

Blu Tunes Instrument

In collaboration with artist

Darcy Blu



CALL ME BABY

Darcy Blu

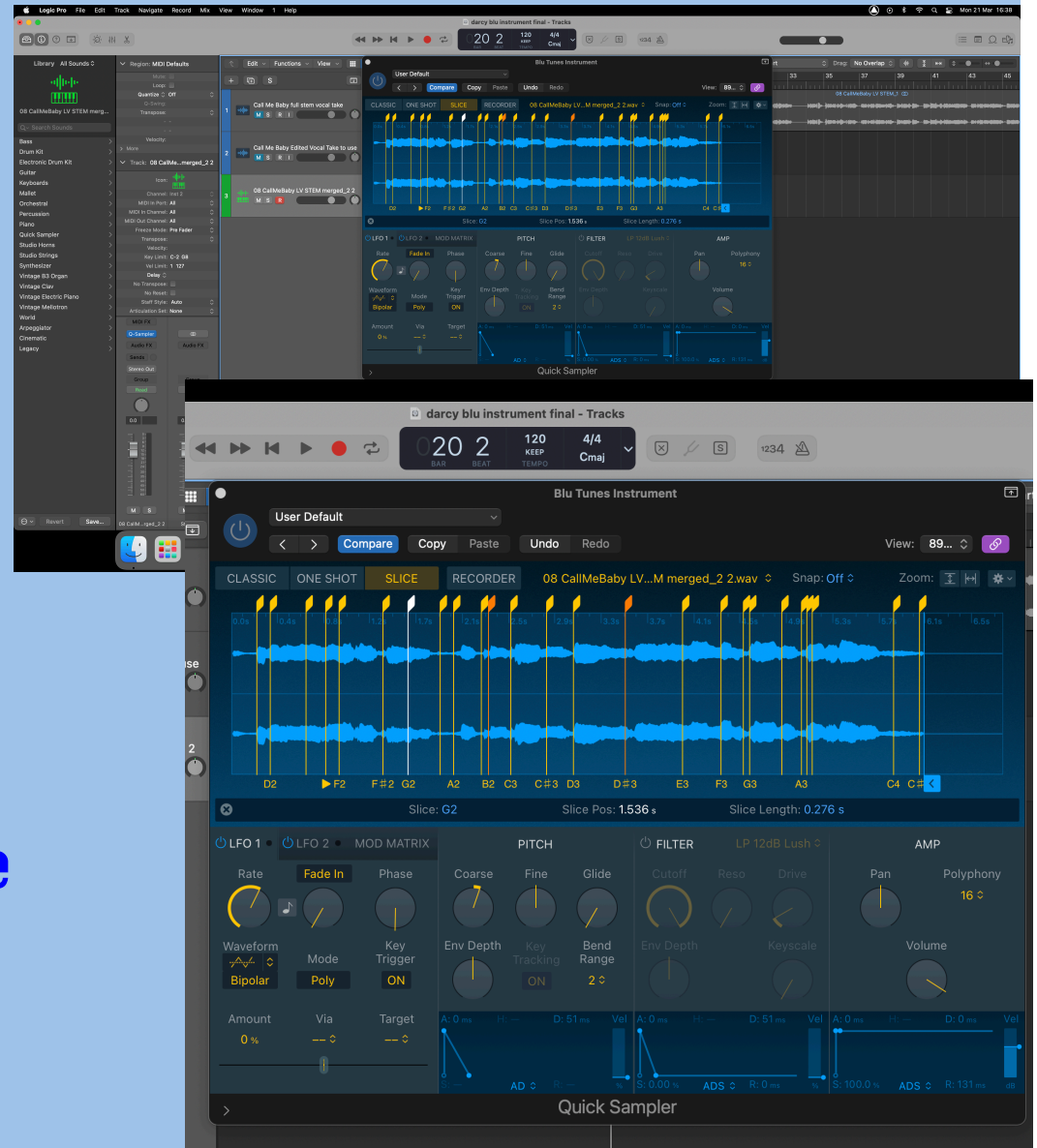
Blu Tunes demonstration

Main premise:

- Logic Pro X Sampler
 - Darcy Blu's track
- Call Me Baby sampled and cut up, assigned to midi
- Blu Tunes allows for the rearrangement of lyrics from Call Me Baby to turn it into a new song.
 - Specifically aimed to help spark inspiration and break free from writers block

Tag line:

Turn your Blu's into a Tune with Blu Tunes



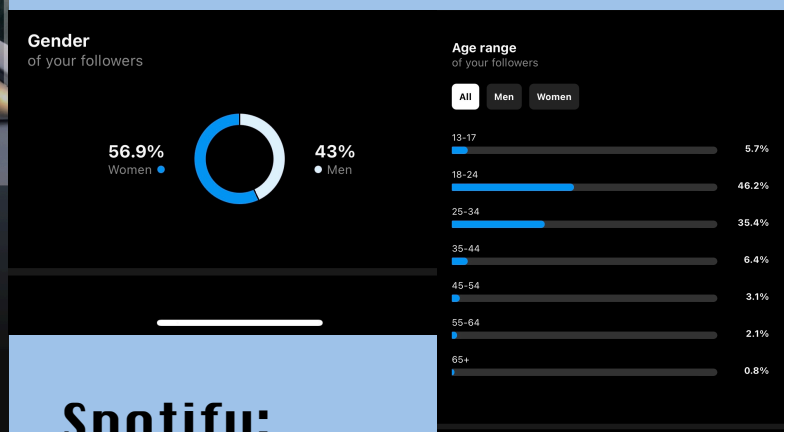
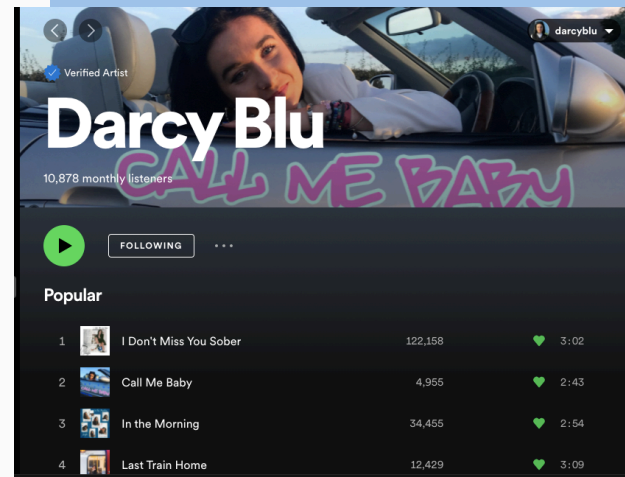
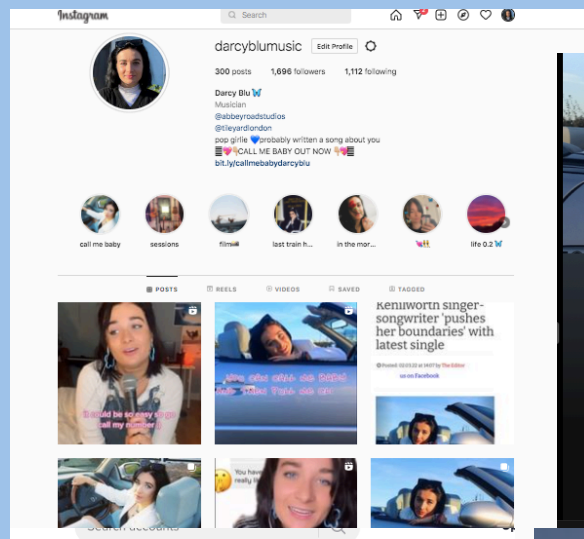
Branding Materials

