introductions: panos and michael
- This used to be the largest music store in the world in the 90’s, right down the street from Berklee College. 6 floors of music.
- Now it’s a TJ Maxx.
- Aisles of cd’s
- This is how people discovered and bought music
Now all the music discovery you want is here
- Does anyone know who this is?
- Skrillex – don’t even need to play a traditional instrument
- You can make music on your phone
- Don’t even need to be human
- This is IBM Watson, who produced a song with Alex Da Kidd
panos kicks off
- Room of music
- Now music is on your watch
In Virtual Reality
- And in your home through new devices
- Internet of Things
- Perhaps even your thermostat
Music has always pushed bounds of creativity
berklee College educates 5,000 creative young people every year
similarity between music & design thinking
We believe that the mindsets or headspaces that are used by musicians are analogous, and applicable, to the instincts followed by successful entrepreneurs, and can be applied to the entrepreneurial world.
PUTTING IT IN PRACTICE
U2
And you can see the same strategy in David Bowie and his contemporary protégé Lady Gaga.
quick hit 1; for example… innovation through fusion… jimmy page brought a classical music tool into the rock world for the Led Zeppelin song, “Dazed and Confused” .. that’s a great mash up and a common tool we use in the innovation process, bringing an element from one domain to another.
Beatles in Hamburg 1961
REINVENTING
QUICK HIT 2: Miles Davis never settled for one “success” but continually reinvented himself by changing his artistic concept and surrounding himself with a rotating cast of world-class musicians. From Bebop to hard bop to electric and a bit of hip hop.
So, like the young musicians who created these interesting new concepts, we hope this opens your mind to the underlying creative headspace in music and design and how becoming aware of them might help you be more easily adaptable and creative in a rapidly evolving world.
At IDEO a designer serves as the project leader of a multi-disciplinary team. This person keeps a team inspired and focused throughout the course of work but is not “the boss”. Our teams work more like jazz ensembles; members know when to solo and when to