



**Performing Aesthetic Labour On Stage and
Online: The Case of Independent
Musicians in Toronto
Brian J. Hracs - School of Geography**



Hello

Creative Industries = Economic Engines



Scenes & Preferences



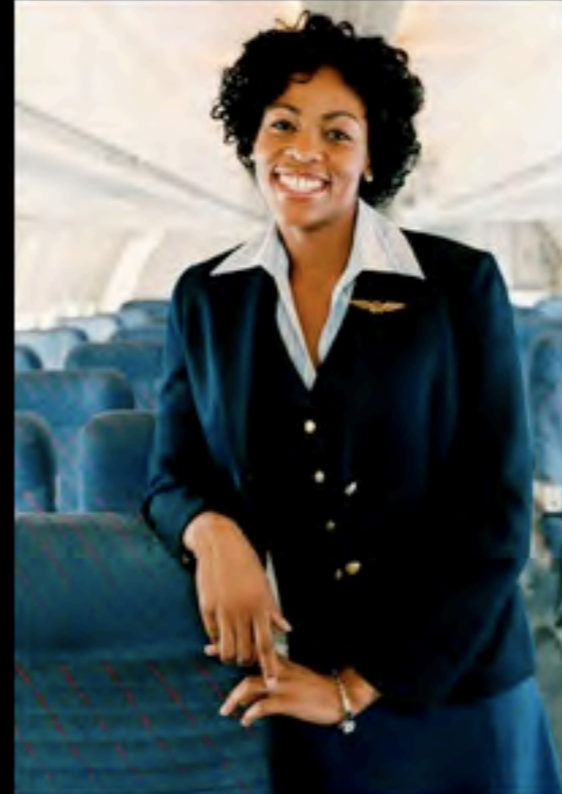
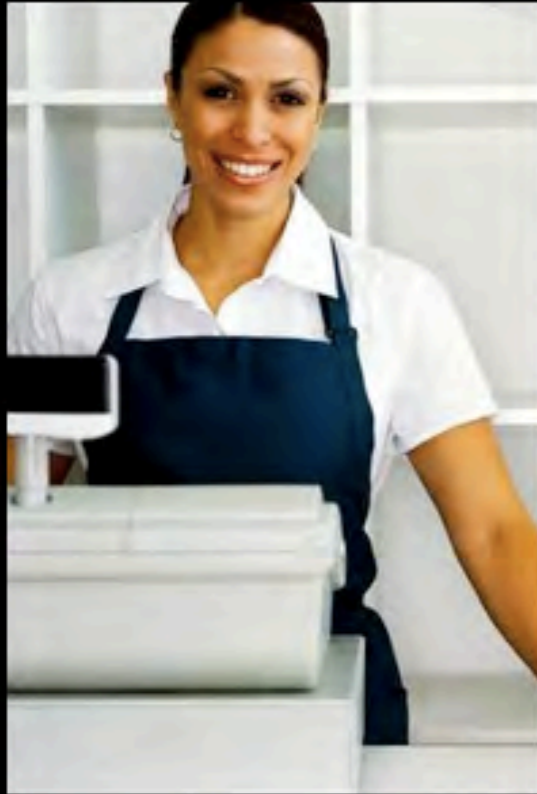
**Fragmentation
&
Extensification**

