Performing Aesthetic Labour On Stage and Online: The Case of Independent Musicians in Toronto
Brian J. Hracs - School of Geography
Hello
Scenes & Preferences
Fragmentation & Extensification
Occupational Specificity
Interactive Service Work

But How Do Creatives Perform and Experience Aesthetic Labour?
Observing
Declining Value of Recorded Music
CDs = 3%

Performing = 48%
Shows Are Intense & Highly Competitive
Satisfaction Guaranteed!
Sonic + Visual Style
Selling An Image
Engaging & Entertaining
‘The War of Smiles’
‘Stage Personas’
Bodily and Emotional Management
Neo-Liberal Subjects Govern Themselves
Temporal & Spatial Fragmentation
Never
Really Free
‘Always On’
DANGER
MEN
WORKING ON LINE
Musicians Can Promote and Sell Online

<table>
<thead>
<tr>
<th>Name</th>
<th>Time</th>
<th>Popularity</th>
<th>Price</th>
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<td>Wilderness</td>
<td>3:14</td>
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<td>$0.99 Buy</td>
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<td>Honestly</td>
<td>4:09</td>
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<td>Believe in Magic</td>
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<td>The Forest</td>
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<td>Feel It Burning Inside</td>
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Digital Booklet - Wilderness

Total: 11 Items
CHECK OUT MY BAND @

WWW.nickbold.com
‘Digital Bodies’
Virtual Spaces of Work
Constant Updates & Personal Engagement
"YOUTH WITHOUT YOUTH" VIDEO PREMIERE
Musicians vs. Call Centre
Extensification & Intensification

**CREATIVE**
- Song Writing
- Performing
- Rehearsing
- Artwork
- Graphic Design
- Website Design
- Product Development
- Merchandise Design
- Video
- Image (fashion)
- Collaboration

**NON-CREATIVE**

**Technical Tasks**
- Instruments and Equipment (Appropriation and Maintenance)
- Recording, Engineering, Mastering
- Video Editing
- Manufacturing and Packaging
- Distribution (Physical and Digital Retailers)
- Website Maintenance
- Acquiring and Maintaining Technical Knowledge

**Managerial Tasks**
- Publicity and Media Relations
- Legal (Contract Delegation and Copyrights)
- Booking (Shows and Tours)
- Project Management
- Music Licensing

**Business Tasks**
- Merchandising
- Financing
- Grant Writing
- Accounting
- Investor Relations
- Marketing and Promotion (TV, Radio, Online, Retail, Industry, Print, Video)
- Branding
- Networking (Fans, Collaborators, Industry)
Hracs, B. J. and D. Leslie. ‘Aesthetic Labour in Creative Industries: The Case of Independent Musicians.’ Area 46(1) 66-73. Related Papers:


