

# FUSE

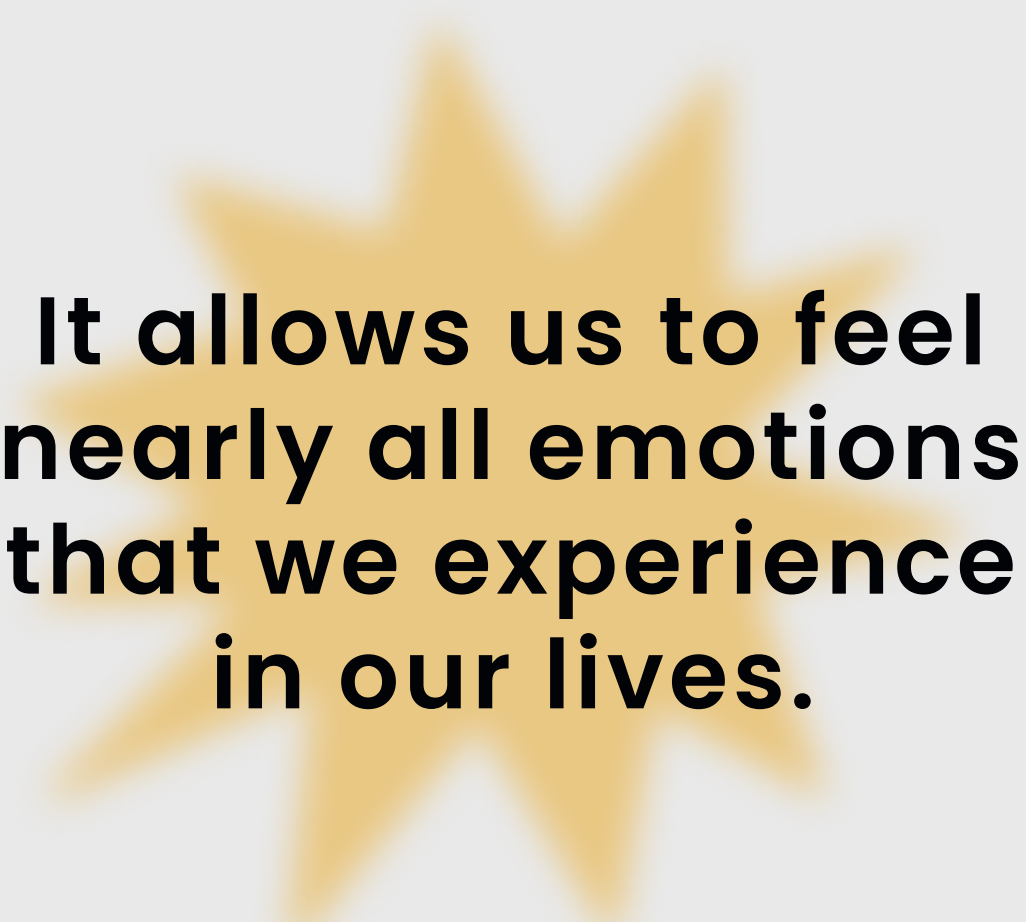


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## **MUSIC IS A POWERFUL THING**



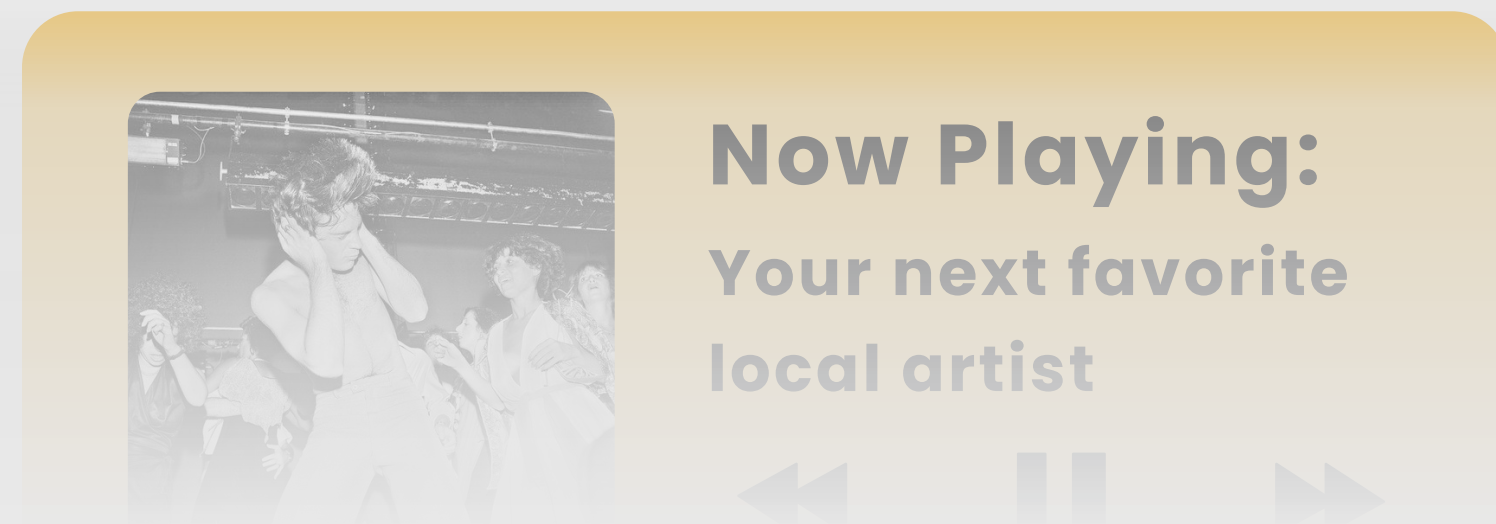
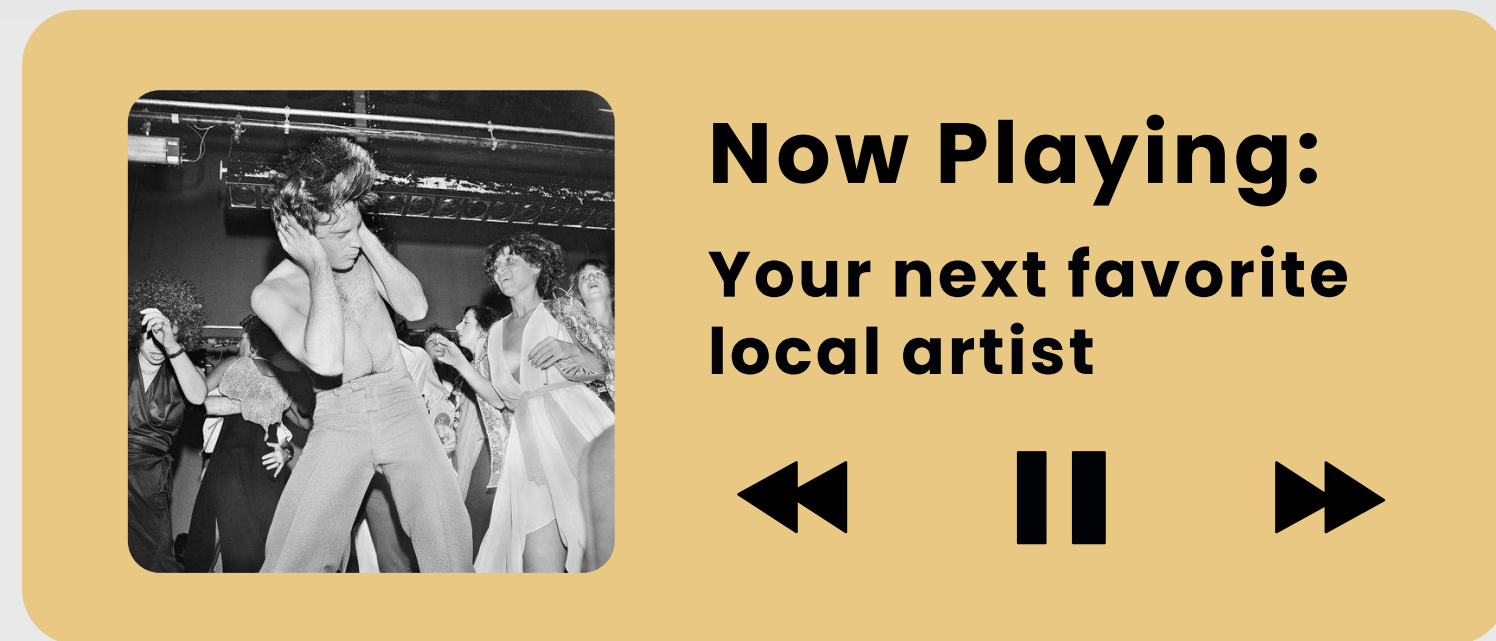
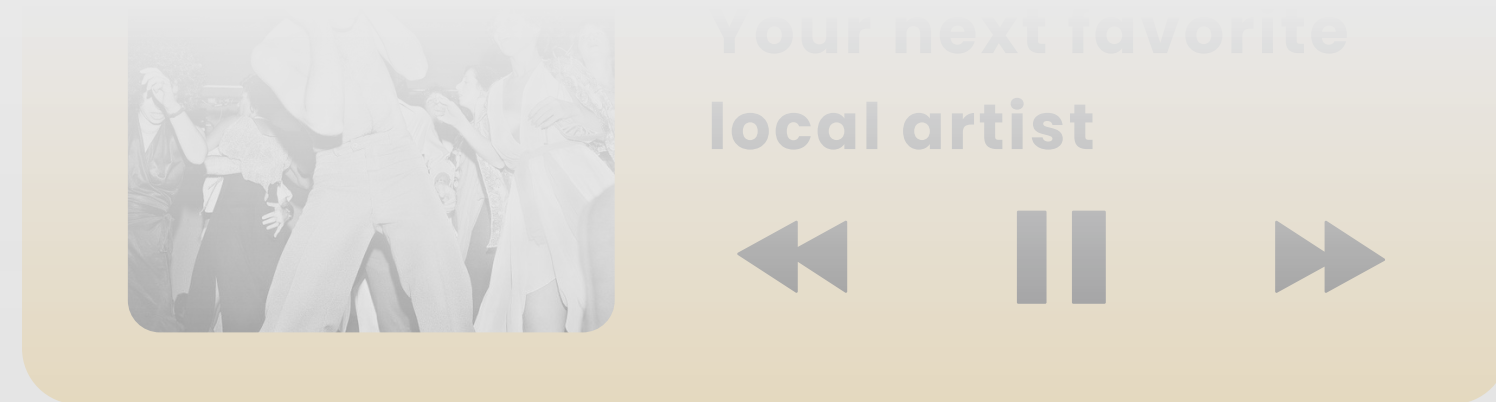
**It brings all kinds of people together.**



**It allows us to feel nearly all emotions that we experience in our lives.**



**It releases endorphins!**



**LISTENING TO LOCAL MUSIC CAN:**

**foster community.**

**stimulate local economy.**

**promote cultural exchange.**

**encourage self expression.**

## **Primary Research Objectives**

Gain insight on the current music discovery experience.

