

ReVIVE

A Contemporary Classical Music Experience

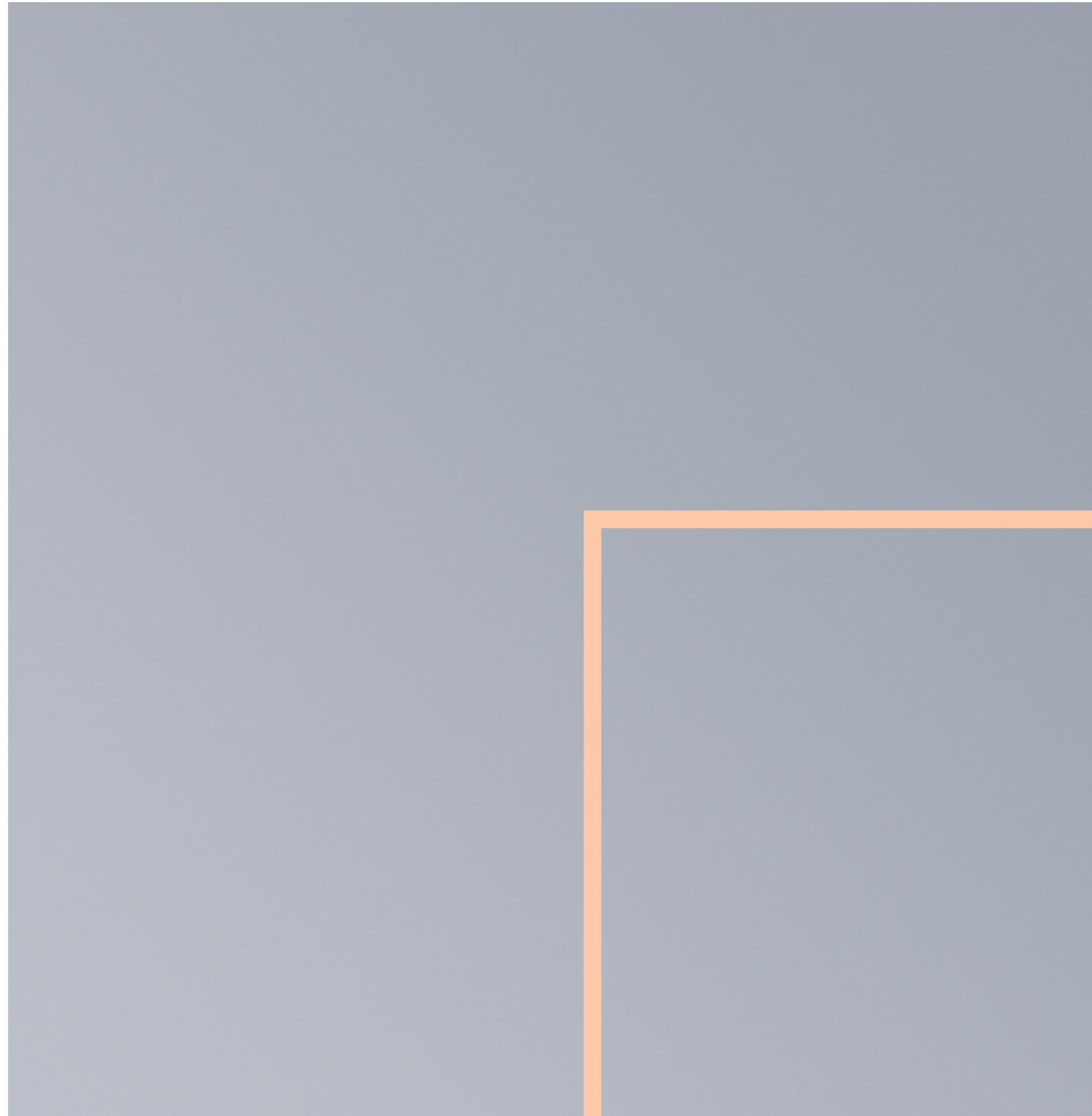
ABOUT THE PROJECT

WHAT'S THE ISSUE?

Our project focuses on improving live arts experience for classical music. Nowadays less and less people go to classical music performances. We want to find out why and try to solve it by injecting new elements in it.

OBJECTIVE

For modern audiences who have many entertainment options, Revive Music Lounge will interweave classical music with pop culture and augmented reality on a flexible schedule. Unlike traditional concerts, Revive Music Lounge encourages audience members to interact with each other and make memories together between short performances.



Concept - Pre

REVIVE Music Lounge weaves together pop culture, classical music, and interactive art on a flexible schedule so that everyone can experience, enjoy, and share live arts.

ReVIVE

WATERMARK



LOGO VARIATION



COLOR PALETTE



FONTS

PATTERNS & TEXTURES

Branding

Contemporary, Vibrant, Nostalgia

Bring back the classic, combine the contemporary culture, for anytime, any day, a brand new concert experience. Yes, we are ReVIVE, leading of modern renaissance.



DESIGN PROCESS



Stakeholder Mapping

Who goes to the show?

A diverse group of professionals, performers, and enthusiasts have a stake in the future of classical music. After stakeholder mapping, we defined nine main stakeholder groups: performers, venue owners, venue staff, funders, external collectives with an interest in seeing classical music thrive, suppliers, and the creators of media that would later use classical music.

PERFORMERS

Professional Musicians
Composers
Conductors

STAFFS

ARt Charity/Rundations
Donors
BOT

FOUNDERS

Ushers
Box Office
Stage Crew
Sound Technicians

EXTERNAL COLLECTIVE

Local Government
Institutions
Communities
Neighborhoods

PEOPLE ALREADY IN THE INDUSTRY OR FIELD.

FINDING1

Audiences want
to go to shows
that they know
they will enjoy.

FINDING2

Audiences need
to understand
what's
happening.

Interviews and Findings

Our Interviewee Cover:

4 performers

4 audience members: one enthusiast, two
interested, one lukewarm

1 live-arts teacher

1 music student

FINDING3

Acoustics
Matter.

FINDING4

Price is an
issue.

