

HOW DO LIVE MUSIC VISUALS ENHANCE THE AUDIENCE EXPERIENCE?

Disclaimer- There will be some flashing imagery

WHAT ARE AUDIO VISUALS?



Figure 1

The Martinez Brothers- Hi Ibiza 2023

How important are visuals to creating a memorable and immersive live experience?

20 responses

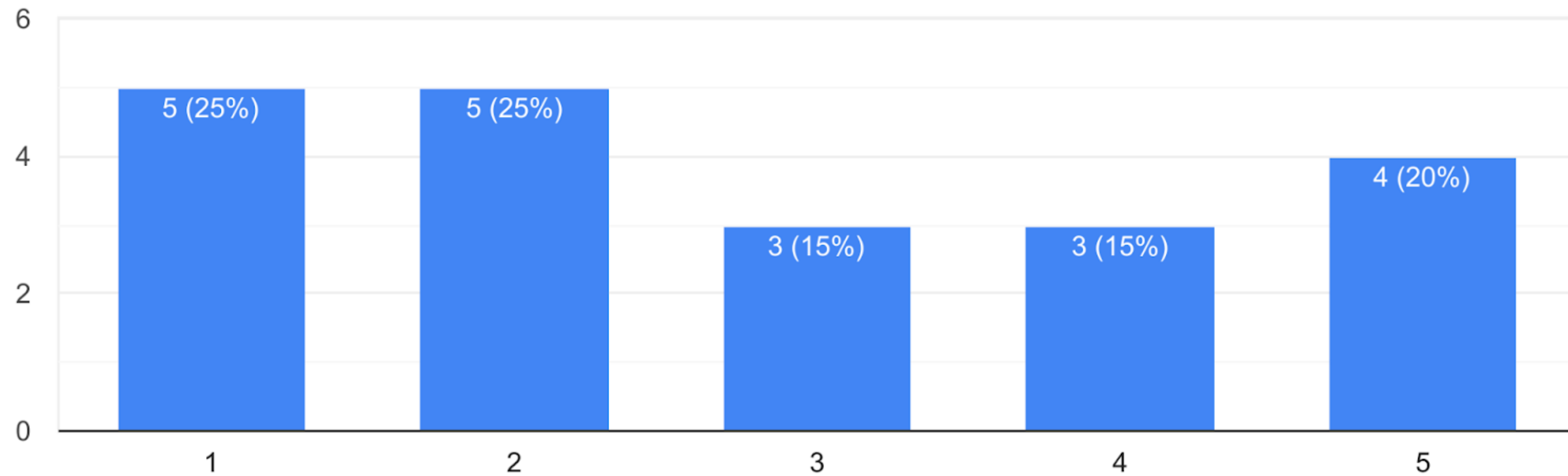


Figure 2

AMY SHENTON

Visual Artist and Resident VJ for the WHP



