

SOL:

Connection between
people to people and
people to music through
physical music packaging

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SOUL + SOLACE = SOL

Keywords

Music as a form of connection
Storytelling
Music Packaging Design

SOL is a research project that focuses on the storytelling of anecdotes and lyrics through physical music packaging. In the age of modern technology, **physical music albums are facing obsolescence** and this could mean the **loss of connection** between people to people and people to music.

Thus, this project aims to provide **a newfound significance of music packaging in the face of modern technology**. This is done by redesigning the music packaging and delivering a meaningful narrative about the emotional experiences and development that is built upon inspired lyrics and its associated anecdotes.

From the above mentioned, the project hopes to **evoke a sense of connectedness** among Singaporeans around the age of **18-30, who also yearns for a holistic music experience**.

MUSIC HAS BEEN A SOURCE OF CONNECTION AND BELONGING.

Music and lyrics help people to feel **less lonely** and a sense of **connectedness with the absent other/larger community as well.**

Lippman, J. R., & Greenwood, D. N. (2012). A Song to Remember. *Journal of Adolescent Research*, 27(6), 751–774. doi:10.1177/0743558412447853

This is especially so for:

- Youths who struggles with transitions
 - People who wants to archive positive memories
 - People who yearn for a holistic music experience
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HOWEVER,

With the advancement in technology, online streaming services were introduced and they have since robbed the attention span of the listeners. As a result, physical music albums/packages, which used to be a popular platform for music connection, are facing **obsolescence**.

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// Background

CONTEXT: GLOBAL

Knopper, S. (2018, June 25). The End of Owning Music: How CDs and Downloads Died. Retrieved September 17, 2020, from <https://www.rollingstone.com/pro/news/the-end-of-owning-music-how-cds-and-downloads-died-628660/>

唱片包装设计的思路方法及成功案例赏析. (2020, June 17). Retrieved September 17, 2020, from <https://www.0551ws.com/news/hydt/4737.html>

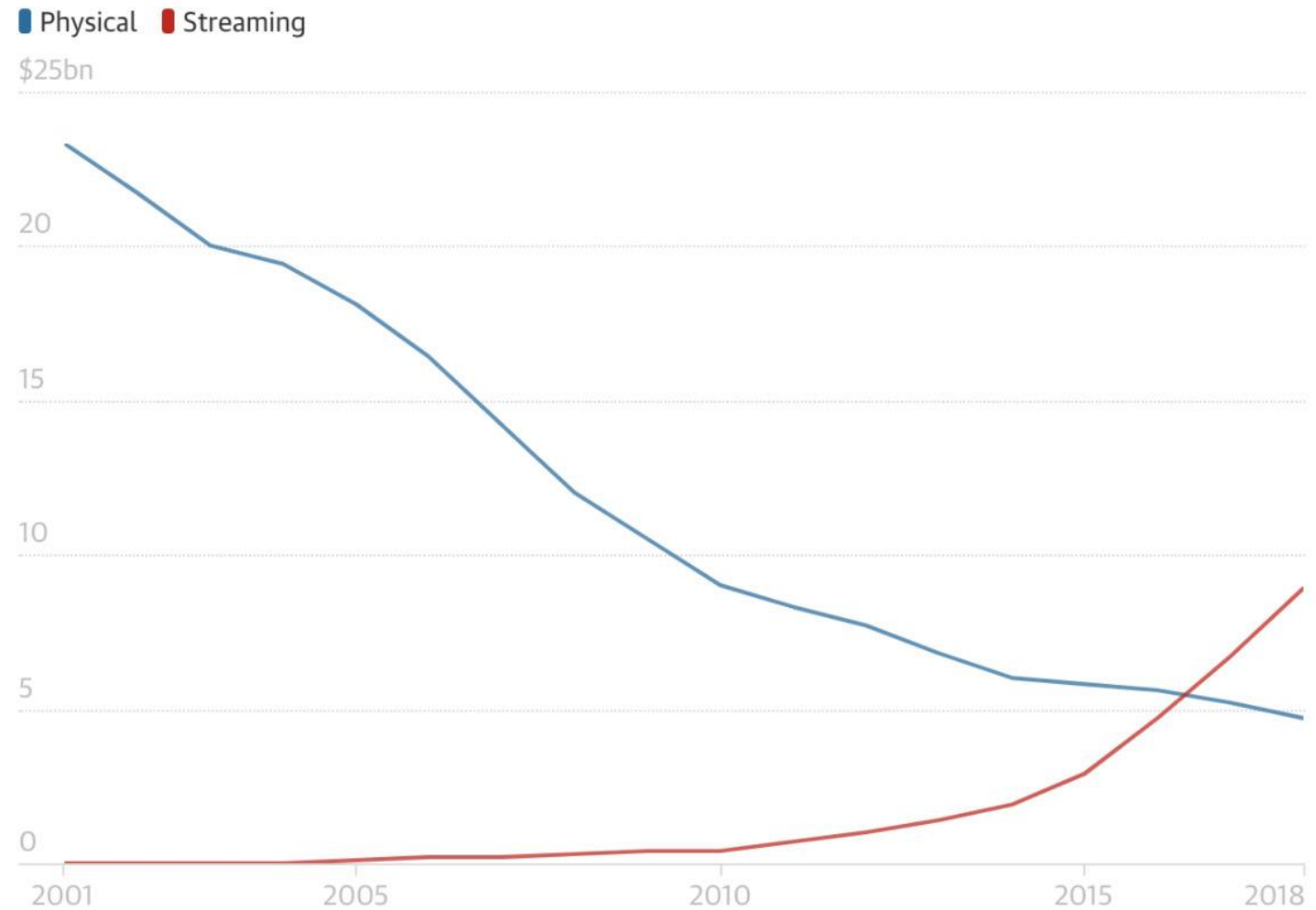
Knopper, S. (2018, June 25). The End of Owning Music: How CDs and Downloads Died. Retrieved September 17, 2020, from <https://www.rollingstone.com/pro/news/the-end-of-owning-music-how-cds-and-downloads-died-628660/>