Blu Tunes x Darcy Blu

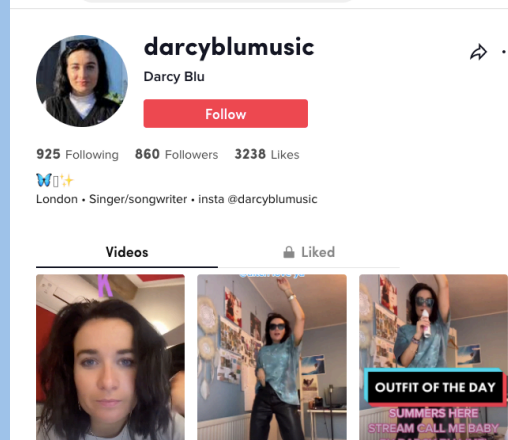
Current branding:

Current demographic:

Instagram:

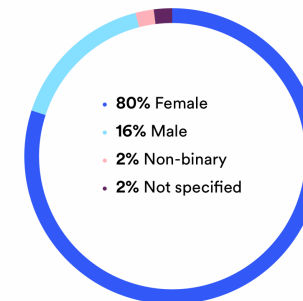


Spotify:



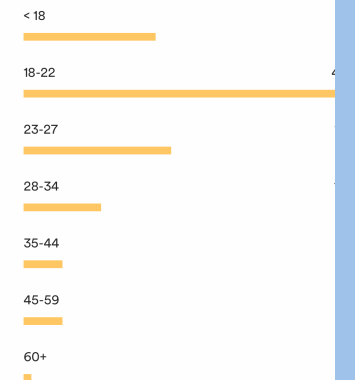
Their gender

LAST 28 DAYS



Their age

LAST 28 DAYS



Unique Selling Point

- **Unique to Darcy Blu's vocals**
- **The top line and vocal chops has context to Call Me Baby**
- **Enables fans or musicians to manipulate Darcy's vocals and create their own new songs through it**
- **Assists writers block**

Branding Development

Marketing:

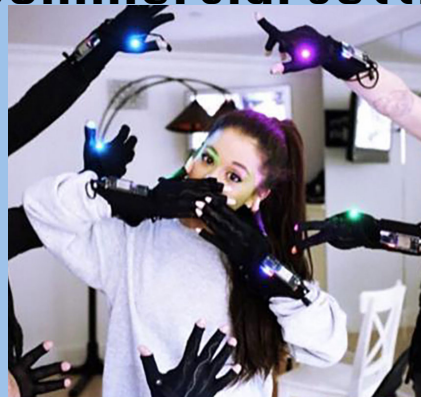
- Through social media
- Through live shows
- Through other artists
- Use the already built up fan base to push it out

Rejected Ideas:

- Looping
- Combining two songs together

Inspirations :

- Heavily inspired by Imogen Heap's Mi.Mu Gloves
- Ariana Grande using Imogen Heap's Mi.Mu Gloves and creative technology in a commercial setting
- Although these inspired me I did notice flaws in my own instrument and how improvements would need to be made before taking it to a commercial setting



Reflections

- **Doesn't allow for much freedom when performing**
- **Limited lyrics**
- **Limited to Darcy Blu's vocal**
- **Limited to one song**
- **I would like to use the instrument to rearrange multiple songs**



Reference List

Ariana Grande (2013) “Just For Now” – Ariana Grande (Imogen Heap cover).

Available at: https://www.youtube.com/watch?v=syw1L7_JYf0

Access date: 01/03/2022

Ariana Grande (2021) positions (Official Live Performance) Vevo. Available at:

<https://www.youtube.com/watch?v=uL52DajlNdY>

Access date: 01/03/2022

Mi.Mu Gloves (2022) Available at:

<https://mimugloves.com/mimu-story/>

Access date: 05/03/2022

Said-Moorhouse, L. (2015) Imogen Heap’s sci-fi gloves make anyone a musician.

Available at:

<https://edition.cnn.com/2015/01/12/technology/imogen-heap-mimu-music-gloves-blk/index.html>

Access date 02/03/2022

TheRealConcertKing (2015) Ariana Grande – Mi.Mu Gloves and “Why Try” (Live in Anaheim 4-10-15) Available at: <https://www.youtube.com/watch?v=1Kv2ozAJTOE->

Access date 01/03/2022