**ENTER
AT YOUR
OWN
RISK**



Occupational Specificity

Interactive Service Work

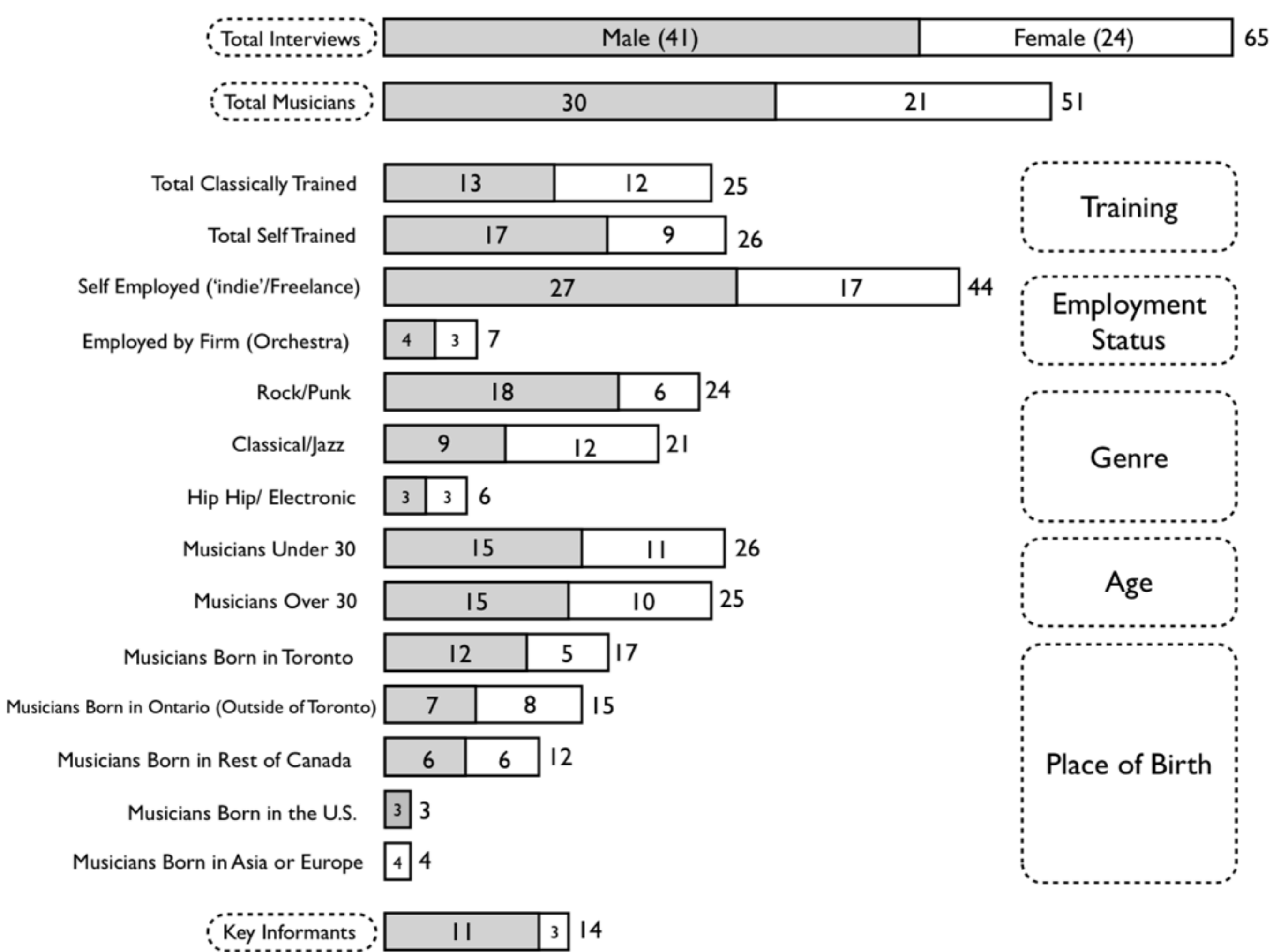


But How Do Creatives Perform and Experience Aesthetic Labour?

Performing

**'On Stage'
&
'Online'**





Observing



Declining Value of Recorded Music



CDs = 3%

Performing = 48%




Shows Are Intense & Highly Competitive



Satisfaction Guaranteed!





