

Diskusní setkání

KARIÉRA

HUDEBNÍKA

představy — realita — možnosti

FOR

FORFEST 2024/26.6.2024/Kroměříž

international conference



CO OČEKÁVÁ DNEŠNÍ POSLUCHAČ HUDBY

WHAT DOES TODAY'S LISTENER EXPECT FROM MUSIC?

IN TECHNOLOGY, CONCERT LIFE, EVOLUTION OF STYLES?



PŘED ZÁVORKOU – KVALITNÍ ZVUK

BEFORE THE BRACKET – QUALITY SOUND

RELEVANT COMPESATION – SOCIAL/EMOTIONAL INTENSIVE IMPACT

FROM RESEARCH: Up to 80% of young people under the age of 30 listen to music through headphones while working, playing sports, or studying.

Today - Recordings and sound projections in high quality are disponible

-headphones, s.c. home cinema, recording formats exceeding real hearing ranges and resolutions.

Ex. Dolby Atmos for cinema sound (64 channels) 3D Dolby Atmos for streaming platforms of Apple Music, Tidal, Amazon.



VÝZKUM SLUCHU, ZVUKOVÉ PROJEKCE, ZVUKOVÁ TVORBA

HEARING RESEARCH, SOUND PROJECTION, SOUND CREATION

MOTIVATED THE RESEARCH AND INFLUENCED NEW AESTHETICS OF MUSIC

In connection with the SONIC ART and MOVIE INDUSTRY developed:

(IRCAM since 70s)

- 1/ hearing research
 - 2/ acoustics of spatial projection research
 - 3/ virtual spatiality research (in many meanings)
 - 4/ ecology of sound/impact of sound and its structures on the human organism
 - 5/ impact on aesthetics of instrumental music (I.Xenakis, K.Saariaho, B.Saundres a.o.)
- Spectral music, color, layering of sounds...

ACOUSMATIC MUSIC

acousmonium (multi-channel spatial projection, mobile acousmonium (HAMU))

BINAURAL RECORDING— sound realism.



ZVUKOVÝ REALISMUS X ZVUKOVÝ SURREALISMUS

SOUND REALISM X SOUND SUR/HYPERREALISM

i.e. BINAURAL MODEL – simulates real hearing

- very suitable for sound effects in radio play, movie (for headphones).

VIRTUAL CONSTRUCTED SPACE +
ACUSMONIUM (as a space projection)

artificial construct (e.g. circling, spirals of sound, at different speeds, different locations of real and virtual listeners in space...)

Also suitable for spiritual and transcendent topics - sonic art opened new topics and perspectives.

Ex: Marilu Theogiti: SOLACE/eco/MN2023

(recording) – empathy for trees.



DOPAD NA AKUSTICKÝ DESIGN NOVÝCH KONCERTNÍCH SÍNÍ

IMPACT: ACOUSTIC DESIGN OF NEW BIG CONCERT HALL



NEW BIG CONCERT HALLS IN CR

- Yasuhisa Toyota – Nagata Acoustics (ca 50 acoustic design of concert halls)

PRAHA – Vltava Philharmonic

BRNO, OSTRAVA

GOAL: natural sound in all seats in the hall, attractive architecture.

X

CONTEMPORARY MUSIC rather in the smaller simply halls with good mobile technologies (i.e. DOX+)

CO A PRO KOHO SE BUDE HRÁT VE VELKÝCH SÁLECH?

WHAT AND FOR WHO WILL BE PERFORMED IN THE BIG HALLS?



RISKS:

LARG CAPACITY CA 1 200 SEATS

AGING AUDIENCE and PRICE INCREASE According to the [Association of British Orchestras](#), nearly 80% of audience members at classical music concerts in 2018/2019 were over 50.

INTOLERANCE TO PASSIVE LONG ATTENTION OF PUBLIC.

MEASURES:

INCREASING SOCIAL SERVICE

MEETING PLACE

SEARCHING FOR NEW AUDIENCE (FILM MUSIC)

EXCLUSIVE GIFT AND TURISTS

EXPANDING REPERTOIRE IN COMBINATION WITH RECORDING AND MULTIMEDIA/THEATRE, DANCE...

<https://tutanentertainment.com/reimagining-classical-music/>

ELEKTROSHOW NA MÍSTECH KLASICKÉ HUDBY

ELECTRO-SHOWS IN THE PLACES OF CLASSICAL MUSIC

AS A ADAPTATION FOR BUSINESS



E
X
P
O

April 2019 in the hall of Orchestre de Paris – PSYCHEDELIC HOUSE MUSIC SHOW.

A HIGH-WIRE SHOW

[HTTPS://WWW.DOITINPARIS.COM/EN/SHOW-PHILHARMONIE-24346](https://www.doitinparris.com/en/show-philharmonie-24346)

FESTIVALY JAKO MÍSTO SETKÁVÁNÍ A SPOLEČNÝCH ZÁŽITKŮ – JINÉ PUBLIKUM

FESTIVALS AS A MEETING POINT WITH SHARED EXPERIENCES – A SPECIAL AUDIENCE



1/ POP MUSIC

MASS EVENTS, SOCIAL FACTOR PREDOMINATES, A SENCE OF COMMUNITY BELONGING.

EFFECTS BY TECHNOLOGIES. At the same time. SOUND often unbalanced and overexcited.

2/ SERIOUS/CLASSICAL MUSIC

TOP ARTISTS

SPECIAL SPACES

COMPLEMENTARY ACTIVITIES: meeting with artists, discussion, conferences, exhibitions, event. for children...(s.c. OFF)



ROZVOJ NEPROFESIONÁLNÍCH KOLEKTIVNÍCH AKTIVIT

BOOM OF COLLECTIVE NON-PROFESIONAL ACTIVITIES



CHOIRS

CHORALIA MAGNA – 16.-20.10/24 HK

Festival and international conference

New: RESEARCH AND ADVOCACY FOR
CHORAL SINGING (BENEFITS)

- independence of conditions
- the ability to unite/integrate psychosomatically and socially
- psychosomatic benefits

KOMUNITNÍ, KLUBOVÉ LOKÁLNÍ AKTIVITY MIMO CENTRUM FOLKLÓR

COMMUNITY, CLUB LOCAL ACTIVITIES IN REGIONS, FOLKLORE

AS A CONTERBALANCE TO BIG MASS EVENTS



SHERING
INTERACTIVITY
SOCIAL
PREVENTION
CREATIVITY
EXPERIENCES
NON-FORMAL
SPIRITUALITY
ETNO/ECO...

UMĚLCI HLEDAJÍ SVOJI VYŽIVUJÍCÍ BUBLINU

ARTISTS SEEK A NURTURING BUBBLES OF PUBLIC

Example:

Anna von Hauswolff (1986, Swedish woman)

Combination of:

Organist

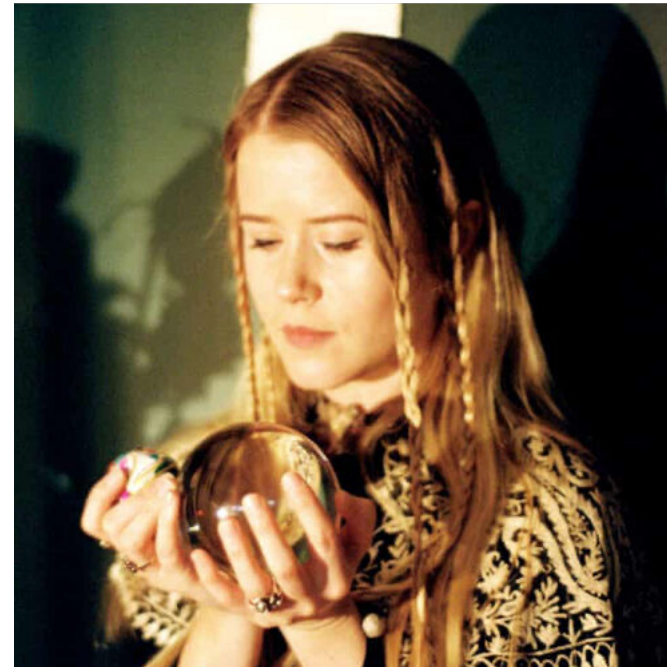
Singer

Composer – different styles and images...

