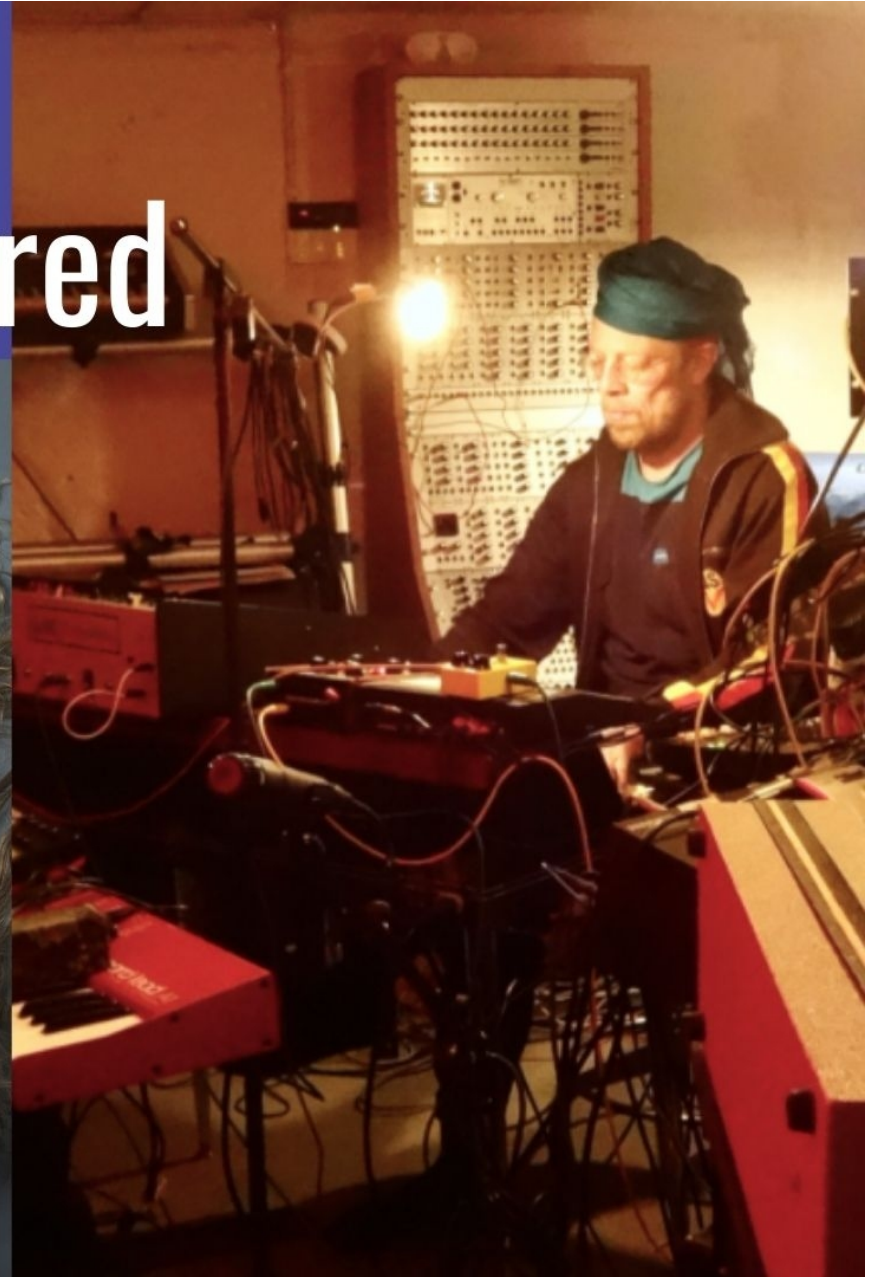


2021-
2022

Malmö, Sweden

From analog to wired





Baltic
ARTISTS

Music & People

Baltic AID PLATFORM Artists,
Workshop in Malmö 2022.

Managers and organisations
collaborative ideas on how to
improve the music business to create
more and better opportunities for
independent music entrepreneurs.

