

A linear timeline Museum of music, culture and technology.

Portfolio of Writing

Ways of perceiving

Contextual Practice

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Music Technology BA

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Within this module I will attempt to create a hands on exhibition encapsulating five different time periods. Each time period will be surrounded by a sound proof booth, playing an information film and audio. The film will highlight and discuss relevant and notable cultural events relating to music, genres and technology advancement throughout the corresponding time period. In addition each booth will have relevant audio tech available to touch and use.

In order to conceptualize the idea I broke it into 5 C's.

"Concept, Coordination, Control, Culmination and Closeout." (Dr. C.V Narasimha Reddi PHD, 2019)

This requires research into Venue, target audience, budget, ticketing, marketing, crowd management, and review.

My proposed venue is the Acorn recording studio in Rotherham. The building is open plan, falls within the proposed budget and accommodates up fifty people with ample parking. It has good links to both train and bus routes with easy access from the M62 motorway. The venue is available and flexible on dates if given ample

warning. It offers good amenities, all relevant insurances are in place and the venue enjoys a good local reputation.

The power requirements and acoustics within the building are ideal for the proposed exhibition. The building has the use of ten portable sound screens that can be wheeled into position to create the “booths.” These are imperative for sectioning the five information stations given the audio bias to the presentation. The building also comes with its own suitable A.V Tech and staff expertise is available on request at no addition cost.

The exhibition will run for two days over the weekend form 9AM to 4PM with bookings for parties over ten required. This is perfect for my target audience, as they will be secondary schools and colleges however it could be a good idea to open on weekdays to allow college and secondary schools attend in groups. But as there are only going to be a few people per section this is why it is only open on weekends.

I will limit door traffic to three per station to give a personal feel and also limit noise within the exhibition room. Each information film will last approximately ten minutes. Applying a sufficient interlude to move from booth to booth, the entry and exit from the venue should take no more than one hour. Feedback forms will be available to all attendees.

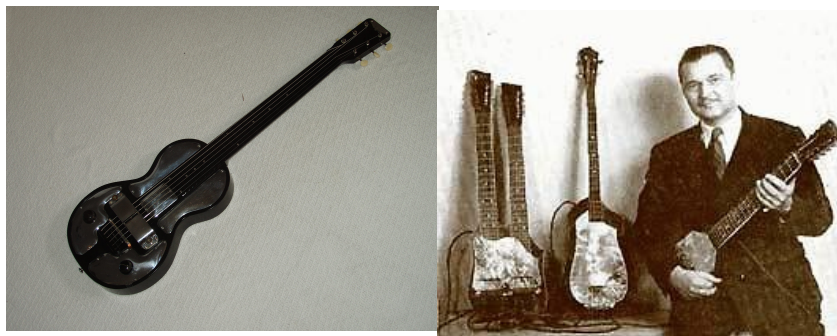
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1939 – 1958

This first section is easily the most important, 1939 is a very important year for all music genres we now know today. It was the year that the first hardback electric guitar was debuted. However even in present day no one can agree exactly who made the first guitar but the general consensus and research points towards Paul Tutmarc. This was inspired by the invention the of telephone,

“Noting that taping on the telephone was also picked up by the magnetic field created behind the diaphragm, he was encouraged to see if he could build his own "magnetic pickup".” (Bud Tutmarc, 2008)



Alongside this, the birth of the LP (long play) in 1948 - which allowed artists to record 25 minutes of audio on each side -, these new 2 inventions were the key to bands forming and releasing albums which still goes on to this day.



Some of the first pioneers to use this “modern” electric guitar were Chuck Berry and Lil Richard. However, in the 1950s black lives aren’t recognized as

equals yet. There was much controversy when recording labels found out

that Little Richard was black and they hired Pat Boone – a white American – to do his song for him, as they didn't want to represent a minority.



However, where there is controversy, there is popularity. The ghettos of America became ripe with white faces and rock 'n' roll was born. With the baby boom after the 2nd world war, the teenager was born and this inspired creation of the celebrity. Arguably the first ever celebrity was Elvis Presley. He captured the essences of rock 'n' roll whilst he also relished in his ego, which was pronounced by screaming fans. This presence he gave off would be copied and exaggerated throughout music up till present day.



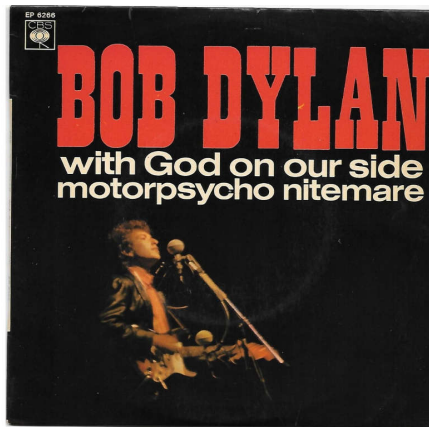
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1959 - 1969

In this section we get to learn about how celebrities in music are becoming more numerous and how they are being recognised by the world. Example, the first Grammy Award for music was awarded to Frank Sinatra in 1959.

