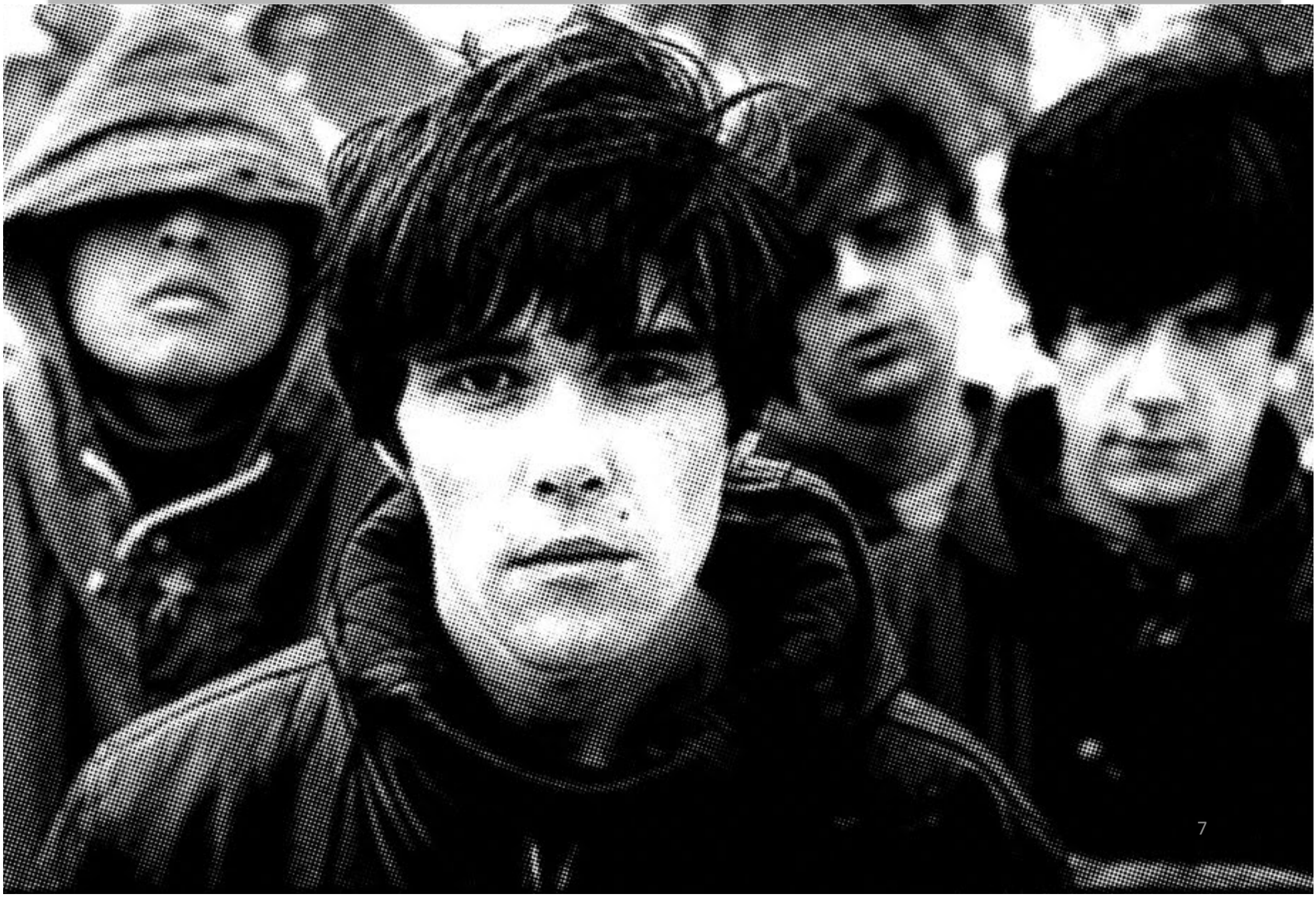
MUSIC MAP

Background

Manchester is a city which owes as much of its cultural heritage to pop culture as it does to 'high culture', in particular, music. Many well known and popular acts come from Manchester, for example The Smiths, The Fall, Buzzcocks, Joy Division, New Order and the Happy Mondays to name a few.

The music, bands and venues which are and were created and thrive in Manchester are all heavily influenced by the industrial, manufacturing and working class history of the city, thus making music culture and the city inextricably linked.

GREAT NORTHERN RAILWAY COMPANY'S GOODS WAREHOUSE



The Concept

Music Map is an app with several features which enables the user to interact with the *past* and *current* musical culture of the city. The user can:

1. View information about locations and artists relevant to the Manchester music scene.
2. Take a tour; a journey through the same landscapes that have influenced artists, linking the musical culture to real places within the city.
3. Listen to music and watch videos recorded from the venues and from the artists featured.
4. Contribute their own stories, images and ideas in the Music Map community.
5. Access info about gigs currently happening in the city.