2021-
2022

Malmö, Sweden





CONCEPTS FROM SPACE RESEARCH
LABORATORY SPECULATIVE WORKSHOP WITH
JOCELYN

"Oversaturation of music market"

Markus: Showing recommendations about "good" music (what does it mean with good music? Environmental, ethical, diy?)

Oversaturation of music market
bigger market = More opportunities
Music education

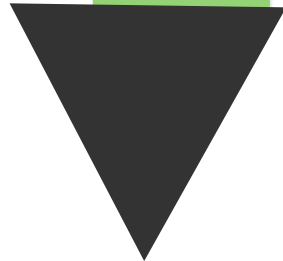
Analyzing evergalla
compare it to the ???? artists

Personal
--->
Gatekeeper
?


Collecting data

Patreon - regular small payments!!!!

Gatekeepers



www.cyberprmu...



9 Musicians On Patreon Worth Talking About - Cyber PR Music

Musicians can share their creative works with fans on Patreon at a monthly fee. Cyber PR discusses 9 musicians on Patreon who are killing it.

Matchmaking
partners

APP IDEA

Awareness
from
musicians

Transparacy
app:
GRANT APP

Grant ME!
Name of
app and
service

Database
info HOW TO
subsriptions

Consultants
in music
industry APP
Subscriptions

Attracting
new
sponsors

Lack of
government
support for
(DIY/ACT/NICHE
mUSIC) Music
scene

Wich countries
does this apply
the modt to?

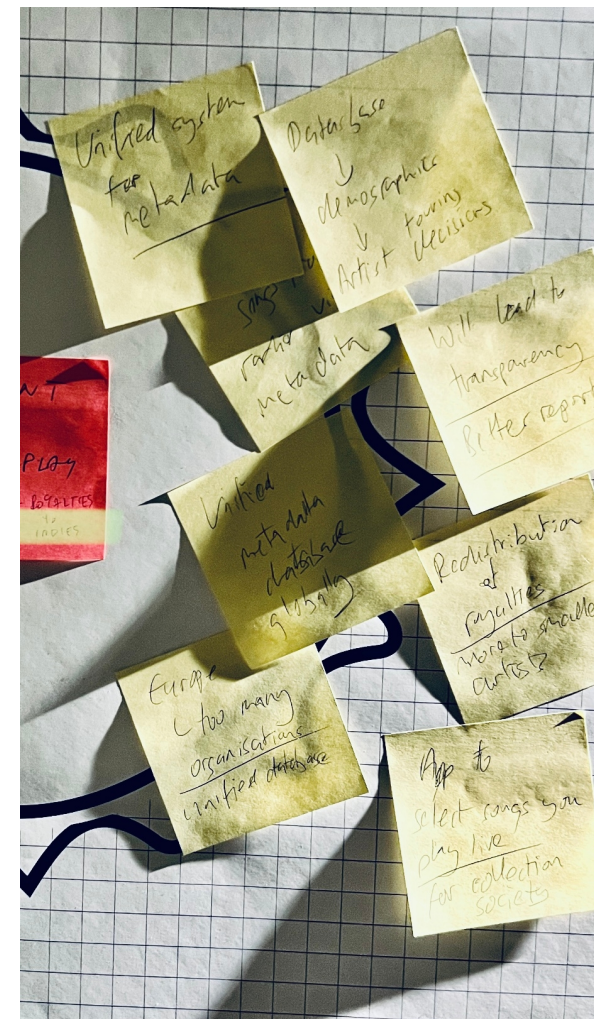
Content ID in Airplay

Unified databas of copyrights

App for sending list of live songs

Global collecting societies

Meta data Worldwide+ Royalties io Indies



Solution for digging for new music on streamings by region

Weakness of
algorithm
mechanisms

Weakness of
algorithm
mechanisms

Avoid
weekly

"Dark
webb
Spotify"

Economical
equity



FUTUROFONO by The Time Travel Agency
SoundCloud

THE LABORATORY OF FUTURE SOUND

The Laboratory of Future Sound

YouTube

Musikcentrum Syd's

THE LABORATORY OF FUTURE SOUND

Musikcentrum Syd's THE LABORATORY OF FUTURE SOUND

Vimeo

MAKING SENSE OF
YOUR EXPERIENCE AT
THE TIME TRAVEL AGENCY

BOOK OF TRAVEL

Musikcentrum Syd's
The Laboratory of Future Sound

The Time Travel Agency

[Strömma musik från FUTUROFONO by The Time Travel Agency | Lyssna på låtar, album och spellistor utan kostnad på SoundCloud](#)

FOUNDATION?
What is that?
Which components?