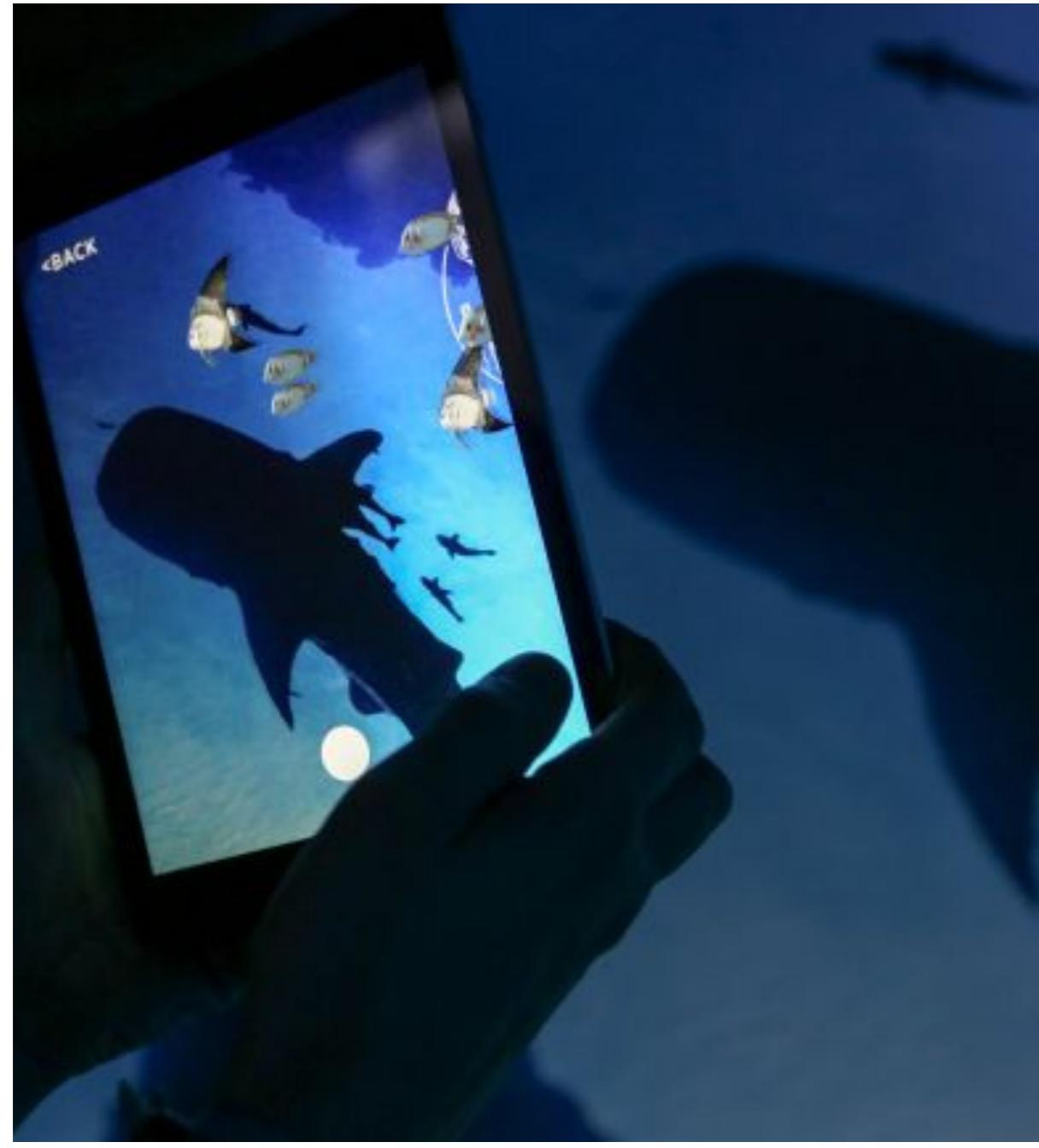
Other Findings

Live art of classical music focuses too much on its form and performer

Easily distracted and lose the flow. Audiences need sympathy

Performers don't need propaganda; composer is the core.

Watching the show makes them feel good.Â



Audit of Design Precedents

Arcadia

Arcadia is an impressive precedent to use Projector Art, Virtual Reality, Augmented Reality for enhancing the live experience.



