

Presenting... "The Rollings Stones: 60th Anniversary Grammy Salute Show" (2022)

PROBLEM

My final MA project focuses on the reciprocal relationship between music and menswear; through research, experimentation and design, I am aiming to develop an outcome that embodies this and I will study the mutual causality of both these two concepts. I have chosen the Rolling Stones as my initial muses to base the project around, inclusive of band members Mick Jagger, Keith Richards, Ronnie Wood and the late Charlie Watts. As well as being a fan and follower of the Rolling Stones myself, I chose the band because of their global recognition and also the fact that the Stones are often associated and attributed with some of the cultural and social revolutions of the last Century.

The idea to celebrate the music and fashions of the Rolling Stones stemmed from a realisation that despite being one of the world's oldest, most influential and iconic rock collectives of all music history, the Stones have never been attributed an honorary performance to celebrate their creative contributions within the music industry, as well as the fashion industry. Even the opening of their 1968 track Sympathy for the Devil with the lyrics of, "Please allow me to introduce myself, I'm a man of wealth and taste", lyrically expresses the Rolling Stones' opulent lifestyle and flamboyant fashions through the voice of Mick Jagger. In conjunction with their influence on music, it is clear from the lyrics above and live performance archives that the Rolling Stones was, and still continues to be, a very stylish musical collective.

The fashion element of this project came from my enthusiasm for craft and making, I wanted to project for my portfolio that differs from my other work produced at Tileyard, which is usually digitally focused design. Sewing and textile design in relation to music can often be an overlooked concept, so through this project I am addressing this issue and highlighting the importance of costume design, particularly in live performances.

SOLUTION

I am proposing that the project solution will take the form of a celebration tribute show to the Rolling Stones for their contributions to music over the past 60 years. An honorary one-off performance concert with guest musicians that have been inspired by the band, I am considering that the show will feature a "Best of British" line up but that is a concept to be considered as the project progresses. In previous years, the Grammy Salute shows have celebrated the likes of Elton John and Prince, often performers will mimic iconic stage costumes famously worn by the honouree, as you can see with Lady Gaga and Bruno Mars (See Appendix 1 and 2).

However, for the purpose of my project I am proposing for the honorary show to be sponsored by an iconic menswear brand, currently expected to be Levi Strauss & Co since their brand values coincide with that of the Rolling Stones. They uphold an eco-conscious ethos and of course they have 170 years of experience in the fashion and retail industries. (See Appendix 3)

The proposed solution of this fictional Grammy Salute show, is to create a brand collaboration between music and menswear brands (ideally Rolling Stones x Levi's). It should be a project that celebrates the longevity and cultural, social impact of both brands. I am really keen for this project to be highly nostalgic, allowing the audience members to experience moments of the past 60 years that the Rolling Stones have been active. As well I will incorporate a wealth of branding research through the sponsorship of the clothing brand, I want the viewers to feel inspired to express themselves through any means of creativity, possibly altering or creating a change or impact on societal norms, as the Rolling Stones did when they first emerged in 1962.

DELIVERABLES & DESIRED IMPACT

For this project I am determined to incorporate both physical and digital deliverables:

- As a designer, I have always had a great appreciation for craft and hand-rendered design, my previous studies stem from fashion and textiles and so this is something I am really keen to get back into and refine my design and manufacturing skills. With this in mind, I am aiming to construct at least one costume design suitable for a stage performance and in addition to this I am considering merchandising and other physical products that I could prototype.
- Aside from the physical output I expect I will create digital assets that compliment the physical ones. I will use this project to exercise the marketing and business knowledge I have gained since studying at Tileyard Education, I imagine similar to the likes of a website, social content, artist one-sheets and other marketing materials.

The overall impact that I am attempting to attain through this project is a sense of resourceful and appreciation for craft. Being an advocate for design (particularly analogue processes) and with environmental consciousness being a prominent topic in today's society which I am very motivated by - I am hoping that my project encourages others to adopt the hobby of making and to create an accurate understanding or realisation of the life cycle of materials. By pairing the project with Levi's, and much like the carefree attitudes of the Rolling Stones, I want the audience or at least viewers of this project to celebrate their individuality through expression of themselves through their clothing and identity.

METHODOLOGY

RESEARCH

The first point of addressing a project I like is to delve heavily into research, gathering a wealth of resources (books, articles, exhibition visits etc) to aid my understanding of the subject matter and to formulate a context that the project will be surrounded by. Despite this being an initial step, it is an aspect I look at continuously throughout the development to ensure that all the knowledge I acquire can influence my outcomes, and visually represent all I set out to do so.

EXPERIMENTATION

The second stage of my design process is to utilise my research and combine it with my creativity. It's the initial process to designing, where I make it a practice to get my thoughts into physical form. And this process occurs twice, firstly as an initial experiment and then secondly to develop upon formulated ideas and final execution.

ANALYSIS

After experimenting, I usually analyse the functionality and plausibility of the experimental outputs to refine the thinking around them and what improvements or alterations can be to better the project.

CONTEXT

Like research it's key to always consider your outcome within an imagined context; what, where and when do you see this project becoming a reality? At the beginning it's more about setting the scene, and then from there it's continual adjustments to ensure that this works not only for the creatives involved but also the audience, which I will discuss next.

TESTING

To continue, the reaction by the audience is obviously quite an important part of the project's development, because it's imperative to get feedback at this penultimate stage, especially from users or a target audience to ensure that what your design output is being translated correctly to those who are not familiar with the concept.

SHOWCASE

Finally the showcase is the conclusion to the project, it's when all of the above assets come together in a design portfolio and you have the opportunity to present that to your audience. In this case of the Grammy Salute show it would be the performance of the Rolling Stones wearing my costumes, and the promotion of any additional assets that I designed.

(See Appendix 4 for diagram)

DESIGN ETHOS

As Isabel Murphy, the creative designer leading this proposed project I would envision that my design ethos embodies an organic work flow and an abundance of creativity that encourages an appreciation of history and celebration of culture within the realms of music and menswear fashion.

As previously mentioned, a big part of my design ethos would be to teach about particular craft skills and to encourage some recreational outlets that aren't digitally focused. I personally find that having an analogue creative project can aid the relaxation of the mind and you do get a sense of pride and satisfaction from this practice.

By using the Rolling Stones as my muses and from conducting research into other flamboyant fashions worn by iconic musicians and performers, I will therefore be showcasing that diversity and individuality under the concepts of self expression are something that I find artistically inspiring. As a creative I have great understanding that differentiation between any physical elements are quite likely to be noticed and adopted by new audiences to create new cultural trends within society; I often admire the formation of subcultures, they represent the identity of certain people with commonalities, subcultures serve as an expression of people and by extension the diversity within our wider population, which is something I find should be celebrated and documented as our moments in time.

With the climate crisis being such a prevalent topic in today's society, an element of my design ethos that I am adamant to incorporate is the acknowledgement of resources and the longevity of materials is definitely a concept to be explored and encouraged. Through the repurposing and upcycling of materials (in reference to this proposal, I am discussing the refashioning of denim) In addition to this I am hoping that through my designs and my portfolio that my ethos is communicated well to highlight the current environmental concerns and make consumers alter their expenditure behaviours and to adopt a more resilient attitude to fashion production and expenditure.

To summarise my design ethos: it should be representative of history and the variety of our global cultures, there should be encouragement of craft and skill development, particularly analogue, and it should contribute to the adoption of eco-consciousness behaviours through resourcefulness and resilience.

PROJECT MANAGEMENT

For the purpose of this assessment I am working to a project duration of just under 3 months; from the briefing until the deadline, it is exactly 88 days /2 months and 27 days. As you can see from the project Gantt chart, with a 3 month timeline to adhere to, I have roughly dedicated a month to each stage in the design process: Initial, Developed and Final (see Appendix 5). By outlining this three stage schedule, I have set myself some project milestones to meet:

INITIAL STAGE (2ND AUG - 5TH SEPT) - a month of researching, gathering all resources, gaining an accurate understanding of the context that I am working to and to develop initial ideas and experimentation.

DEVELOPED STAGE (6TH - 31ST SEPT) - will act as the analysis stage, whereby I will develop upon my experiments to further develop them and evidence the concept of the project in the physical and digital forms, working on feedback to alter and progress the output and outcomes.