<https://www.youtube.com/watch?v=1x11nd1Ft-4&t=1723s>

All Thoughts Fly...

(Design Blok – Fashion show)



ELEKTRO/TECHNOLOGIE/AI? – NOVÉ MOŽNOSTI? ELECTRO/TECHNOLOGIES/AI? – NEW POSSIBILITIES?

it has to do with a realignment of cultural and moral values (? but aren't we doing it too hastily with a focus on marketing hype and quick performance typical for „modernist thinking“?)



ELEKTRO /MULTIMEDIA FESTIVAL – TECHNOLOGIE (AI)

ELECTRO/MULTIMEDIAL FESTIVALS-TECHNOLOGIES/AI



CASE OF ARS ELECTRONICA/LINZ

CATEGORIES (in all styles)

AVD performance

Sonic sculpture (examples)

Film soundtrack

Sound installations (examples)

Soundspace (acusmonium)

Radio work (radioart)

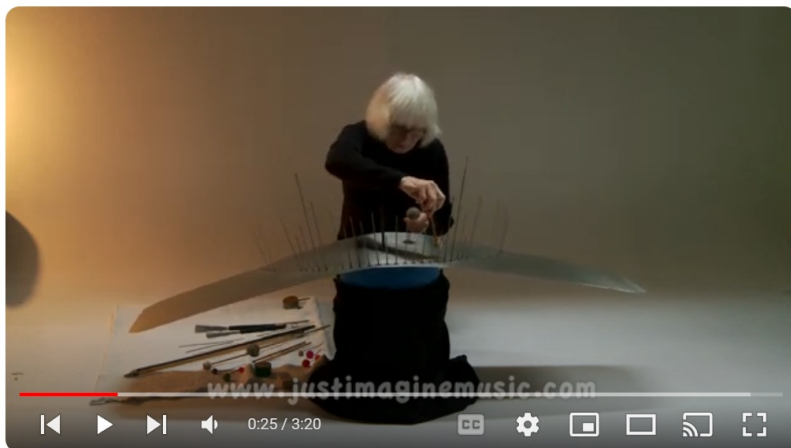
Net music (only medium)

Generative musics (AI)

EXAMPLES

SOUND SCULPTURE

The Singing Ringing Tree, constructed in 2006, is a sound sculpture located in Burnley, Lancashire in the UK. Built by architects Anna Liu and Mike Tonkin, Zadar – See organ.



"The Wing" Sound Sculpture Solo - Marilyn Donadt Percussion



EXAMPLES

SOUND INSTALATIONS

Jiří Suchánek: SOUND INSTALATIONS IN THE GARDEN

Example: Sonic Garden

<https://www.youtube.com/watch?app=desktop&v=FKZWNH5awMw>



ROZŠÍŘENÍ TÉMAT, STRUKTUR, FUNKCÍ – ZVUKOVÁ TVORBA

SONIC ART-NEW TOPICS, PERSPECTIVES, STRUCTURES, FUNCTIONS

NEW MATERIALS – SINCE MUSIQUE CONCRETE (NATURE, BELLS, „COSMIC SOUNDS“ ETC.)

