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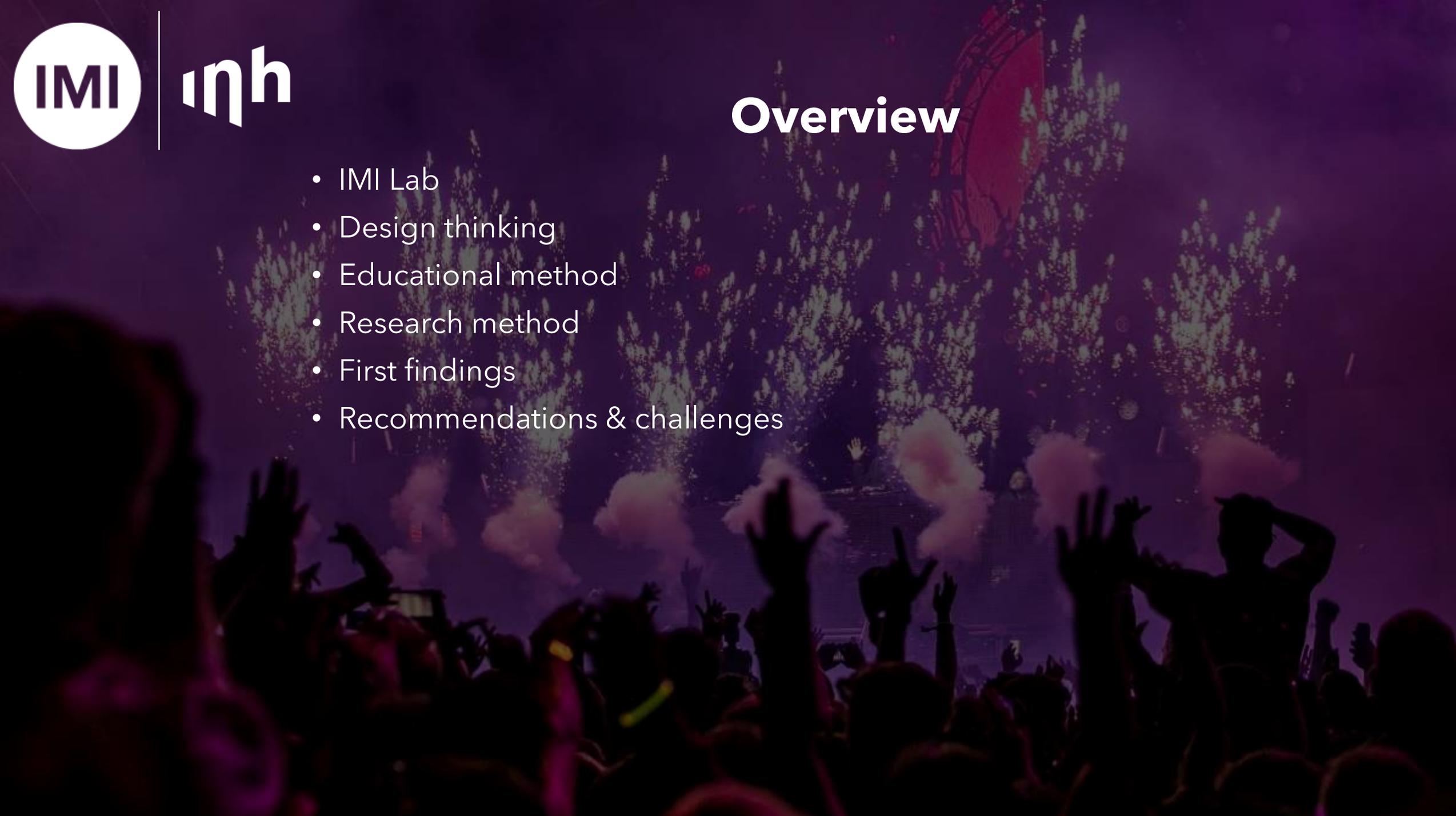
International Music
Industry Lab

inholland
university of
applied sciences



How to shoot confetti at the online party: Using a *Design Thinking* method for innovation in the music industry

Koos Zwaan, theo ploeg, Pieter Breek
Inholland University of Applied Sciences
Haarlem, the Netherlands



Overview

- IMI Lab
- Design thinking
- Educational method
- Research method
- First findings
- Recommendations & challenges