Audience

I expect a very varied audience for this app, with no distinct age range or gender. An example of who may use the app includes:

1. General music enthusiasts
2. History enthusiasts
3. Tourists visiting the city
4. Fans of particular bands/ artists
5. Locals who want to learn more about their own city
6. Those who want to find out which bands are currently playing in the area.

Technical Specifications

Apps Name and Version	Music Map (Manchester Version)
Type	Interactive Map/ Database/ Multimedia
Operating System (OS)	iOS
Minimum screen-resolution required	640×960 (iPhone 4)
Minimum OS version required	IPhone iOS 4.0
Native or Web-app Native	Native
Free or Paid	Free

Function: Start-screen

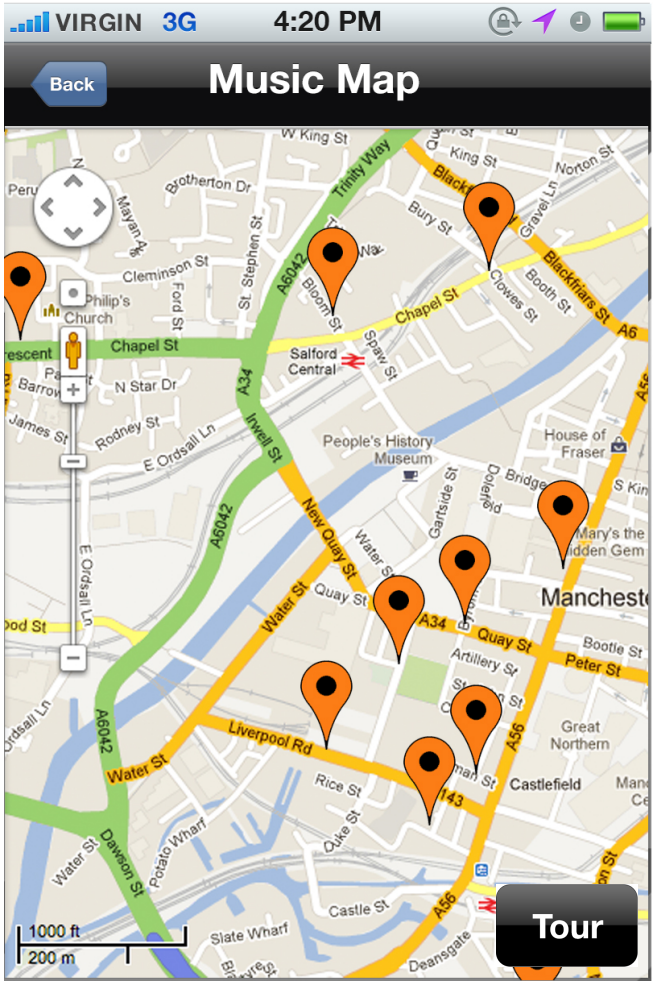
There are four different options on the start-screen for the user to choose, all of which allow the user to access information about the Manchester music scene in various different ways:

1. Music Map
2. Artists
3. Gig Guide
4. MM Community

Function: Music Map

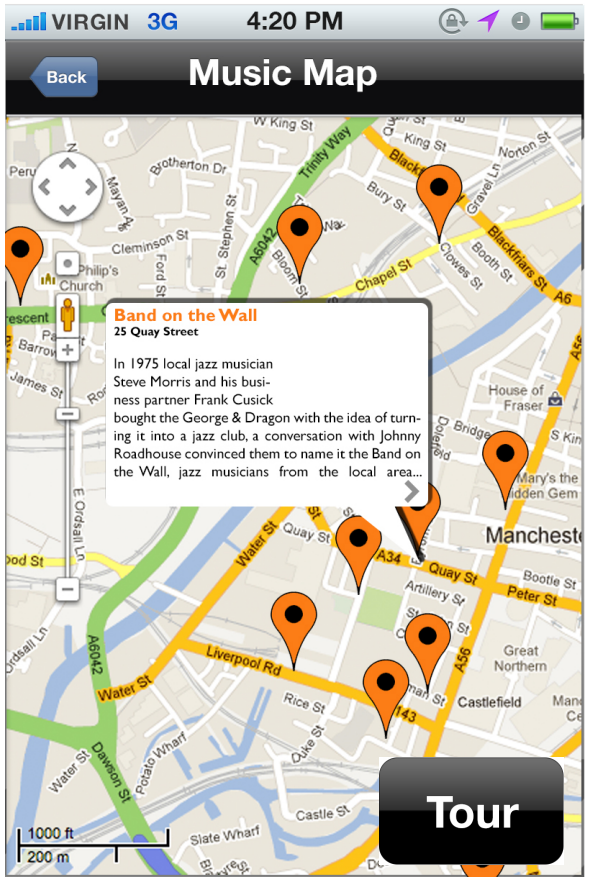
The first option on the start screen is Music Map. The user is first presented with a map of the center of Manchester or centered around the users location if they are in Manchester.

Significant points are pinned to the map relating to music venues, recording studios, pubs and clubs and musically relevant landmarks.