Rolling Stones mentioned that Vinyl collection is on the rise due to its vintage novelty but CD records are on the **verge of extinction**.

In an article “Appreciation of Ideas and Successful Cases of Record Packaging Design”, it is stated that record CDs **suffer the impacts of streaming services**, which resulted in a dying record industry.

As of 2019, The total number of physical shipments of CDs in the US is 46.5 millions, which is the **lowest** amount in the last two decades.

Global recorded music revenues from streaming services have surged by 34% year on year to \$8.9bn



Guardian graphic | Source: IFPI

Sweney, M. (2019, April 02). Global music revenues grow at fastest rate in more than two decades. Retrieved September 17, 2020, from <https://www.theguardian.com/business/2019/apr/02/global-music-revenues-cds-spotify-apple-music-amazon-music>

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// Background

CONTEXT: SINGAPORE



“Nowadays, whether you have an album or an EP doesn’t make much of a difference. **There’s not so much of an album culture these days** – It’s all short one-song, two-song releases.”

- Home-grown turntablist **KoFlow**

“Modern music consumption habits have **changed the focus from albums to singles.**”

- Head of Marketing at Sony Music Singapore, **Lim Teck Kheng**

“I can understand why a lot of people would want to focus on singles because **listeners don’t have the attention span for albums anymore.**”

“They don’t really care – you put out a full album and they’ll probably still listen to the three singles you’ve released from that album. **It’s only your hardcore fans who are going to listen to every single track.**”

- Home-grown singer **Tabitha Nauser**

Hadi, E. (2017, June 14). Home-grown music acts turn to singles to build brand and fan base. Retrieved September 17, 2020, from <https://www.straitstimes.com/lifestyle/entertainment/one-track-mind>

From a personal
survey that I've
conducted across
**74 Singaporeans
from 18-30,**

93.2%

Prefers listening to songs from online streaming services instead of the physical music album

59.4%

Believe that a physical music album provides a more holistic visual and aural experience as compared to online streaming services.

51.4%

Felt a sense of companionship/comfort from physical music albums.

Since there are online music streaming services,
why should **physical** music album have a place to stay?