Figure 6



Figure 3



Figure 4

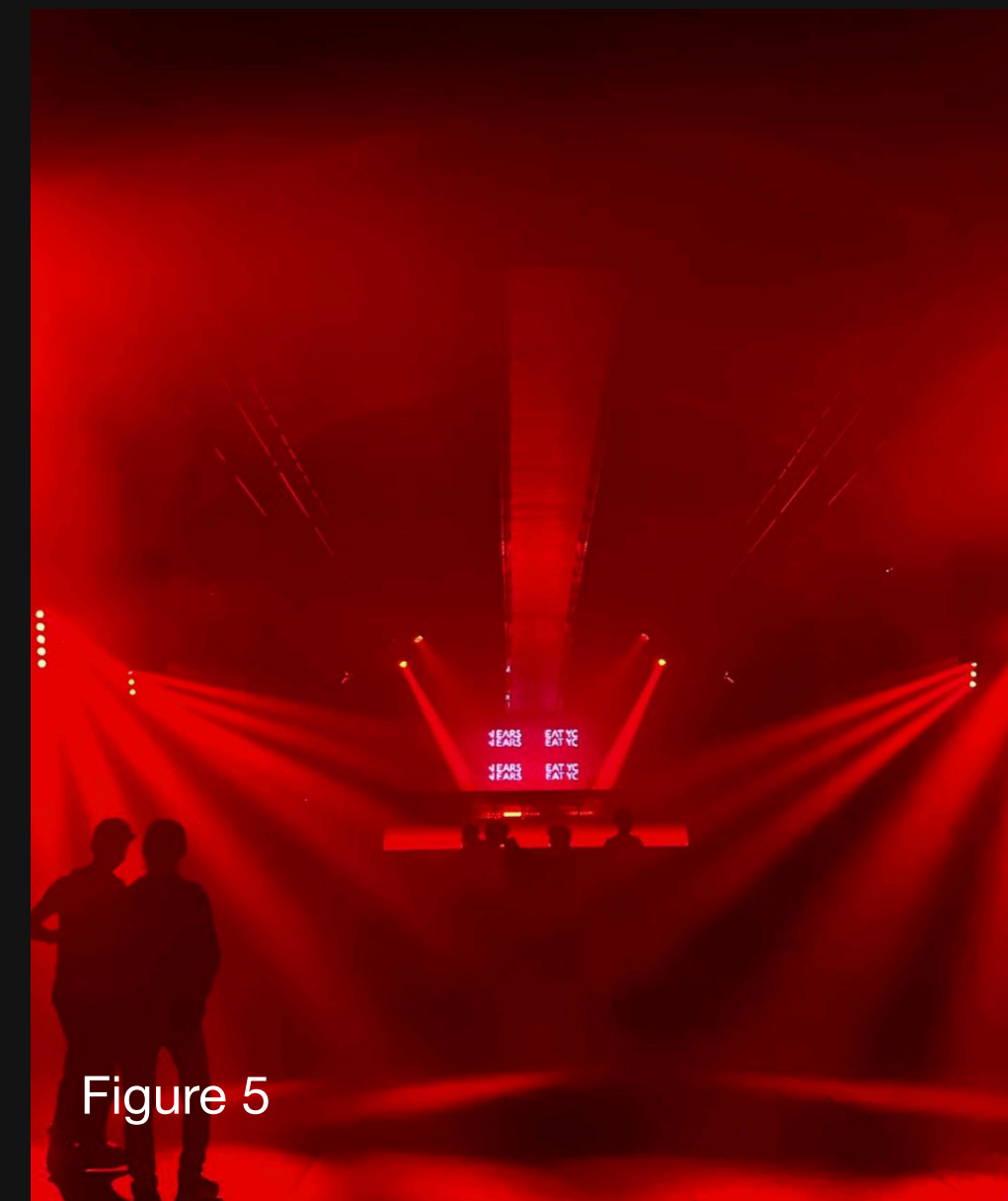


Figure 5

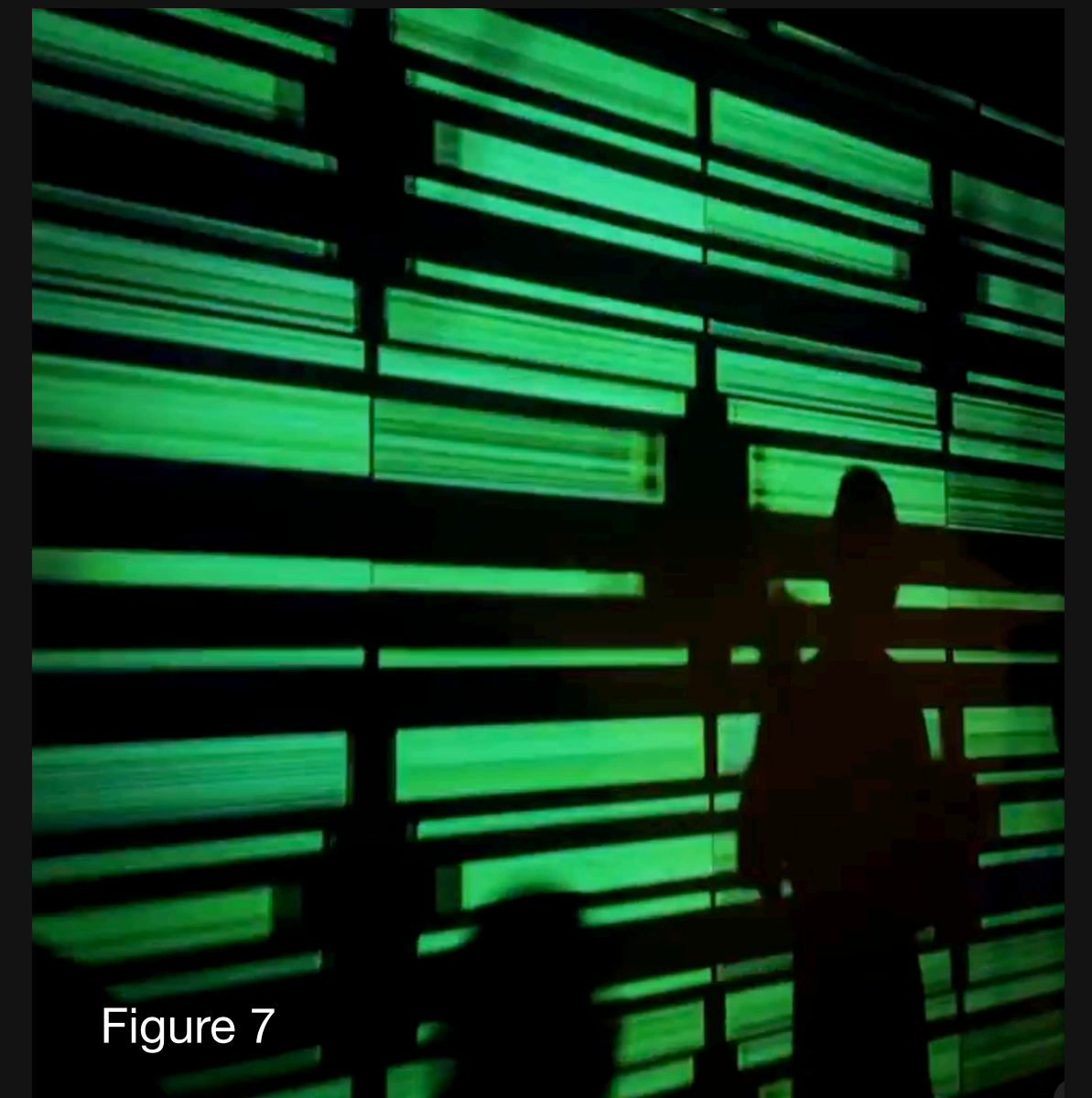


Figure 7

“[Audio Visuals] create a **journey through the performance**, through colour, speed, flashes, shapes, you can present the mood and feel of the music...”

“They can play as an indication of how [the audience] are **meant to act.**”

(Shenton, 2023)

