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NETTWERK

PROJECT OVERVIEW

Our goal with this redesign is to appropriately represent Nettwerk Music Group as a relevant and contemporary player in the independent music industry by establishing a sleek and effective design through simplified navigation, concise layout, and overall aesthetic renewal.

In reinventing the Nettwerk website as a visually striking and easy-to-browse showcase for the company's storied history and renowned artists, we hope to update the company's web presence with an overhaul to coincide with its 30th anniversary and make its associated design elements as up-to-date and appealing as its artist roster.

When young music lovers and potential loyal Nettwerk listeners visit the site, they will be presented with a unified brand experience that emphasizes bold images and headlines to communicate information in a graphic way familiar and enticing to millennial internet users.



BEFORE

NETTWERK MUSIC GROUP

NETTWERK RADIO

HOME

LABEL

ARTIST
MANAGEMENT

PUBLISHING

PRODUCER
MANAGEMENT

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FILM & TV

NETTWERK
PRESS BLOG

About Nettwerk | Contact Nettwerk | Jobs/Internships At Nettwerk

latest NETTWERK news

Nettwerk Celebrates 30 Years At SXSW (RSVP)

Mar 4

A collage of various album covers from Nettwerk artists like Guster, Coves, Boy, and The Weepies. Overlaid on the center is a large circular logo for 'NETTWERK 30 YEARS'.

Nettwerk 30th Celebration @ SXSW 2015

In collaboration with Leo Burnett Artist In Residence

Maggie Mae's – 323 East 6th St.
Wednesday, March 18th from Noon to 5pm

Free Food & Drink with Performances by:
Family of the Year • Boxed In • Chadwick Stokes

connect
with US

ARTIST MANAGEMENT

FATHER JOHN MISTY

A video thumbnail showing Father John Misty singing into a microphone while an orchestra plays behind him. The 'LS' logo is visible in the bottom left corner.

Father John Misty Performs "Bored in the USA" On Letterman

Father John Misty delivered an unforgettable performance on The Late Show with David Letterman in anticipation of his forthcoming album I Love You, Honeybear, which is out February 10 on Sub Pop. The album is produced by Josh Tillman and Jonathan Wilson, mixed by Phil Ek, and mastered by Greg Calbi at Sterling Sound.

PUBLISHING



NETTWERK THEME



TITLE: ROBOTO
SUBTITLE: RALEWAY
BODY: ENRIQUETA

#9C9996

#000000

#FFBD1A

#FFFFFF

#636363



NETTWERK

SITEMAP

Preliminary designs formed the backbone of our sitemap.





MAIN PAGE

Navigation bar

Image carousel

News & updates

Proprietary social hub from Postano

Footer



NETTWERK

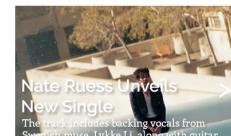
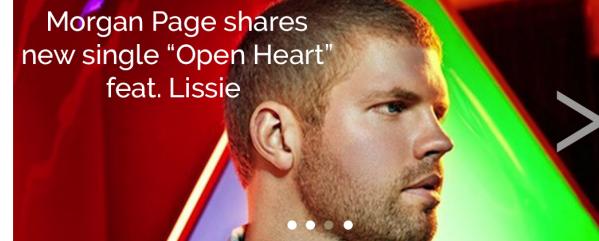
ARTISTS

FILM & TV

PRESS

ABOUT

STORE



@KellyColeUSA bring all the old #Nettwerk stuff out.

UNION Los Angeles
@unionsangates

Run River North #aspect
#springbreak #nettwerk
#americaflappet https://instagram.com/sv@0mstf57/

so good!

Ella Marks
@relatively

Going to #SXSW? Hit up the #NettwerkMusic // @LeoBurnett party!
RSVP -> http://staticab.com/hhg8xq9

bcdaeiou

@NettwerkMusic to handle its publicity and marketing Down Under

theMusic.com.au
@themusiccomau

Celebrating 30 yrs
@NettwerkMusic -
@davidverteis's video
for "gobband" cover
"I Hear You Calling"

Cassie Morien
@no_cassanda

brand new
@nateruessmusic song
on @Spotify! check it out:

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NETTWERK MUSIC GROUP



NETTWERK

POP-UP



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Morgan Page shares
new s



NETTWERK

Sign up for our newsletter to
never miss a beat

subscribe



Madi Diaz announces
new tour dates >

After taking a well deserved few months
off in 2015, Madi will once again hit the stage...

