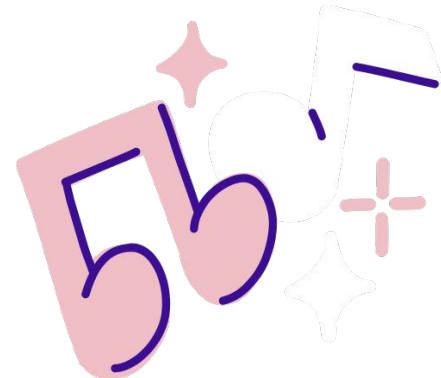




Auditory Museum Proposal

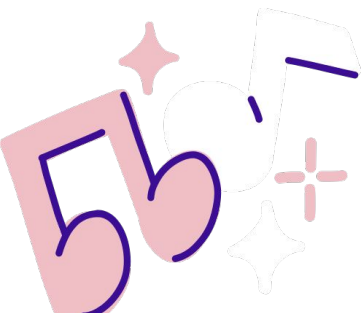
By: Mastura, Hong, Isaac, Joshua



Mission

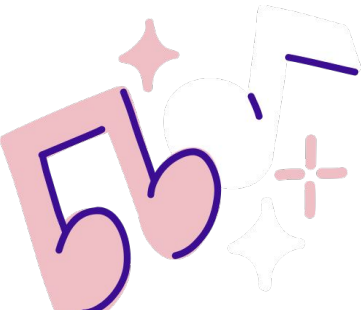


The New York Museum of Music, located in the city of New York, serves to provide an auditory forum in which diverse local, national, and international audiences can experience the rich musical history of New York through more than just their eyes. The museum's purpose is to immerse audiences in different eras, enveloping them in a way that they feel the impact music had on New York and vice versa.



Location

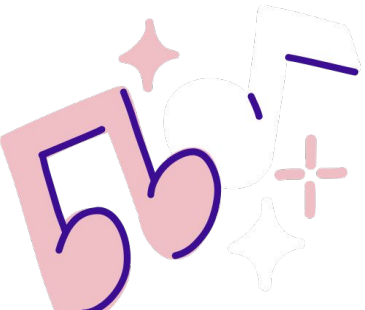
Our museum is located in a small apartment building in New York City. While all these musicians and styles are famous, most grew up in these small apartment buildings with a love for music and big dreams



Audience



The NY Museum of Music would serve anyone that is interested in any form of music. Music from all genres and generations would be flowing through all the rooms of the museum. Even though we are located in New York City, we welcome people from all around the world to join us and experience the magnificent music that is on display.



Exhibition #1:

Exhibition #1: The Age of Italian Operas



Italian operas took hold towards the end of 19th century in New York City. The backstory involves the popularization of traditional Italian operas, motivating New York City to develop modern conservatories such as Carnegie Hall and Metropolitan Opera House towards the end of the 19th century. The reason why traditional Italian opera became popularized in this era was because of the wave of immigration of talented opera singers such as Frances Alda, amongst others.



Artifact #1: Portrait



FRANCES ALDA



GIUSEPPE DE LUCA

In "Marôuf"

"Frances Alda and Giuseppe De Luca in 'Marôuf'" (1919)

Product Type: Original Halftone Print; Black/White
Dimensions: 6.25 x 4.5 inches

Photography by: C.Mishkin
Caption: Giuseppe de Luca & Frances Alda—Famous Italian Opera Singers who achieved their career's most memorable achievements at the Metropolitan Opera in New York City.

Artifact #2: Poster



Title: Giuseppe De Luca of the Metropolitan Opera singing "Beau Soir" with an orchestra, Victor record

Poster by: Victor Records

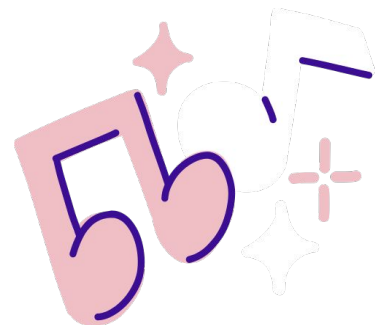
Source Collection: Bain News Service photograph collection (founder: George Grantham Bain)

Dimensions: 5 x 7 in

Medium: Glass negatives photo

Date: 1920

Caption: A poster advertising Italian American baritone opera singer Giuseppe De Luca's performance of "Beau Soir" with an orchestra at the Metropolitan Opera.