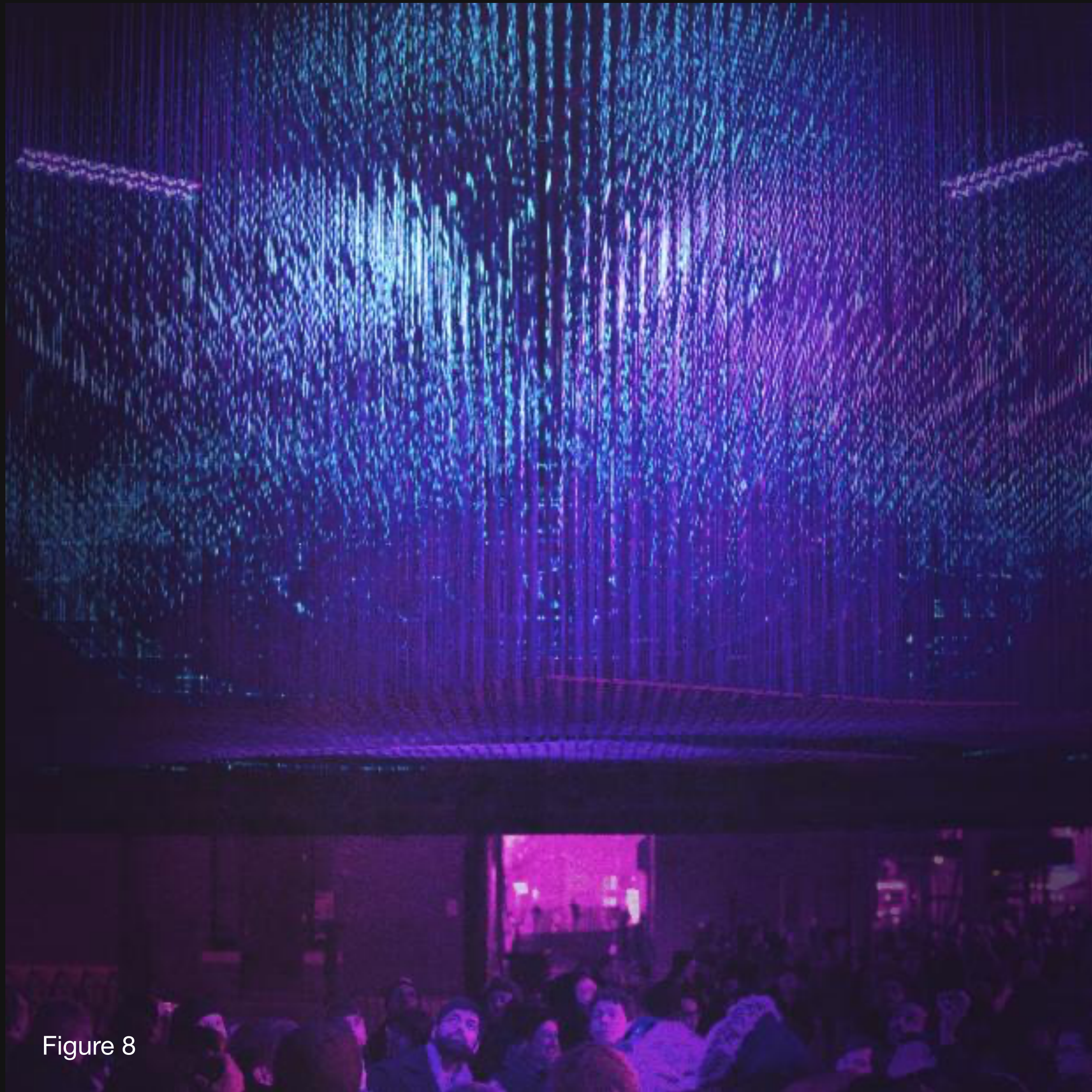


Figure 8

Max Cooper

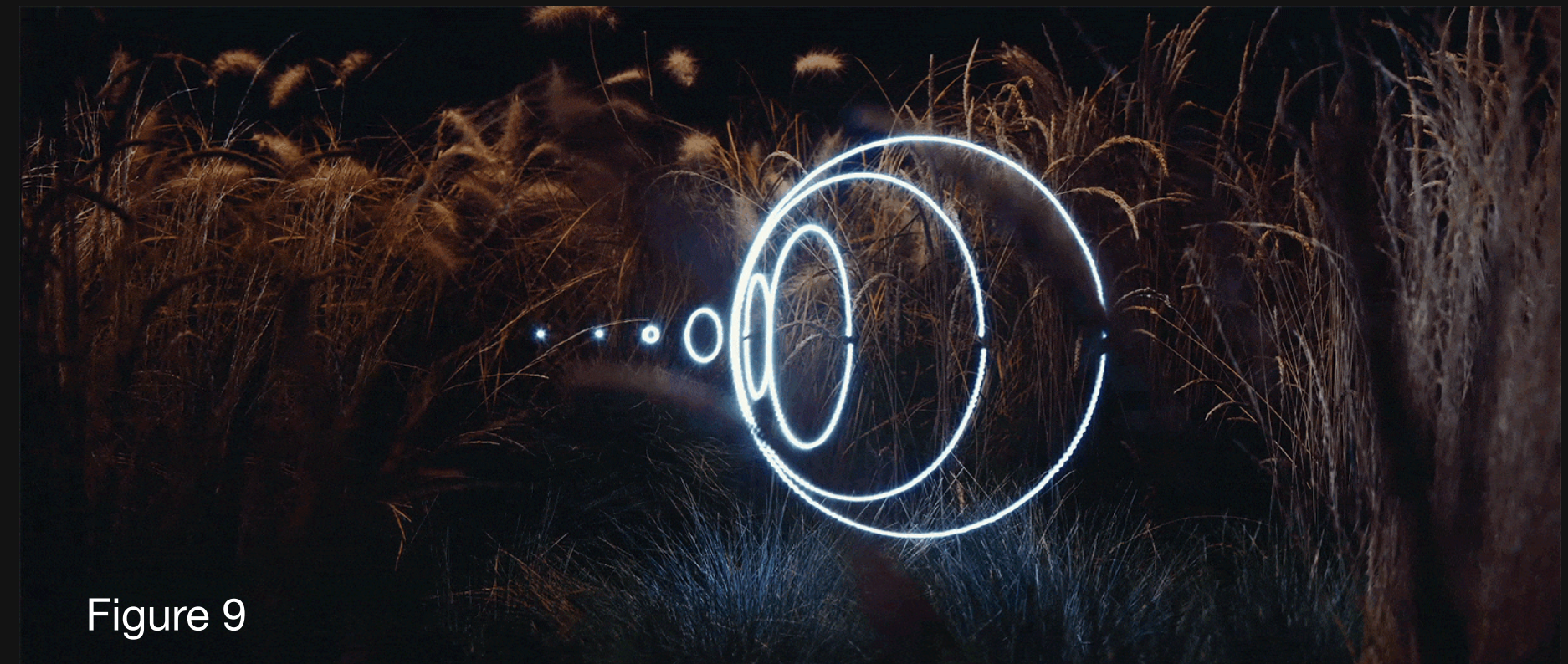


Figure 9

Anna Diaz

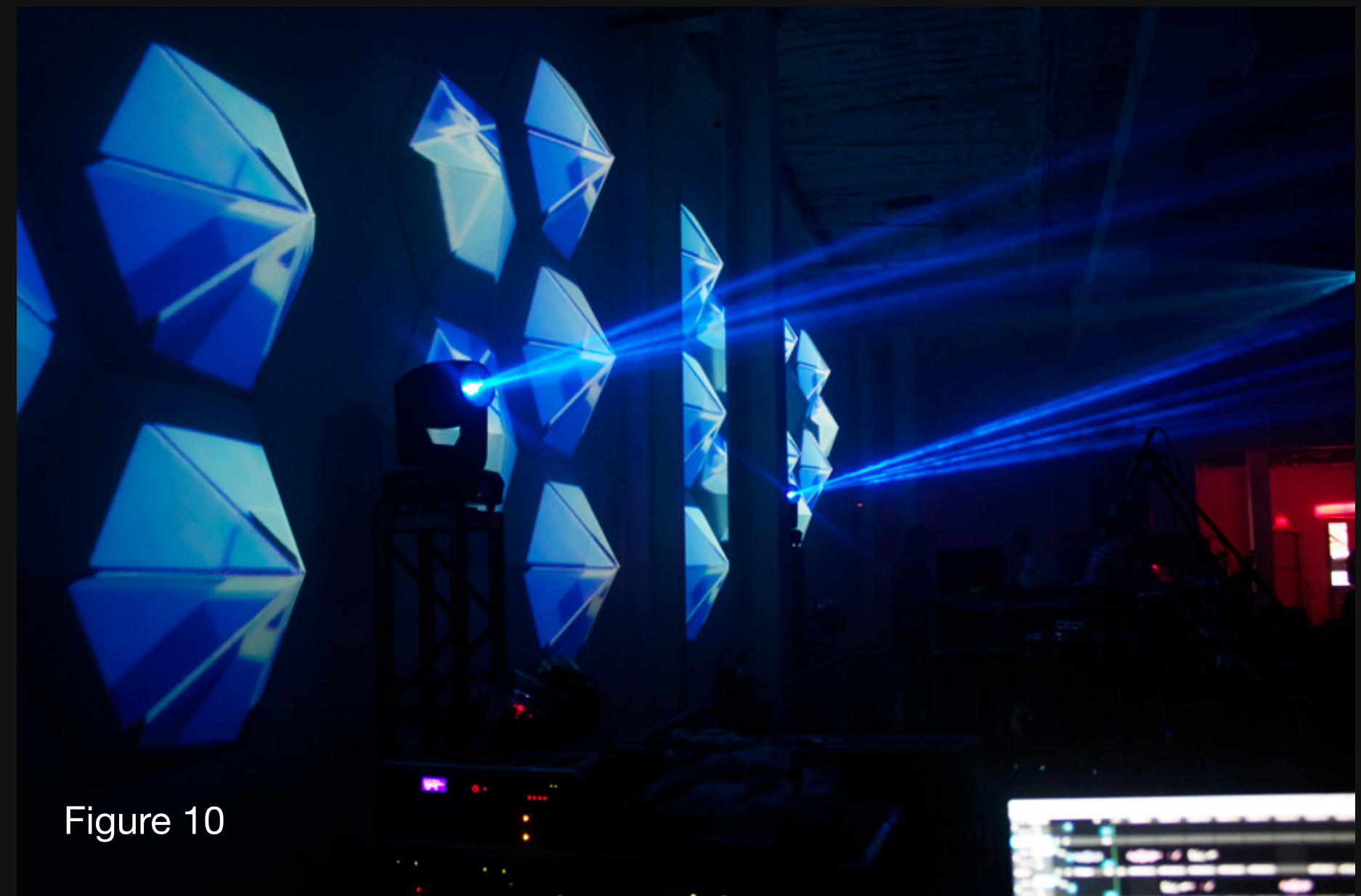


Figure 10

Matt Greenwood



Figure 11



Figure 12

Adam Smith- Music video
Director and one half of
Smith and Lyall

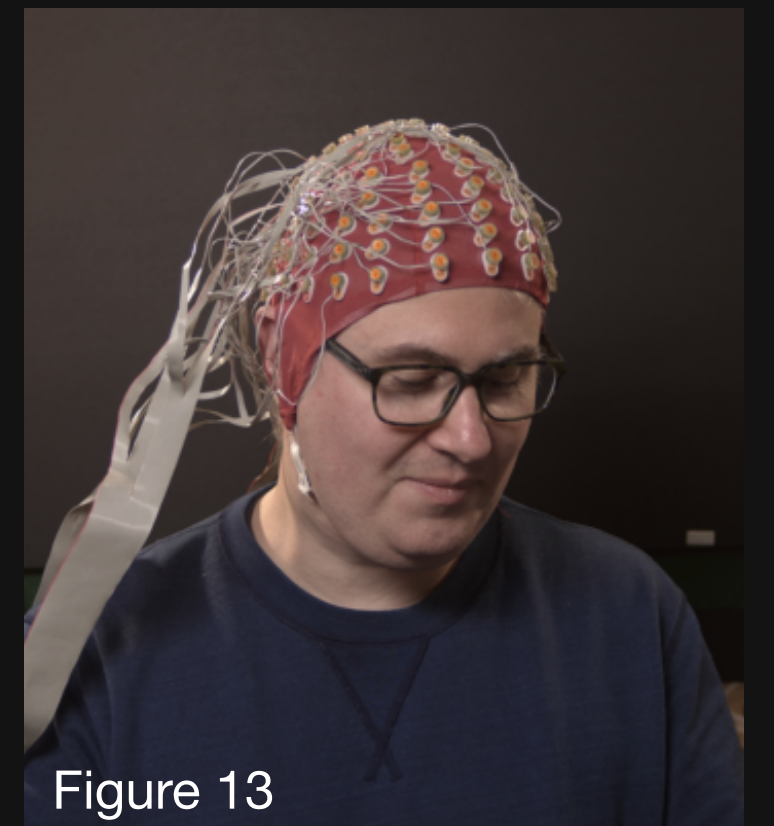


Figure 13

Marcus Lyall- Visual Artist
and one half of Smith and
Lyall



Figure 14

Glastonbury 2000



Figure 15

Glastonbury 2019

The Chemical Brother- Hey Boy, Hey Girl (BBC Music)

“The show has changed and become less reliant on **graphic imagery and more reliant on **human beings becoming that graphic imagery**”**

(Smith, 2020)



Yes - Eric prydz

Eric Prydz

Eric Prdyz Holo 2022 Creamfields

Eric Prdyz WHP 2021

Yes Eric prydz parklife 2017

Figure 16



Eric Prydz Presents HOLO (Tomorrowland 2023)

Figure 17

“It was cool, but we... wanted to use the technology that now is available, that wasn't available then, and try and do an **extension of the music**”

“**Our live shows will evolve**”

(Prydz, 2019)



PAWSA- Creamfields 2022

Figure 18

Are there any specific visuals/ effects that have stood out to you at past events?

Practical effects work really well, as do holographic things, anything that is immersive

when lighting is reflected onto the sky as you look up so you feel surrounded

3D visuals of strobes which go in time with music always stand out

Confetti as it feels more interactive

I saw the chemical brothers and they had an alien thing in one of their visuals that pointed it's fingers to the crowd and a light would come out of its finger and I thought that was really cool

Lasers and overarching screens

Lasers

Projections

The hexagons on the roof at Pacha in Ibiza

Lasers mixed with Smoke

Runway stage at Creamfields

Old videos on the screen which then get remixed into the song.

ANNA BURROWS

Freelance Motion designer



Figure 21



Figure 19



Figure 20



Figure 22

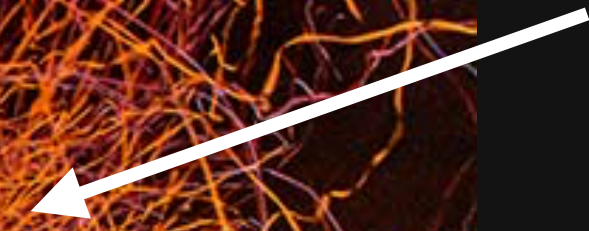
“I think it is all very sensory based. When two or more senses are enhanced this expands the experience of the event and in turn allows the person to attach stronger feelings and attachments creating stronger memories of the experience and the event”

(Burrows, 2023)

Touch
Streamers, Confetti,
Heat off fire, the
audience



Sight
Screen Visuals,
Lasers and lighting,
visual effects



Hear
Live music/
surround sound,
sound of the
crowds



Smell
Pyros, flares, fire,
alcohol, sometimes
dingy yet still
nostalgic/
memorable



Figure 23

Creamfields

“You don’t just think of the McDonald’s whistle
without the McDonald’s Logo M”

(Burrows, 2023)



The Verve- Bitter Sweet Snythony (NBHD 2019)

**IT'S NOT JUST
ABOUT COOL
VISUALS**

...There is a science behind it

10:34:12:09A



Adam Curtis- (Experiment 1)

22:38:01:24



Adam Curtis- (Experiment 2)

“I think that this other version you look at the people dancing in a **very different way**. The feeling it evokes show how separate we are - and how isolated we sometimes are from one another.”