Animation Audio-Visual
Wind Symphony Concert

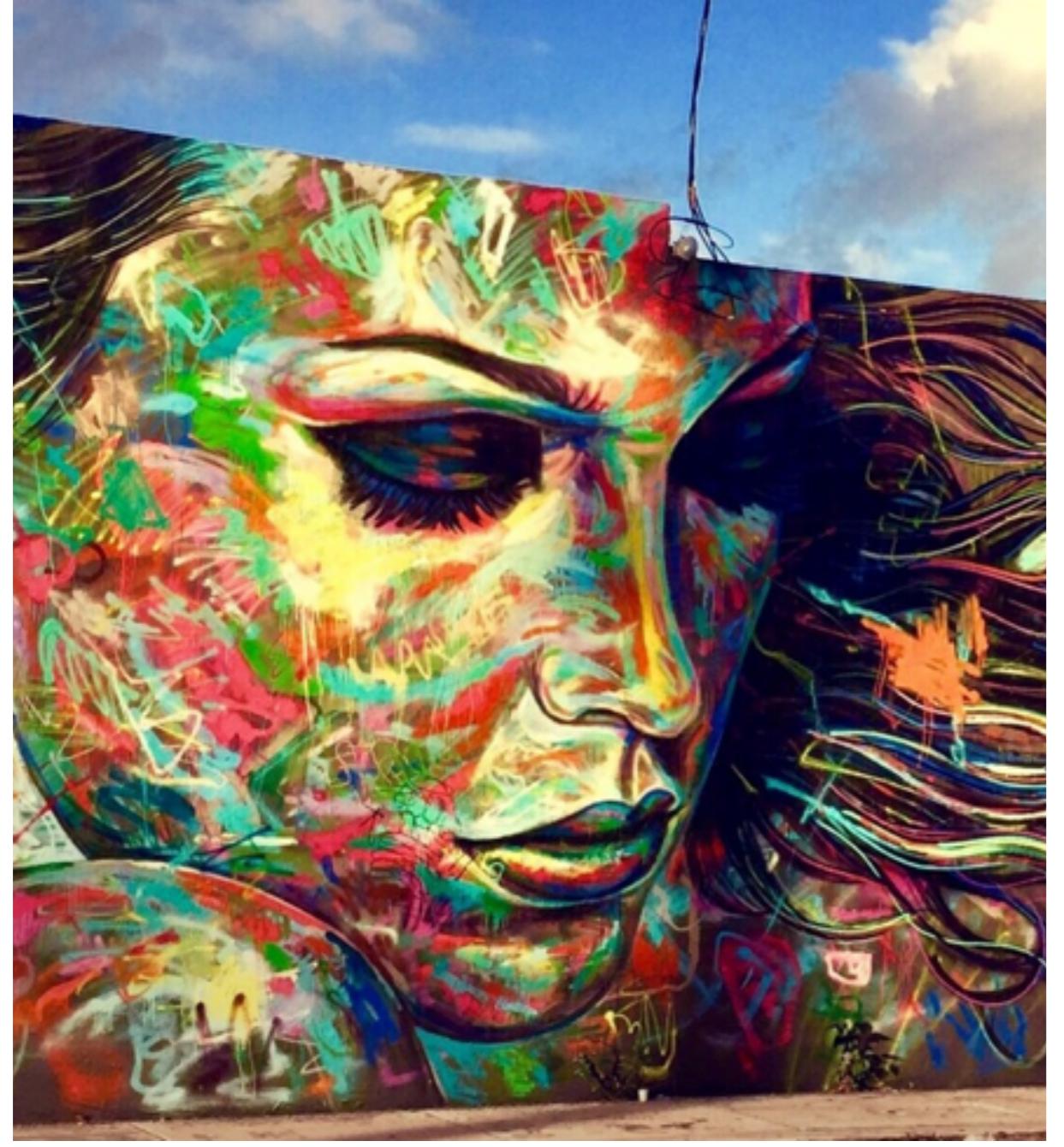
JULY 22
Jincheng Palace of Fine Arts



Audit of Design Precedents

Famous Theme Music Concerts

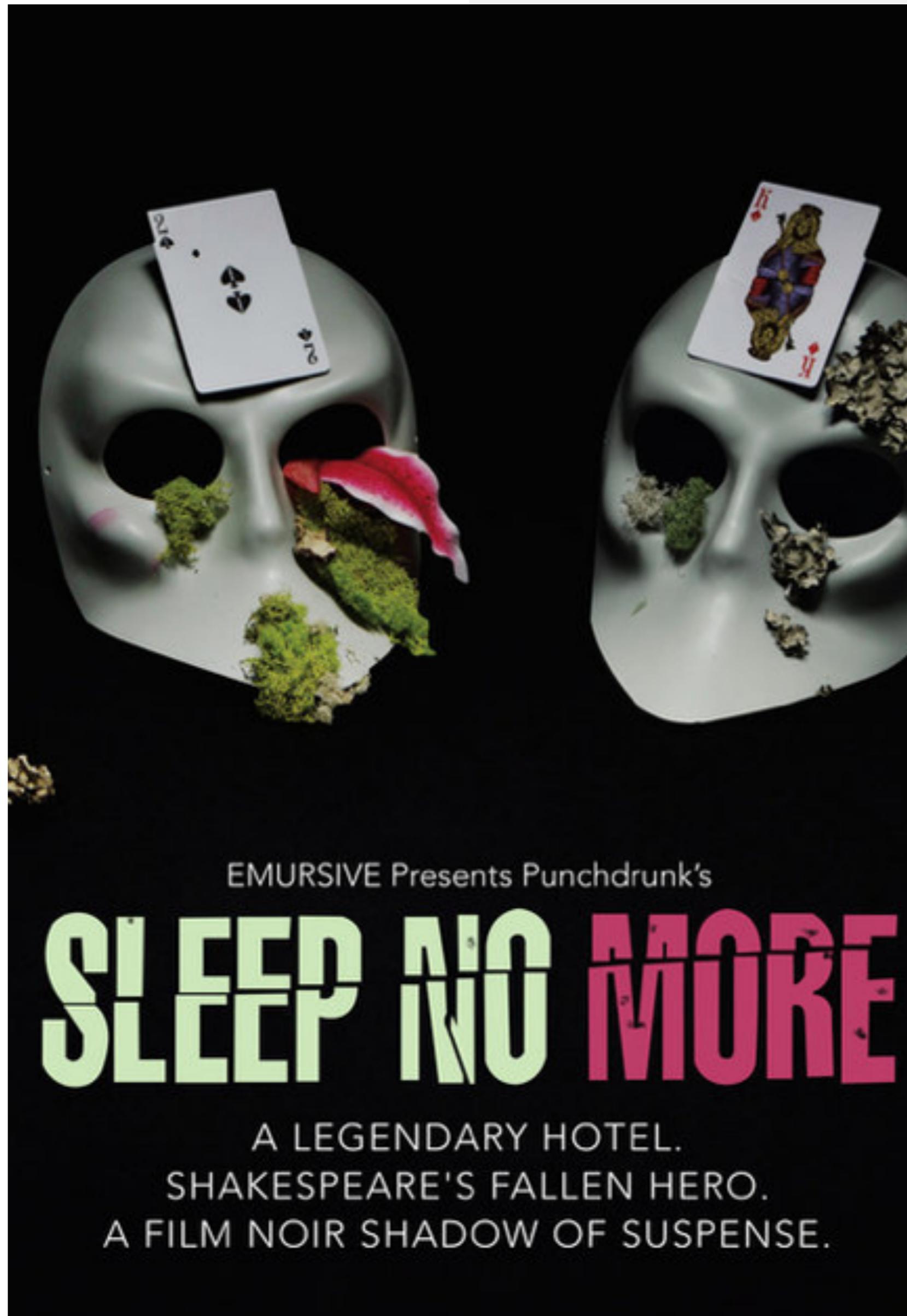
The concert of music in [Attack on Titan](#), [Legend of Zelda](#), [Final Fantasy](#) and [Miyazaki Hayao's movies](#) are precedents that mix pop culture with classical music.



Audit of Design Precedents

Unexpected Mash-up

Unexpected mash-ups may also be particularly engaging such as a [flamenco version of Carmen](#), classical music mix with [hip-pop](#), and combining [Suona](#), a traditional Chinese instrument, performed in an orchestra.



Audit of Design Precedents

Sleep No More

Sleep No More represents a way to immerse the audience into the play so that they will not lose the flow easily.

Modeling - Empathy Mapping and Personas



Audiences

Our intended audience is broad: adults with some discretionary income, but limited free time for entertainment and recreation. This audience is more engaged with popular culture, online interactions, and social media than with live arts performances.



Name: Knaive
Age: 21
Job: College student at NYU, Senior; PR major; Studio art minor
Status: Single
Location: NY