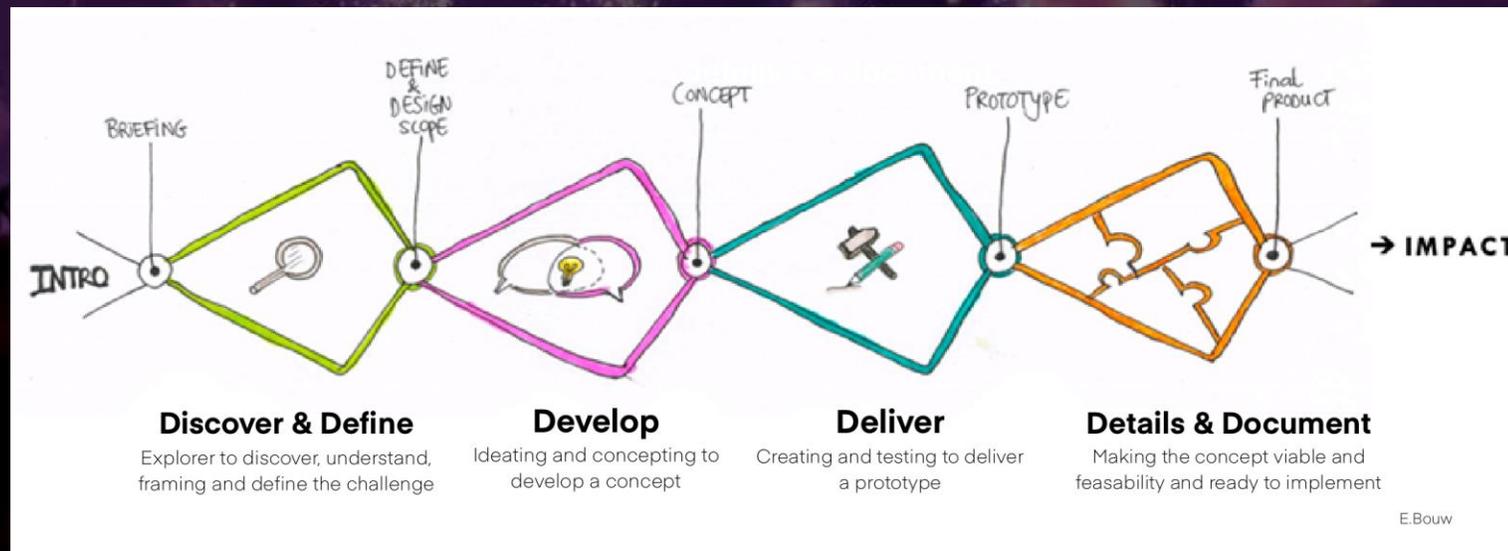
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IMI Lab

- International Music Industry Lab
- An experimental hybrid space, where education, the professional field and academic research coincides
- Co-creation
- Design Thinking
- To help transform the music industry...
- ...to a healthier and more sustainable music ecosystem