Nettwerk Signs German
Artist Luisa >

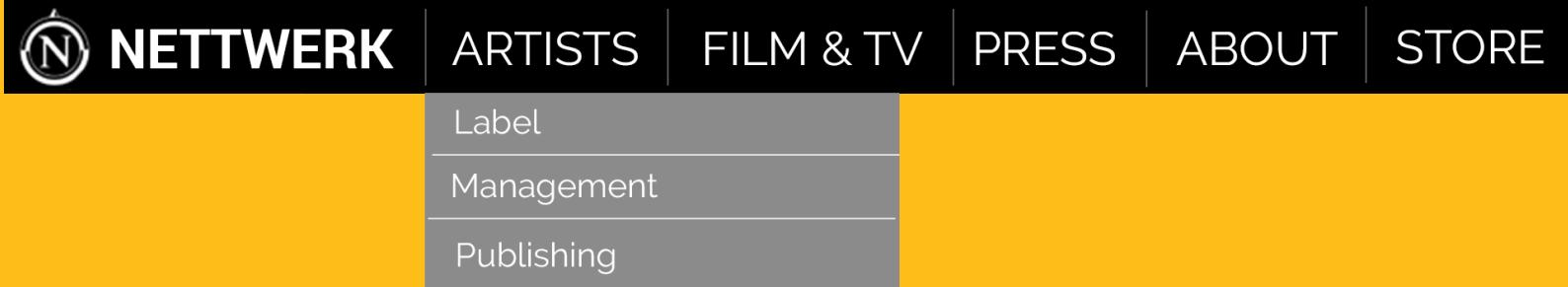
The Hamburg-born artist impresses with her
smoky voice, signature guitar lines and

Nate Ruess Unveils
New Single >

ARCHIS Releases
"Bittersweet" Music Video >



NAVIGATION



The navigation bar is a horizontal menu located at the top of the page. It features a black header with white text and links. The 'ARTISTS' link is currently active, as indicated by a gray dropdown menu that appears below it. This dropdown menu contains three items: 'Label', 'Management', and 'Publishing'. The rest of the navigation bar includes links for 'FILM & TV', 'PRESS', 'ABOUT', and 'STORE'.

NETTWERK

ARTISTS

FILM & TV

PRESS

ABOUT

STORE

Label

Management

Publishing

The navigation bar floats above the scrolling body of the page, allowing easy access to the rest of the website while browsing. Drop down menus appear when navigation buttons are hovered over, showing the rest of the site map.



The Label page exemplifies the Nettwerk website's artist display system, graphically highlighting current artists and providing a scrolling list of catalog artists. The same design would carry across to Nettwerk's Publishing and Management pages as well, allowing access to individual artist pages through click-through images.

LABEL

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LABEL

For the past 25 years, Nettwerk Records has stood by one simple statement:
We Release Music That We Love.

With this declaration as our guide, plus a creative, strategic and passionate staff in North America and Europe, what started in Terry McBride's Vancouver apartment two and a half decades ago has morphed into an international power house. From launching the careers of Sarah McLachlan, Skinny Puppy and Coldplay, to seeking out today's most talented artists like Old Crow Medicine Show, Morgan Page and Family of the Year, we have released over 400 albums that have amassed worldwide sales in excess of 100 million albums.

We are a non-traditional record label for the non-traditional artist; we strive to embrace the ever-changing dynamic of the music industry and discover fresh and innovative ways to connect music fans with new artists and reintroduce established artists.

CURRENT ARTISTS

Admiral Fallow

Archis

Ash Koley

Boxed In

BOY

Boy & Bear

CATALOGUE

Abigail Washburn & The Sparrow Quartet	Iey	Ron Sexsmith
Alexi Murdoch	Jay Brannan	Sarah McLachlan
Aliqua	Jenny Owen Youngs	Sensefield
Andy Caldwell	Julia Stone	Single Gun Theory
Angus and Julia Stone	Junie XL	Skinny Puppy
Angus Stone	Katzenjammer	St. Lola In The Fields
Autour de Lucie	Kidstreet	Styrofoam
Bad Boy Bill	Kinky	The Be Good Tanyas
BT	k-os	The Cardigans
Caroline Pennell	Lissa de Sola	The Clueless Lovers
Conjure One	Liam Titcomb	The Common Brothers
Datarock	Margaret Cho	The Format
Delerium	Maria Taylor	The Hampdens
Dj Dan	Matti and Kim	The Perishers
Download	Matt Wertz	The Rifles
Erin McKeown	MC 900 Ft. Jesus	The Rose Chronicles
Felix Da Housecat	Medieval Babes	The Submarines
Gob	Moore	The Tear Garden
Griffin House	Nathan	Tiesto
Hadosken!	Neil Finn	Trespassers William
Hanne Hukkelberg	Oh Susanna	Uh Huh Her
Hem	Old Crow Medicine Show	
Hope Sandoval & The Warm Inventions	Paul van Dyk	
	Po' Girl	



ABOUT

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ABOUT

Nettwerk Music Group is the umbrella company for Nettwerk Records, Nettwerk Management, Nettwerk Producer Management and Nettwerk One Publishing.