(Curtis, 2012)

“Auditory context plays a critical role in
visual object perception”

(Williams et al., 2022)

KERRIE

Freelance Photographer, Graphic and Motion Designer and VFX Artist

IRL



Figure 27

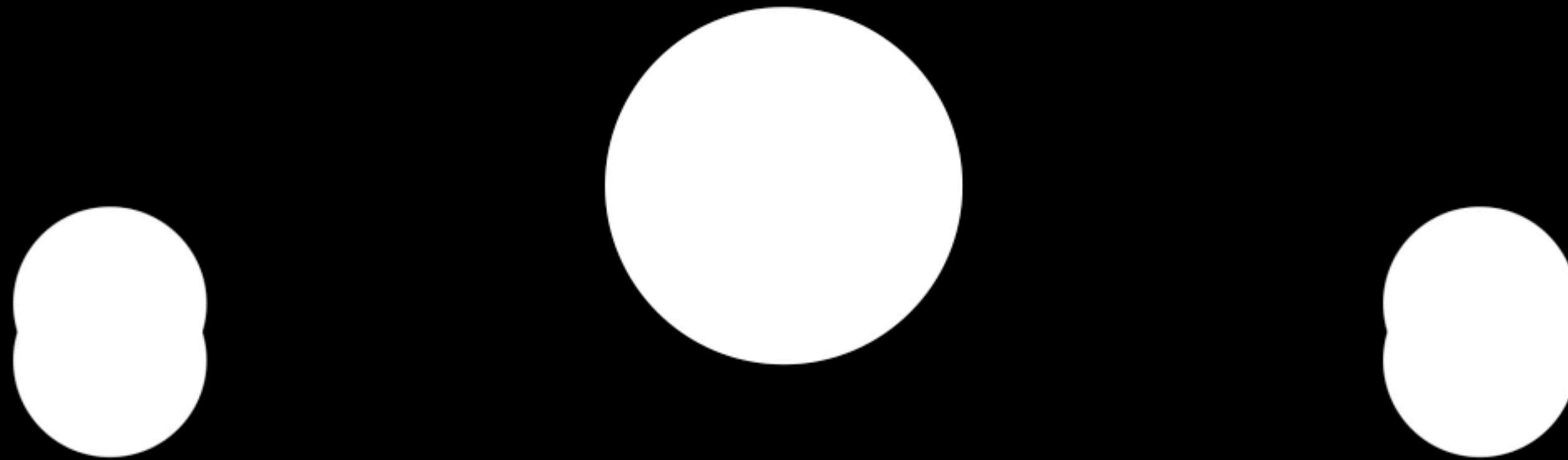


Figure 28

“When working with **digitally synthesised sounds** that people can’t associate with specific instruments or sounds from real life - the visuals [can give] **the sound a context** where they [make] sense.”

(Kerrie IRL, 2023)

A



Audio Reactive Visual (Experiment A)

