

technology
has

redefined

“Artist”

in the
music
industry.






Artist: musician, composer, or performer who created or interpreted music for live audiences, published sheet music, or recorded on early mechanical media

1963

The Beatles





The Beatles used multitrack recording to layer sounds, further expanding experimentation—recorded multiple tracks onto a four-track machine and then mixed them down.

They also would splice together different takes of a song to create the final recording. For example, "Strawberry Fields" was created by splicing together two takes, one with a Mellotron and one with brass and strings.

The Beatles were also one of the first bands to use sampling in popular music.

The Velvet Underground

**Music merges with
physical art**



The Velvet Underground's association with pop artist Andy Warhol, including performances at his "Factory" and the iconic banana album cover for "**The Velvet Underground & Nico**", blurred the lines between music and visual art. Their stage performances included 16 mm film projections by Warhol and a stroboscopic-light show designed by Danny Williams—filmmaker and companion of Warhol.



ATMOSPHERE



1977

Television



New Order

1980 New Order



New Order used the Roland TR-808

Their use of innovative technology gave them a unique sound—Alternative Dance Music







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ABBA

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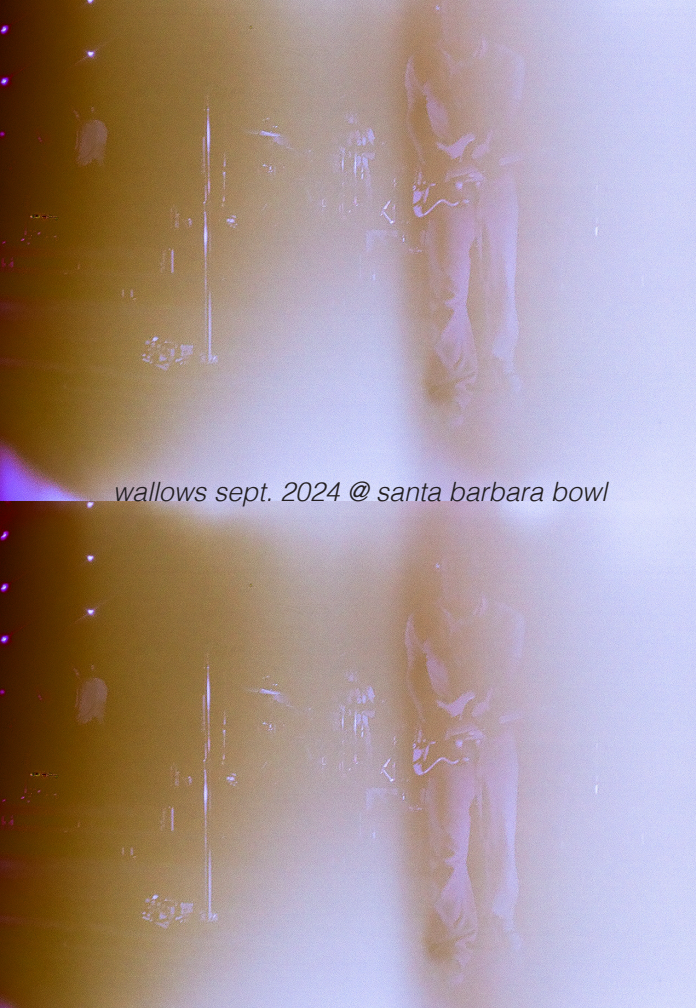
Pedals =
new Noises
new Possibilities
A NEW SOUND

1987 Dinosaur Jr



*black country, new road
aug. 2023 @ the lodge room, highland park*





wallows sept. 2024 @ santa barbara bowl



milly, nov. 2024 @ the observatory, santa ana



Artist: musician, singer, producer, or performer who creates, records, and distributes music across various platforms, including streaming services, social media, live performances, and digital media. not just a musician but also a brand, engaging fans through multi-platform content, digital marketing, and innovative music production techniques

Throughout the 20th century and beyond, technology has reshaped what it means to be an artist. From radio to social media, each era a new technology redefines how music is created, shared, and experienced and redefines the defenition of “artist”