Artifact #3: Records



[Click to listen!](#)

Title:

Gioielli della Madonna : Serenata (*Primary title*)

The jewels of the Madonna : Serenade (*Parallel (translated) title*)

Gioielli della Madonna. Serenata (*Uniform title*)

Composer: Ermanno Wolf-Ferrari

Personnel:

Metropolitan Opera Orchestra (Musical group)

Giulio Setti (conductor)

Giuseppe De Luca (vocalist: baritone vocal)

Nicola Laucella (flute instrumentalist)

Fausto Cleva (piano instrumentalist)

Caption:

Known for his brilliant baritone vocals, Giuseppe De Luca collaborated with Gioielli della Madonna amongst several others to produce this masterpiece.

Artifact #4: Frances Alda Photograph

Photographer: Herman Mishkin

Source: NATIONAL FILM AND SOUND ARCHIVE OF AUSTRALIA Australia's Women of Song

Medium: Photograph print

Dimensions: 15 x 15 in

Date: 1910

Caption: Known for being a leading soprano, Frances Alda was known for her work at the Metropolitan Opera Company. This photograph was taken in New York on the set of a Metropolitan Opera production of Giacomo Puccini's *La Bohème*, with Alda dressed as Mimi. Herman Mishkin, a Russian-born photographer who served as the Metropolitan Opera Company's chief photographer from 1910 until 1932, took the photograph.



Artifact #5: Frances Alda Poster

Title: [Poster: Victor] Frances Alda sings a simple heart-touching song "I passed by your window"

Poster by Victor Records

Source Collection: Bain News Service photograph collection (founder: George Grantham Bain)

Dimensions: 5 x 7 in

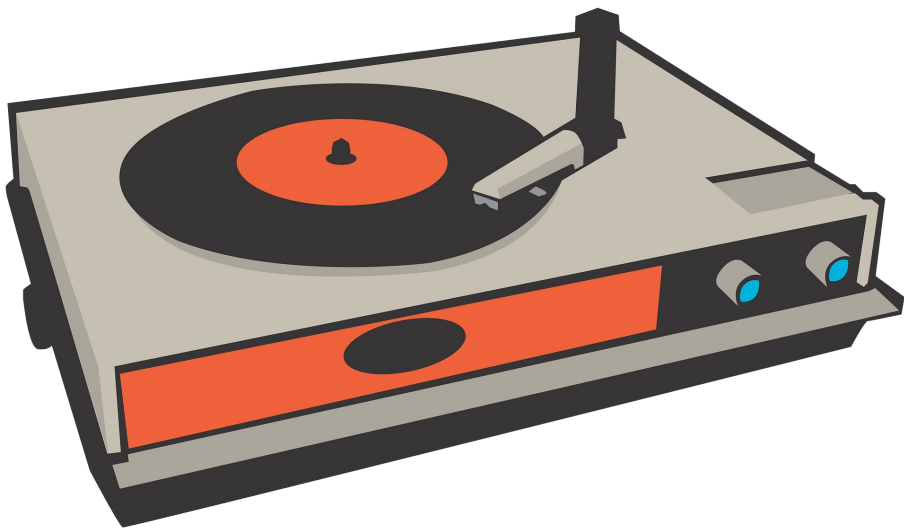
Medium: Glass negatives photo

Date: 1918

Caption: Frances Alda was a soprano opera singer (1879-1952), who was born in New Zealand and was raised in Australia. From 1908 to 1929 she sang at the Metropolitan Opera in New York and recorded for Victor Records. The poster was to promote the performance of her heart-touching song "I Passed By Your Window."



Artifact #6: Records



[Click to listen!](#)

Title: Aria "Ancora un passo" ("One step more") from act 1 of Giacomo Puccini's 1904 opera *Madama Butterfly*

Recorded Date: April 10, 1913

Singer: Frances Alda

Authors: Giacomo Puccini (1858–1924) & Frances Alda (1879–1952)

Caption:

On this song, Frances Alda receives a soprano vocal solo on a record in collaboration with Victor Orchestra (musical group) and Giacomo Puccini (composer of the three act opera).