Personality
Enthusiastic Creative ambitious Perfectionist

Engaged	Stifled
Self-focused	Other-focused
Steady	Ambitious
Analytic	Creative

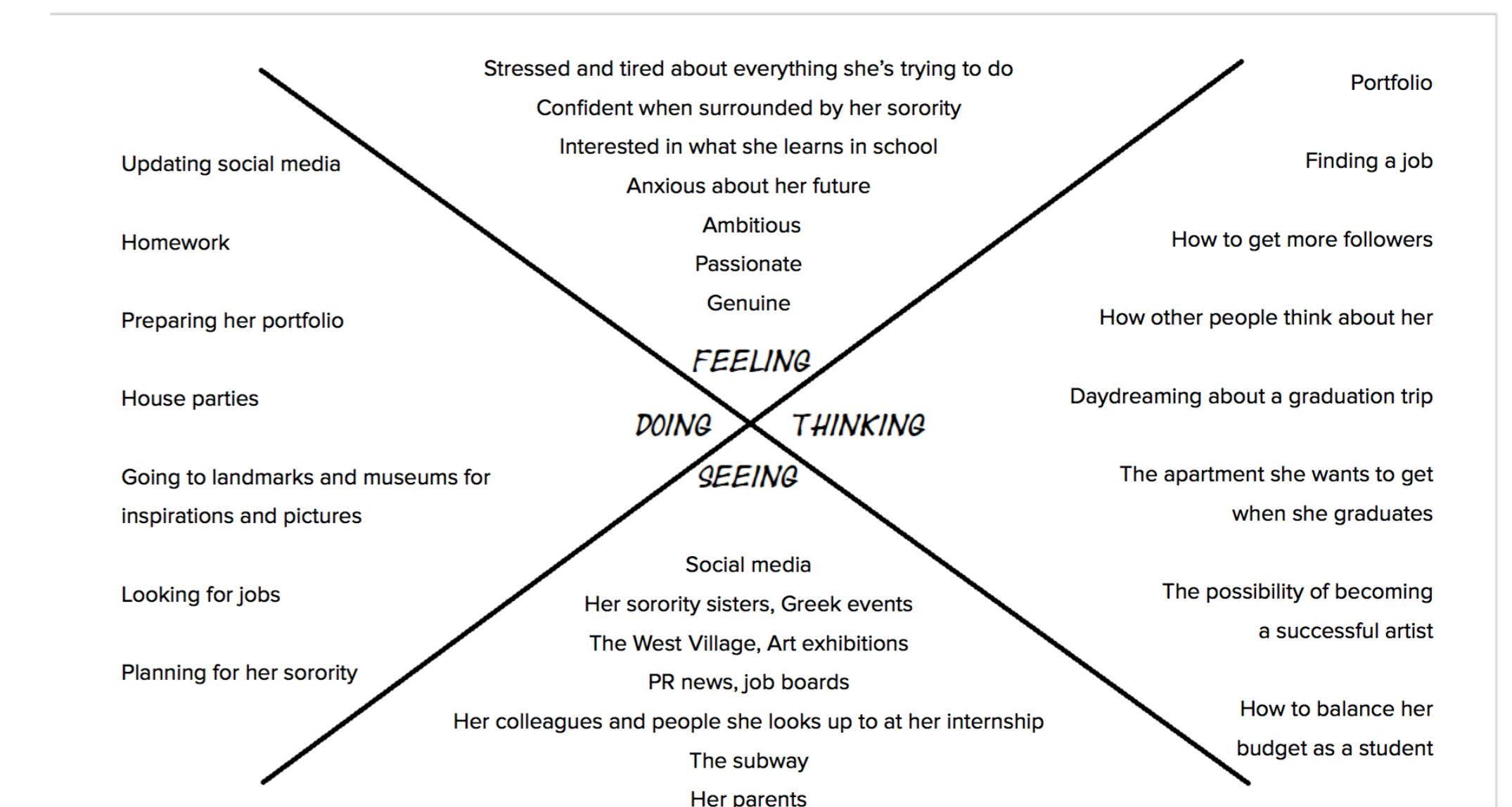
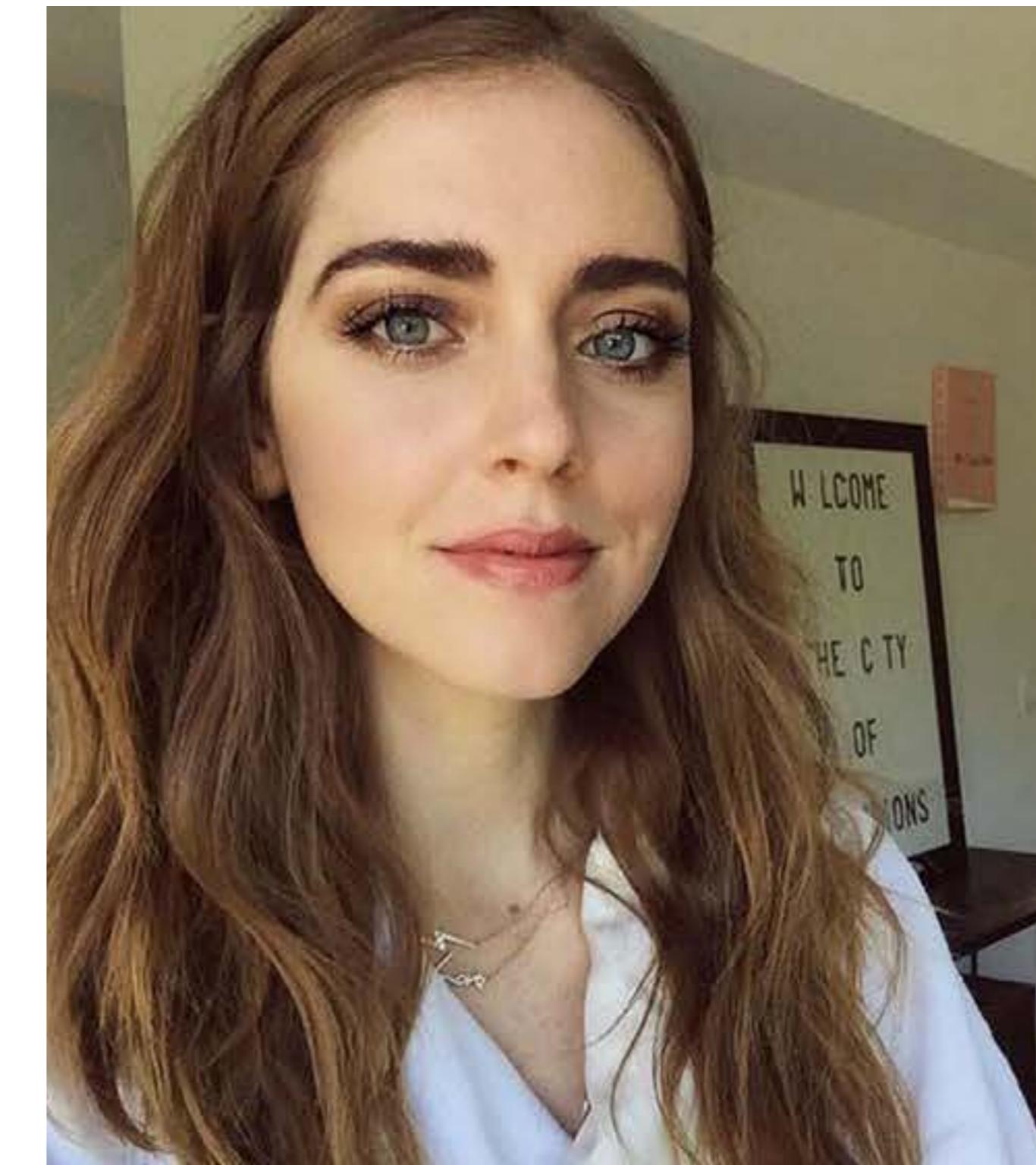
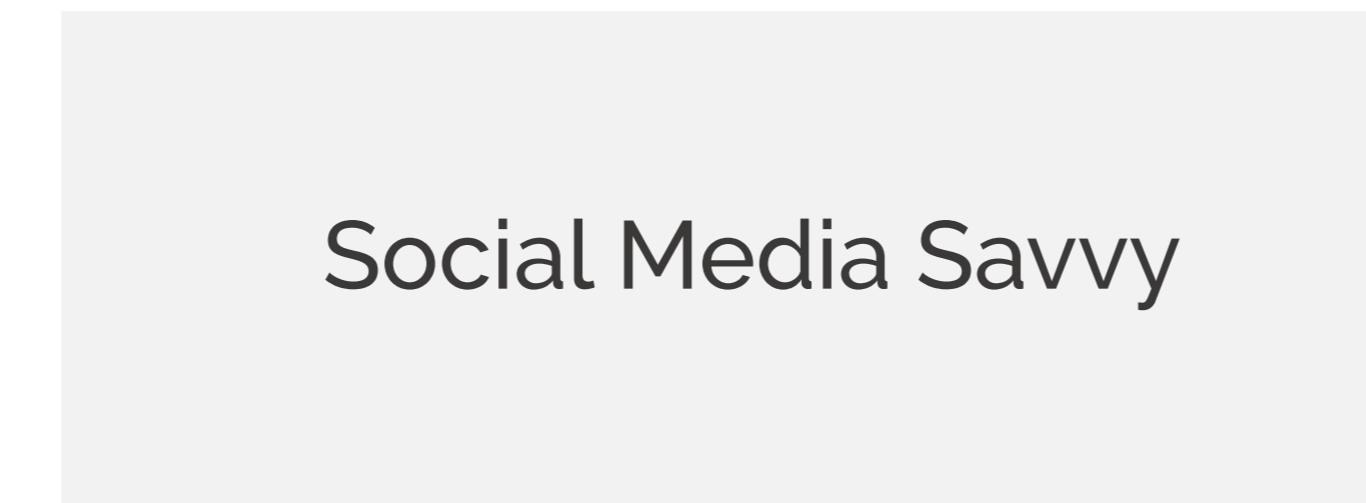
Bio
Knaive is a senior at NYU, studying public relations with a minor in studio art. She's hoping to land a great job at a P.R. firm after graduation, and wants to use her social media following as an example of building and managing an audience. She's always taking pictures and exploring New York for Instagrammable moments to share with her 4,000+ followers. Her friends are important to her: she is a leader in her sorority and frequently plans events and outings for the group. Although she likes classical music, she doesn't think her friends will be interested, so she doesn't go to classical concerts. She's always on the go and works hard to keep all the different parts of her life in motion.