Learn what sets certain artists apart.

## **Secondary Research Objectives**

Understand the importance of supporting local culture.

Analyze existing solutions.

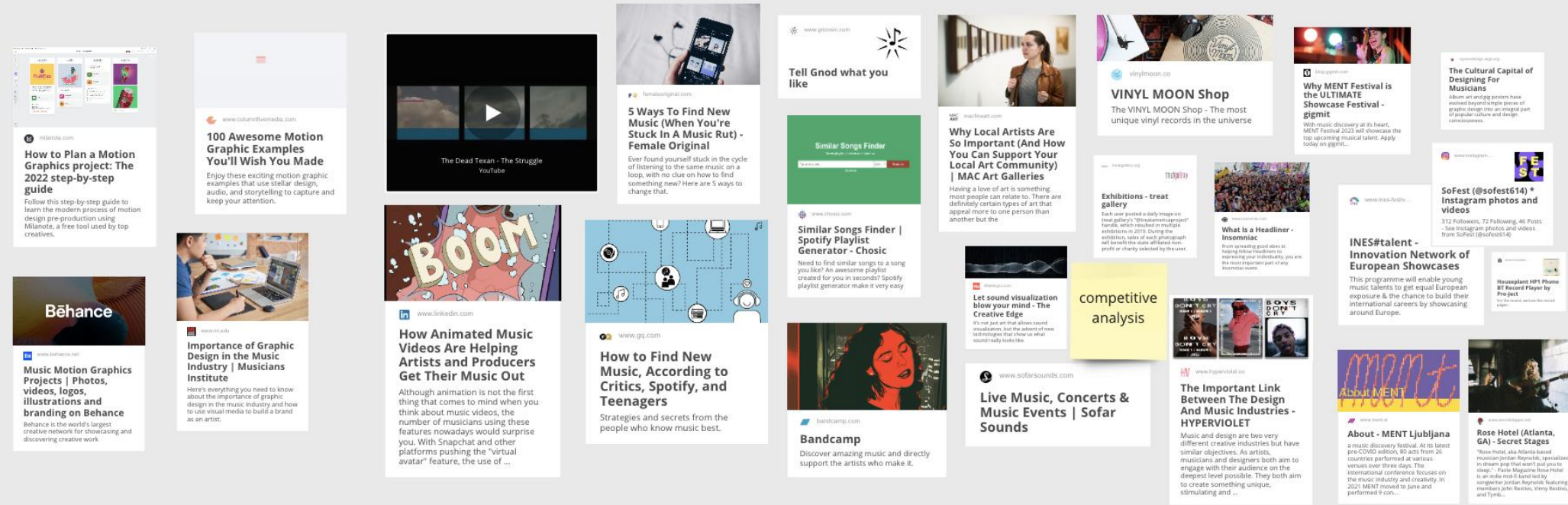


# COMPETITIVE ANALYSIS

Evaluated articles related to music discovery and contacted existing organizations.

Large emphasis on community  
Rooted in music, creativity, community  
Promote self-expression

“We try to promote the artists performing through different media, social channels, through playlists and with programming that includes some more established names.” -Ment Ljubljana



### Insomniac Email

Hello!  
My name is Nola Valerian and I'm in my fourth year at The Ohio State University as a visual communications design student. This year I'm focusing my senior thesis on providing a resource for music discovery that showcases up and coming artists and explores the intersection of music and design.  
I was wondering if you would be able to answer some questions so I can gain insight on the process of music discovery and promotion. I came across your organization during my research and wanted to learn more about your mission and values!

1. What is the value of promoting local artists?
2. What is your process of finding new artists? Go through the steps if possible.
3. How do you draw in new crowds who may not be as motivated to listen to newer or local artists?
4. What values were important to the production of your events?
5. How does culture play a role in your vision?
6. How does design play a role in production?

Thanks in advance!  
Nola Valerian

### Reed Bennet Email

Hi!  
My name is Nola Valerian and I'm in my fourth year at The Ohio State University as a visual communications design student. This year I'm focusing my senior thesis on providing a resource for music discovery that showcases up and coming artists and explores the intersection of music and design.  
I've been a big fan of your work with Dominic Fike for a couple of years now and would love to learn more about your role and gain some insight on the process of design + branding in the music industry.

Let me know if you would be available for an online meeting or I can send the questions over email if that's more convenient.

Thanks in advance!  
Nola Valerian

### Sofar Sound Email

Hello!  
My name is Nola Valerian and I'm in my fourth year at The Ohio State University as a visual communications design student. This year I'm focusing my senior thesis on providing a resource for music discovery that showcases up and coming artists and explores the intersection of music and design.  
I was wondering if you would be able to answer some questions so I can gain insight on the process of music discovery and promotion. I came across Sofar during my research and wanted to learn more about your mission and values!

The questions are included below:

1. What is the value of promoting local artists?
2. What is your process of finding new artists? Go through the steps if possible.
3. How do you draw in new crowds who may not be as motivated to listen to newer or local artists?
4. What values were important to the production of your events?
5. How does culture play a role in your vision?
6. How does design play a role in production?

Thanks in advance!  
Nola Valerian

### Ment Email

Hello!  
My name is Nola Valerian and I'm in my fourth year at The Ohio State University as a visual communications design student. This year I'm focusing my senior thesis on providing a resource for music discovery that showcases up and coming artists and explores the intersection of music and design.  
I was wondering if you would be able to answer some questions so I can gain insight on the process of music discovery and promotion. Over the summer I attended the MENT festival and was really inspired by the concept.

1. What is the value of promoting local artists?
2. What is your process of finding new music? Go through the steps if possible.
3. How do you draw in new crowds who may not be as motivated to listen to newer or local artists?
4. What values were important to the production of the festival?

Thanks in advance!  
Nola Valerian

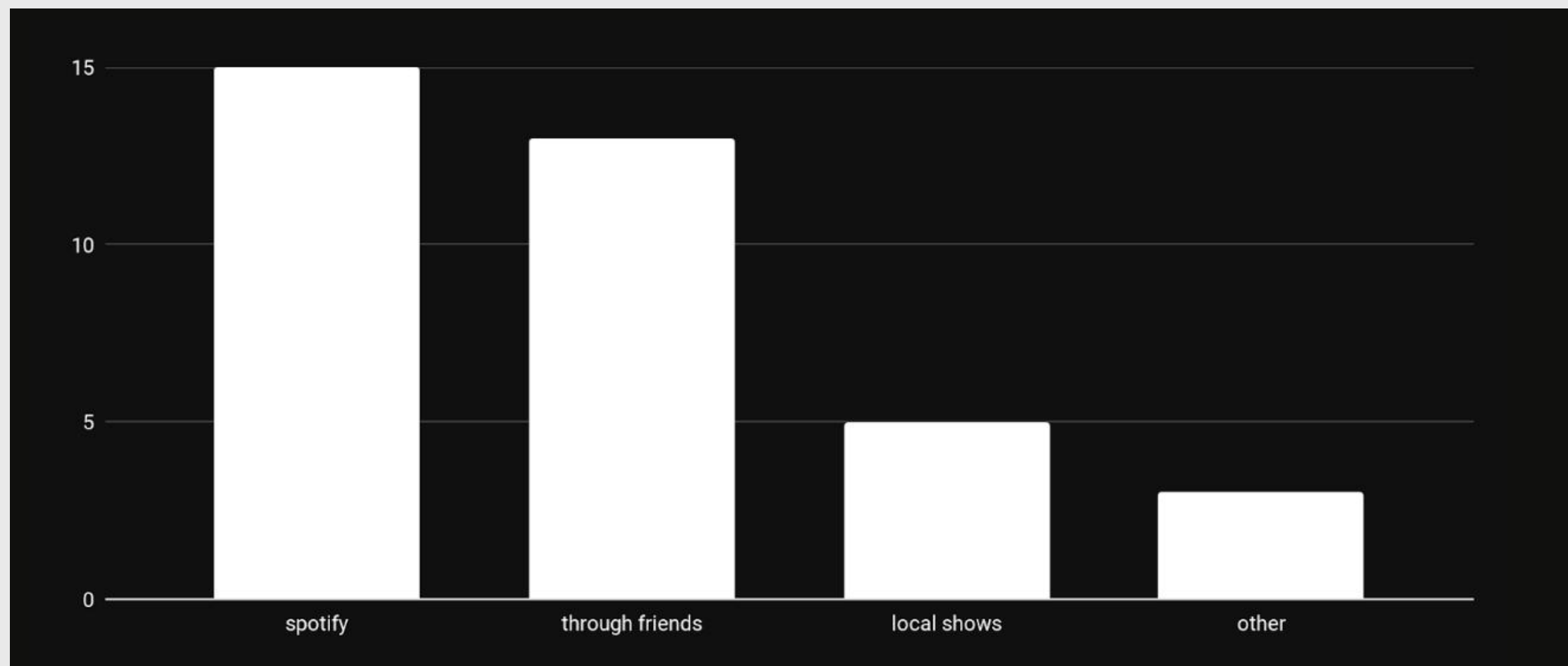
**What is the value of promoting local artists?**  
Empowering and promoting local artists opens local culture and people intentionally - this goes both ways of course. We feel the value is in spreading the culture, music and giving the artists a chance to evolve, progress and advance their career.

**What is your process of finding new music? Go through the steps if possible.**  
We open applications for each edition (we receive 1500-2000 yearly) but apart from that we follow different music media, visit lots of showcase festivals and similar events around Europe and use web tools for discovery - such as youtube, streaming services. Music export offices, music professionals and music loving friends around Europe play an important role as well as we regularly meet with them or talk about artists.

**How do you draw in new crowds who may not be as motivated to listen to newer or local artists?**  
We try to promote the artists performing through different media, social channels, through playlists and with programming that includes some more established names.