Darby & Joan
GENTLEMAN REG

**Sonic +
Visual
Style**



Selling An Image

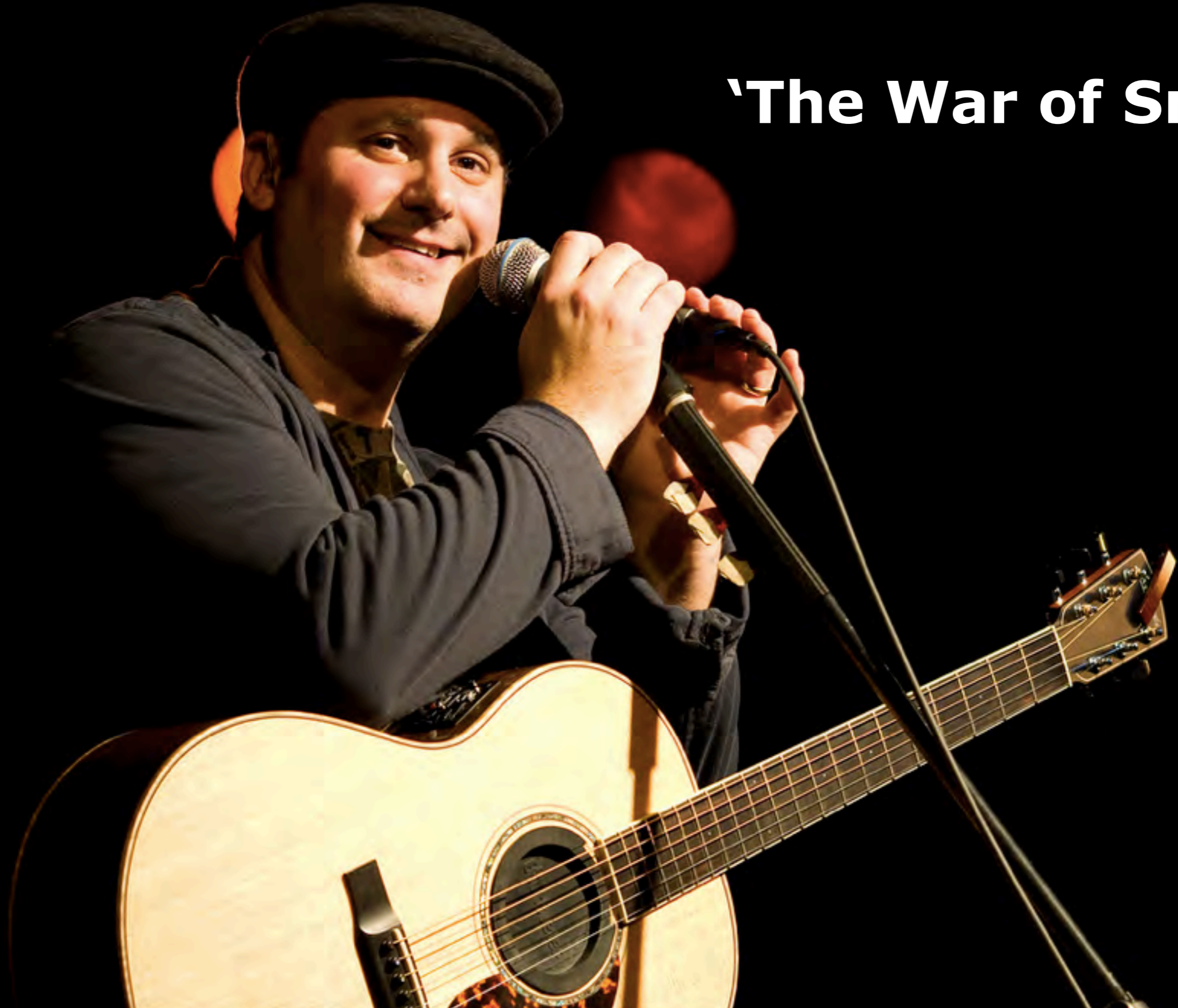




**Engaging &
Entertaining**



'The War of Smiles'



'Stage Personas'



Bodily and Emotional Management





**'I Make Myself
That Way'**

**Neo-Liberal
Subjects
Govern
Themselves**





Temporal & Spatial Fragmentation

**Never
Really Free**



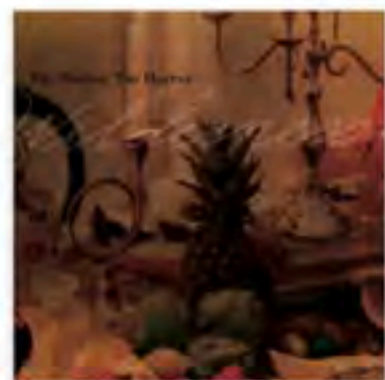
'Always On'



DANGER

MEN

WORKING ONLINE

[Music](#) > [Alternative](#) > [The Horror the Horror](#)

Wilderness

▲	Name	Time	Popularity	Price
1	Wilderness	3:14	██████████	\$0.99 BUY ▾
2	Honestly	4:09	██████████	\$0.99 BUY ▾
3	Vanity	4:46	██████████	\$0.99 BUY ▾
4	Believe in Magic	3:50	██████████	\$0.99 BUY ▾
5	The Forest	4:19	██████████	\$0.99 BUY ▾
6	Move It!	4:14	██████████	\$0.99 BUY ▾
7	Submission	3:09	██████████	\$0.99 BUY ▾
8	Feel It Burning Inside	3:22	██████████	\$0.99 BUY ▾
9	Imbecille	4:56	██████████	\$0.99 BUY ▾
10	Out of Here	6:22	██████████	\$0.99 BUY ▾
	Digital Booklet - Wilderness			Album Only ▾

[Preview All](#) Total: 11 Items

[\\$9.99 Buy Album](#) ▾

Genre: Alternative

Released: Apr 22, 2011

© 2011 Tapete Records

[Like](#)[Post](#)

The Horror the Horror T...

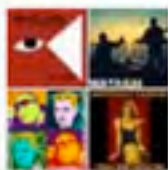
[Songs](#)[Albums](#)

1. It Was Everything. Everything!
2. Yes (I'm Coming Out)
3. Wired Boy Child

More The Horror the Ho...