Goals
Secure a good job after graduation
Build a social media following
Stay inspired and continue working as an artist

Motivation
Prove herself professionally
Surround herself with friends
Keep up her reputation with friends

Attitudes
I want to make the most of my time
I want to share my experiences with friends
I don't have time to take care of other people while I'm building my future.

Frustration
Short on time and money
Uncertain about her future
Friends don't share her interests



Knaive

Persona



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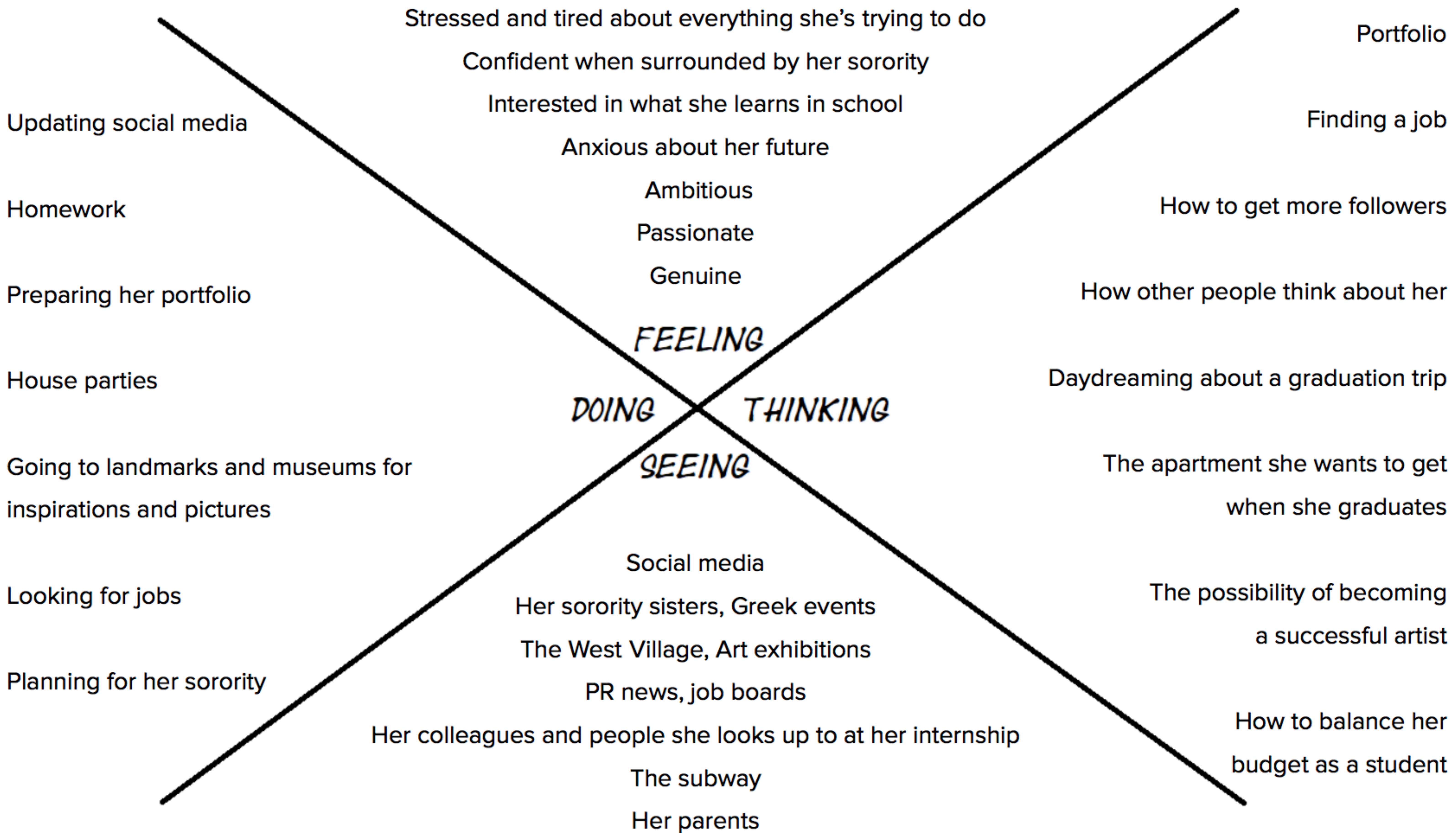
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Frustration





Personality

Stified Responsible Loving

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Self-focused	Other-focused
Steady	Ambitious
Analytic	Creative

Name Jim
Age 35
Job Accountant
Status Married
Location Kendall, FL
Work in Downtown

Bio

Jim is focused on providing a good life for his family, but he's starting to feel like he is in a rut: he spends long hours at work, has very little time for himself, and doesn't get to spend time with his wife. When he was younger, he and his wife went to electronic dance music festivals like Ultra. But now that they have two young children, they're always tired and spend most of their down time streaming TV shows at home. Jim is looking for interesting date options that are close to home, moderately priced, and multi-part experiences.