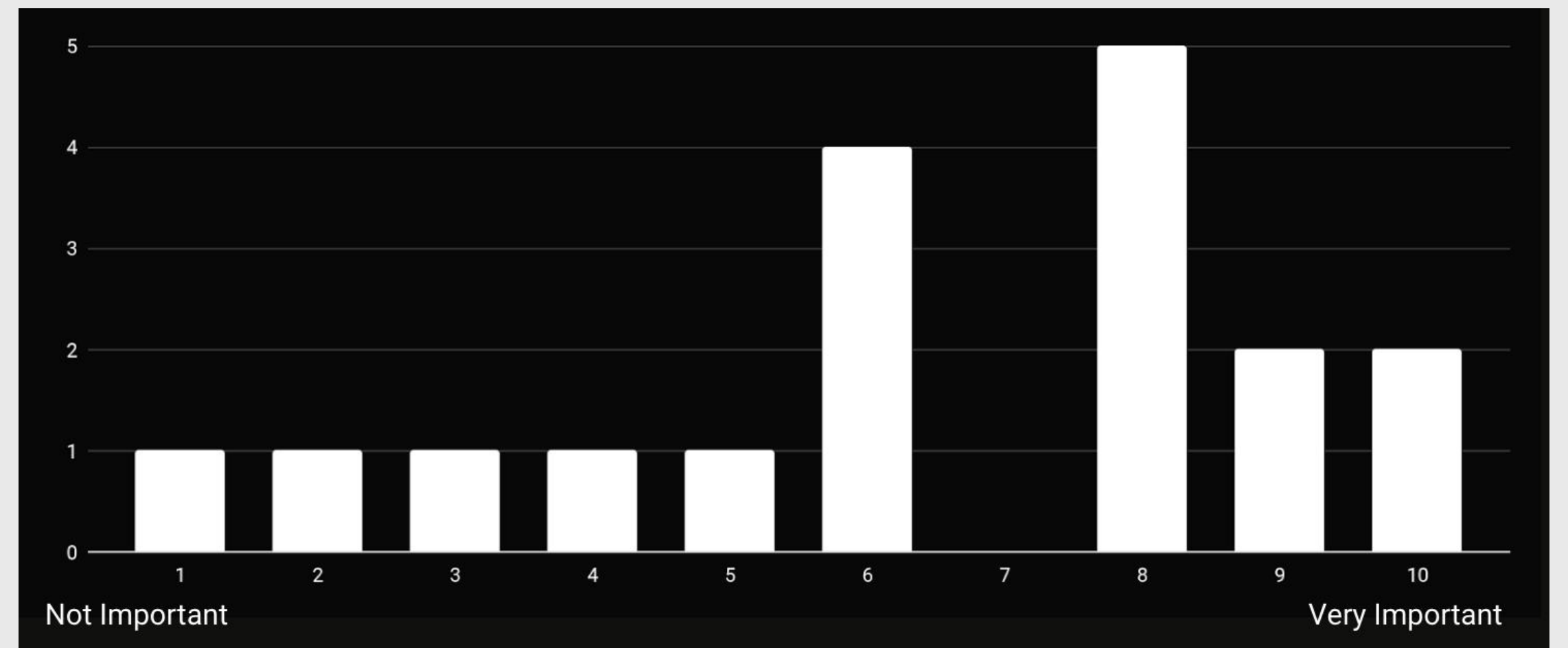
**What values are important to the production of the festival?**  
Our values include promoting music, art, equality and culture in general. And of course new acquaintances and friendships and always keep on learning and sharing the knowledge.

### WHERE DO YOU FIND NEW MUSIC?



Received 24 responses on a survey distributed on social media platforms and group chats using Google forms.

### HOW IMPORTANT IS FINDING NEW MUSIC?

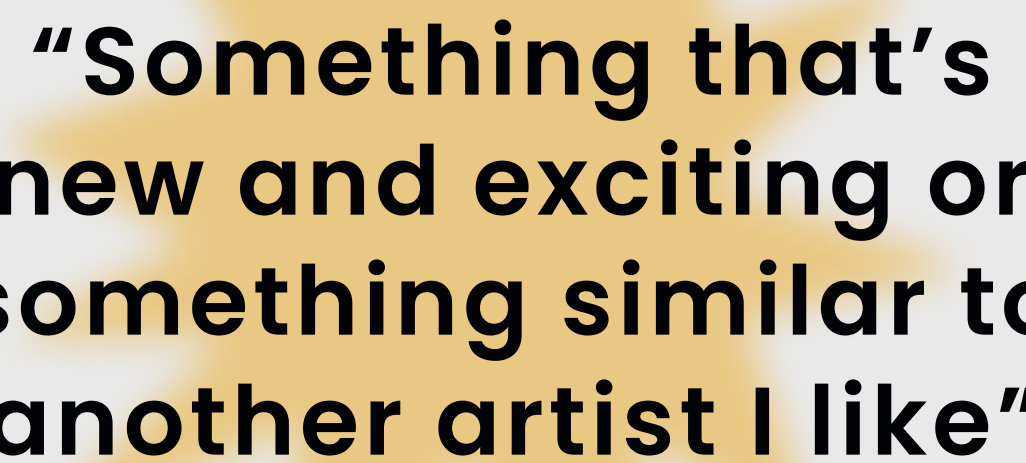


Most people who have any sort of interest in music discovery use curated algorithms on online platforms to find new sounds.

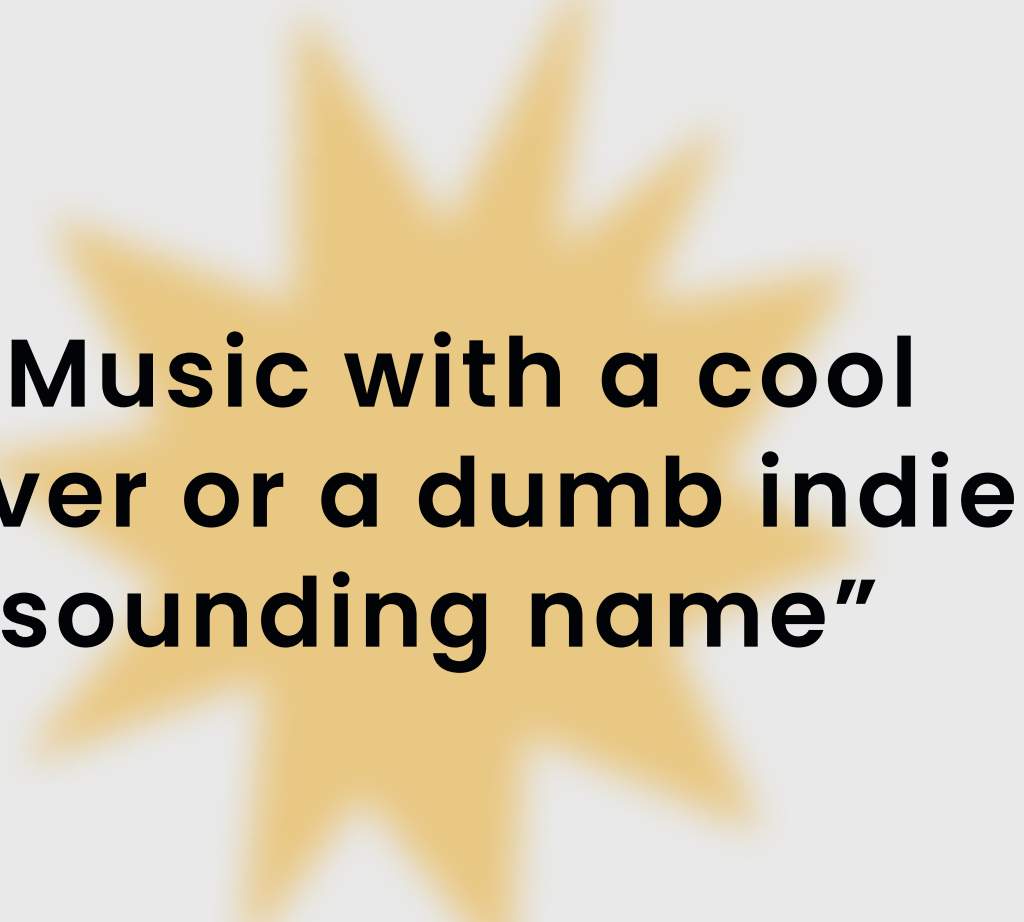
## **WHAT DO YOU LOOK FOR IN NEW MUSIC?**



**“Anything at all that's interesting and can evoke a feeling.”**



**“Something that's new and exciting or something similar to another artist I like”**



**“Music with a cool cover or a dumb indie sounding name”**

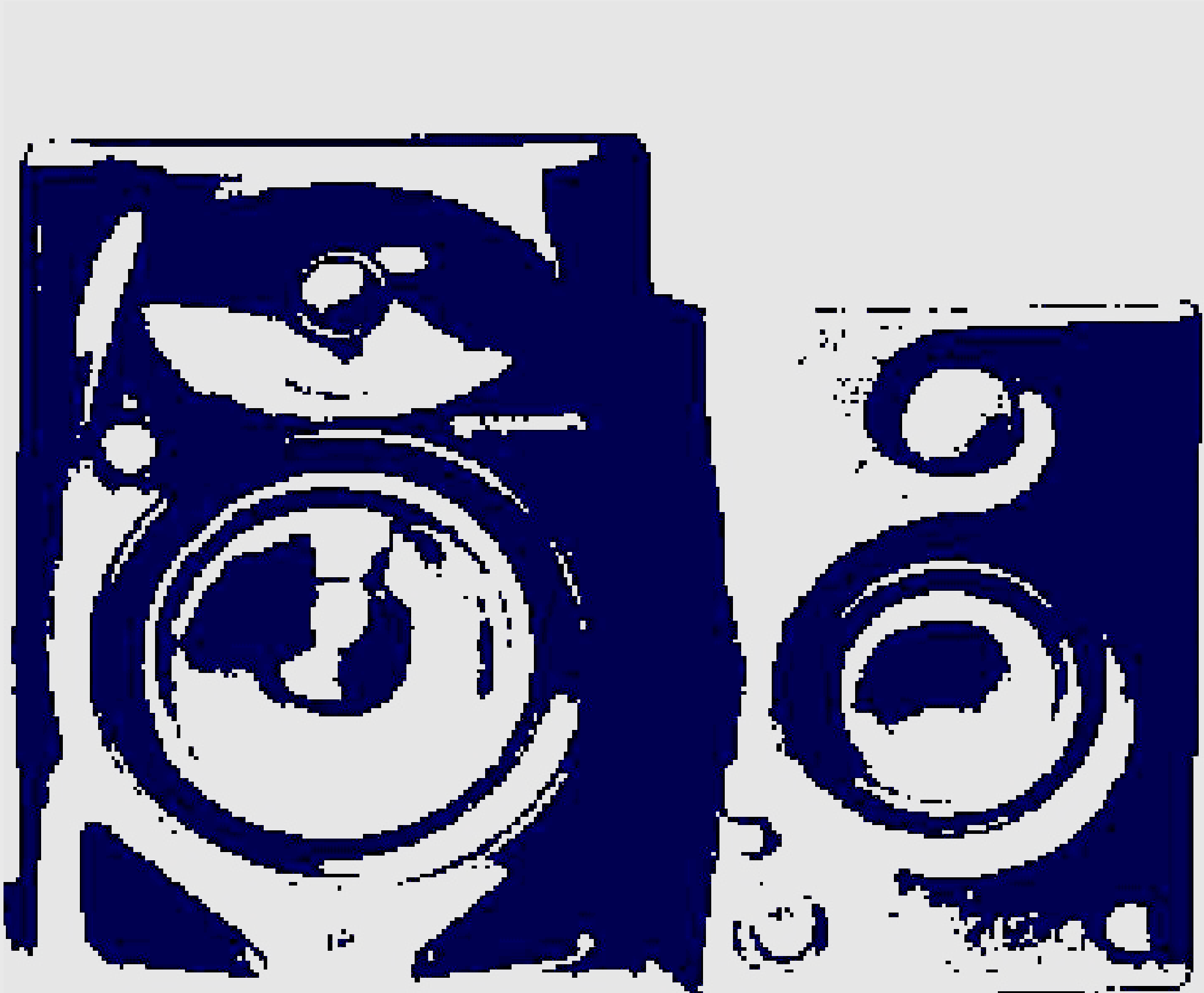


## FINDINGS IN THE LOCAL MUSIC SCENE

majority found event through a friend or instagram promotion.

opening acts gain exposure.

common interest in music brought people together.