FINAL STAGE (1ST - 29TH OCT) - the most vital stage because its the time whereby I have created an idea for my final outcomes and I have given myself a month to execute this in, as well as prepare all assets for presentation and submission.

In addition to this estimated timeline, I have conducted a risk assessment to evaluate some potential risks that may impact on the progression of this project. My main concern is having limited access to materials or that I may at some points have to purchase materials and necessary equipment, instead of recycling of found materials. With this in mind, I have put out listings for some of the items and materials on a vendor sites like Freecycle in order to reduce the expenditure of this entire project. In essence, an underlying aim of this project is to spend very little, following the notion of Levi's sustainable manifesto:

"MAKE BETTER. BUY BETTER. WEAR LONGER. BUY LESS, WASTE LESS."

BUDGET

This project is expected to be very low budget since I will be manufacturing prototypes for a proposed fictitious performance and I intend that every cost will be calculated to reach a total expenditure for the project. As mentioned, I will attempt to create all outcomes through found or rehomed materials and find a lot of my research resources in libraries and online. In the table below I have listed some of the costs of certain outgoings and spendings so far, if I am successful in creating a low expenditure project I can estimate that the project should cost me between £150 - £200 to execute.

AUGUST

Travel (London)	£ 12.20	
Exhibition Entry	£ 00.00	
Library Membership	£ 00.00	
Book purchase	£ 10.99	EXPENDITURE (SO FAR)
Adobe Creative Suite	£ 24.99	£ 48.18

SEPTEMBER

Mannequin (if not thrifted)	£ 30.00
Adobe Creative Suite	£ 24.99

OCTOBER

Adobe Creative Suite	£ 24.99	ESTIMATED BUDGET
Travel (Tileyard Ed, for presentation)	£ 10.00 (approx.)	£ 138.16 (rounded £ 150.00)

CONCLUSION

Overall I hope it is evident that this proposal indicates that through the means of entertainment design, the project will serve as a celebration of iconic music and menswear.

The project should observe how both concepts aided the cultural and sartorial changes in the middle of the 20th Century; as one of the most iconic and influential rock bands of all time, this project places great focus on the Rolling Stones, as they are often acknowledged for their flamboyance and on-stage dynamic performances and racy attitudes throughout the past six decades. In collaboration, with menswear brands (expected to be Levi Strauss & Co) the project outcomes should reflect a combination of these attitudes of the band as well as as the brand values and sustainable manifesto of the menswear brand (Levi's). The deliverables should showcase a visual embodiment of the Rolling Stones x Levi's in collaboration, representing the connection between music and menswear.

The overarching benefits of this proposal topic are to present the relationship between entertainment, self expression and discovery of identity; to provide a visual narrative that conveys the connection between music and musician, and how this connection to creativity can be reflected in their performance and particularly through a performers on-stage costumery.

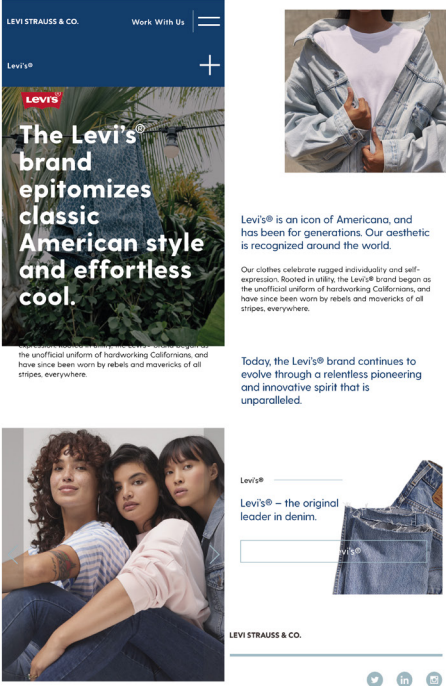
APPENDIX

Appendix 1: (Left) Kovac, M. (2018) Lady Gaga performing Your Song at Elton John: I'm Still Standing - A Grammy's Salute. Available at: <https://www.grammy.com/grammys/news/kesha-ed-sheeran-sza-more-honor-elton-john-grammy-salute-tribute> (Accessed 23rd August).