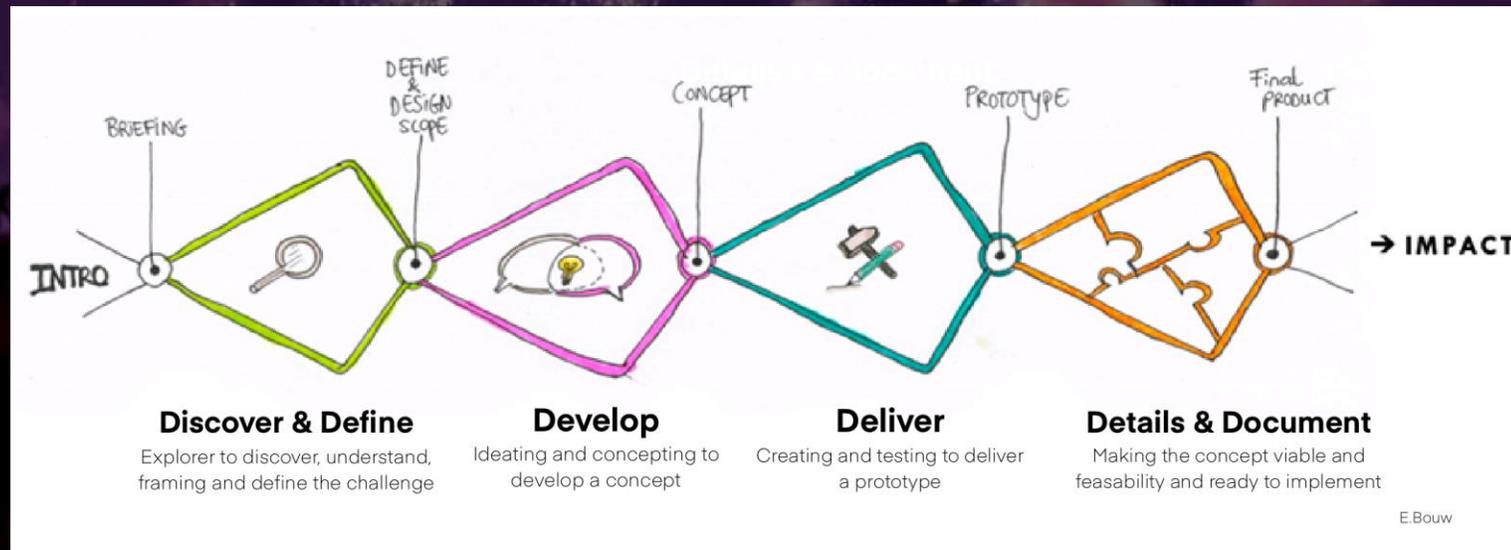
Design thinking

- Approach:
using the way designers think to explore and come up with possible solutions to problems
- Attitude:
not one definitive solution, permanent beta ongoing iterative process
- Based on IDEO, Stanford d. School & British Design Council
- Focus on transformation NOT transition



Educational method

- Interdisciplinary learning: young professionals (students) from six programmes
- Egalitarian / non-hierarchical: Learning together → semantics matter
- Experimentation: Try - fail - learn → Self-reflection
- Four Climbs (cf. design sprints)
- Develop viable/desirable/feasible concepts and prototypes



Research method

- Case study
- Qualitative research: observations, participation, interviews, analysing results/documents
- 20/21- Sem2 : One iteration with one partner
- 21/22 - Sem1: Second iteration, three partners
- 21/22 - Sem2: ?
- Comparison:
different “challenges” with same design thinking approach
- Goal: test lab as setting for innovation in the music industry
- RQ: What is the added value of this approach for young professionals, education, partners and research?



Case 1: elrow

- Spanish international dance events/festival organizer
- Active since 1870 (!)
- Family owned
- Household name in EDM industry
- Briefing/challenge:

“How to reinvent immersive music experiences and underlying business models?”





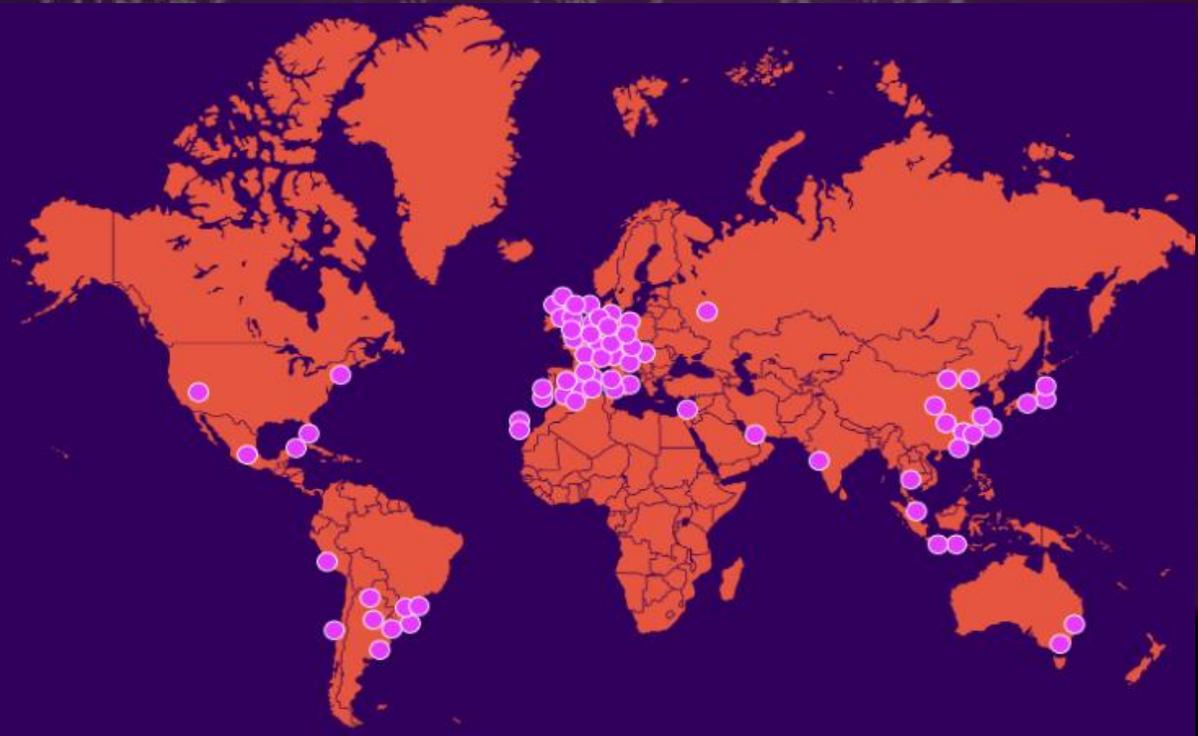
Case 1: elrow



±1870

ELROW'S PLANET

- 150** Shows
- 2.3M** Attendees
- 10** Stage at Festivals
- 4** elrow Town festivals
- 26** Countries
- 67** Cities



2021

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One of elrow's main ingredients: Confetti!