Goal

Break out of personal rut
Spend time with his wife

Motivations

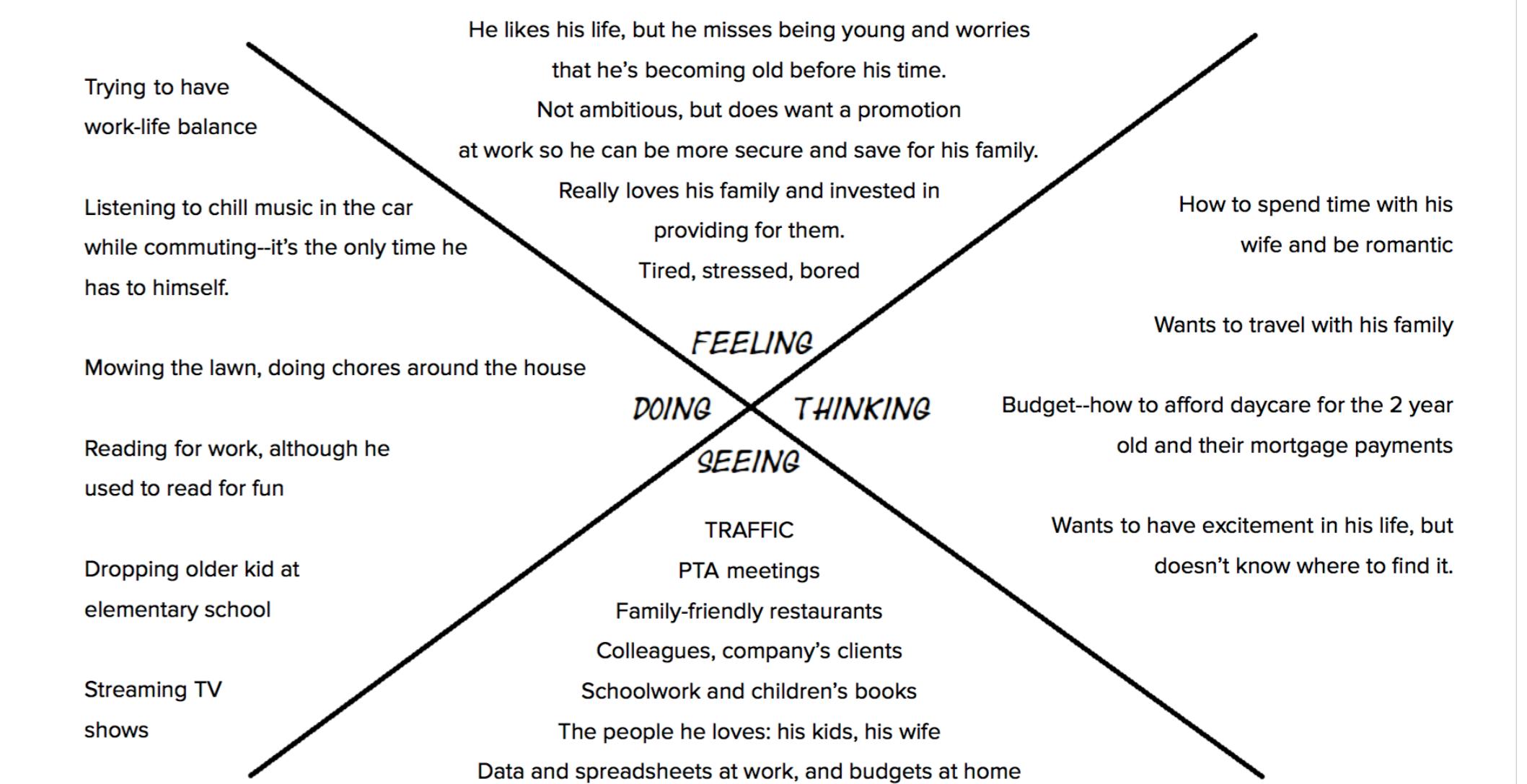
Motivation:
Spend time with wife without breaking the budget
Maintain a work/life balance while advancing professionally

Attitude

I'm satisfied with my life, but I still want to have new experiences
It's important to meet my commitments at work and at home
I want to have fun like I did when I was young—I'm not old yet!

Frustrations

Frustrations:
There aren't enough hours in the day
Money is tight since they started sending the youngest kid to daycare
Feels too old for EDM, but not old enough for "traditional" arts experiences