**01**

**Community is an important aspect of music culture.**

**02**

**Music discovery happens mostly when convenient for the user.**

**03**

**Event promotion relies on social media platforms.**

## **BRAND MISSION**

**The goal of FUSE is to build up a lively community, introduce up and coming artists, and fuel the spirit of discovery.**



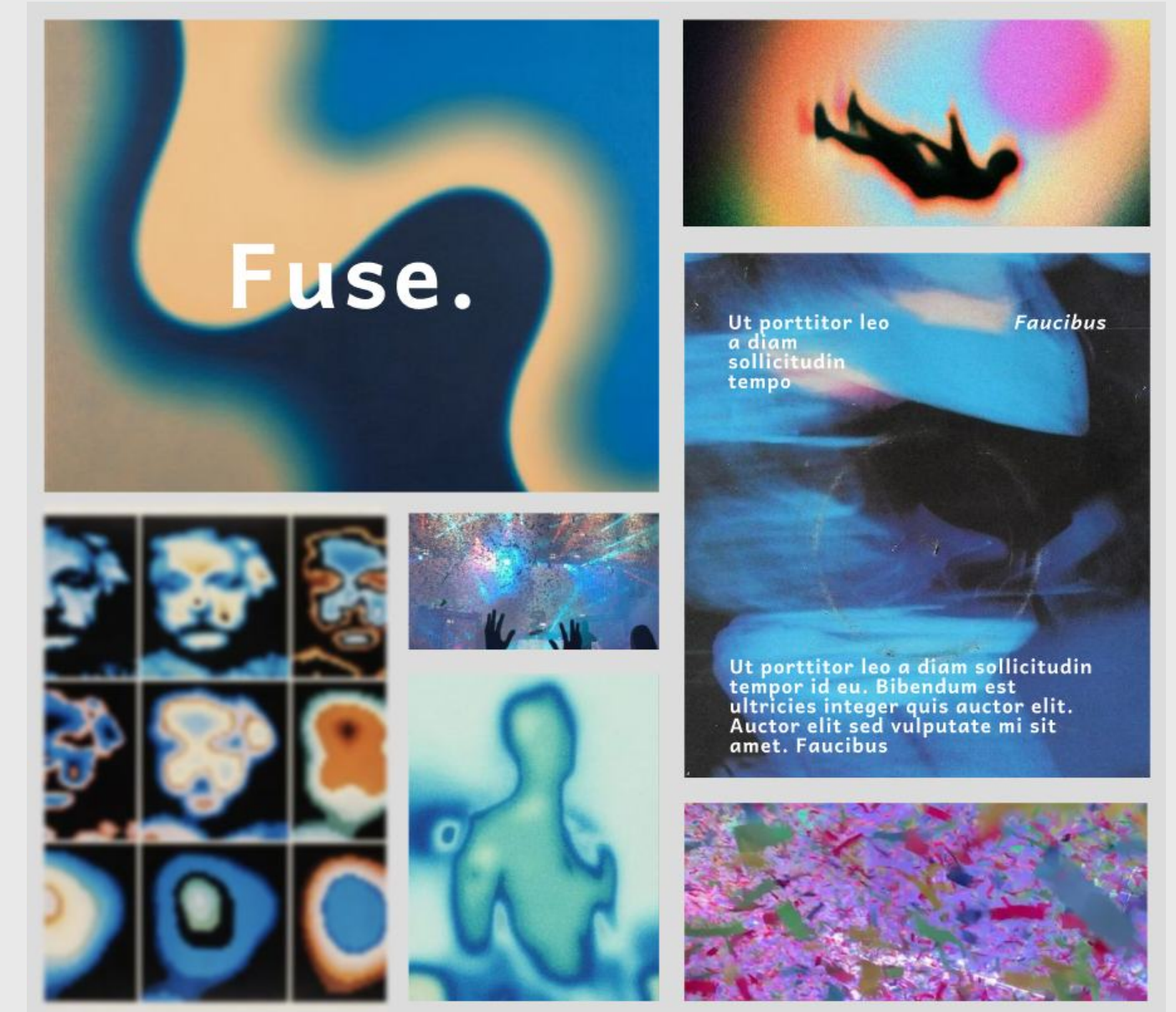
# EXPLORING OPTIONS...



## THE UNDERGROUND.



## THE GROOVE.



## THE MOMENT.

# THE UNDERGROUND.

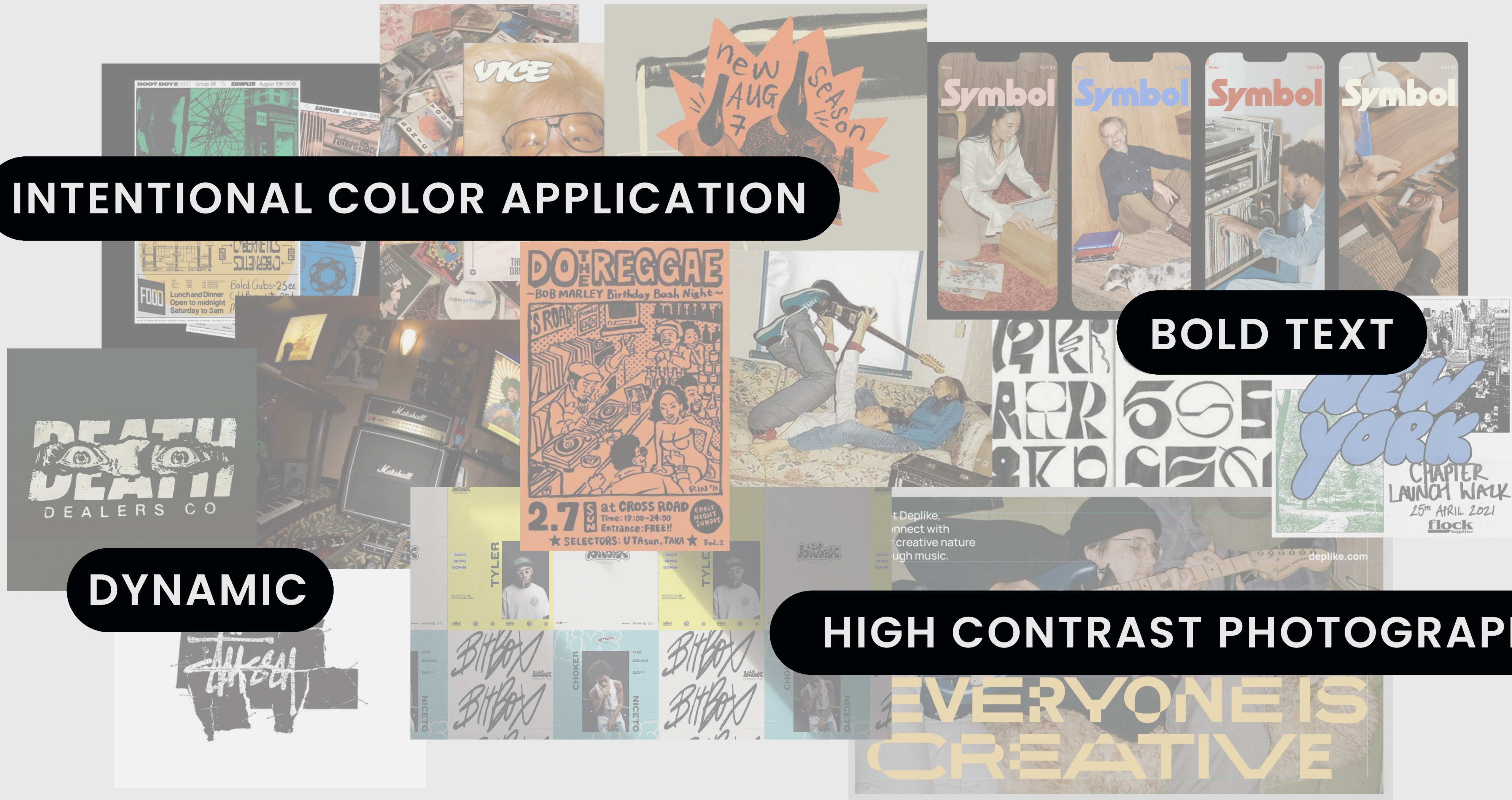
INTENTIONAL COLOR APPLICATION

BOLD TEXT

DYNAMIC

HIGH CONTRAST PHOTOGRAPHY

EVERYONE IS CREATIVE





## **WHO WE ARE**

**Fuse is a brand focused on providing a resource for music discovery that showcases emerging artists while deepening the intersection of music and culture.**

**Inclusive**

Welcome in newer crowds.

**Spirited**

Get people excited about the experience.

**Motivating**

Promote continued support of local artists.