Source: Google image search with search term: "elrow party"

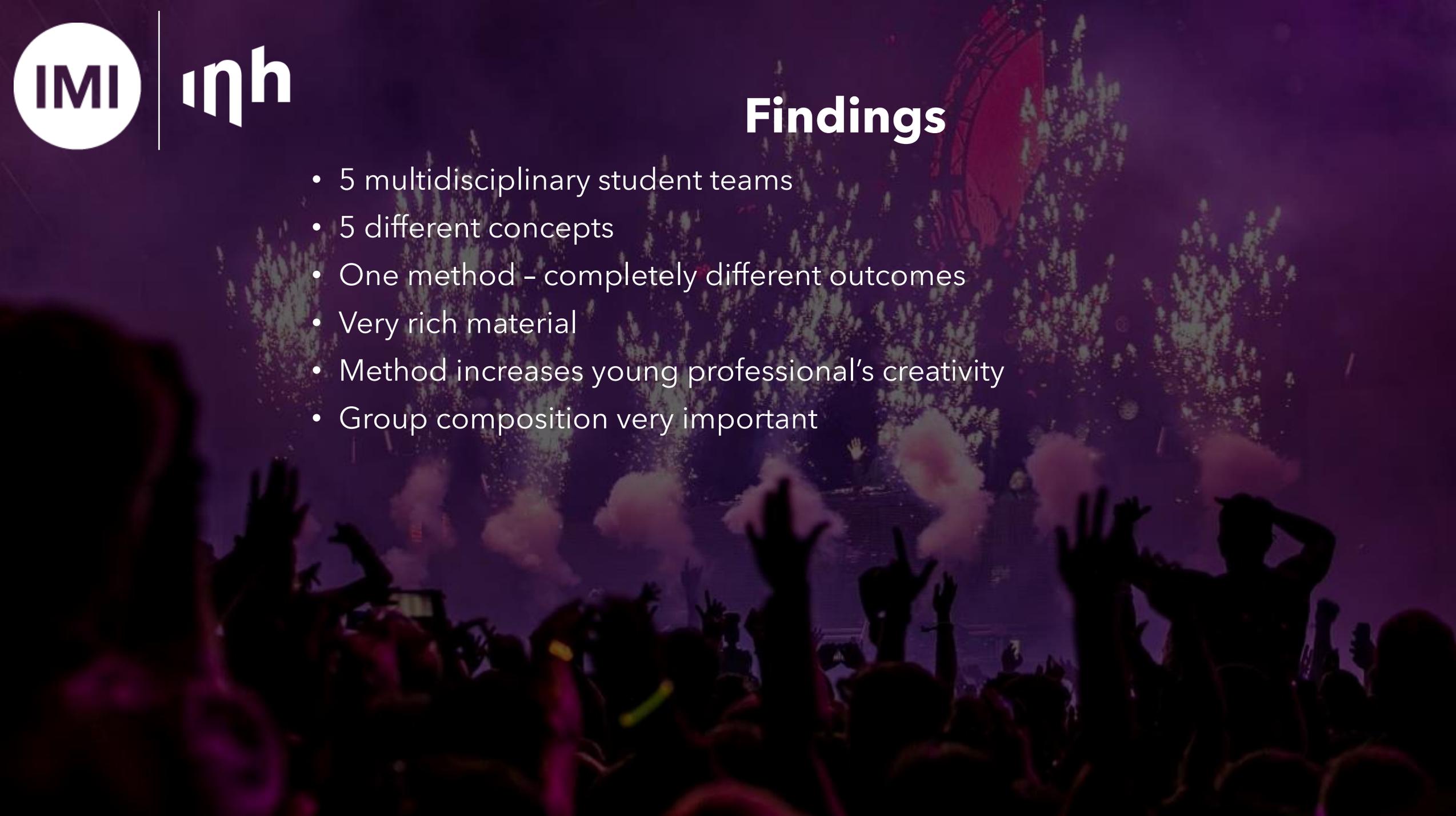


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elrow in times of Covid



Source: ELROW UNVEILS A BRAND NEW VR PARTY EXPERIENCE,
[HTTPS://WWW.ELROW.COM/EN/IN-THE-NEWS/8728/ELROW-UNVEILS-A-BRAND-NEW-VR-PARTY-EXPERIENCE](https://www.elrow.com/en/in-the-news/8728/elrow-unveils-a-brand-new-vr-party-experience)