Function: Music Map

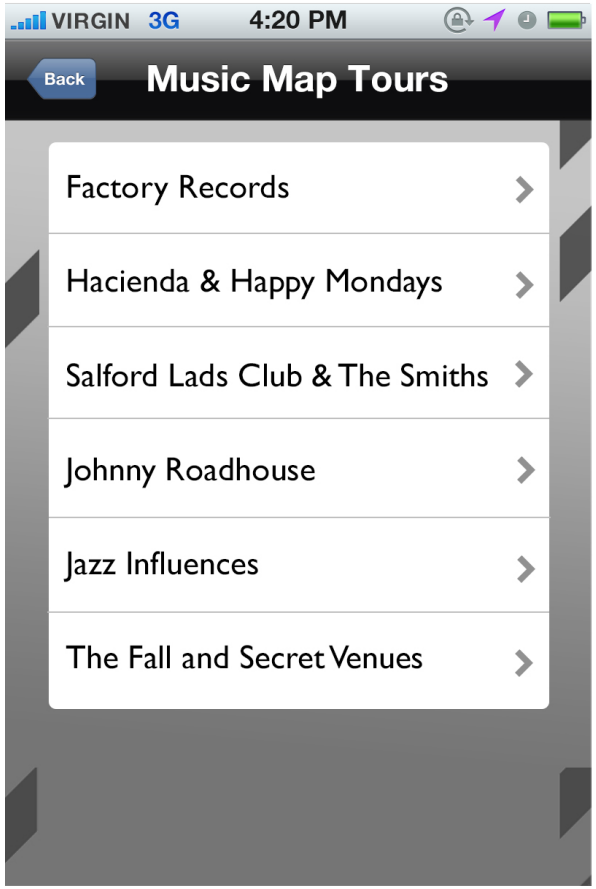
The user can click a point on the map:

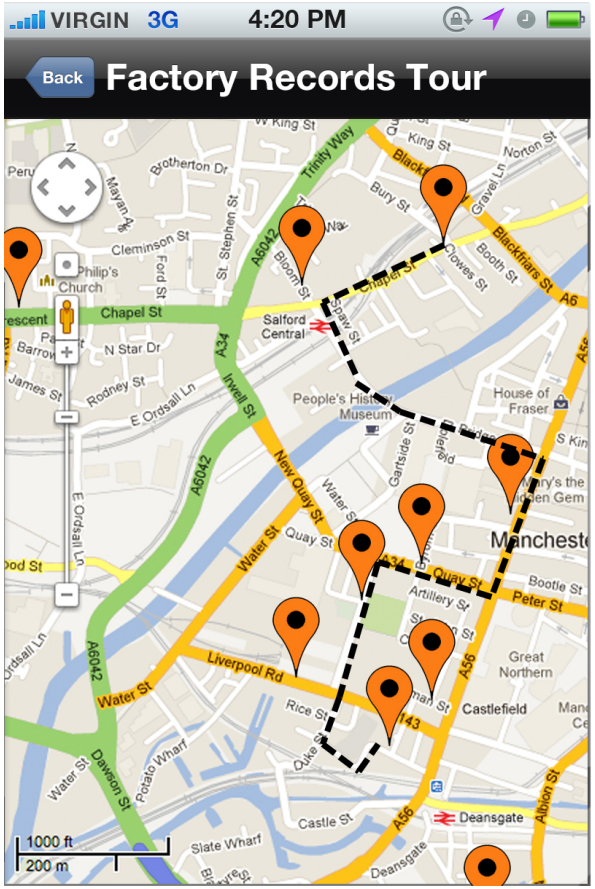


Click again to find out more about the point:

Function: Tours

The music map feature also has several preset tours, taking the user on a multi-sensory guide through the city:

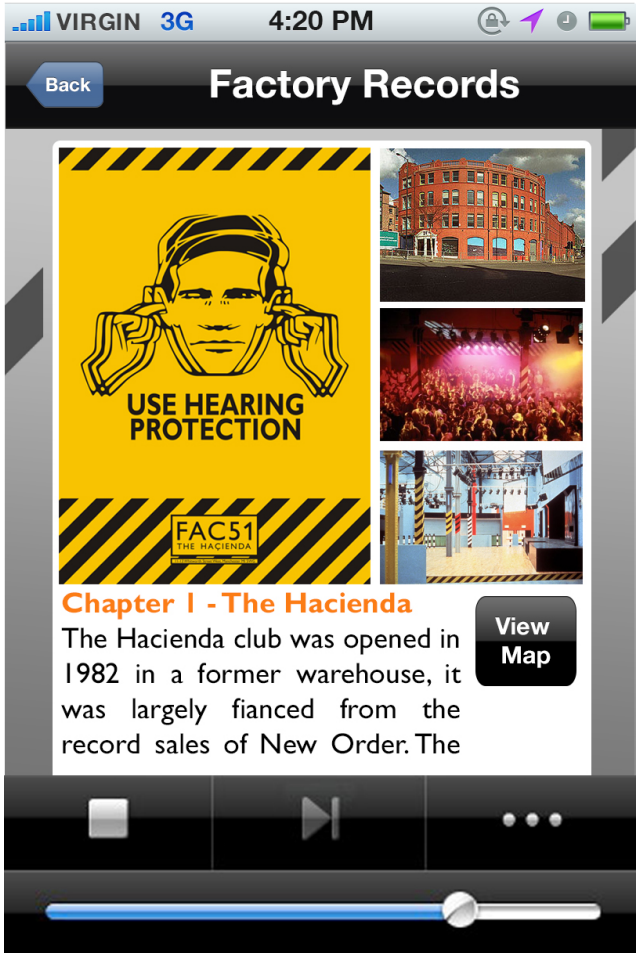




Function: Tours

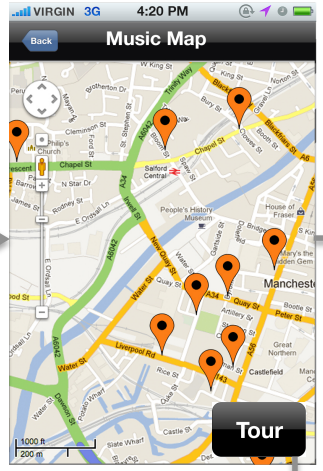
When the user chooses to activate a tour, the app uses GPS to track the current location.

The best way of experiencing the tour is to wear headphones. As the user comes to each new place, a new screen is displayed and information is played. Recorded information, music and interviews are played as the user moves through the city. The user can play, pause, skip and stop the tour as they like. The map is available to view at any point allowing the user to skip to any point on the tour route.

