

# SAY:

## (Andrea)

- "validated"
- empowered "You feel empowered because you just made a whole crowd react"
- comforted "comforted because you've also somehow managed to resonate with people from all different walks of life"
- "I feel most connected when the performer and the audience manage to connect and feed off of each other's energy."
- "It's primarily you who has to sustain the interest [in music] yourself by keeping up with it."

## (Alan)

"With audio production, you have a much wider range of things you can work with."

"There's a freedom I enjoy with music production."

"It [Technology] has gotten collaboration much faster and easier. I can have a trumpet player play as part of my song and receive the file instantaneously and incorporate it into mine almost instantaneously."

"Collaboration with other artists can often get complicated... there are a lot of contracts"

"There's a large space in the market for a platform to ease and help artists get in touch and collaborate with other artists."

"I tend to feel most connected to music when I listen to it for enjoyment and not when I'm working on it."

"I remember the first time I used Garageband for a camp I went to. I was 15. I was just messing around with the software the whole time. That's how I got into electronic music and production."

"The idea of making music just out of one computer at an affordable price has made things easier."

"Depending on your country, certain things might not be available. But, I think things have been the most accessible they have ever been."

## (Michael)

- "I got into Jazz by going to the Stanford Jazz Workshop when I was in middle school"
- "I have an equal appreciation for all genres of music."
- "I have tendonitis in both my arms, and that has been a huge challenge over the last few years... It's a chronic issue I developed."
- "Playing with not stellar technique has made it really hard and put a huge block in my development."
- "A lot of my issues were rooted in about 40% Technique and 60% Lifestyle"
- "I'm relearning how to play"

- "I don't know if there's one particular thing [performing music, practicing music, composing music, going to music festivals, listening to a great new song, etc.] that excites me more than other things - music is just exciting to me in general all of the time."

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## DO:

### **(Andrea)**

- liked to bring up collective efforts
- excited when talking about own experiences playing music
- liked to bring up personal projects

### **(Alan)**

- tended to refer to collaboration and a need to ease the process
- he seemed really moved and inspired by the ability to make a multi-faceted track through simply a PC
- referred to how much his childhood and past experiences have formed his passion and talent

### **(Michael)**

- Excited about his time at the Stanford Jazz Workshop
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## THINK:

### **(Andrea)**

- he might think that music is an integral part of humanity, he probably believes that it is something everyone can be greatly affected by (positively)
- he is an instructor, believes in the value of music education

### **(Alan)**

- he seemed to have put a lot of importance on copyright protection and confused/curious on how issues related to it won't arise in collaboration
- he seemed to put a lot of value on modern efforts in reducing the price needed to enter the field, but also acknowledged the barriers that exist

### **(Michael)**

- Regrets learning improper technique - he now sees the value of proper technique in playing an instrument.
  - He realizes the large role that music has played in Kevin's life - he believes in the power and influence of music and is excited to be a part of it
  - He is thankful for going to the Stanford Jazz Consortium - He sees the value of music programs for young children and music education
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## FEEL:

### **(Andrea)**

- proud
- appreciation
- happiness
- enthusiastic
- hopeful

### **(Alan)**

- excited
- well positioned in the music industry
- desire to reach others

### **(Michael)**

- Inspired
- Thankful/Appreciative
- Regretful