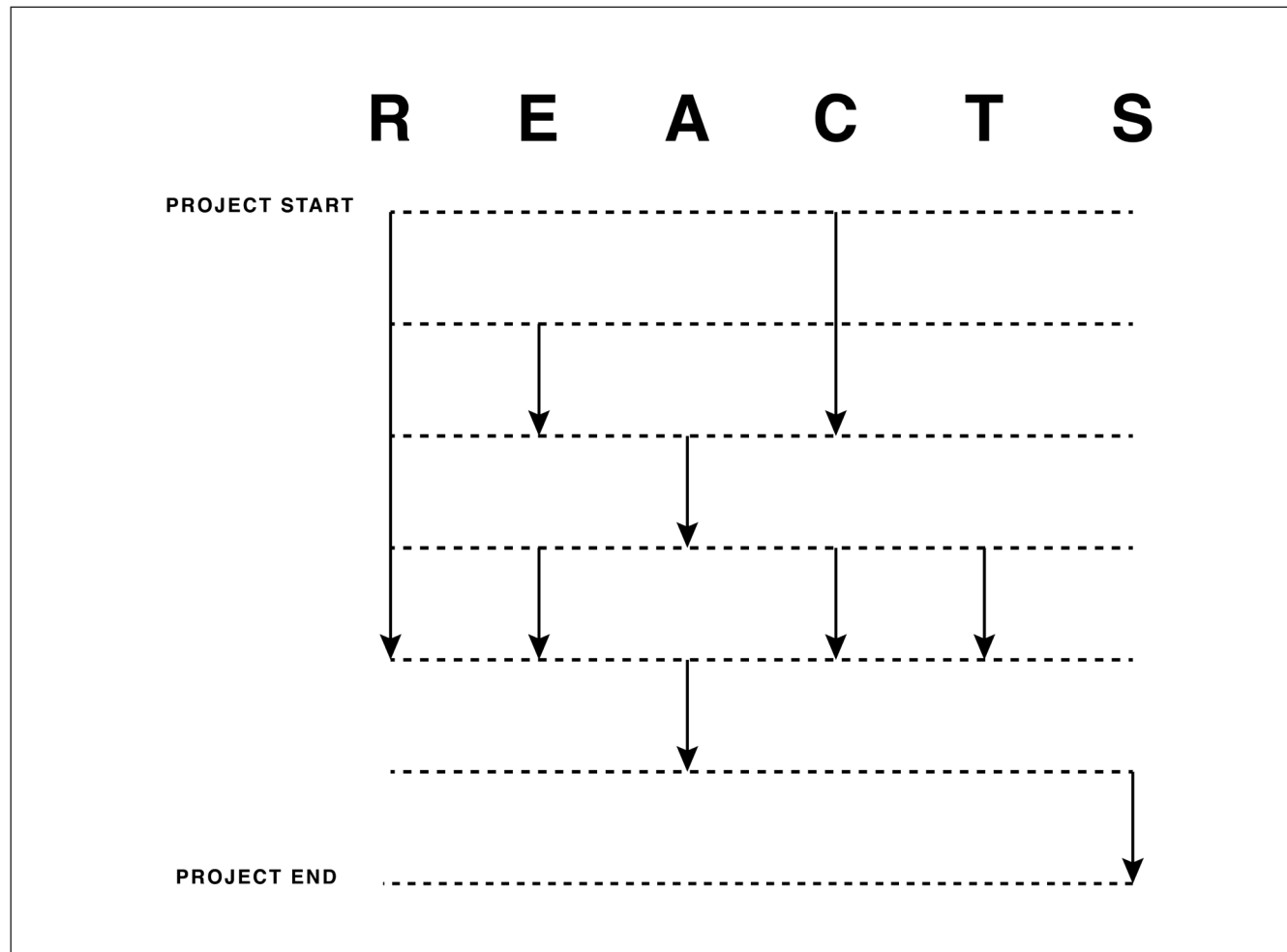
Appendix 2: (Right) Macon, V. (2017) Bruno Mars performing at Let's Go Crazy: The Grammy Salute to Prince. Available at: <https://www.grammy.com/grammys/news/when-bruno-mars-covered-prince-grammys-greatest-stories> (Accessed 23rd August).