What makes it unstable?

What makes it stable?

Is it the foundation that falls down?

"0" KEY FINDINGS

"The foundation cant be to stable but needs to be built in a perfectly unstable way so that things built uopn the foundation eventually will fall down and the you can build a new thing.

How do I implement this concept into my own work philosophy?



We're here!

People going
people coming

The core remains

Sensing the benefits

6 KEY FINDINGS

"Touch the string!"

Artists and managers need constant reminders that they are connected. Keep on touching the string!



Machinery

Always keeping at least one sandbox going

a brand Baltic Artists and managers BAM!

Workshop

What activities to keep the motion going?

Who initiates activities to keep the motion going?

AI - that calls for zoom-beer if activity is low

When am I in need of a common place
Beginning when there is a break in my network

= Academy

= Eco system

= a meeting place for hungry people

1 human driven

How?

2 IT driven

2021-
2022

Time
limited
projects

Survival of
the
unfittest
creators

Success
comes in
multiple
fashions

19

1 KEY FINDINGS

"The support ring"

Artists and managers
need to test the scene
and the market. But
they need a support in
the base to function
quickly again if failing.



The IKEA way -
Do first, ask
for permission
afterwards

The Nike
way -
Just do it

How can we create
an arena where
participants can test
and experiment in a
safe way?

Workshop

Hur ska
logistiken se ut
på en sådan
plattform?

Listen to your own voice -
Intuition
Search for your own intuition

5 KEY FINDINGS

"Follow your instinct"

Artists and managers need to be able to follow their instincts. Not getting trapped in strategies and formulas that fit someone else.

Identify wich strategies and formulas that suits me



The ANT concept

There is no business in music business

Hur kan plattformen stödja artister/managers att hitta sin väg.

Who is the ant queen?

What does the ant say? "I can't see anything and do not know where the end goal is! I am just one of a million other ants."

"Be true to your brand"

Intropective journey-communicate own story

Shaping an identity

"Peer collaboration" communicate own story

Get an overview of the managing business landscape and its services, products, stories, etc

3 KEY FINDINGS

How do other people do?

"Reflection"

Each others manager!

Artist managers need a space where they can change perspectives. Self-reflection, as well as reflecting the market and the surroundings.



Workshop with managers



How can we get multiple perspectives and an overview of the managing business landscape and its services, products, stories, etc?

Gaming platform Gamin the management role
Story based process
Dungen and dragons roles
Game leader
Other roles
Call a role play creator

Each others manager!

"Kan vara en bra grej att göra" meeting
One artist/manager meets 4 artist/managers and gets "Bra grej att göra"
Just give

Branding - Who am I?

Network, logistics and contacts

Work structure

Identify pros and cons

And more

Reaching out

MCS alltid se till att det är minst en sandlåda att leka i

The story/Greek drama/facilitating

Model of Degrees of facilitating
Passive (create other vocabulary) - 10 medlemmar
Semi active - 5 medlemmar
Super active - 2 medlemmar

Tangible stuff -
The frame-
Office -Tools -
WebbRecources

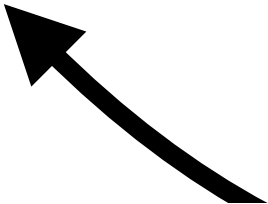
THE SAND
MCS Core
structure
shapable
but firm
few components