1. NOSTALGIA

Physical music albums in a form of CD and vinyl were seen as a storage of memories of a certain period of time.

Yanto Browning Associate lecturer in Music and Sound. (2020, September 15). Why does analogue still feel good in a digital world? Retrieved September 17, 2020, from <https://theconversation.com/why-does-analogue-still-feel-good-in-a-digital-world-25609>

2. YEARNING FOR A TACTILE EXPERIENCE

With the advancement of technology, many people noticed that they have **missed “ the kind of physical interaction that human beings innately crave as part of their basic existence.”**

As a result, older analog technologies have been rediscovered and rebirthed to provide a similar tactile physical experience to reality, which is something a purely digital world has began to remove.

O'Donnell, B. (2017, May 2). The Hidden Value of Analog. Retrieved September 17, 2020, from <https://techpinions.com/the-hidden-value-of-analog/49923>

3. REPRESENTATION OF IDENTITY AND TASTE

Besides being collectibles for nostalgia, it represents a bigger part of their cultural identity of who they are.

At the same time, it communicates the taste and style of a person. According to Mark Katz, a music theorist, he mentioned that “the tangibility of the CD is part of its charm. A collection is meant to be displayed, and has a visual impact that **confers a degree of expertise on its owner.**”

Van Dijck, J. (2006). Record and Hold: Popular Music between Personal and Collective Memory. *Critical Studies in Media Communication*, 23(5), 357–374.
doi:10.1080/07393180601046121

4. PROMPT FOR MORE REAL HUMAN INTERACTIONS

After spending majority of the time on digital interaction, there is a yearn for more human to human analog interaction among people and lesser screen time.

O'Donnell, B. (2017, May 2). The Hidden Value of Analog. Retrieved September 17, 2020, from <https://techpinions.com/the-hidden-value-of-analog/49923>

Beside physical significance,
music packaging has the potential for **storytelling**

INSPIRATIONAL EXAMPLES

1. NAKAMA

Studio
Fundamental HK Studio

Year
2019



The music album features a package filled with a photobook, cassette and a lyric book with industrial drawings of deconstructed objects.

The design concept was to transport the audience back to the 1980s through the music packaging and its collaterals.

Bauer, A. (2020, June 28). Music Packaging: Nakama-Endy Chow. Retrieved September 17, 2020, from <https://www.unifiedmanufacturing.com/blog/music-packaging-week-nakama-endy-chow/>

2. NAKED WAVES

Designer
Joe Fang

Year
2019



Joe Fang, an award winning Taiwanese record designer, taps on visual and tactile texture through different printing methods to convey the overall brand and music energy of the band.

Through this album packaging design, he hopes the audiences would explore different interpretation methods to interact with the music and album, so as to **appreciate the significance of a physical music album.**

李鑫. (2019, November 19). 拆解《裸浪》：方序中談眠腦專輯設計思路. Retrieved September 17, 2020, from <https://blow.streetvoice.com/47758/>

3. IN OUR BLOOD

Studio
Onion Design Associate

Year
2018



Onion Design Associate aims to communicate the album's concept of how the love for music transcends boundaries. It also reflects the band's passion in communicating their Taiwanese take on latin jazz.

This music album features postcards as a form of music visual diary on the songs inspired by different Taiwanese and Cuban Musicians of the nature of music.

Orion Design Associate. (2018). SOY LA LEY Afro-Cuban Jazz Band. Retrieved September 17, 2020, from https://www.behance.net/gallery/66480461/SOY-LA-LEY-Afro-Cuban-Jazz-Band?tracking_source=curated_galleries_graphic-design