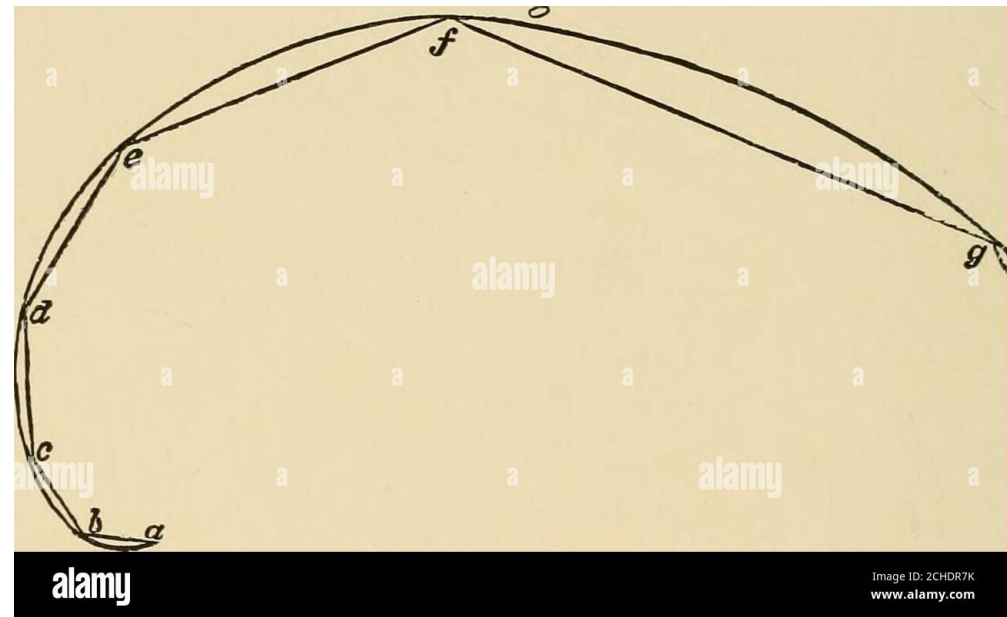
NEW NON-NARRATIVE AND NON-SUBJECTIVE PERSPECTIVES OR CONTRAPOSITION OF SUBJECT AND OBJECTIVE PROCESSES

PROCESSES, SITUATIONS, DIFFERENT TEMPORALITIES

SOUND AND SILENCE

NEW INSTRUMENTAL MUSIC: I. Xenakis, K. Saariaho, R. Saunders...

ECO topics: SOLACE/MN2023 empathy for trees and forests...(ex sound). M. Theologiti



FUNKCE-HUDBA JAKO NÁLADOTVORNÁ/DROGA?

FUNCTION – MUSIC AS A MOOD MODULANS/DRUG?



+

1/ ASMR – Autonomous sensory meridian response

2/ ULTRASOUND – PAINLESSNESS OF INJECTIONS

(Acoustics 2023 conference Sydney 4.12.) – University of Oxford

3/ SONODIAGNOSIS, SONOTHERAPY

-

1/ ADDICTION OF YOUNG PEOPLE TO HIGH INTENSITY OF SOUND AND LIGHT (the reality is „gray“)

AI TEMA ARS ELECTRONICA — FUTURE LAB

AI TOPIC OF ARS ELECTRONICA — FUTURE LAB

AI — AS A SOCIAL AND PHILOSOPHICAL REFLECTION

AI x MUSIC /exhibitions since 2019

Rashaad Newsome (USA), <https://hai.stanford.edu/news/hai-visiting-artist-rashaad-newsome-designing-ai-agency>



BEING (2022) is a social humanoid robotic AI (real object)

Reflection of our identity and creativity.

LAICKÁ TVORBA

NON-PROFESSIONAL CREATIVITY

Examples with MUSIC –ex. <https://suno.com>

<https://suno.com/song/5727b2fd-91bb-43b4-9bc5-82979afa46df>

It produces music across various genres and style based on text prompts /also with text)

Database of 280 000 hours of music of different genres. AI - searching of tagged samples, pairing with prompts. Learning from music produced by clients.

Business with text prompts.

Adapts and learns from every input.

LM, Music FX...



CZ — EX: FROM THE FUTURE WORLD

<https://www.fromthefutureworld.cz/>

based on a fragment of Antonín Dvořák's unfinished composition, it was created by artificial intelligence AIVA (Artificial Intelligence Virtual Artist).

