case bands have been selected for the uniqueness and bringing something new to each genre. This concert is based on the layout of the festival, Boardmasters based in Newquay, Cornwall. My concert will be held in Rossili on the Gower. The concert will appeal to the audience due to its reduced size and natural location and aesthetic views this makes the event seem more intimate and sublime.

The space and place chosen for the music artists to be able to perform, gives high energy acts the ability to interact with the crowd. The location of a festival plays an important part in its success, this is supported as "we assert that spaces should be viewed as vital elements of curation that do not merely contain or host specific activities but rather shape these activities and the exchanges between curators, producers and consumers as well as the

dynamics and outcomes of such interactions" (Hracs and Jacob, 2015; Lorentzen and Jeannerat, 2013; Pani, 2017), therefore, energizing both the audience and the performers, this leads to both excitement, a memorable experience and a unique following. The space that is used to perform is also important from a musical perspective, as "Music,... plays a significant part in the way that individuals author space, musical texts being creatively combined with local knowledges and sensibilities in ways that tell particular stories about the local, impose collectively defined meanings and significance on space" (Bennet, 2015). It is this unique interaction between performer and space that again creates the unique experience. Furthermore, the interaction between both performer and audience should also be highlighted as "The place and the circumstances where an artist produces their creation play a vital part in the way we as fans and listeners receive the ideological meaning in the work created" (Bennet 2005, p.21). Listening to music is an inspirational activity that connects listeners to their surroundings and those around them. As well as this, these live performances give a musical artist a way of identifying themselves to the audience, therefore giving a face and character to the music, making it more intimate. "Music is an experiential medium and live performance is its most elemental form. Trying to articulate this intuitively understood value, however, quickly reveals complexity as live music informs identity, leaves longstanding memories and helps create meaning across communities and cultures." (Carter and Muller, 2015, p. 6). The people that attend come from a wide variety of cultures and it is the interest in the performance, event and music that unites these different facets of society.

Rock tent



Fig. 2 Toska live performance

The artists Arcane roots and Toska have been selected due to their distorted tones which classify as heavy rock.

The UK based, Arcane Roots three member band, have released three albums and two EPs and deconstruct other music genres. Through their portfolio of music, you can hear a wide range of genres used. As their scope of work has developed through the years there is a noticeable change of genre from their first albums mainly consisting of just rock, to their latest albums which incorporate a wide range of musical techniques and styles. By implicating parts into the rock genre, this makes the song feel more personal and shows how professional and comprehensive their music knowledge is with regard to song construction.

The rock genre can be defined as “a commercially produced popular music which arose in the West in the 1960s, highly amplified, with a strong beat and rhythmic patterns, played by guitars, bass, drum kit, and sometimes keyboard instruments” (Wilton, 2011). Similarly, the band Toska has also been chosen due to their similar base genre. This is ideal as it complements the Arcane Roots music style of performance. The talented Instrumental bands lineup consists of a guitar player, bass player and drummer. They have released two albums which show a wide range of theory knowledge and pure skill with their instruments. Both bands although identify as rock, through their use and wide knowledge and fluidity of styles could be seen as having a hybrid style of repertoire.

Independent



Fig. 3 FKJ artwork

The artists FKJ and Chet Faker have been selected due to their Independent way of composing which is unlike any other artist. Chet Faker, now known as Nick Murphy, is an independent original artist who creates his own music. Based in Melbourne, Australia, Chet Faker explores his own creativity when composing music, this makes his style rare and therefore unique for the listener. He won best independent single of the year (*Rolling Stone*, 2013), this gave him the title of breakthrough Independent artist of the year. He is known to make his music live and improvise during his performances, this makes every show he plays a one of a kind event. In addition, FKJ, which stands for French Kiwi Juice, is also, like Chet Faker, an independent musical artist. He is known for his funky basslines and synth sounds. This artist utilizes live looping as a main part of his performance, this is a skill that requires precision when under the pressure of playing live.

As the artists in this tent are unique and create most of their music live and on the spot, every one of their songs is a new composition therefore making them the guaranteed author of every song made and have full rights to the music. 'The artist's authorship is defined by the fact that the person bears ultimate responsibility for every aspect of the objectives that a person pursues through their work' (Irvin, 2005). Authorship and individuality, is topical due to the increase in sampled work that proliferates contemporary post-modern music

culture. Furthermore, the bands selected incorporate a modernist stance in their music creation, this is characterized by elemental musical structure and through expressive content.

Popular



Fig. 4 Foals photoshoot

The artists Foals and Kings of Leon have been selected due to their popularity and their ability to bring an uplifting mood to the listener. Foals, a five piece band originating from Oxford, consist of a keyboardist, a bassist, a drummer and two guitarists, one also being the vocalist. To begin their career they were originally inspired by math-rock and the atmospheric post-rock genres. Nowadays their genre could be described as indie mixed with an uplifting dance rock style. They have released 6 albums and have appeared in the top 40 charts multiple times.

Kings of Leon are a family band made of three brothers and a cousin. This band signed in 2001 and then went on to release seven albums in total with their most famous song, 'sex on fire' (2008) becoming a world known song. They have had one song come first in the top charts and three songs in the top 10. This band's genre is described as being 'rock and roll' this gives them the upbeat nature which gets the audience dancing and is key trait of popular music.

Both bands have had recognition and success within popular music "Popular music, however, it's composed in such a way that the process of translation of the unique into the

norm is already planned and, to a certain extent, achieved within the composition itself...Popular music divest the listener of his spontaneity and promotes conditioned reflexes" (Adorno, 2006). These artists have been selected due to their popularity and the sheer amount of times they have entered the top charts. This proves that they are consistently popular among UK listeners. These bands are individual in that they have mastered both popular music and the crossover into the sublime. The Sublime can be defined as "aspects...that instill awe and wonder" Morley (n.d.). "Music can be seen as the 'keynote' to the sublime", music can fill people with emotions, this is supported by Purkis writing for the Tate (2020). This emotional connection is prevalent within particularly live performance, where the energy of the surrounding people and band feeds into the whole emotional experience.

Within my own experience as a live performer I use the live music surroundings as a way of interacting with my audience, through this I find it a reciprocal relationship where energy flows from the audience to the performer and visa versa. I am able to physicalize and express the dynamic rhythmic force of the music. Furthermore,

Live music can be inspiring for both audiences and artists alike because it stimulates the discovery of new music and genres and can spark people's own creativity. For some respondents, live music events give an opportunity for the appreciation of performers' talents, an opportunity to see favourite artists 'in the flesh', and can give a deeper understanding of the music.

(Webster, Brennan, Behr, Cloonan, and Ansel, 2018, p. 66)

Attending a live performance can develop an audience's musical repertoire, also develop personal tastes, an understanding of genres and expand knowledge of a wide range of music. Live performances are memorable they

are a one in a kind event that can never be seen again which adds to their uniqueness
and are an emotional phenomenon.

Illustrations

Figure. 1 Matthews, A. (2020) Festival Location, space and placement [map] authors own

Figure. 2 Toska (2019) Toska live performance [Facebook promotional image] Available at: <https://www.facebook.com/officialtoska/> (Accessed: 19th March 2020)

Figure. 3 French Kiwi Juice (2019) FKJ artwork [Website promotional image] Available at: <https://www.frenchkiwi juice.com/> (Accessed: 19th March 2020)

Figure. 4 Foals (2019) Foals photoshoot [online] Available at: <https://www.thesun.co.uk/tvandshowbiz/8587760/foals-yannis-philippakis-losing-band-member/> (Accessed: 19th March 2020)

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