4. FICTION

Designer
Aaron Nie

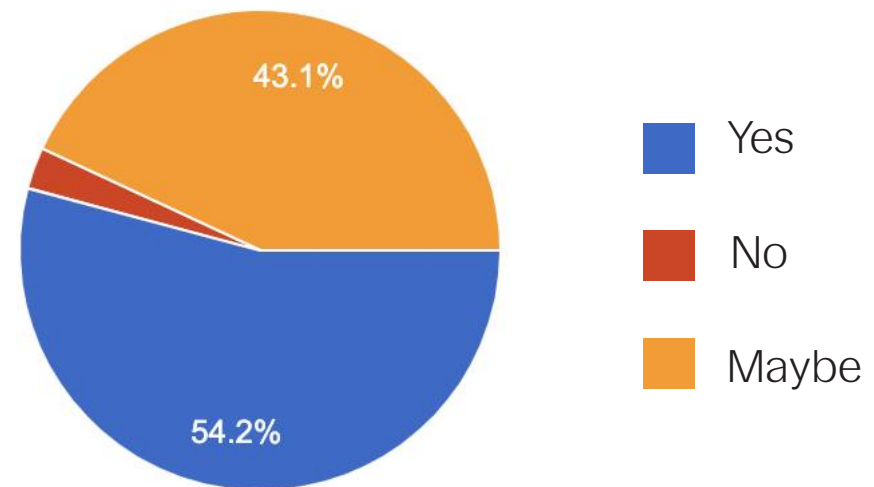
Year
2012



ACG国际艺术教育选择艺术，不做下一个别人，只做第一个自己。.(2016).台湾当红唱片设计天才，林宥嘉、周杰伦、五月天的专辑都出自他的手！. Retrieved September 17, 2020, from <https://zhuanlan.zhihu.com/p/22854670>

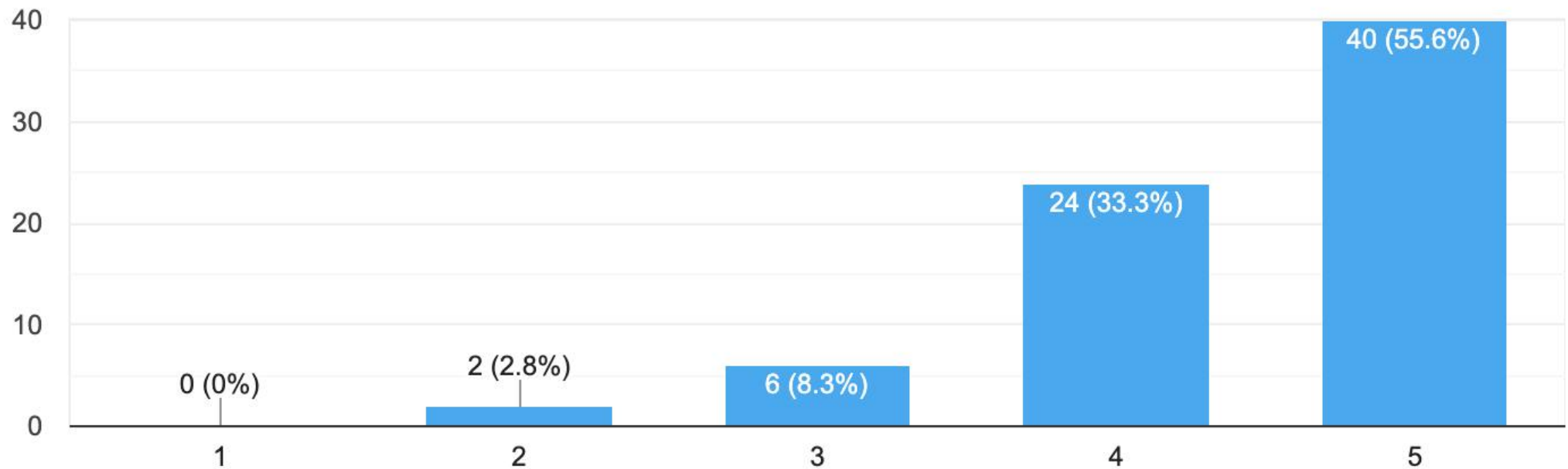
The music album explores the different types of fiction and applying them into his own music. Thus, Aaron Nie packaged the album with a newspaper in it to create an experience for the audience, simulating them into how the fictitious world would look and feel like for them.

From a personal
survey that I've
conducted across
74 Singaporeans
from 18-30,



When asked if they would purchase
beautifully packaged music album that
offers a visual/narrative concept.