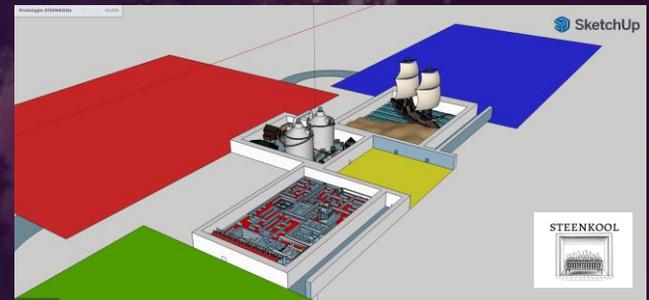
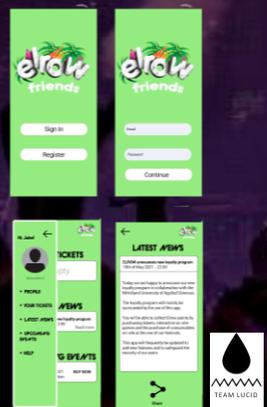
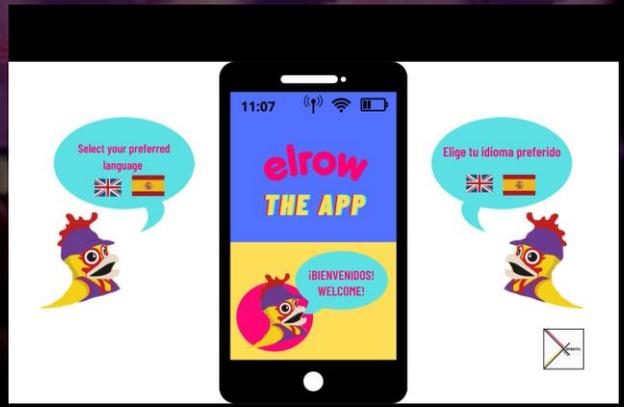


Findings

- 5 multidisciplinary student teams
- 5 different concepts
- One method - completely different outcomes
- Very rich material
- Method increases young professional's creativity
- Group composition very important

elrow

- An app – gamification & community
- An app – customer loyalty & services at location
- New channels – Twitch/Discord
- Physical escape room – gamification
- Streaming parallel to physical