[Alert Me](#)

Top-Rated Playlists

favs 2011/04/19 - 2
by taro -

Listeners Also Bought

**Broken Bells**
Broken Bells

Musicians Can Promote and Sell Online



HELLO my name is
CHANGE

HELLO my name is

CHECK OUT
MY BAND @

www.nickbold.com



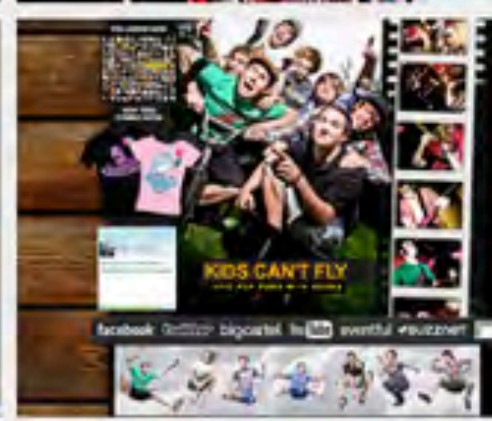
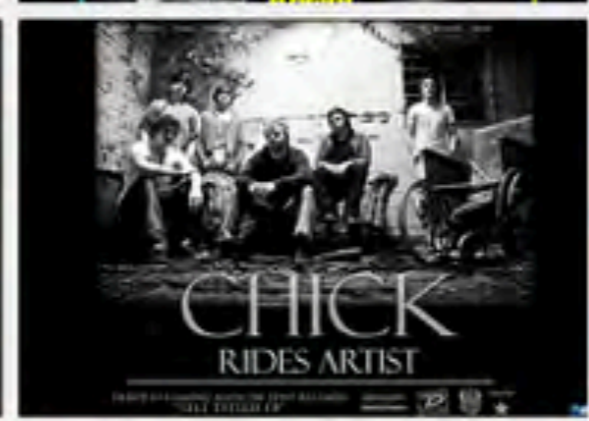
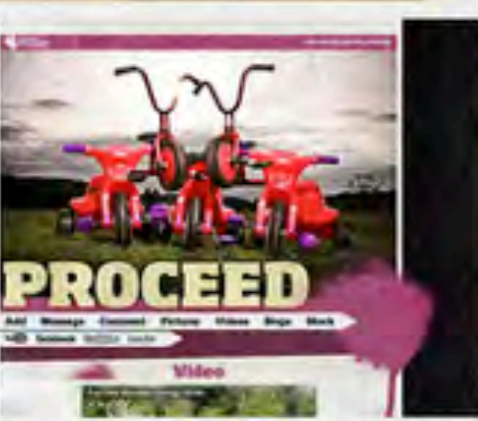
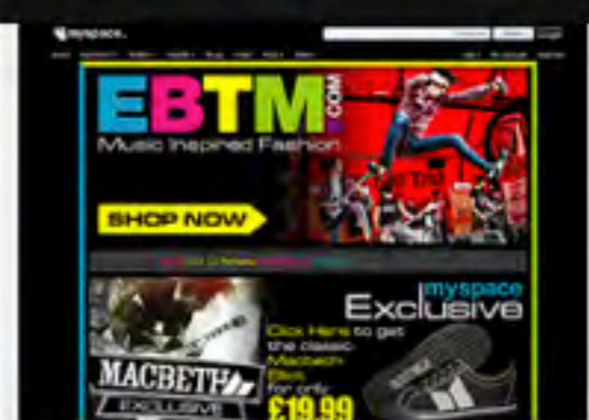
'Digital Bodies'

Play vs. Work





Virtual Spaces of Work



Constant Updates & Personal Engagement





"YOUTH WITHOUT YOUTH" VIDEO PREMIERE



OFFICIAL PHOTOS





**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

Business Tasks

- Merchandising
- Financing
- Grant Writing
- Accounting
- Investor Relations
- Marketing and Promotion (TV, Radio, Online, Retail, Industry, Print, Video)
- Branding
- Networking (Fans, Collaborators, Industry)

Managerial Tasks

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





Hracs, B. J. and D. Leslie. 'Aesthetic Labour in Creative Industries: The Case of Independent Musicians.' *Area* 46(1) 66-73. **Related Papers:**

Hracs, B. J., Seman, M. and T. Virani. (2016) 'The Production and Consumption of Music in the Digital Age.' Routledge

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Hracs, B. J. (2015) 'Cultural Intermediaries in the Digital Age: The Case of Independent Musicians and Managers in Toronto.' *Regional Studies* 49(3): 461-475

Hracs B. J., D. Jakob and A. Hauge. (2013) 'Standing Out In The Crowd: The rise of exclusivity-based strategies to compete in the contemporary marketplace for music and fashion.' *Environment and Planning A* 45(5) 1144-1161.

Hracs, B. J. (2012) 'A Creative Industry In Transition: The rise of digitally-driven independent music production.' *Growth and Change* 43(3) 442-461.

Hauge, A. and B. J. Hracs. (2010) 'See the Sound, Hear the Style: Collaborative linkages between indie musicians and fashion designers in local scenes.' *Industry and Innovation* 17(1): 113-129.