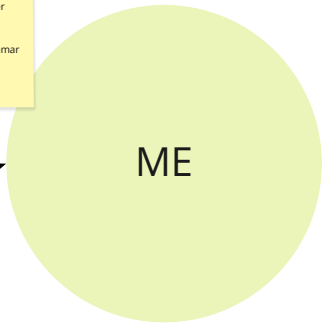
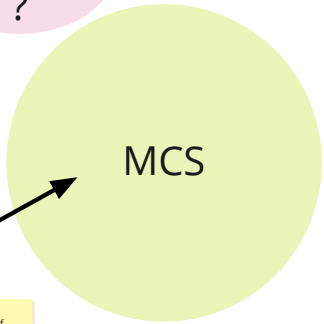
Multiple sandboxes

Model of Degrees of participating
Passive (create other vocabulary) - 10 medlemmar
Semi active - 5 medlemmar
Super active - 2 medlemmar

The process where it starts and ends?



Other
?



Model of Degrees of facilitating
Passive (create other vocabulary) - 10 medlemmar
Semi active - 5 medlemmar
Super active - 2 medlemmar

- Fast nationellt bidrag
- Valid to be defined as an international plattform

- Todo:
- Define roles
 - Process
 - Structure



- Invited parties
- Ownership of their own event
- Discover needs, dreams and possibilities and communicate them

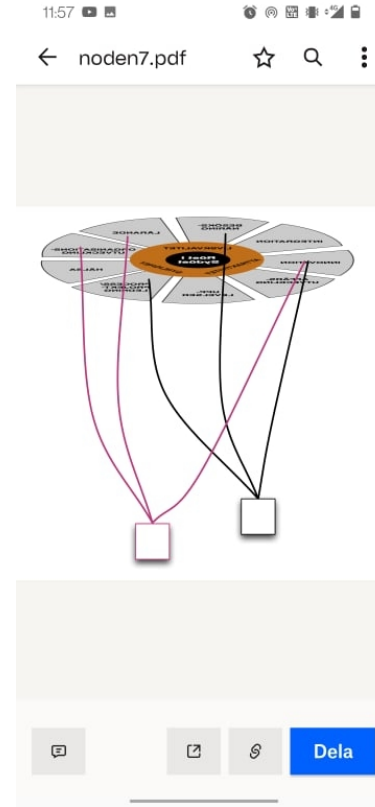
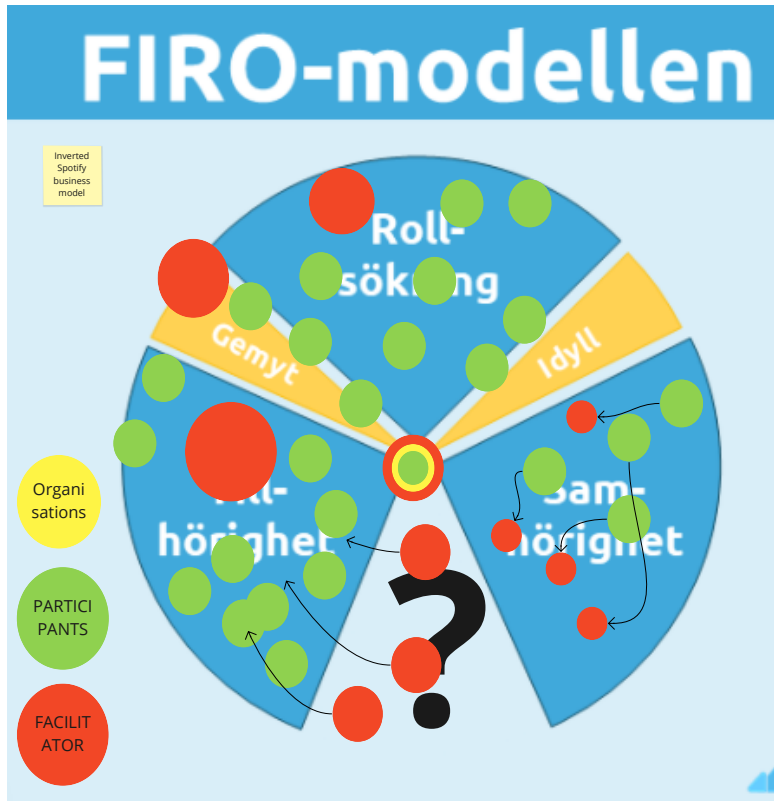
?:

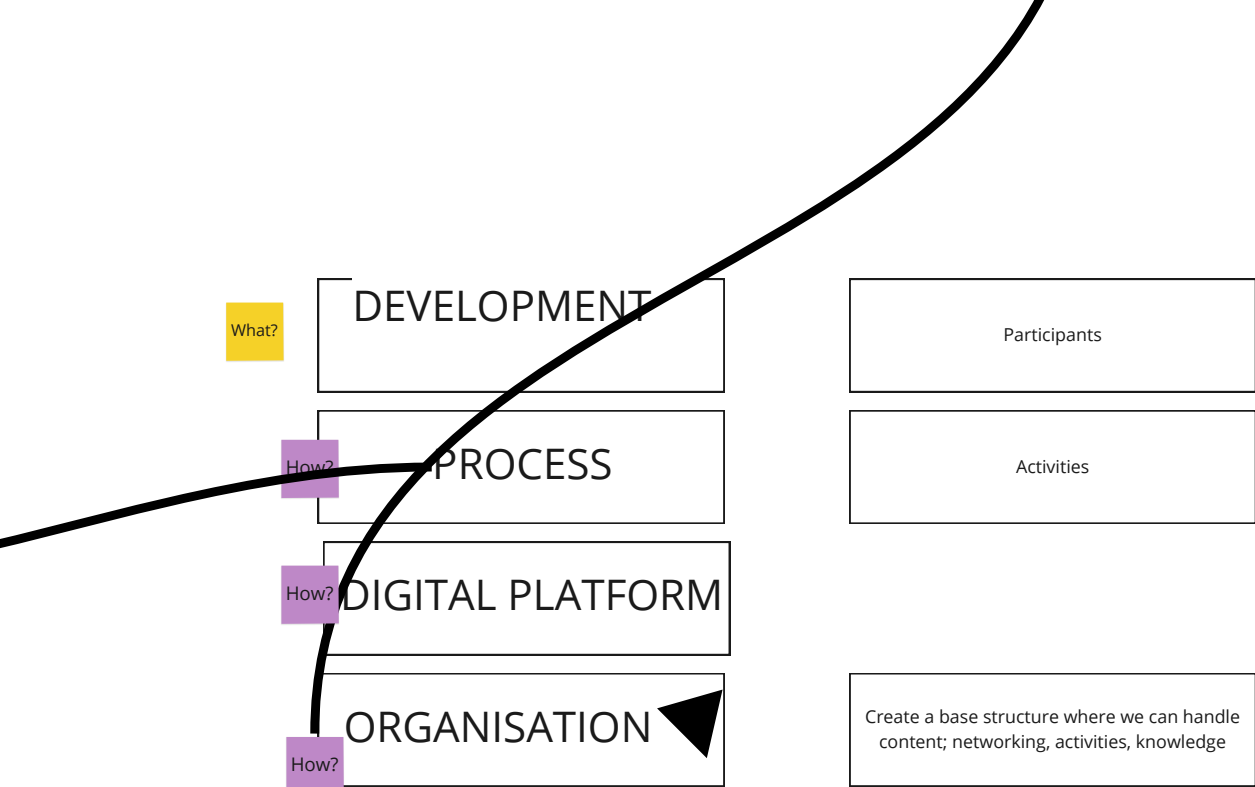


Model of Degrees of participating
Passive (create other vocabulary) - 10 medlemmar
Semi active - 5 medlemmar
Super active - 2 medlemmar

?:

Signing on!
"5% of our resources will go to Baltic AID"





- 1st scenario
EU-Funds
- 2nd scenario -
No funds

NGO's

What you get?