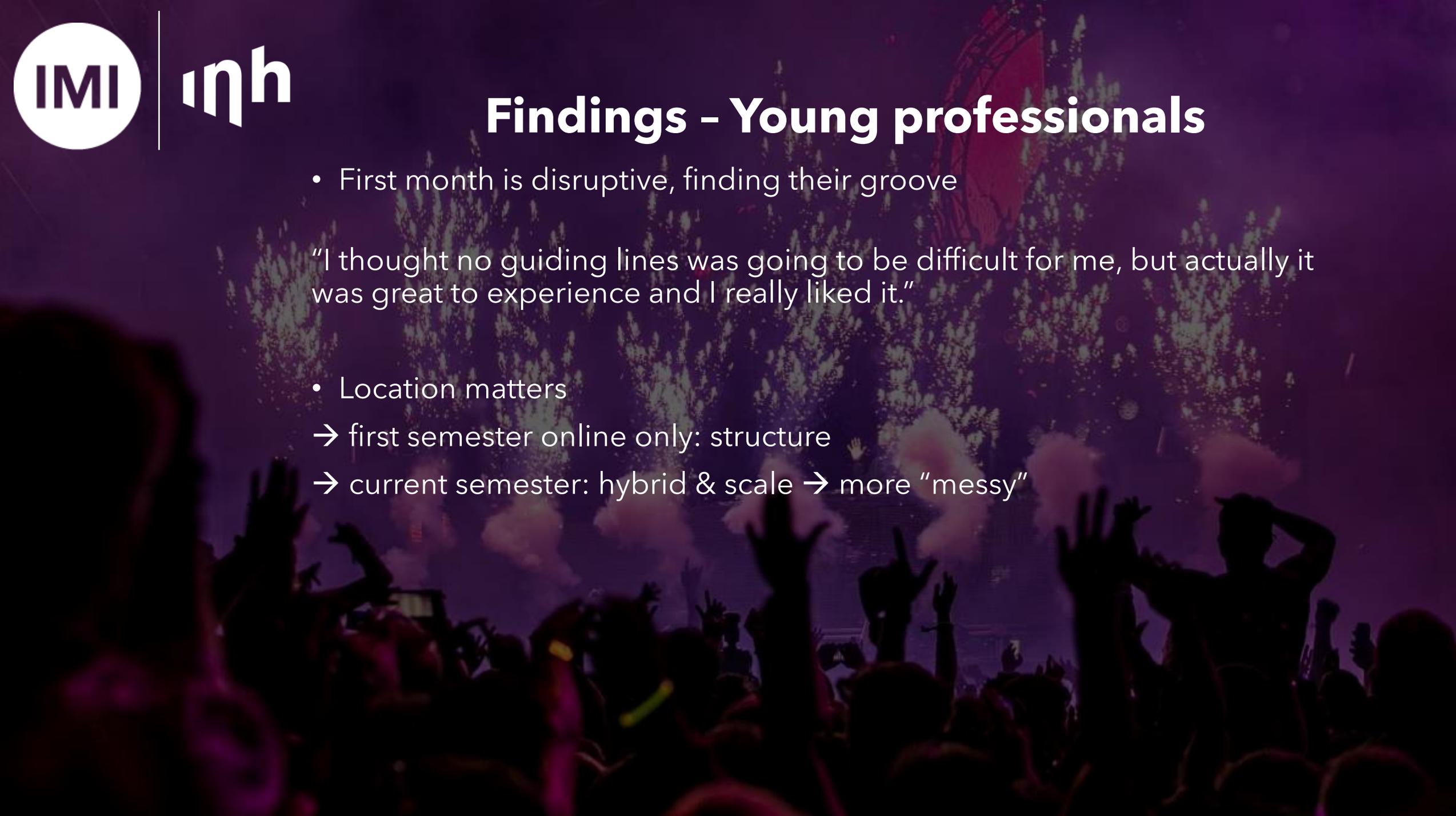


Findings - Lab / education

- Succeeded in getting partners to collaborate with abstractly formulated and open-ended assignments

More critical:

- Improving equality: young professionals - learning coaches - partners
- Tension non-hierarchical coaching vs formal educational environment