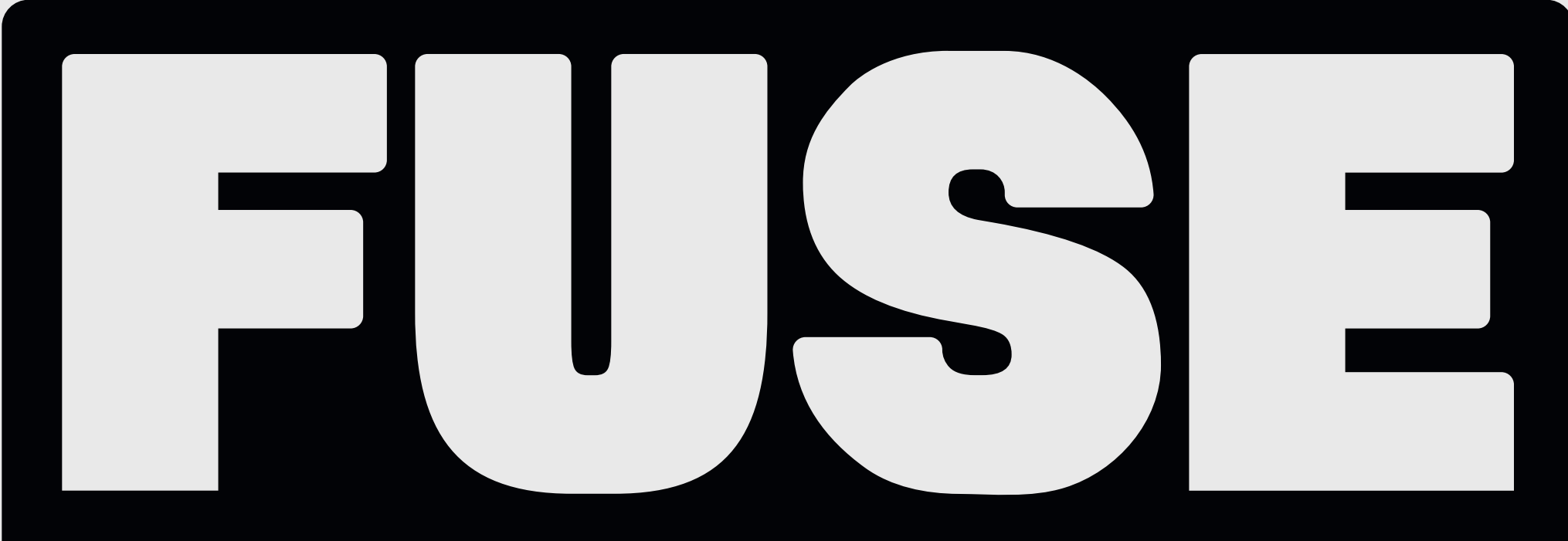
**Intimate**

Strengthen community aspects.

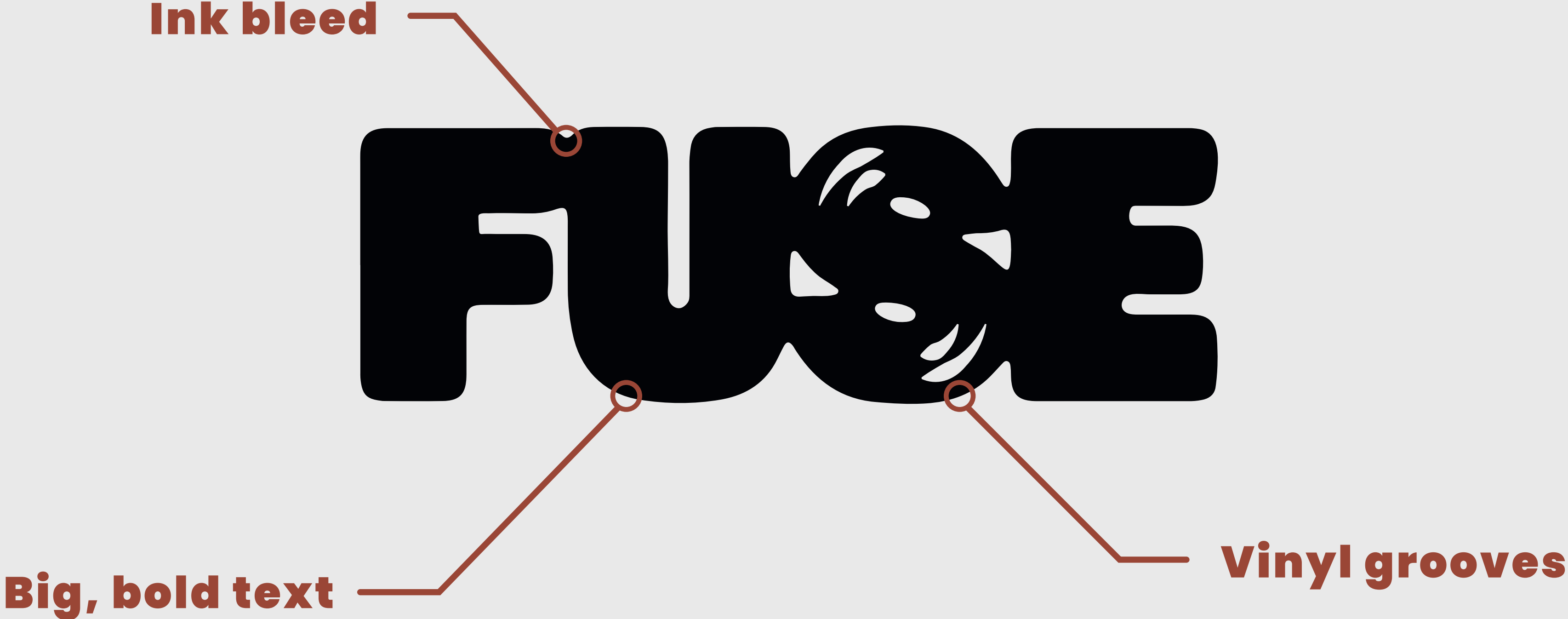
**PRIMARY WORDMARK**

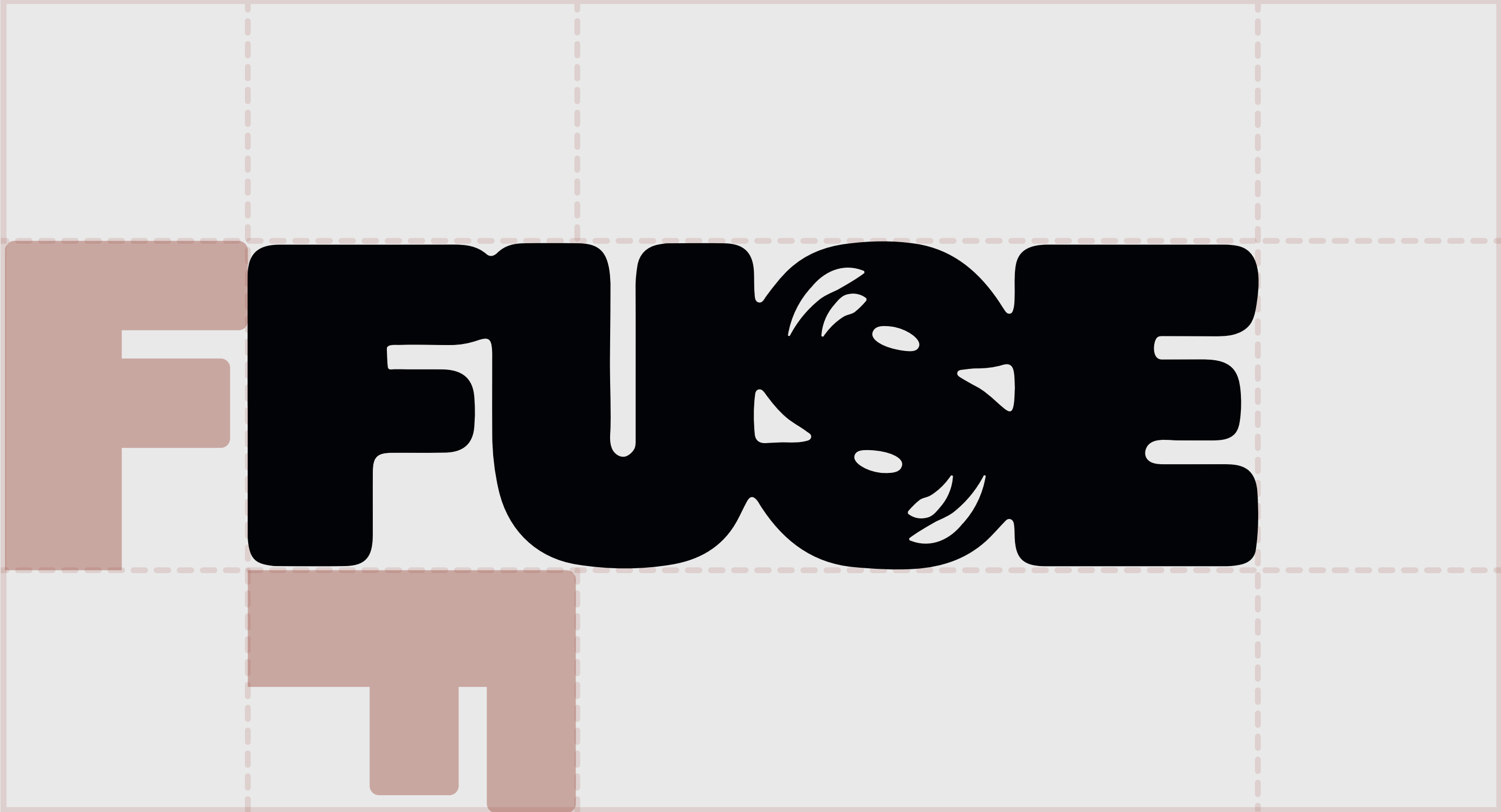


**ALTERNATIVE WORDMARK**









**FUSE** (For scaled down applications.)

## **UNINISTA BLACK**

**Aa**

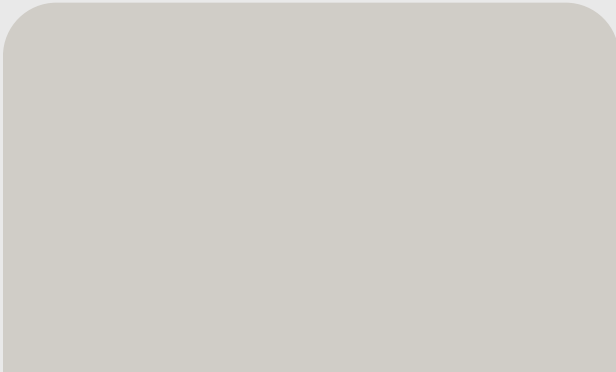
**LOREM IPSUM.**

## **Poppins SemiBold**

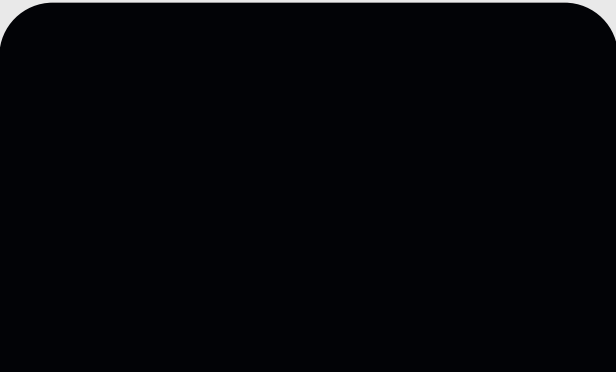
**Aa**

Ut porttitor leo a diam sollicitudin tempor  
id eu. Bibendum est ultricies integer quis  
auctor elit. Auctor elit sed vulputate mi sit  
amet. Faucibus pulvinar elementum  
integer enim neque volutpat ac.