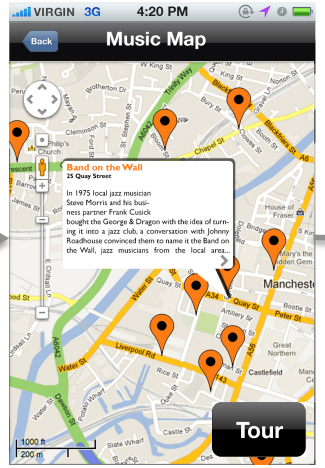


Function: Music Map

1. Start-screen



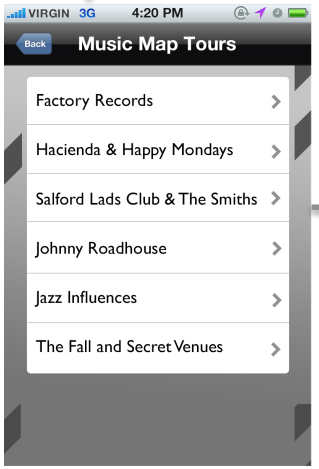
2. Music Map



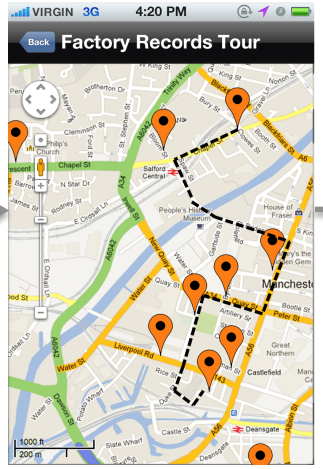
3. Select a pin

4. More Info

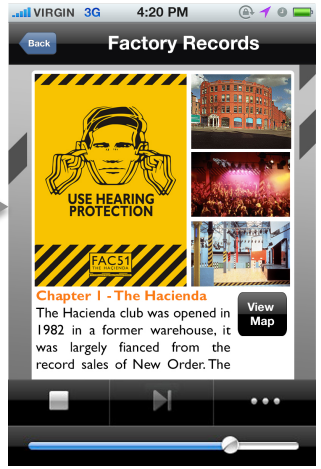
Links to:
The Map
Listen
Videos



5. Music Tours



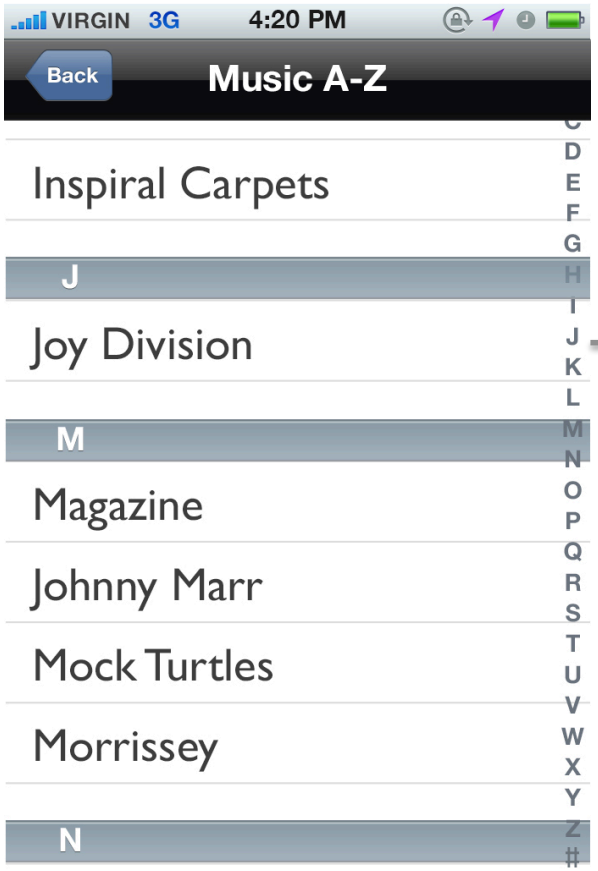
6. Route

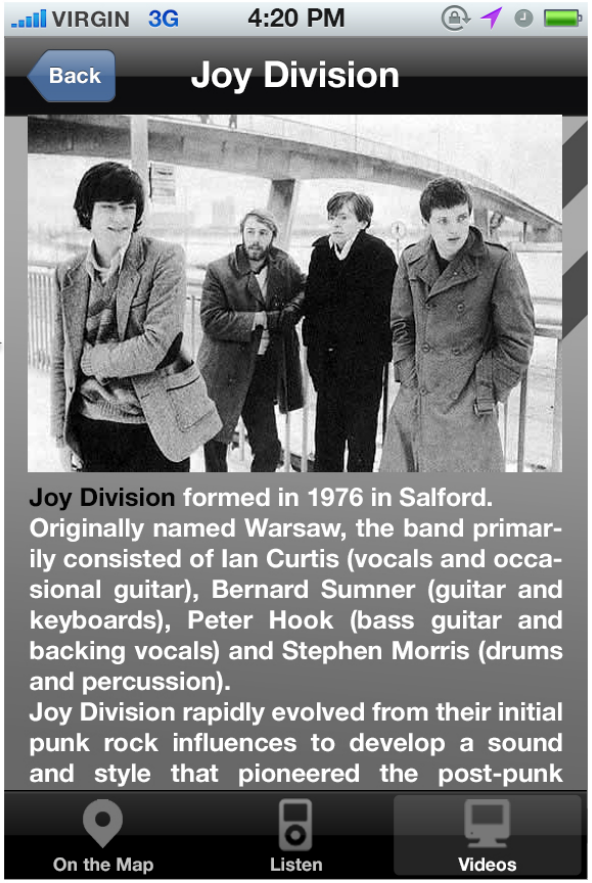


7. Tour Screen

Function: Artists

The second function enables the user to see a list of artists. After finding an artist of interest, the user can see more information:





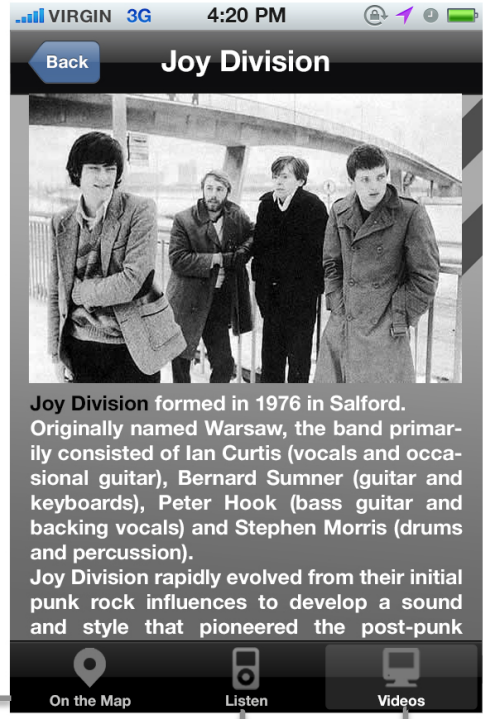
Function: Artists

Beneath the information about the band there are three options:

Shows the user all the points on the map that relate to the selected artist.

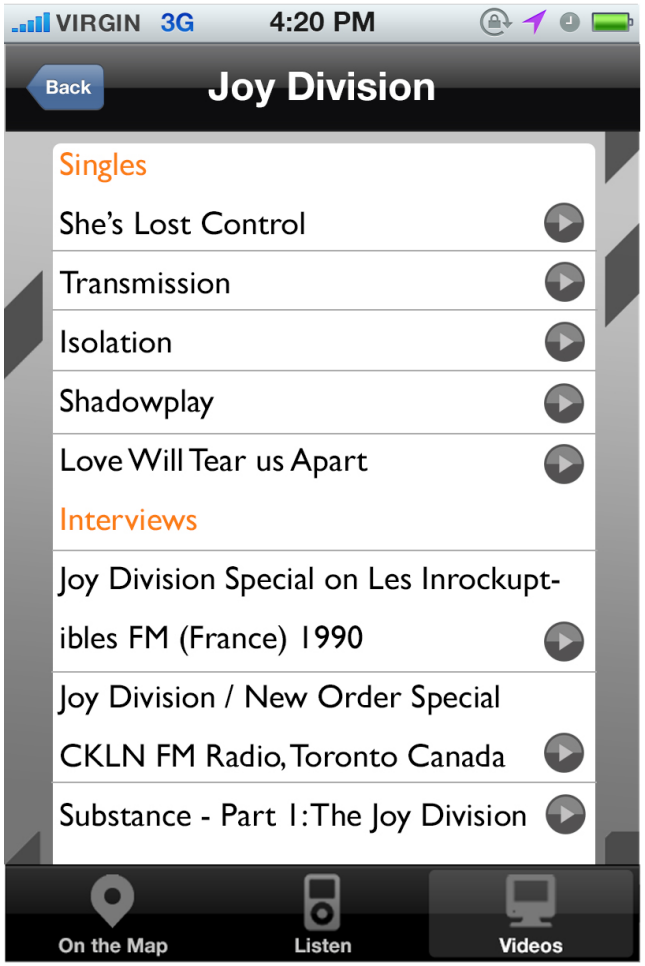
Takes the user to a selection of songs and if available, recorded interviews which they can listen to.