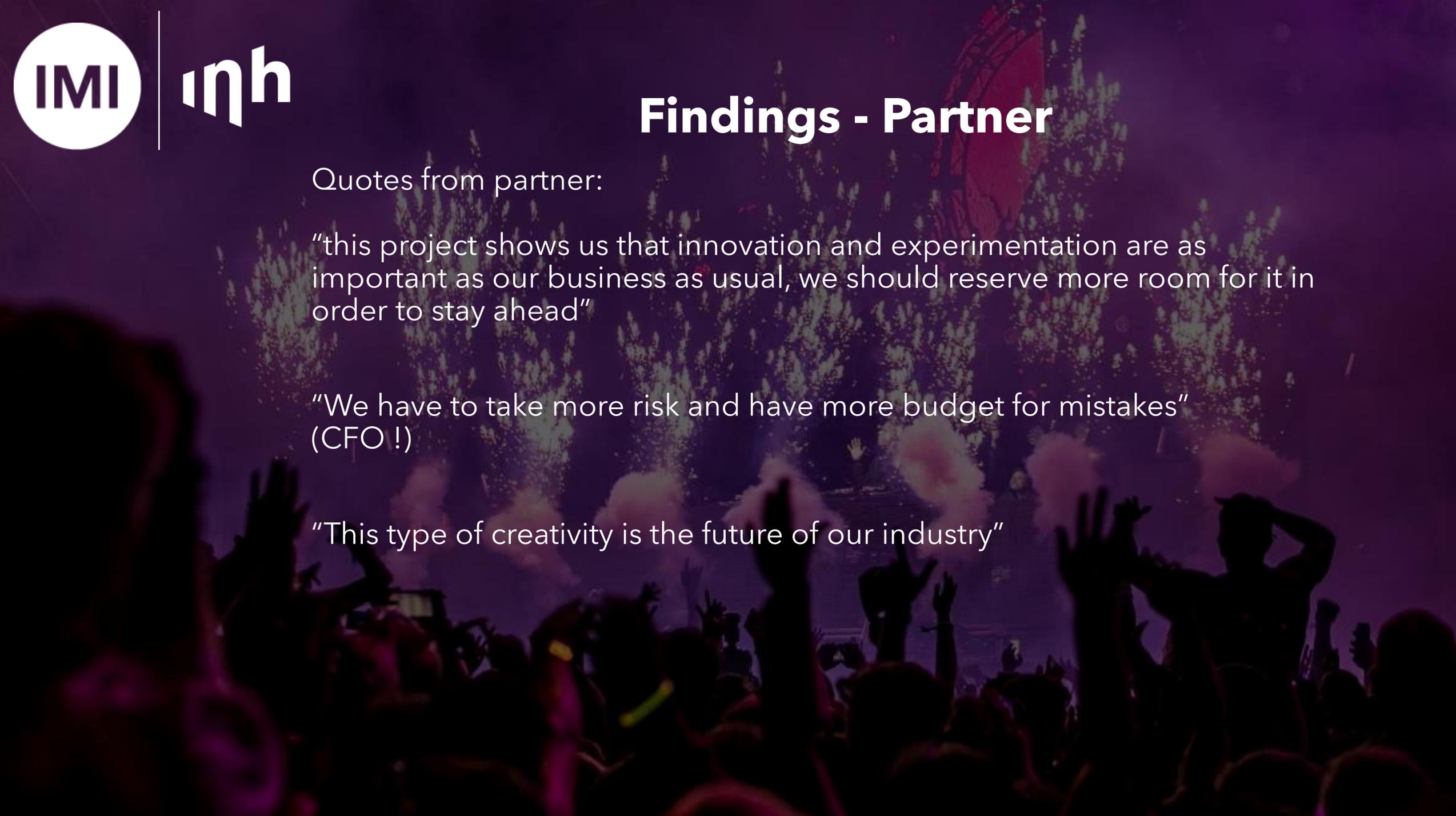


Findings - Young professionals

- First month is disruptive, finding their groove

"I thought no guiding lines was going to be difficult for me, but actually it was great to experience and I really liked it."

- Location matters
 - first semester online only: structure
 - current semester: hybrid & scale → more "messy"



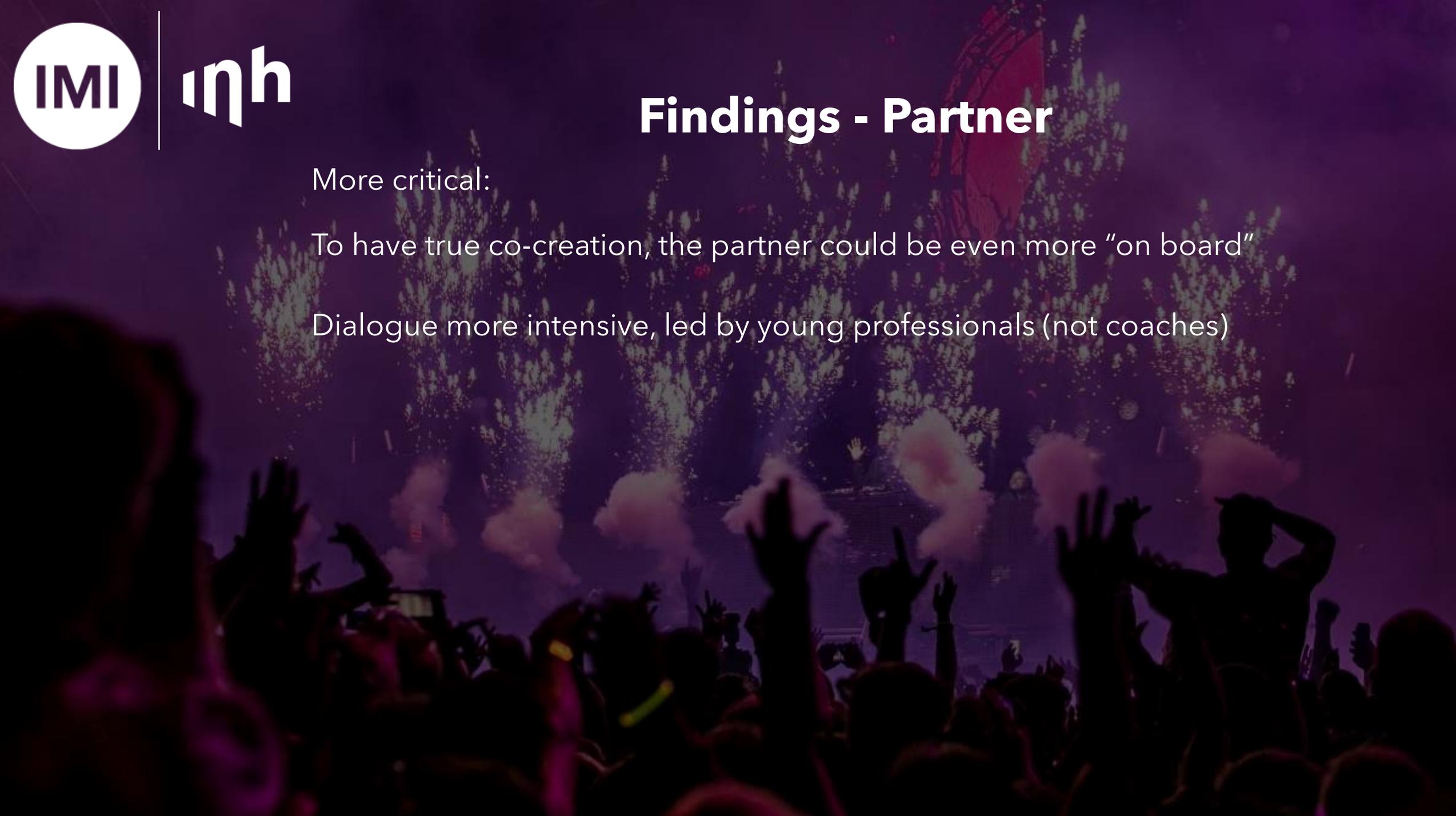
Findings - Partner

Quotes from partner:

"this project shows us that innovation and experimentation are as important as our business as usual, we should reserve more room for it in order to stay ahead"

"We have to take more risk and have more budget for mistakes"
(CFO !)