**PRIMARY COLOR PALETTE**



#D0CDC7



#020306



#9A4636



#E8C883

**SECONDARY COLOR PALETTE**



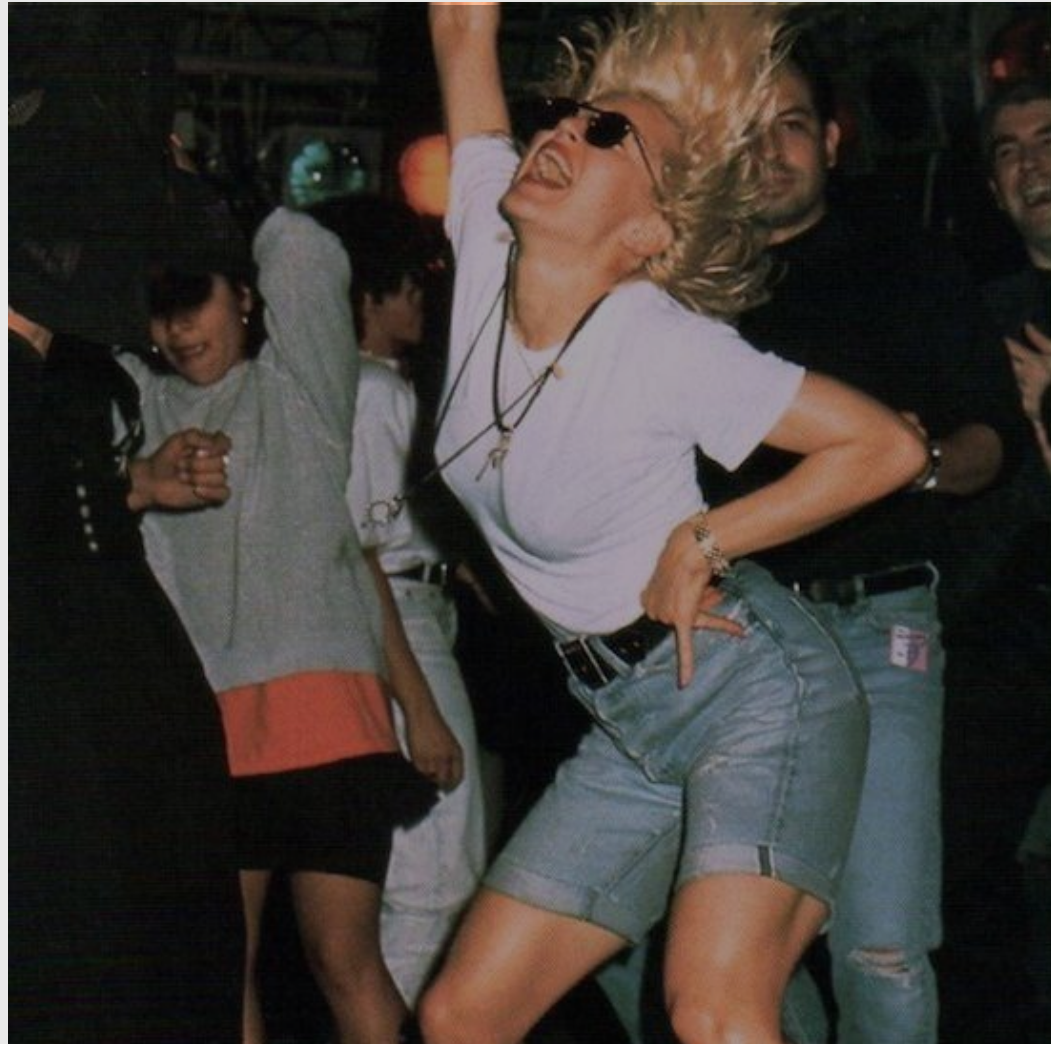
#4C956C



#6C6EA0



#DE6E4B

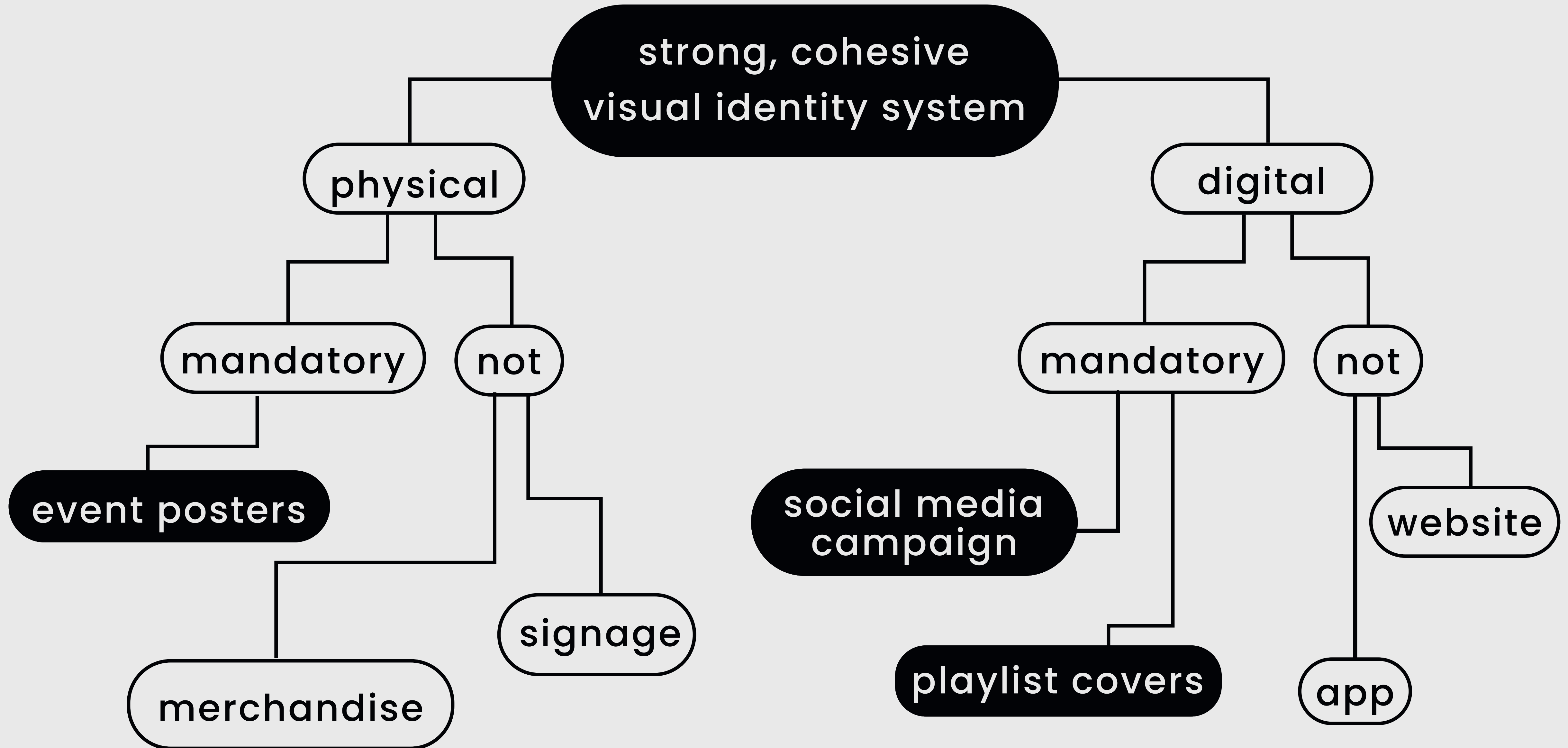


A man with short blonde hair and glasses, wearing a blue t-shirt, is focused on working on a piece of electronic equipment. He is in a workshop or lab setting with a brick wall in the background. Other people are visible in the background, and there are various pieces of equipment and cables on the workbench. The overall atmosphere is one of technical work and discovery.

**EMBRACE THE UNDISCOVERED.**

**HOW WILL THIS BE APPLIED?**

**Good question!**





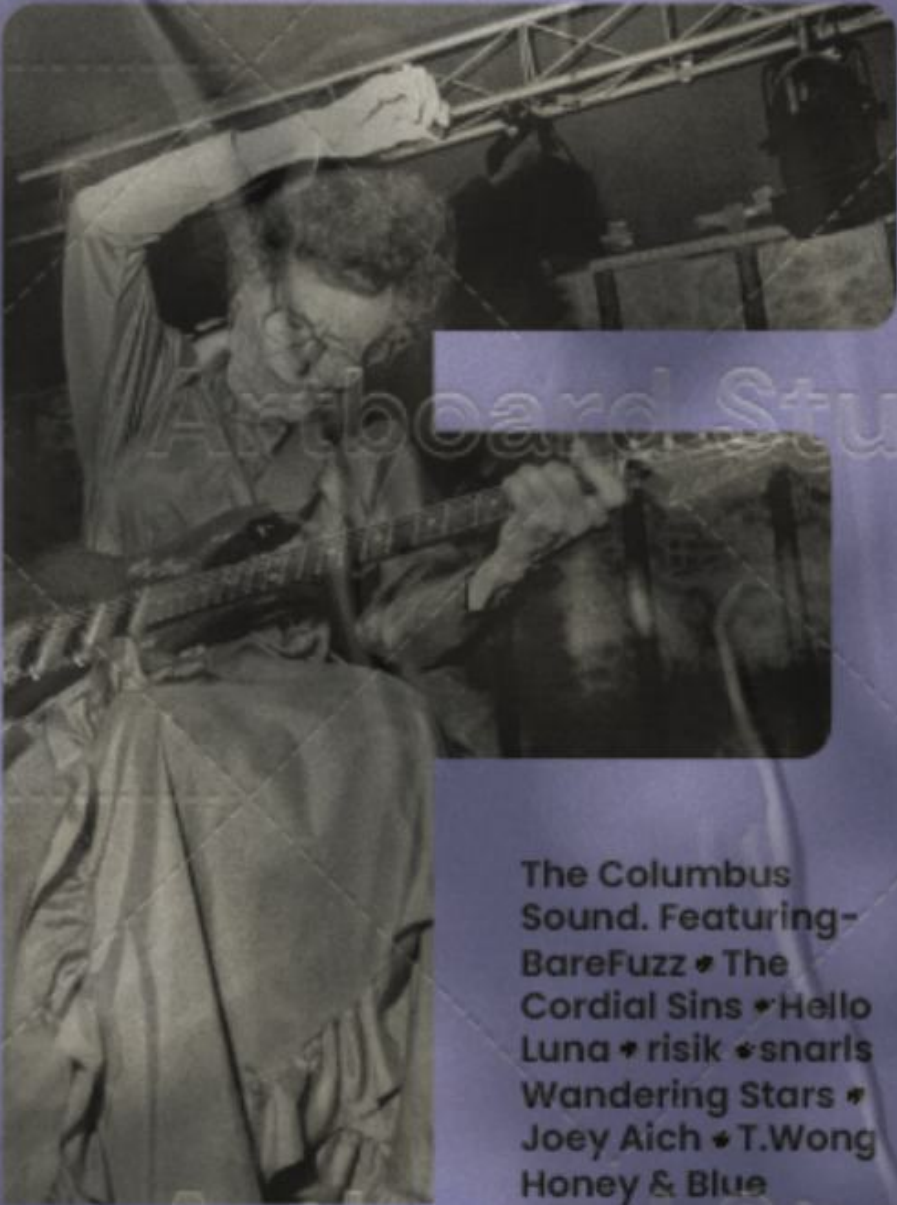


# PHYSICAL TOUCHPOINTS



Artboard Studi

**MUSIC DISCOVERY FEST**  
**05. 22. – 24.**



The Columbus  
Sound. Featuring -  
BareFuzz • The  
Cordial Sins • Hello  
Luna • risik • snarls  
Wandering Stars •  
Joey Aich • T.Wong  
Honey & Blue