If available, allows the user to watch live videos of the band at the venues in the city.



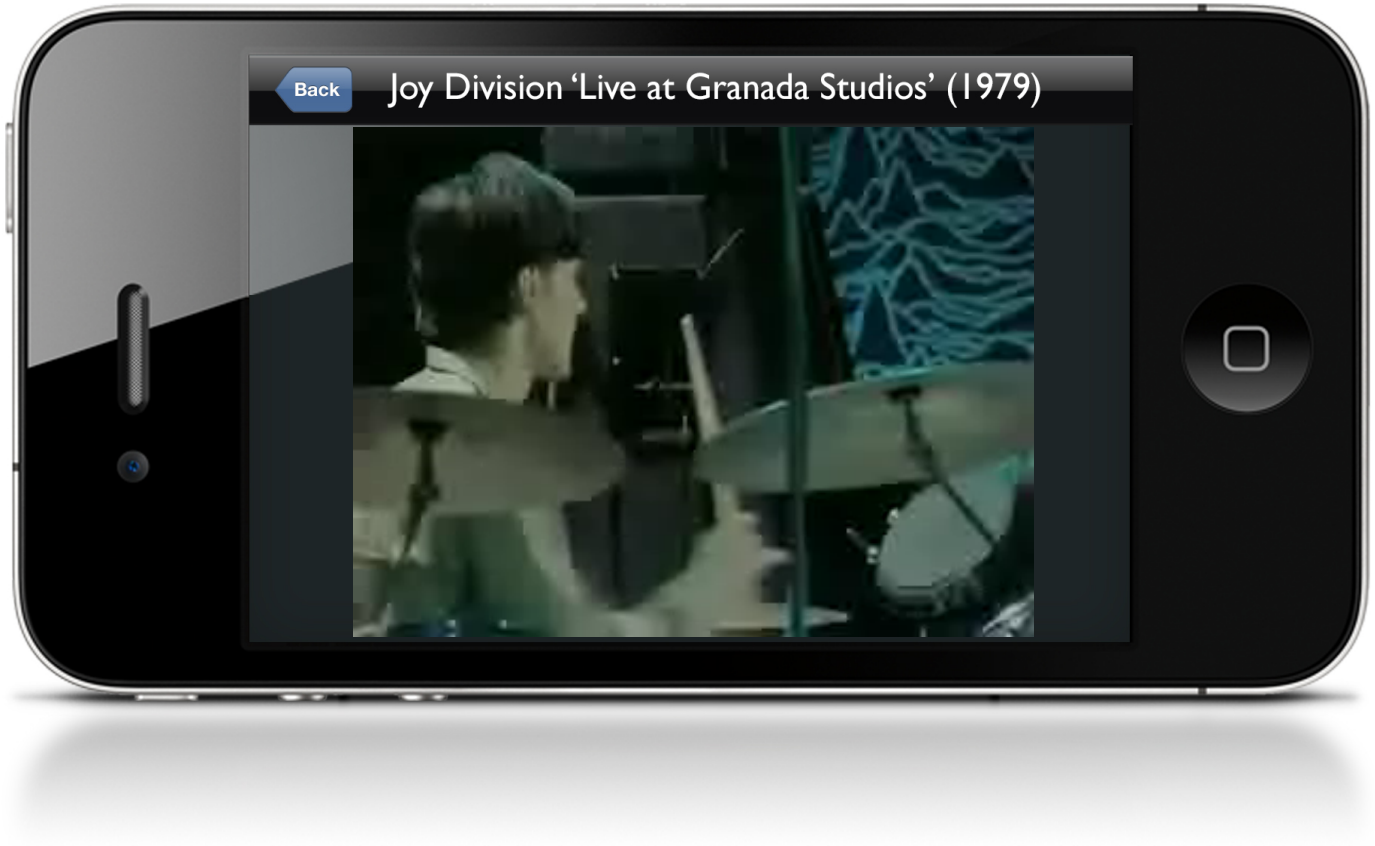
Function: Artists

When the user presses 'Listen' they are presented with a selection of songs by the artists (provided via co-operation with the music program Spotify) and if available, radio interviews with the band allowing the user to hear them in their own words.