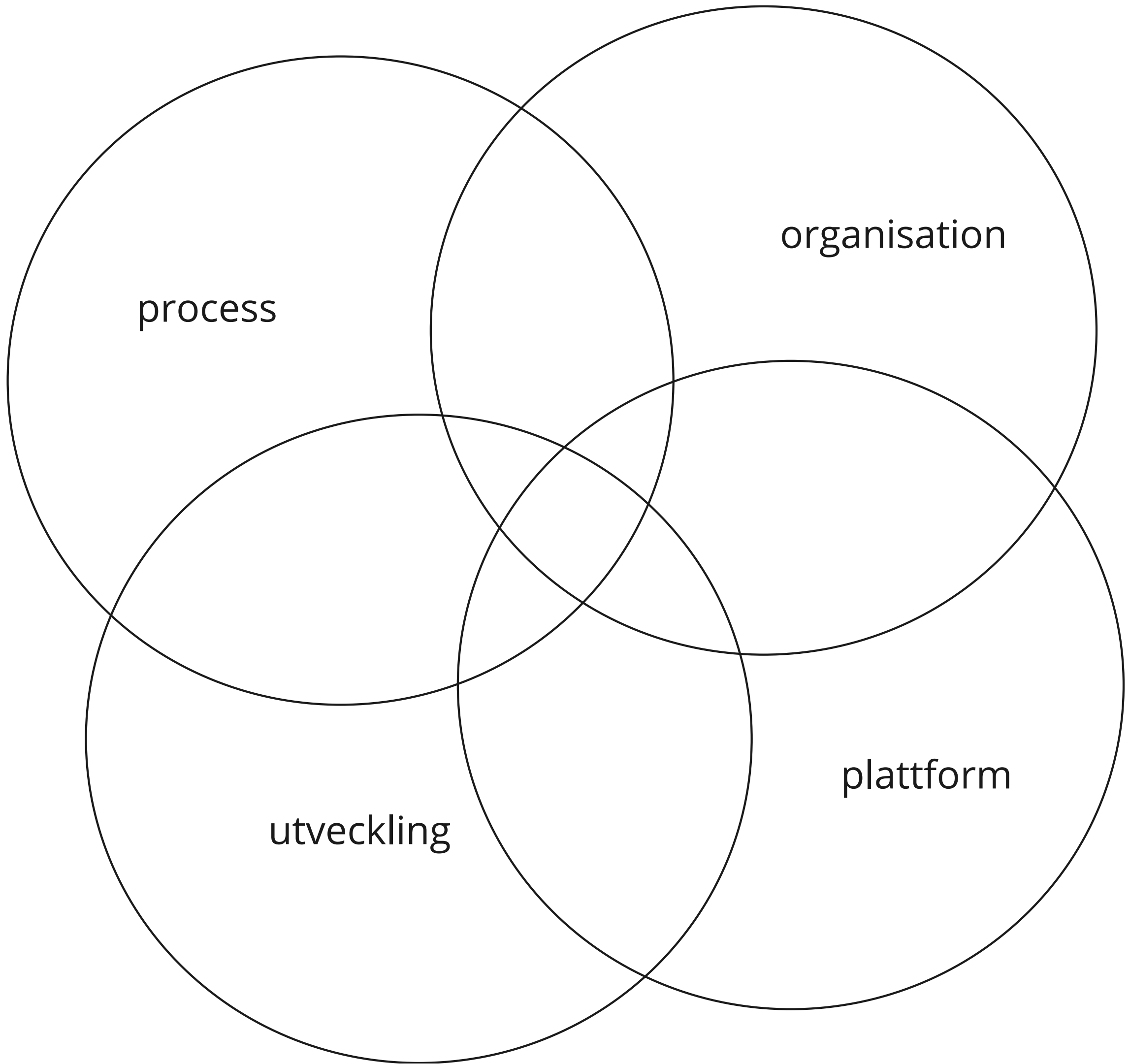
Network

New work methods

Personal and
organisational
transformation
and Innovation
community

What is expected
of you?

Level of
participation/Engag
ement?



Finding: The main organisation MCS, had the first event, which means that we now can focus on the meta level