"This type of creativity is the future of our industry"



Findings - Partner

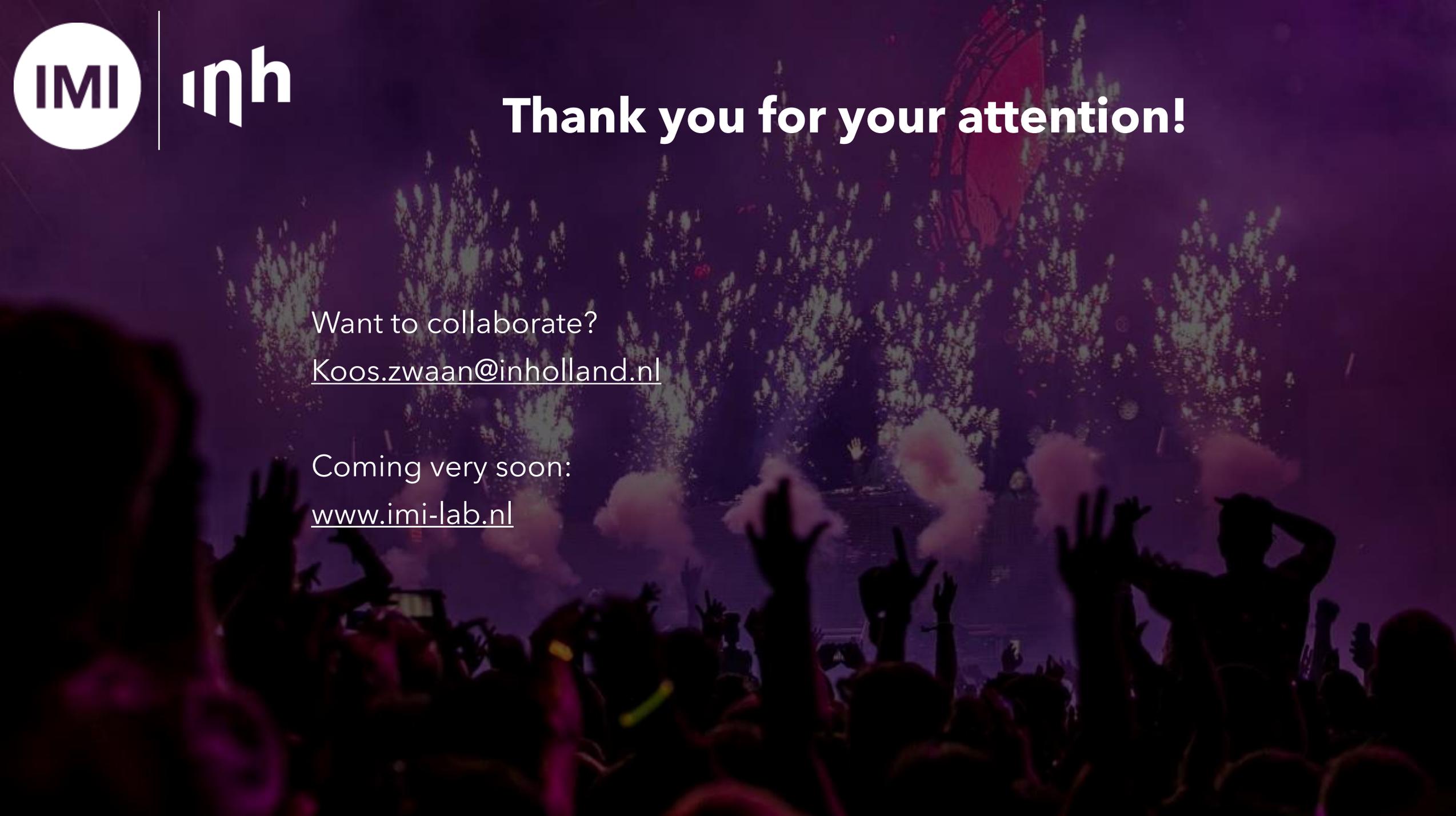
More critical:

To have true co-creation, the partner could be even more "on board"

Dialogue more intensive, led by young professionals (not coaches)

Preliminary conclusions

- Fruitful way for collaboration education – professional field – research
- Young professionals offer a unique outside-in perspective
- Open innovation needs structure
- True co-creation difficult to establish
- Work in progress – still learning, to be continued...



Thank you for your attention!

Want to collaborate?

Koos.zwaan@inholland.nl

Coming very soon:

www.imi-lab.nl