Function: Artists

Similar to the listen function, if 'Videos' is selected, the user is presented with a list from which they can choose one which they would like to watch:



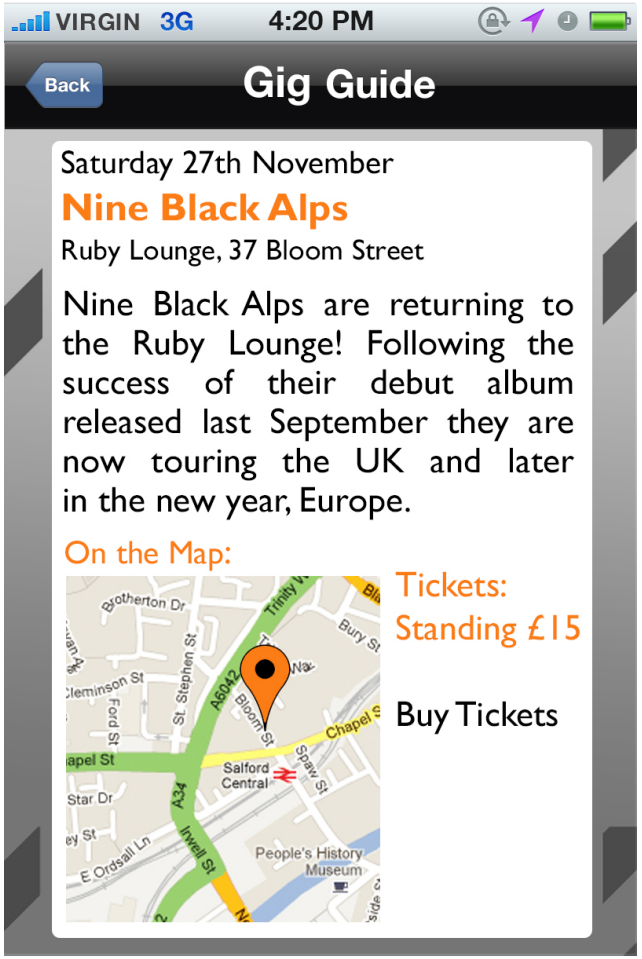
Function: Gig Guide

The third feature of Music Map is the Gig Guide – a current and continually updated list of current gigs, events and concerts in the city.

This information is of course, already on the internet but this is one clear, unified and user friendly platform. The user can scroll through concerts which are organised via date or use the search bar.

Function: Gig Guide

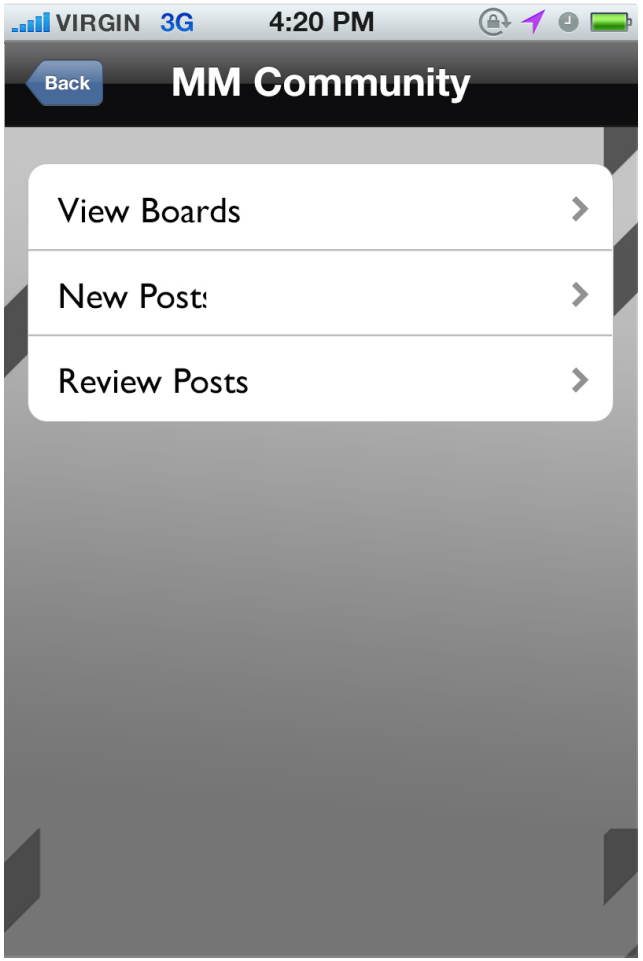
The user can click on a gig to find out more about a particular gig, the address and where it is on the map, a link to buy tickets:



Function: Music Map Community

The last option on the start screen is the Music Map (MM) Community – this allows users to create and add to content with images, stories, videos, adding their location pins and ideas.
The user must create and log-in to their account. They are then presented with several options:

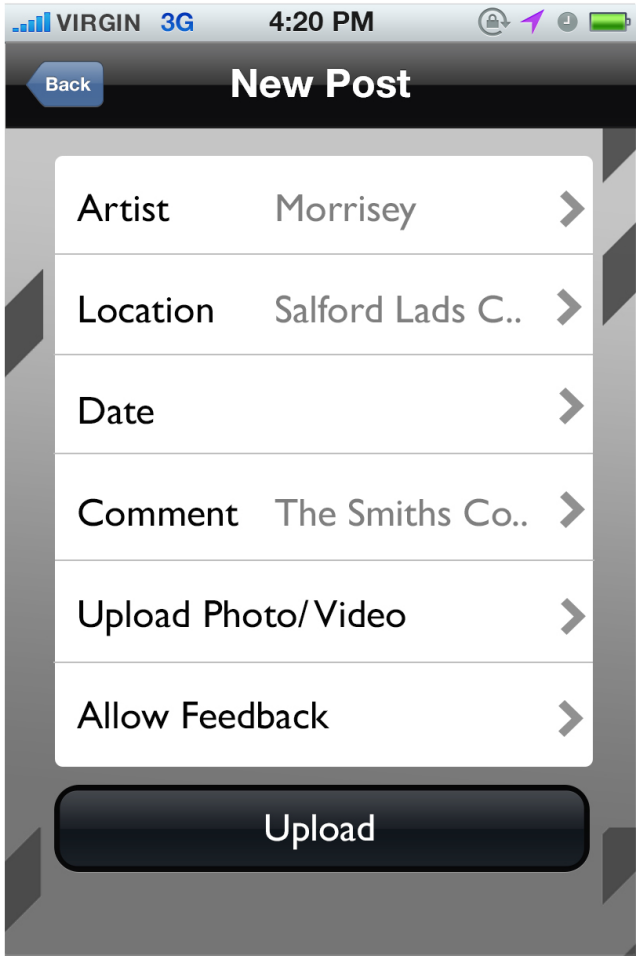
New Post
Review Posts
Search Posts



Function: Music Map Community

When the user picks the option to add a new post - the user can enter as much or as little data as they like under the following six categories:

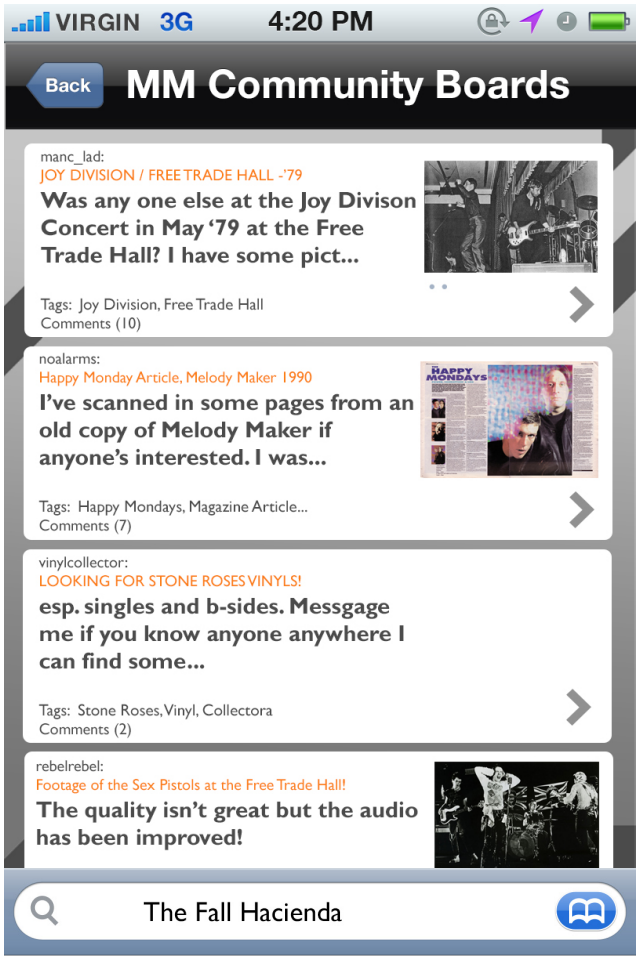
1. Artist
2. Location
3. Year
4. Comment
5. Upload Photo/ Video
6. Allow Feedback



Function: Music Map Community

Once the user has uploaded their post they can see it on the Community Boards. Users can search the boards using the search bar and comment on other peoples posts. When they click on a particular post, the user is taken to a large screen view and can scroll through or watch pictures and videos that have been uploaded.

A user can review and edit their posts at any time.



Potential

As a marketable product, Music Map has the potential to be extended to different cities across the world that have strong cultural roots in music.

This Manchester edition is primarily concerned with popular music (and the music I am most familiar with) but Classical and World Music could also interesting versions of this app.

Cultural Relevance

I believe the Music Map app offers a direct connection between music and the spaces within the city it has and is being created and performed.

More and more often music, film, photography and information is experienced second hand via mobile phones and computers far away from the place of its conception. The Music Map app gives people the chance to get a closer, more 'genuine' experience of music culture grounded within the locations it is and was created and performed.

Cultural Preservation

Music Map is a way of collecting information that can be experienced and not only read. The MM Community feature allows for unseen and unpublished footage, photographs and anecdotal information can be shared, collected and recorded all within one easy access platform.

This is an important resource for an often 'intangible' aspect of culture like music, for the people who make it and the fans that listen to it.

The End

Thank you for Listening!