Jim

Persona



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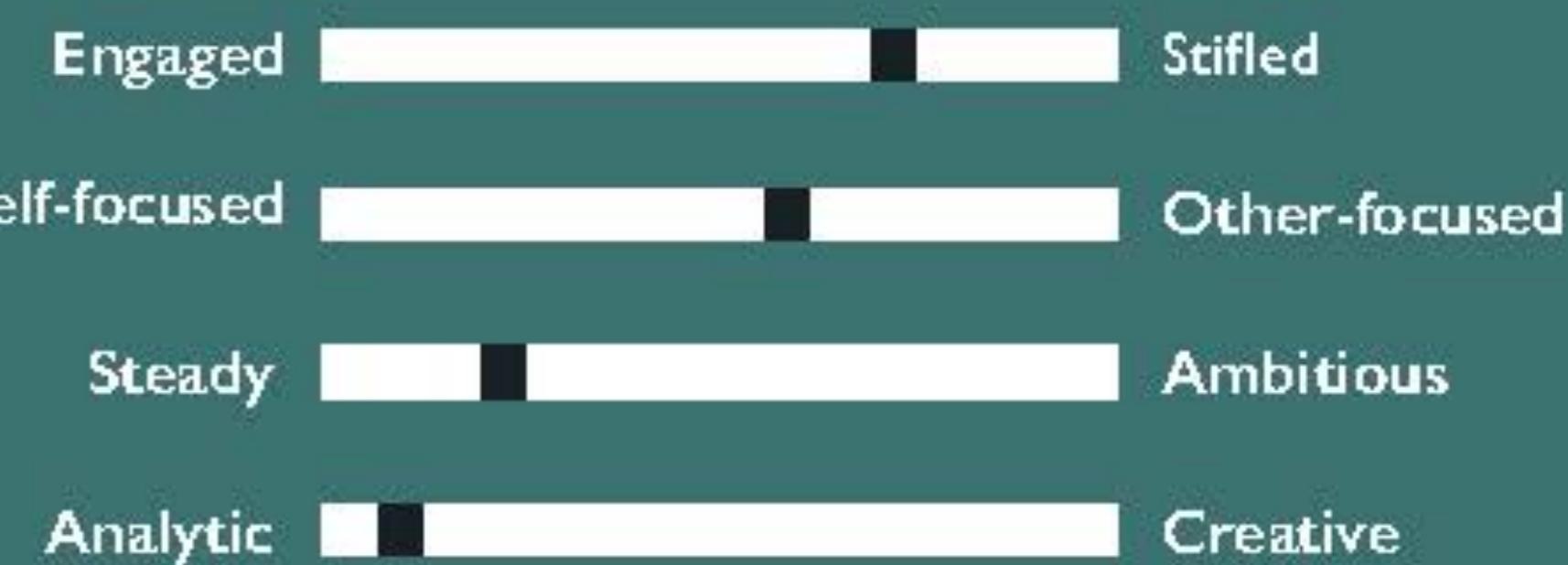
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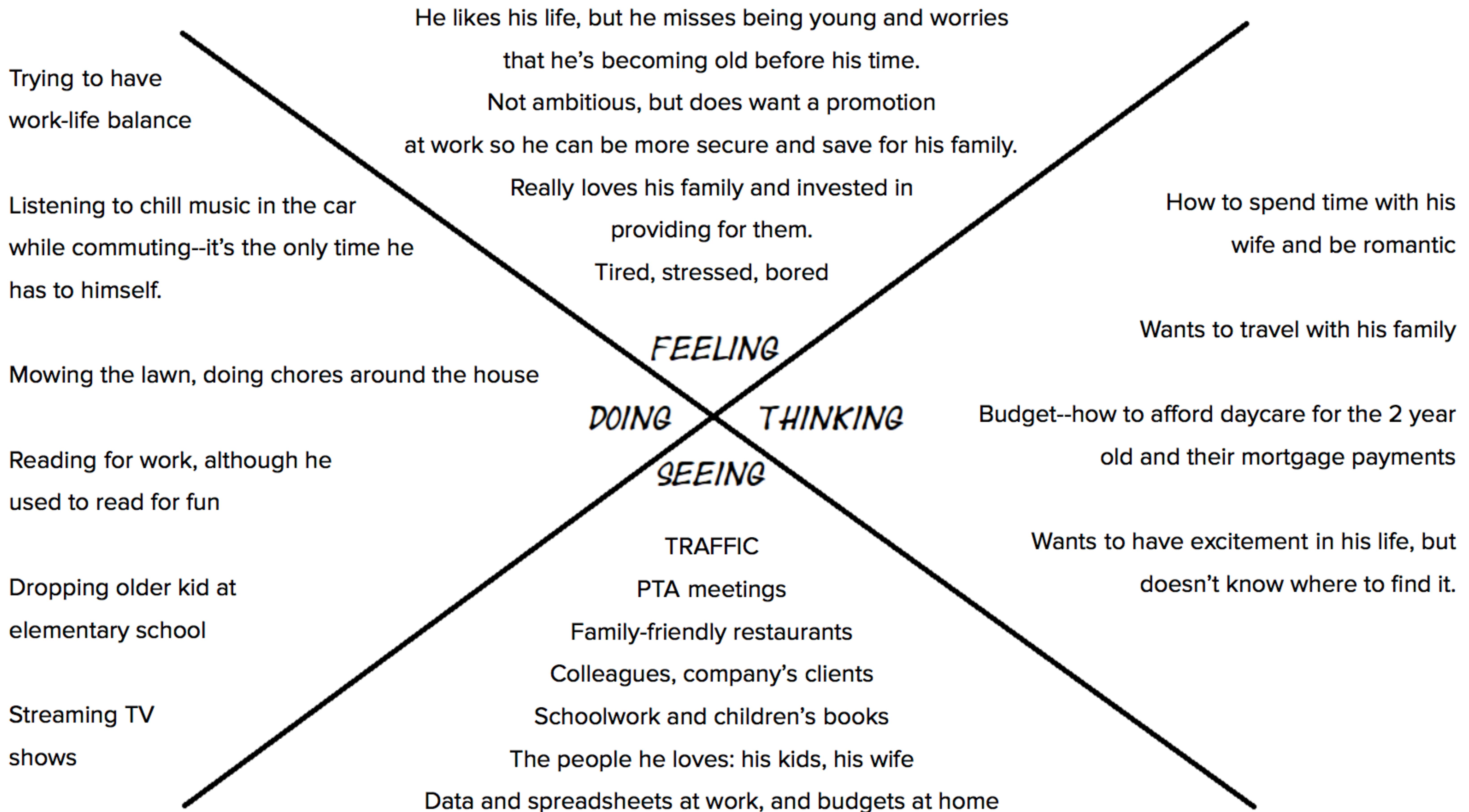
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Insights

People at every stage of life are busy, and may want to get more than one thing out of a live arts experience.



Arts are an experience that people share with each other: shows need to appeal to couples or groups of people, not just one individual.



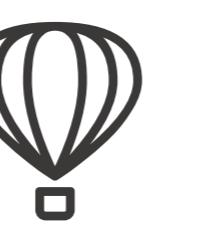
Even people with stable incomes and secure lives have to think hard about where they spend their money.



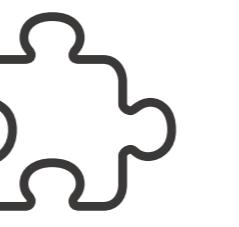
People want attentions, and need to be proved by others. For example, people want to be cool from others' perspective.



How Might We Make It Cool?



How Might We Make It More Accessible?



How Might We Make It More In A Short
Amount Of Time?



How Might We Make It
Affordable?



Problem Statement Starters

Concept

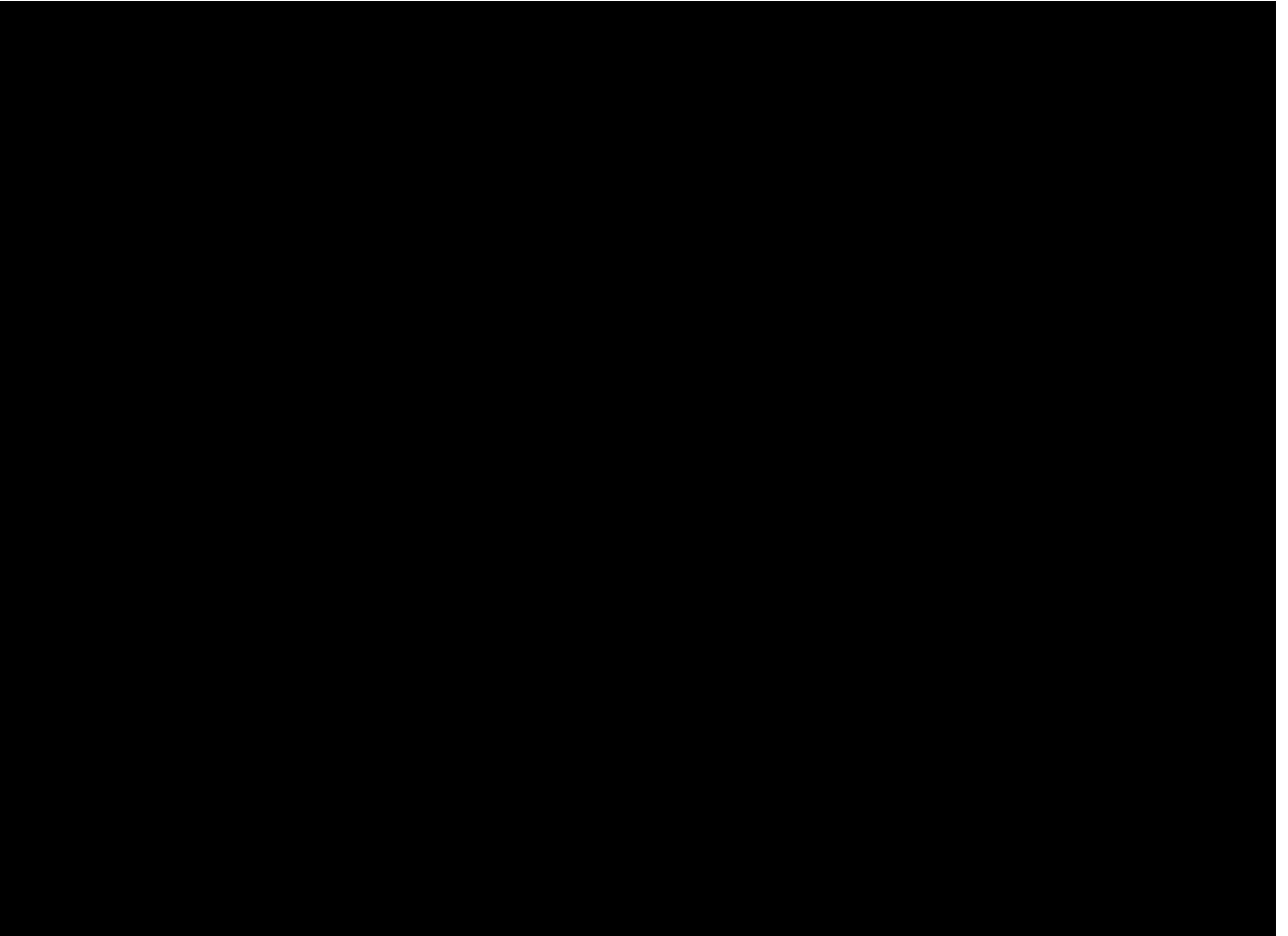
REVIVE Music Lounge is a month-long event featuring music inspired by popular culture in an immersive environment. The month is split into five shows, each based on crowd favorites.