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**MUSIC DISCOVERY FEST**  
**05. 22. – 24.**



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**MUSIC DISCOVERY FEST**  
**05. 22. – 24.**

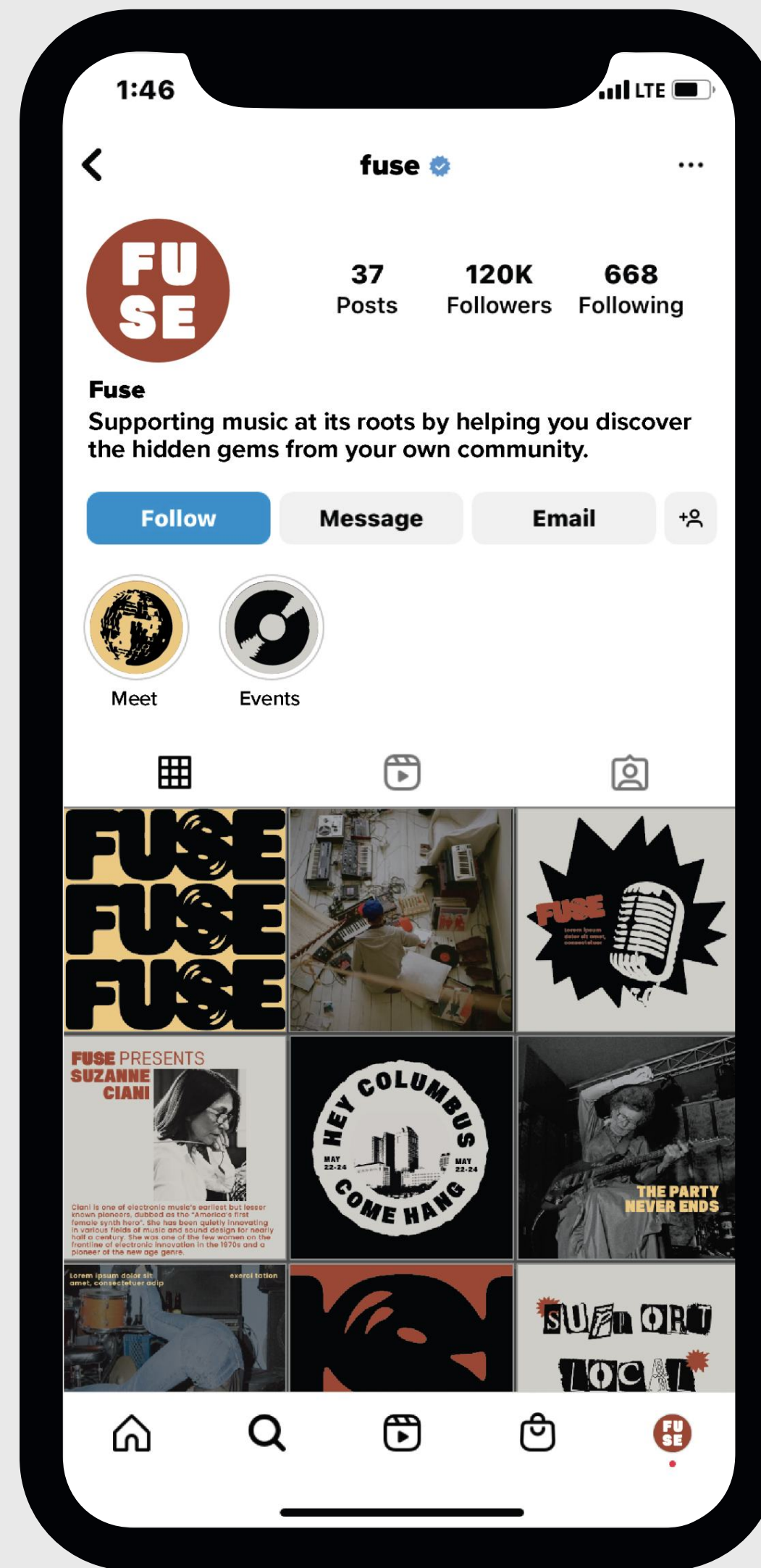


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# DIGITAL TOUCHPOINTS



**FUSE** fuse




**FUSE Presents:  
Suzanne Ciani**

Suzanne is a composer, electronic music pioneer, and neo-classical recording artist who has released over 20 solo albums including "Seven Waves," and "The Velocity of Love". Her work has been featured in films, games, and countless commercials as well.

Three dots icon and bookmark icon at the bottom.

**FUSE** fuse



**05.22.23-  
05.24.23**

Three dots icon and bookmark icon at the bottom.

**FUSE** fuse

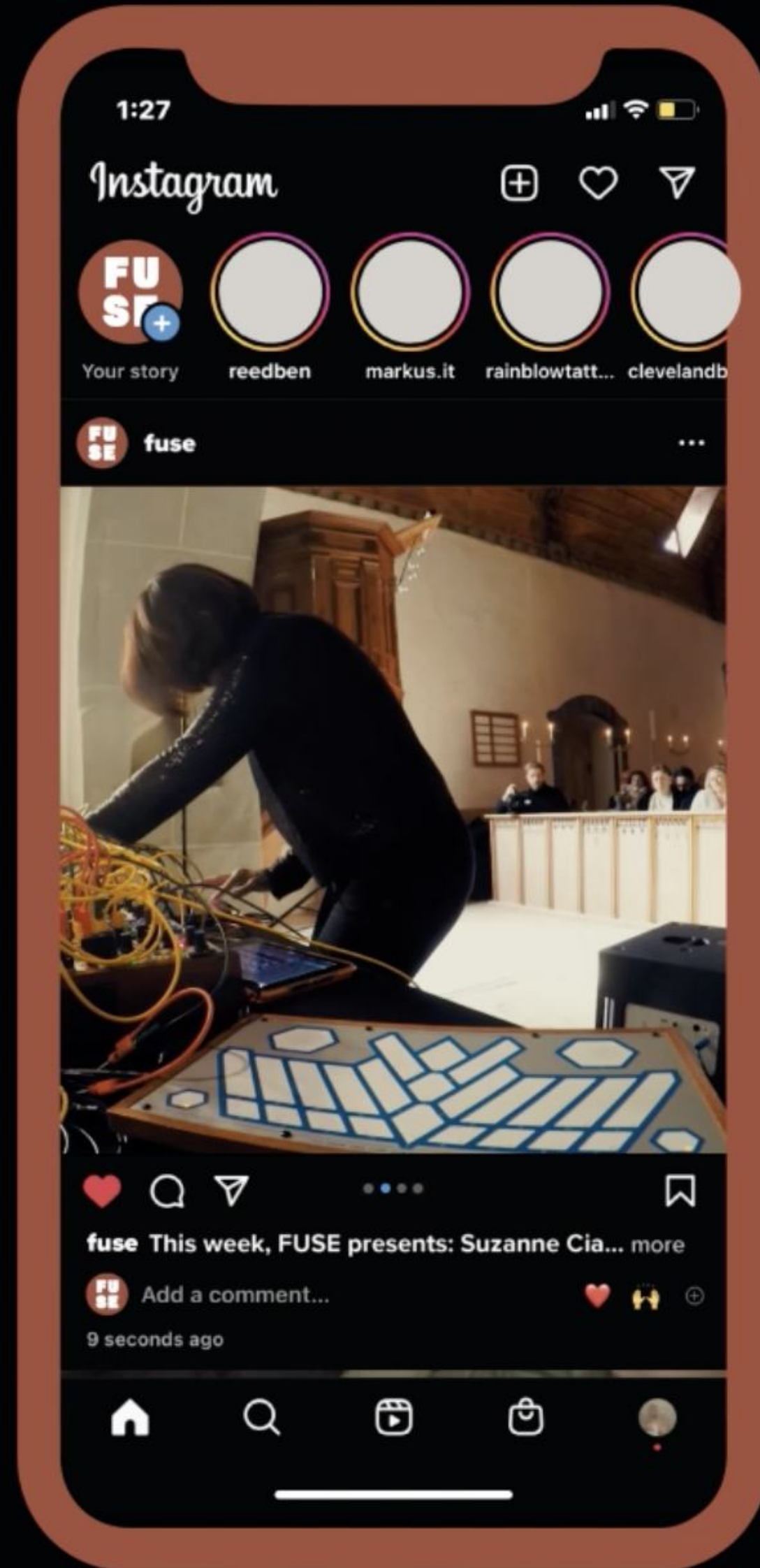


Three dots icon and bookmark icon at the bottom.