Nettwerk Music Group connects music fans with music makers. Built on over 25 years of tenacity and ingenuity, our unique company offers its clients every conceivable service available in the business of music. We are a worldwide organization, designed to provide on-the-ground support in countries far and wide. With a history of being at the forefront of leveraging technologies, our company is storming toward the genesis of a new music model, one that places the artist at both the creative and financial center. Our teams know the value of long-term strategic planning, yet still know a guy (who knows a guy) who can get your van fixed tonight in Omaha.

Established in 1984, the Vancouver-based company was originally created by Nettwerk principles Terry McBride, Mark Jowett, Ric Arboit and Dan Fraser, as a record label to distribute recordings by the band Moey, but the label quickly expanded in Canada and internationally, ultimately becoming one of the largest and most influential independent record labels in the world. Initially specializing in electronic music genres such as alternative dance and industrial, the label also became a powerful player in pop and rock in the late 1980s and 1990s. From launching the careers of Sarah McLachlan, Skinny Puppy and Coldplay, to seeking out artists like fun., Old Crow Medicine Show, Morgan Page and Family of the Year, Ladytron, Passenger and Wanting Qu, Nettwerk Records has gone on to release over 400 albums that have amassed worldwide sales in excess of 100 million albums.

Today, Nettwerk Music Group is a worldwide organization with offices in Vancouver, Los Angeles, New York City, Boston, London and Hamburg.

PRESS RELEASES



TERRY
MCBRIDE
CEO



MARK
JOWETT
Publishing



RIC
ARBOIT
President



DAN
FRASER
President

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Film & TV

Ads, Trailers and Promo Placements

Trailers



Fantastic Four Trailer

The trailer to the highly-anticipated comic book blockbuster "Fantastic Four" features Olafur Arnalds' "Main Theme" from the acclaimed series Broadchurch.



Boyhood Trailer

Family of the Year's "Hero," is, well, the hero of the trailer to Richard Linklater's highly-anticipated "Boyhood."

Ads



Budweiser

Passenger's worldwide hit "Let Her Go" provides the perfect soundtrack for this touching Super Bowl spot featuring a puppy, a clydesdale, and 61 seconds of heart-wrenching cuteness.



Covergirl UltraSmooth Foundation

Lester's "Amigos" spices up this Covergirl spot featuring Sofia Vergara

Promos



Sky Movies

"Let Her Go" by Passenger is beautifully featured in this promotion for Sky Movies!



Children's Hospital of St. Louis

"Brightest Hour" by The Submarines is featured in this adorable ad for the Children's Hospital of St. Louis.

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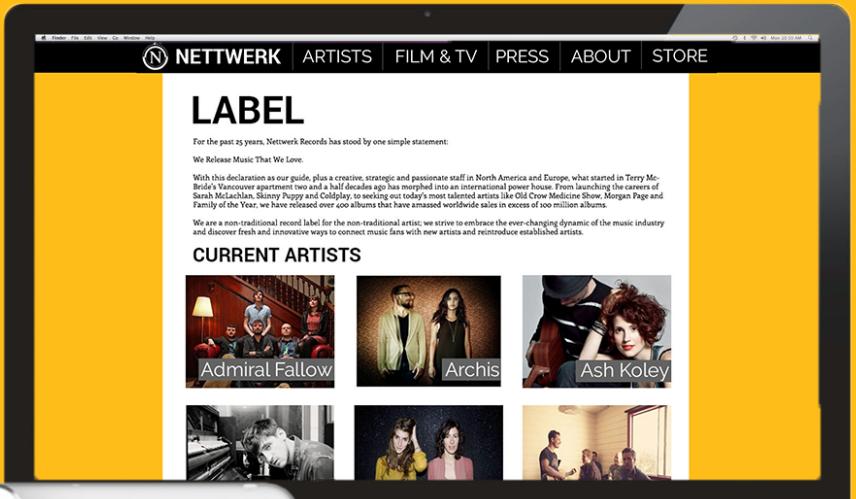
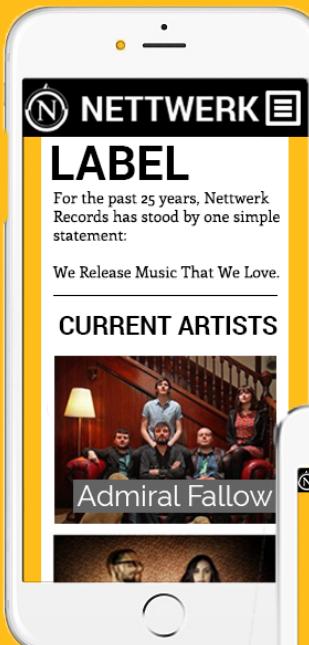
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NETTWERK MUSIC GROUP



NETTWERK MOBILE





NETTWERK

REFERENCES

<http://www.cherrytreerecords.com>

<http://www.yeproc.com>

<http://www.yeproc.com/artists>

<http://nettwerk.com>

<http://www.postano.com/products/social-hub>