Music is about to encounter drugs, politics and fame on a large scale. *With god on our side* (Bob Dylan, 1964) was the anthem for Vietnam War protests and helped boost the movement, which eventually ended the war 10 years later.



On the other end of the spectrum however there are the Beatles - known best for their tidy hair and P.G lifestyle - the band were at the top of their popularity during the mid 1960's. They travelled the world searching for new tones, sounds, instrumentation and a new perception on the sonic world. They found all of this as well as a newfound appetite of psychedelic drugs. *Sgt. Pepper's Lonely Hearts Club Band* (The Beatles, 1967) had the largest impact on drug culture in western perspectives. Indeed, drug and music culture remain inextricably linked to this day. This also led to a huge change in what western ears were listening to. Psychedelic music started to become popular and with out this sudden huge change genres such as progressive rock wouldn't have followed in the subsequent decade.



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Parlophone

1970 – 1983

During this section we learn how music has to evolve with the rest of the world ethically.

The women's marches and protests in the 1970's were based around many reasons such as equal pay rights to having control over their own body such as abortion and contraception. An example of the carnage was,

"In 1970 feminists flour-bombed the Miss World contest, protesting at the objectification of women." "Eventually the chaos in the Royal Albert Hall forced the live show to be cancelled." (The Sisterhood and After Research Team, 2013)



Equality is on the rise and artists are being judged on their music rather than their skin or gender. Carole King was the first ever to win and dominate the music Grammy Awards in 1971. Winning the best record, album and song of the Year. Another women - Carly Simon - also won that year, for the Best New Artist award. Now female fronted bands are becoming more popular, such as Blondie and Patti Smith. But they have not been put on a pedestal; they have earned their right to be there by being harden women of the future.

"It felt like the possibilities were endless. I was 20 years old, and sleeping in graveyards and subways." (Patti Smith, 2016)

Along with Western cultures evolving ethically, they are also evolving technologically. The 2 most profound pieces of technology crated at the time were the Walkman in 1978 and CD (compact disc) in 1981. The Walkman was the first piece of technology to come out of music that allowed hands free portable listening. Also the CD allowed for much more storage and was cheaper to produce and there for music became in really high demand and huge amounts of money were been distributed between artists.



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The Sisterhood and After Research Team (2013) - Activism and the Women's Liberation Movement, <https://www.bl.uk/sisterhood/articles/activism-and-the-womens-liberation-movement>

P, Smith (2016) – Interview for The Guardian, <https://www.theguardian.com/music/2016/jun/16/patti-smith-hyde-park-london-gig-july-interview>

1984 – 1996

During this section, we learn how much money musician's start to earn and how important popularity is.

The most popular bands and artists started performing in aid recording and concerts to give back to the communities around the world such as Band Aid (1984) and Live Aid (1985). It's notable however that the industry itself did not pledge any money toward the charities, even though at this point musicians and artists were historically earning more than ever.

In 1988 the CD over takes vinyl as a more popular form of listening to music. Vinyl was been produced a fraction of what they used to be before CDs, which meant that musicians' salary was still increasing. In 1991 Janet Jackson signs a contract with Virgin Records for 80 million, the highest ever contact signed during its time for an artist.

1998 – 2013

Coming towards modern day, music experiences some huge changes for better and for worse. In 1999 Universal and Polygram form gargantuan music company: Universal Music Group. Which controls 25% of the world's music market. From this event, companies will now own all of top of the charts artists to current day.

The other huge event to happen to world music was the invention of streaming and illegal downloads. These 2 combined meant the profit margin for artists has dropped dramatically. Many musician's and businessmen became furious and proceeded to go through lawsuits to get rid of these new cheap ways of listen to music. However some musician's found that having ten of millions was enough still and this sparked major controversy through out bands and rival musicians.

*"I hate all these big, silly rock stars who moan – at least they're fuckin' downloading your music, you c*nt, and paying attention, know what I mean?"*

"You should fuckin' appreciate that – what are you moaning about? "You've got fuckin' five big houses, so shut up." – (Liam Gallagher, 2010)

When the big companies and angry artists found out that they could not make these things go away. They had to find alternative method to earn money, and then in 2003 iTunes was invented to allow streaming for a cost. Record Labels also found a market for old vinyl, in Hipsters, purists and fashion.

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L, Gallagher (2010) – Interview for Shortlist magazine

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