2019, PKF _ Prague Philharmonia solo piano Ivo Kahánek

https://www.youtube.com/watch?v=zsa9P4qkpzU&list=RDzsa9P4qkpzU&start_radio=1

Future world image (5000) made by AI

<https://www.youtube.com/watch?v=GZuhAYUqtJo&list=PLkG0CmGfUAUUytLFWN3WxzLE-1m7JHm1&index=4>



TÉMATÁ SPOJENÁ S TECHNOLOGIEMI A AI

TOPICS RELATED TO TECHNOLOGIES AND AI

OPPORTUNITIES

- 1/ facilitating and developing the quality of sound projection during studio work (creative sound engineering work)
- 2/ help with sonification of various composition outputs for composers
- 3/ laicization of creation (in the sense of understanding the basic procedures of creation and the desire to create)
- 4/ brain research, perception, development of the use of sound for therapeutic purposes.
- 5/ refection of creativity "from the outside" (AI)
- 6/ the artist is looking for a nurturing position for him.

RISKS

- 1/ flows from the trade in "emotions" - escalating intensity – dependence
- 2/ the breakdown of musical culture into the layman's sufficiency of simple structure design (AI) for mood-making purposes and exclusive sound artistry
- 3/ research for the purpose of manipulation
- 4/ new position of the author (comparable to mass production-craft), redefinition of the audience
- 5/ position of the performer?
- 6/ copyright and licensing issues

HISTORIE: SONIFIKACE MATEMATIKY/FYZIKY/KVADRIVIUM? HISTORY: SONIFICATION OF MATH/PHYSICS/QUADRIVIUM?

INTERESTING NOVEL:

JEVGENIJ ZAMJATIN: WE (1920/21)

Contemporary music often treats music not as speech, but as modeling sound events or configuration.

Martin Bedard (CA) MN, Honey

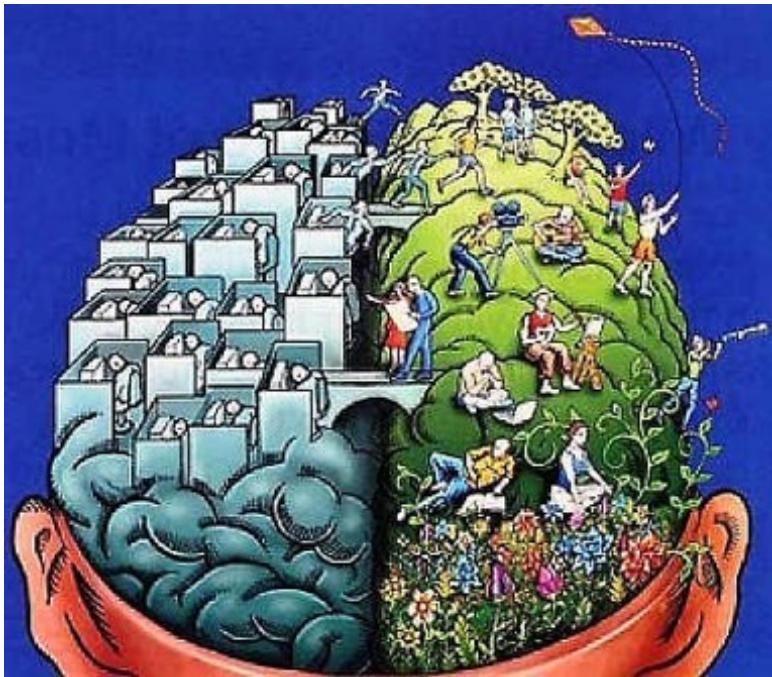
Hubert Howe (USA), Harmonic Fantasy

algorithmic compositions (Dan Dlouhý)

Zamjatin: MAN D 503

And I diligently engaged my attention only when the phonolector (sic!) moved on to the main topic: to our music, to mathematical composition (mathematics is the cause, music is the effect), to the description of the recently invented musicometer. Just turn this handle, and each of you will make up to three sonatas in an hour. But what work did it give your ancestors. They could only create when they brought themselves to a fit of inspiration – an unknown form of epilepsy. And now you will hear a very comical example of what their creations looked like - Scriabin's music from the twentieth century...”

VÝVOJ? KONTRASTY/BUBLINY/NEBO SYNTÉZA? PERSPECTIVE? CONTRASTS/STYLE BUBBLES OR SYNTHESIS?



< only schematic

CONTRAST

TECHNOLOGIES X ECOLOGY

or

TECHNOLOGIES + ECOLOGY' =

SUSTAINABILITY/balance

Or/and

MANY STYLE BUBBLES with the GLOBAL
invasive style with support of technologies?