When asked about the extent to which physical music album can be a platform for storytelling



- There is a **decline** in appreciation for holistic music experience due to the popularity of online streaming services, resulting in a **disconnection/loss of companionship** between people to music and people to people.
 - There is a **growing concern** that music albums are facing obsolescence. Hence, an additional **loss of collectibles** for listeners to own as a representation of their taste and identity.
-

The main aim of the project is to **provide a newfound significance** in the **tangibility of music album packaging** despite the advancement in technology.

The objectives to reach the main aim are:

- Develop meaningful narratives through the integration of inspired lyrics and its associated anecdotes.
 - Explore the aesthetic and form of music album packaging design.
 - Expand the potential of music album packaging in storytelling.
-

1. How can the visualisation of music establish a connection between lyrics and anecdotes?
 2. How can storytelling and extraordinary packaging design play a role in the relevance of music albums in today's world despite the advancement in technology?
-

1. A music package which consists of a CD and a visual editorial attached to it. The visual editorial consists of a narrative built upon the integration of anecdotes and lyrics.
 2. A Media Art design that communicates a person's connection with music through abstract visual elements.
-

The following steps will outline the research design employed by the project:

1. A survey to investigate the genre of music that forms a deeper association with Singaporeans age 18-30
 2. An interview with 15 youths to examine their personal stories associated with the lyrics and their visualisation of them.
 3. Develop a visual narrative that is built upon the interview and an expressive music package.
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// Methodology