Show are segmented into 40-minute acts. Audiences can come and go in between each act and use their tickets to return all week.

After the performances, the space turns into a lounge where audiences can hang out and enjoy the interactive multimedia installations. Immersive, pop-culture influenced experiences make classical music engaging, social, and sharable.

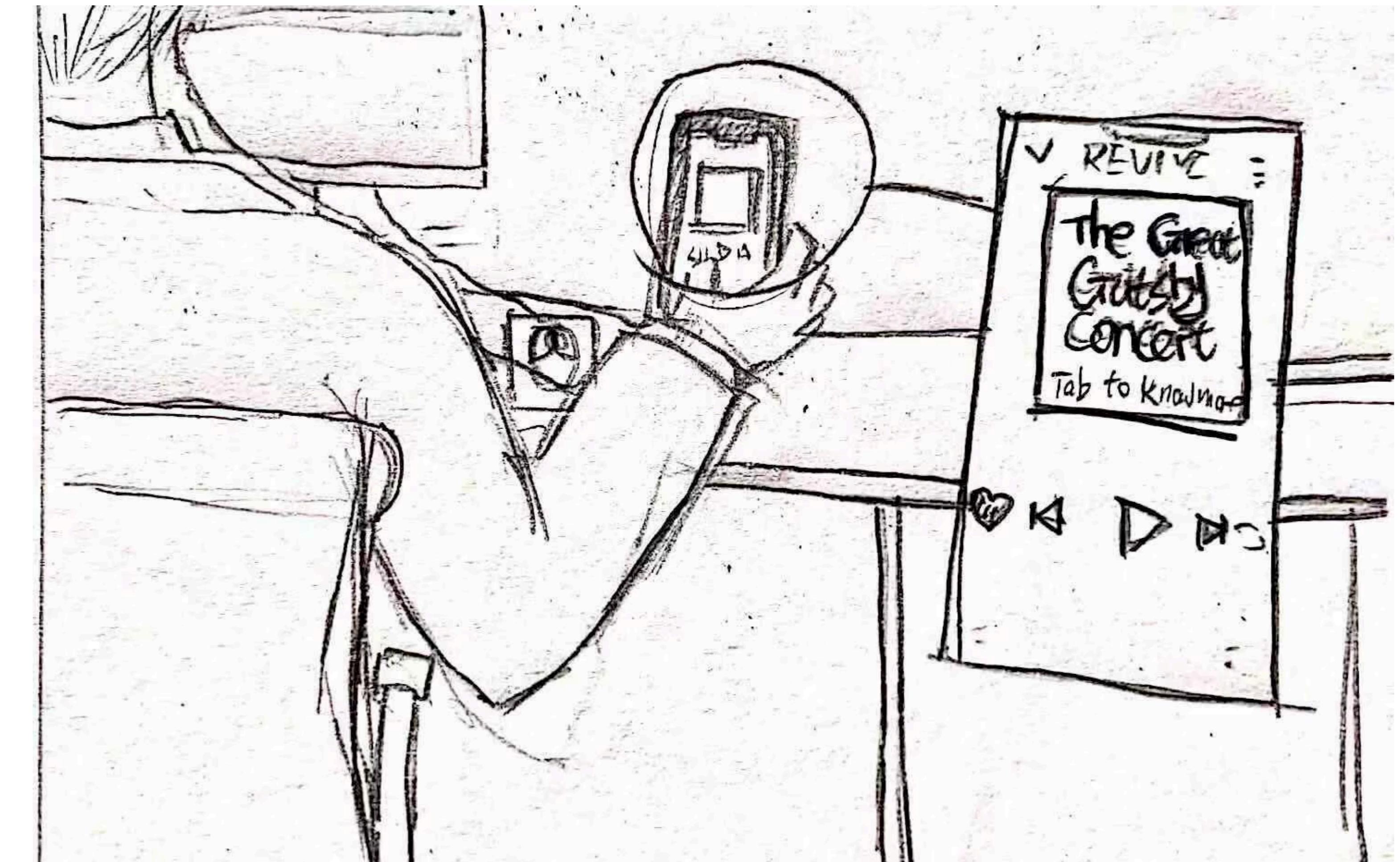
ReVIVE - Game Of Thrones Theme Concert

Let's go through the event from Knaive's perspective.



ReVIVE - The Great Gatsby Theme Concert

Let's go through the event from Jim's perspective.



Badges Design

Ticket and Interactive



Badges Mockup

-
The Great Gatsby

Badges Mockup

-
Game of Thrones

Badges Mockup

-
Game of Thrones



Badges Mockup

-
Game of Thrones



Badges Mockup

-
The Great Gatsby



Badges Mockup

-
Game of Thrones

To encourage audiences interact more with other participants, we are designing a competition between different badges' holders. Taking the example of the Game of Thrones Theme Concert. Audiences form the most active house, say Targaryen, will receive another free drink in the after party. The after party will be decorated by Targaryen color and elements.

Future Optimization

Holding events in different places in order to cover more area and provide different experience.

Game of Throne in Coral Castle.

The Great Gatsby in Vizcaya.

Future Optimization

ReVIVE

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Thank You!

Alyssa Fowers, Pingting Ji, Kaimin Liu