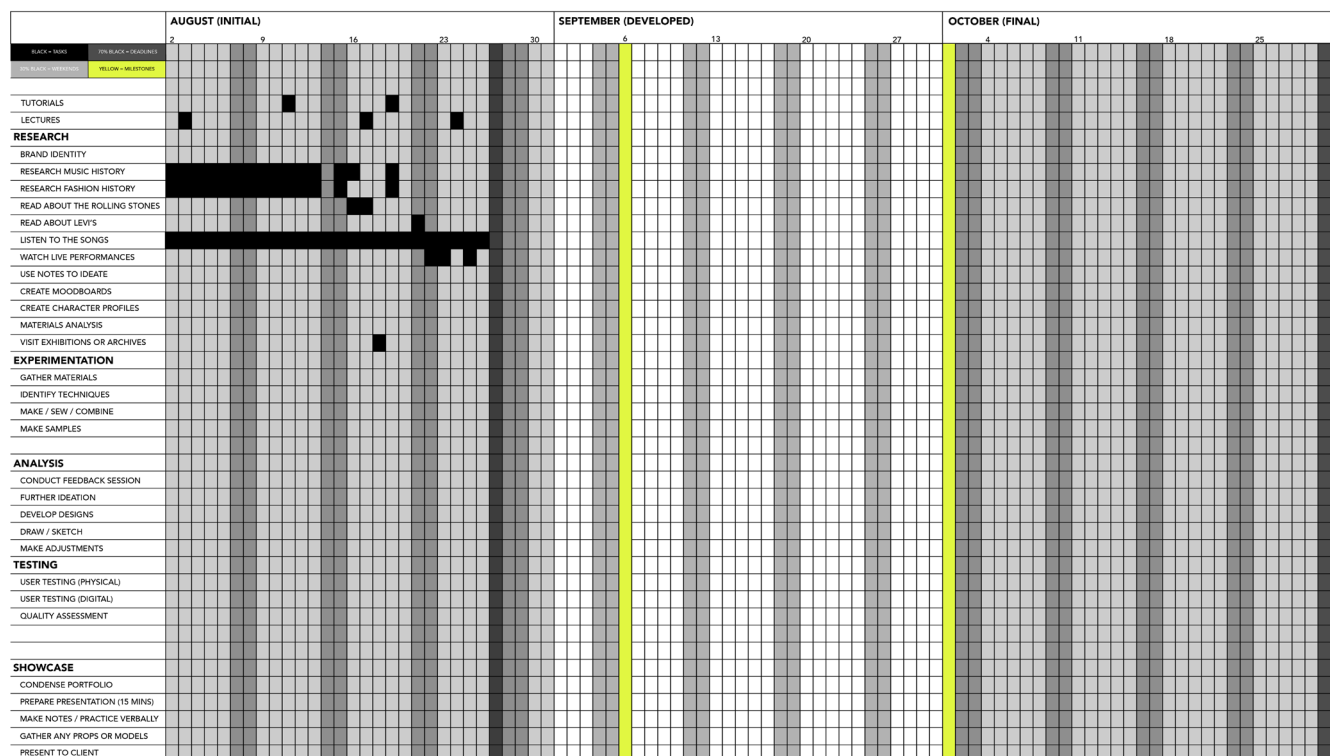


Levi's Brand Values

“epitomizes classic American style... effortless cool... authority on denim.... most recognizable and imitated clothing in the world... icon of Americana... celebrate rugged individuality and self expression... the original leader in denim”



Appendix 5: Murphy, I (2021) Proposal Gantt Chart [diagram]



Appendix 6: Murphy, I (2021) Project Risk Assessment [diagram]

	Slightly Harmful (1)	Harmful (2)	Extremely Harmful (3)
Highly Unlikely (1)	Not having accessibility or funding for materials Electrical / power faults (1)	(2)	Personal injury or accident (3)
Unlikely (2)	Fault to my sewing machine or needlework Extra curricular workload may affect my time management (2)	Garment construction mistakes / damages (4)	Contraction of COVID19 or possibility to isolate, again affecting my time and accessibility (6)
Likely (3)	(3)	Delivery of online equipment not arriving on time (6)	(9)

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