ART DIRECTION



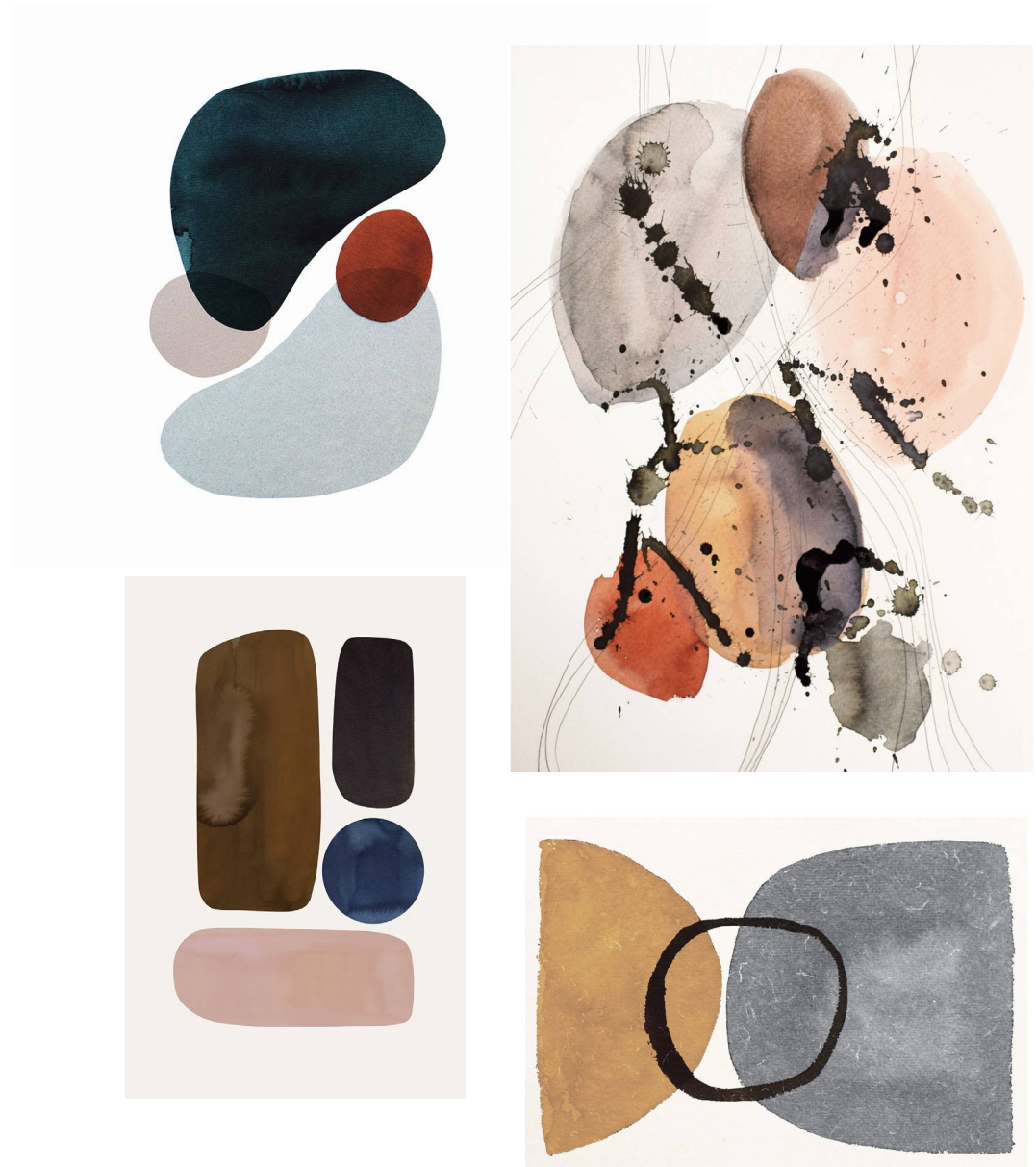
1. BERIT MOGENSEN LOPEZ

A Coopenhagen based artist/designer that specialises in fashion and textile design. Her works consists of print collections, paintings and collages

Keywords

Abstract • Minimal • Textured

Lopez, B. M. (n.d.). Berit Mogensen Lopez.
Retrieved September 17, 2020, from <https://www.mogensenlopez.dk/>



2. MILES TEWSON

An Illustrator based in UK

Keywords

Minimalistic Drawings

Tewson, M. (n.d.). Miles Tewson. Retrieved September 17, 2020, from <https://www.milestewson.com/>



2. SHIRA BARZILAY

Israel based artist, illustrator/ graphic designer and founder of kokeitit. She is known for her **abstract** portraits and overlaying on photographs with **colorful and bold strokes**.

Keywords

Abstract • Colorful • Strokes

Moszynski, J. (2015, October 08). Meet Shira Barzilay, The Artist Behind Kokeitit Temporary Tattoos. Retrieved September 17, 2020, from <https://theculturetrip.com/middle-east/israel/articles/meet-shira-barzilay-the-artist-behind-kokeitit-temporary-tattoos/>



Joe Fang

Taiwanese Album Designer.
Worked with many famous
mandopop singers like A-Mei,
Mayday and Stephanie Sun

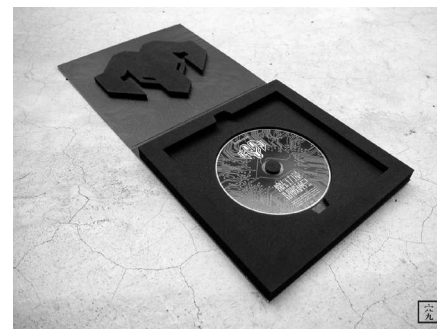
Keywords

Layered • Page/Spread within a Spread

Fang, J. (2018). 容祖兒 專輯 - 答案之書. Retrieved September 17, 2020, from https://www.behance.net/gallery/72762945/_

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Fang, J. (2015). MP4魔幻力量 戰神. Retrieved September 17, 2020, from <https://www.behance.net/gallery/28169381/MP4->



Aug – Late Sept (1st Review)

- Research on Album Packaging Design through books, articles and niche websites
- Research on music's connection with people and its impact on music through literature journals.
- Research on the consumption of physical music album locally and globally through survey and articles.
- Research on artist references and moodboard
- A sketch on the visual narrative of one interview.

Late Sept - Nov (Ideally by 2nd Review)

- Research further and confirmation of the moodboard for music packaging
 - Research further into narrative empathy
 - Conduct interviews on 15 people for the narrative
 - Structure the interviews into narrative
-

Nov (After 2nd review) - Jan

- Prototype of visual editorial
- Prototype of music packaging design
- Refinement of media art design

Jan - Apr

- Production/Refinement of outcomes

Apr - Last Review

- Finalisation of outcomes and FYP Booth set up
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THANK YOU