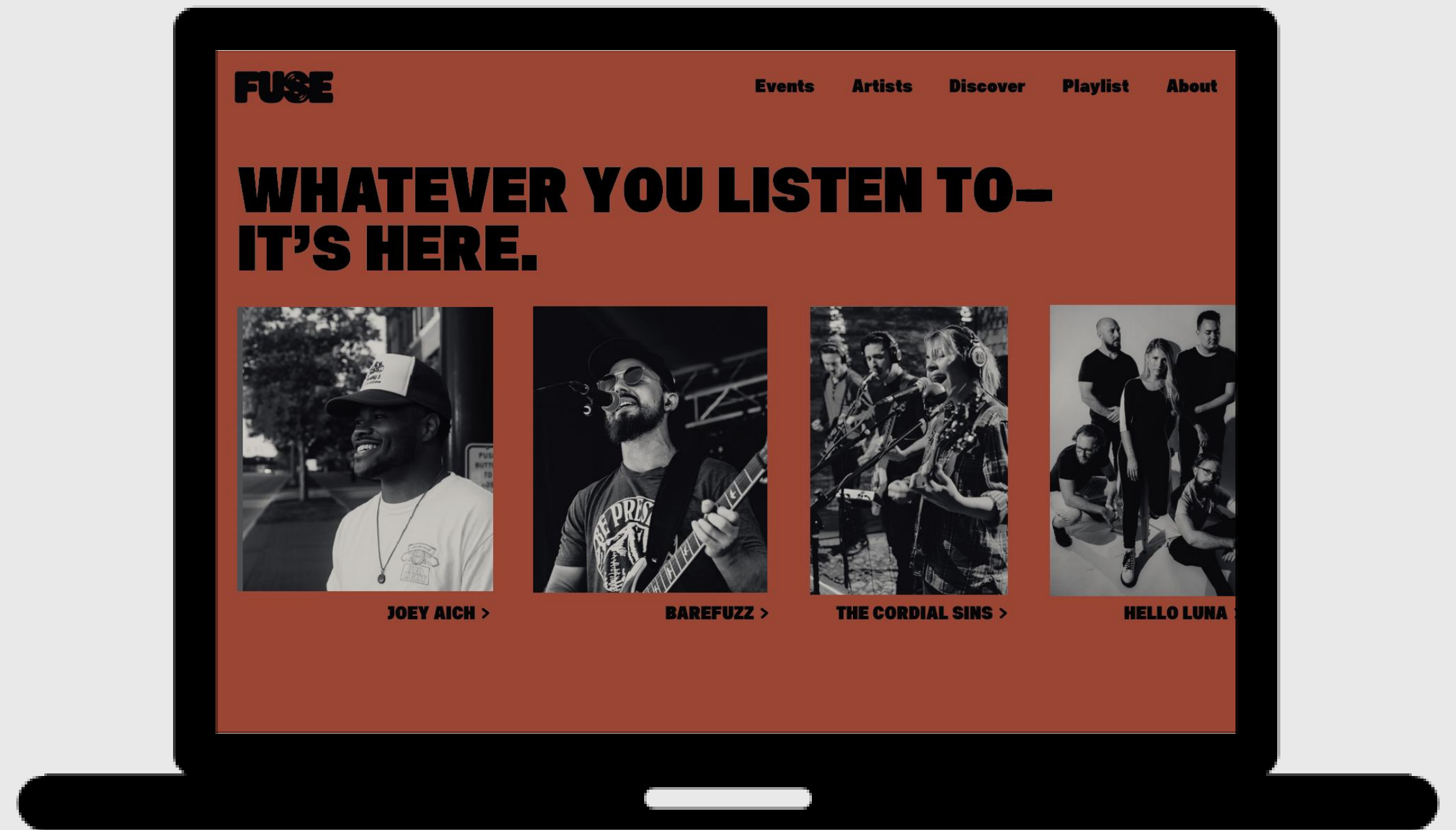
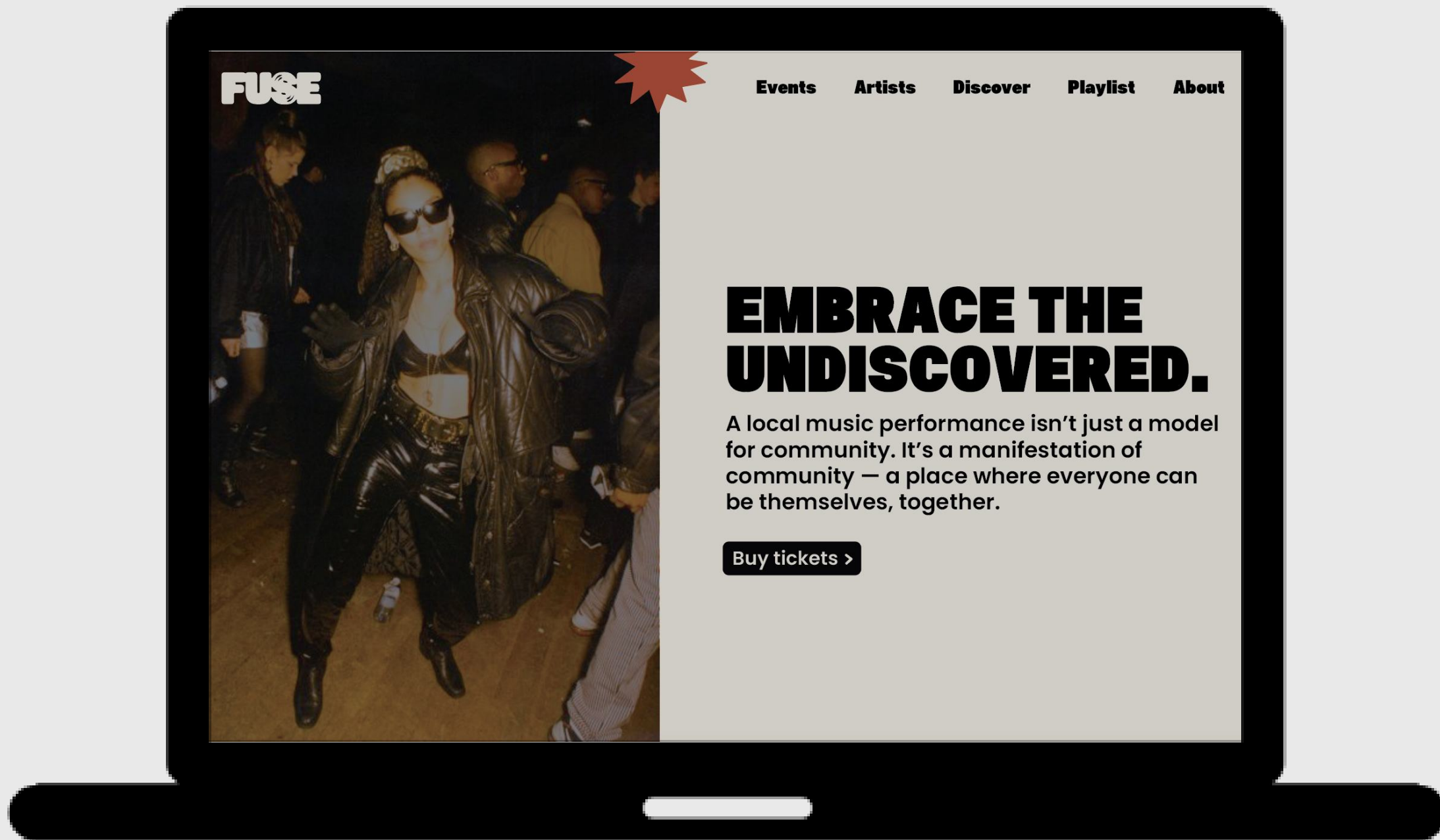
**FUSE PRESENTS**  
**SUZANNE**  
**CIANI**

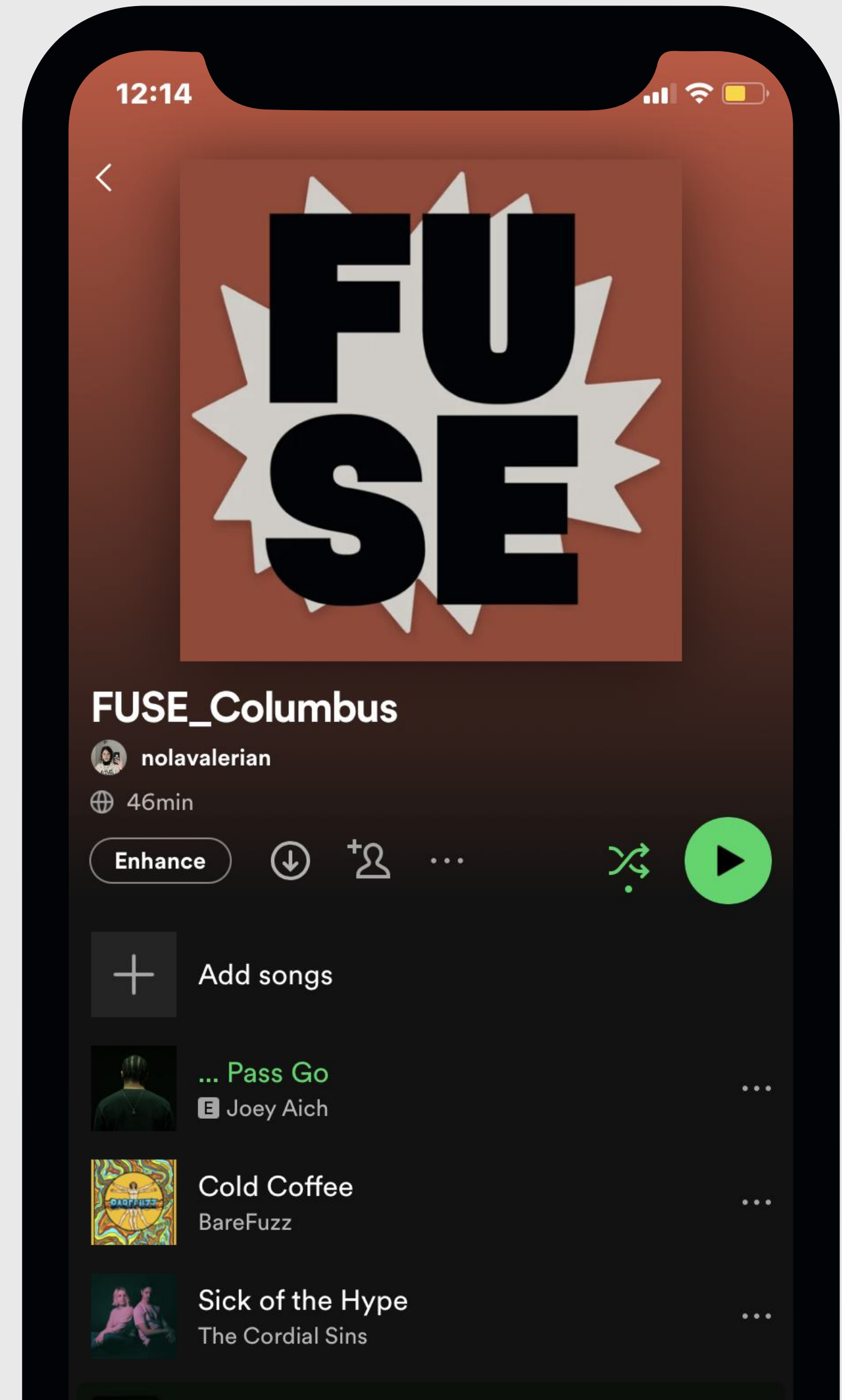


Ciani is one of electronic music's earliest but lesser known pioneers, dubbed as the "America's first female synth hero". She has been quietly innovating in various fields of music and sound design for nearly half a century. She was one of the few women on the frontline of electronic innovation in the 1970s and a pioneer of the new age genre.









**Fin.**