

Signal Kitchen Remix Project

— Signal Kitchen
~~was~~ here.
is

John Moses- June 22nd, 2014

The background of the slide is a close-up, slightly blurred view of a notebook page. It features several red ink sketches of human faces, some with large, expressive eyes and open mouths. There are also some red ink scribbles and lines. In the bottom left corner, there is some printed text in red ink, including the number '9.' and the words 'Violette Ultra' and 'Principal'.

Overview

Background
Concept
Process

Expectations
Reality
Process
Conclusions

What is Signal Kitchen



Music Venue
Recording Studio
Content Curator







Concept

Stems

Audio/Video

Content Curator

Influences

A photograph of Madlib sitting on a train bench, looking out the window. The scene is dimly lit with a strong blue color cast. The train's interior, including overhead lights and window frames, is visible in the background.

MADLIB SHADES OF BLUE

MADLIB INVADES BLUE NOTE





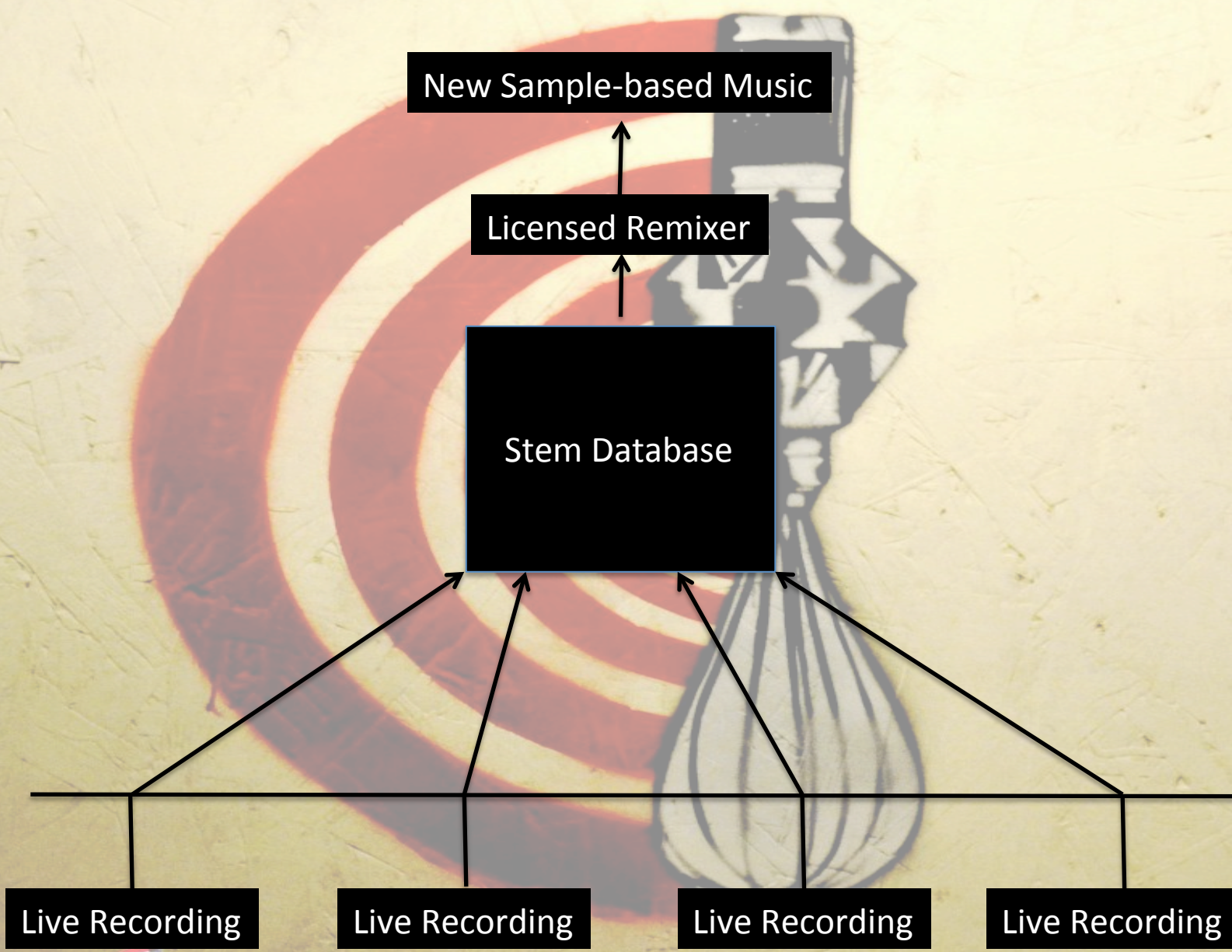
THE MUSIC OF
GRAND THEFT AUTO V



A close-up photograph of a man wearing a black baseball cap with 'CHICAGO Bulls' written on it. He is looking through a blue, circular lens or filter. The background is a blurred outdoor scene with trees and foliage.

Functionality

Four Principle Parties
Access to Stem Database
Signal Kitchen as Intermediary



Process



Developing the Idea

Value

Creating the Proposal

Wish Lists: Sponsors and Musicians

Expectations

Contacting Artists and Sponsors
Begin Working on Content

Next Steps



Develop Pilot
Coordinate Visual Proposal
Answer Legal Questions
Financial Details
Contact Artists and Sponsors

Key Lessons

A black and white photograph of a person looking at a bookshelf in a library or archive. The person is in profile, looking towards the left. The bookshelf is filled with books, and the lighting is dramatic, highlighting the person's face and the spines of the books.

Things Can Get Off Track

Value is Key- E&I

A Good Idea Takes Time- E&I

Institutional Logic- Global Leadership