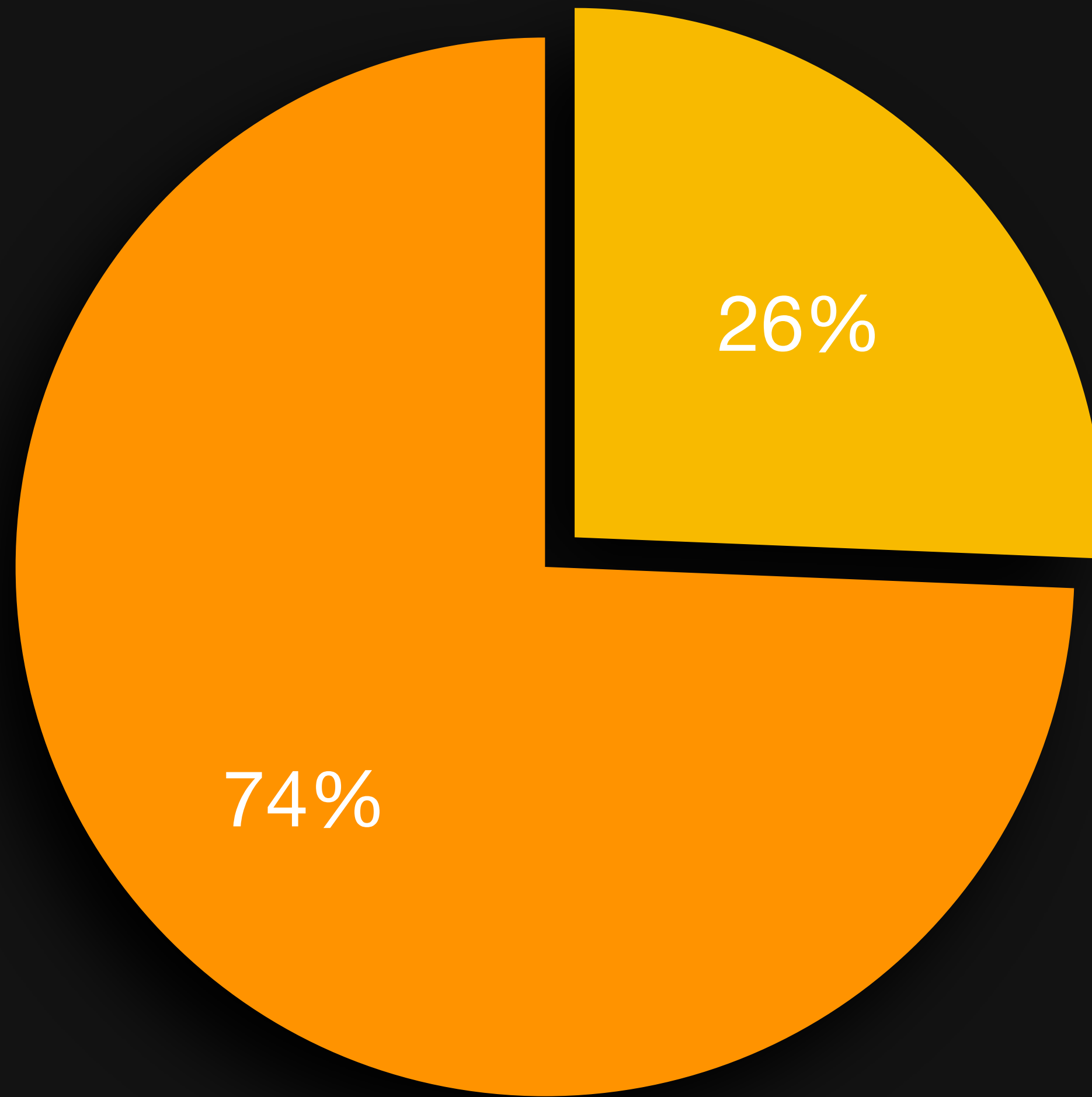
B



Sporadic Visual (Experiment B)

● Sporadic

● Audio Reactive



Why did people find the Audio Reactive clip more engaging? (Visual A)

“A was more symmetrical and felt more in sync with the beat”

“More Synchronised”

“It was in time with the music so more cohesive and captivated me much more”

“The dots better align with the songs beat which is more appealing”

“Interacting with sound + visuals is more engaging than watching dots sporadically”

“Synchronisation between visuals and sounds means you can predict the pattern and interact with it”

**“There’s just more
going on from the
very start”**

WHY IS THERE A DEMAND FOR AUDIO VISUALS?

...And does our generation's declining attention span have something to do with it

“Our brains are changing based on this interaction with digital technologies and one of these is **time compression**... the idea that you have to take focused attention to... read into a book or really think deeply. It’s harder for people... [who] are really immersed in these digital technologies”

(Albright, 2020)



Figure 32

Glastonbury 2000



Figure 33

Glastonbury 2019

The Chemical Brother- Hey Boy, Hey Girl (BBC Music)

“[over the past 2 years] a higher budgets has been used for visuals in events. [that is] increasing the demand for impressive high cost 3D visuals”

(Burrows, 2023)

WHATS NEXT?



Figure 34

“amazing visual experiences is something that people talk about, what people post about, what draws people in, and so it’s only natural that the growing virtual and augmented reality technology will become more prominent in the live event space”

(Shenton, 2023)

“Being able to experiment with an array of tech in a more experimental, DIY way inherently paves the way for more interesting visuals”

(Kerrie IRL, 2023)

TO CONCLUDE...

- ★ AV's create more memorable experiences
- ★ The more senses evoked means more emotional connection to the music
- ★ However its not a necessity. People still enjoy day raves where the music and the atmosphere speaks for itself
- ★ Need for stimulation VS Simply just a higher budget?
- ★ The future of AV's is bright