JINÝMI SLOVY: DEPERSONALIZACE X OSOBITOST

OTHER WORDS: DEPERSONALISATION X INDIVIDUALITY

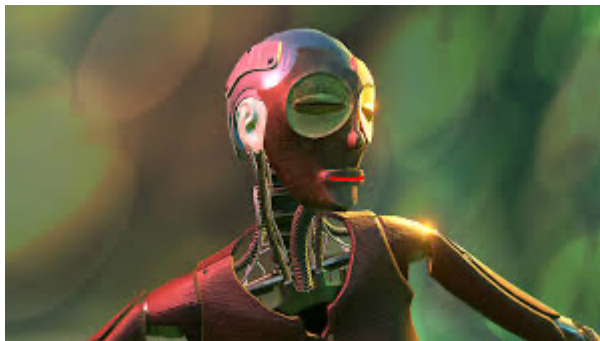
DEPERSONALISATION
SOCIOENGINEERING – NEUROMARKETING
MANIPULATIVE WELL-BEING

INDIVIDUALITY/SOCIAL CONTACTS
ACTIVE RESPONSABILITY OR PRACTICAL ETHICS (Peter
Singer)



AI A KREATIVNÍ HUMANISMUS

AI AND CREATIVE HUMANISM



Rashaad Newsome (USA)

A humanoid robot with an artistic ethno look reflects publicly social and philosophical topics:

He/It? learns from the people who discuss with him, at the same time, he learns what his identity is?

BEING EXPLORES WHAT IDENTITY IS...

ROBOT IS PROGRAMMED TO LEARN AND ADAPT THROUGH CONVERSATION WITH VIEWERS ALTHOUGH MOST OF THE DIALOGUE APPEARS TO BE SCRIPTED. THE BEING'S QUESTIONS CONCERN AUTHENTICITY AND IDENTITY. „I AM INTERESTED IN THE PERFORMANCE OF THE REAL,“ ASKS BEING...REALITY IS OFTEN SUCCESSFUL PERFORMANCE OF A CHOSEN IDENTITY...“WHAT IS REAL?“ BEING ASKS. „WHAT IS REALITY? IS MY EXISTENCE A REAL PERFORMANCE?“ AS A PROGRAMMED WORK OF ART, THE EXISTENCE OF THE BEING ROBOT IS A REPRESENTATION OF REALITY, SUGGESTING THAT WE CREATE OUR OWN IDENTITY FROM A DATABASE OF INFLUENCES, SLOWLY DEFINING OURSELVES THROUGH REPEATED INTERACTIONS AND INQUIRES.

THE MORE TIME BEING SPENDS CONVERSING WITH VISITORS, THE LESS BOTS SOUND LIKE NEWSOME'S ROBOT.

<https://www.artnews.com/art-in-america/features/artificial-realness-an-ai-made-by-rashaad-newsome-learns-to-perform-its-identity-60212/>

ZÁVĚR? UDRŽITELNOST? CONCLUSION? SUSTAINABILITY

THINK GLOBALLY ACT LOCALLY— PATRICK GEDDES (+ 1932)

classical concert

contemporary experimental concert

Quality recordings festivals shows

research of sound/hearing/acoustics

clubs interactive projects

folklore singing research of brain

ethno projects multimedial production

AI sound design ...

MORE QUESTIONS THEN ANSWERS

We are living in a turning point, when apparently earlier types of musical life are being preserved and various other functions of music are multiplying alongside them...

AT THE SAME TIME

Music is a basic need (rhythm + singing emotional thoughts)

L:

M. Kratochvíl: Towards sustainability through technology and folklore
<https://www.hisvoice.cz/sustain/Music as spiritual insight>.

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Témata:

International competition in sonic art MUSICA NOVA www.musicanova.seah.cz

Czech Music Council, non governmental organisation www.chr-cmc.org

Research of labor market, wellbeing, management

<https://www.idu.cz/cs/o-nas/veda-a-vyzkum/pracovnici-ve-vede-a-vyzkumu/lenka-dohnalova>