Exhibition #2:





In New York, jazz was a major influence for Black musicians ever since the end of the Harlem Renaissance in 1930. African-American musicians developed jazz as a way of celebrating their heritage while fitting into American music. To represent this era, we'll include instruments like saxophones and trumpets, while also including vinyl records from Black musicians inspired by jazz. These artists may include Louis Armstrong, Dizzy Gillespie, and Miles Davis.





Jazz Room

The Jazz exhibition room will resemble that of an early 20th century Jazz club, which were usually very small and homey. They were found in basements and other regular places.



The room will look like this, which is a photo of Smalls Jazz club. This is a jazz club in downtown Manhattan that resembles the old Smalls Jazz club in Harlem.

Artifact #1- Saxophones

The saxophone, with its expressive and improvisational qualities, played a pivotal role in the vibrant jazz and musical scene of the Harlem Renaissance, embodying the spirit of cultural innovation and artistic freedom during this transformative period in African American history.



Artifact
Trumpet





Artifact #2- Trumpet



Trumpets, with their bright, brassy tones and dynamic range, served as quintessential lead instruments in jazz, shaping the genre's distinctive sound and contributing to its improvisational and innovative spirit.



Artifact #3- vinyl records of “Memphis Blues” by Charles Prince's Band



Vinyl records, with their warm analog sound and tangible presence, not only preserved the rich nuances of jazz performances but also became cherished artifacts, fostering a deep connection between the listener and the timeless artistry of jazz musicians.

Caption: Step into the musical landscape of the early 20th century with 'Memphis Blues' by Charlie Prince's Band, an iconic composition that encapsulates the essence of the Delta blues movement. Through skillful instrumentation and emotive storytelling, this piece reflects the fusion of African-American musical traditions, a pivotal influence on the evolving soundscape of American music during a transformative era.



Artifact #4- Poster of Louis Armstrong, Dizzy Gillespie, and Miles Davis



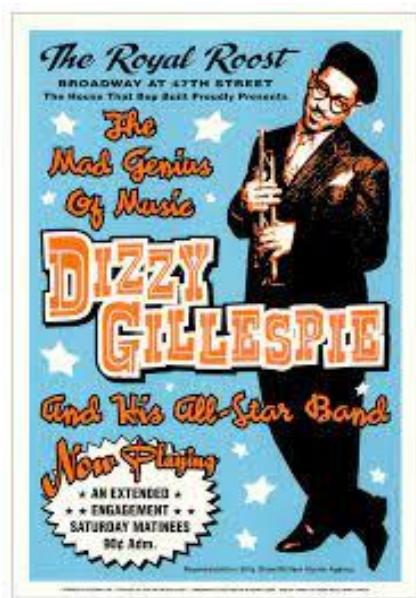
Product Type: Original Halftone Print

Dimensions: 20 in x 40 in

Caption: Embark on a profound exploration of Louis Armstrong's musical genius—a virtuoso trumpeter, innovative composer, and charismatic entertainer who transcended the boundaries of jazz. Uncover the intricacies of Armstrong's influence, from pioneering the use of improvisation to breaking racial barriers in the music industry. Delve into the transformative power of his work, which not only shaped the course of jazz but also left an enduring imprint on the broader cultural tapestry of the 20th century.



Artifact #4- Poster of Louis Armstrong, Dizzy Gillespie, and Miles Davis



Product Type: Poster

Dimensions: 15 in x 40 in

Caption: Delve into the dynamic musical legacy of Dizzy Gillespie, a pioneering force in the world of jazz whose virtuosity on the trumpet and innovative approach to Afro-Cuban and bebop styles revolutionized the genre. Unearth the complexities of Gillespie's contributions, from his groundbreaking collaborations to his role in introducing Latin influences into jazz. Explore the far-reaching impact of his career, as his boundless creativity and charismatic stage presence continue to resonate across the ever-expanding landscape of contemporary music.



Artifact #4- Poster of Louis Armstrong, Dizzy Gillespie, and Miles Davis



Product Type: Black and White poster

Dimensions: 15 in x 40 in

Caption: Explore the transformative influence of Miles Davis, an enigmatic figure in jazz whose revolutionary approach to improvisation and genre fusion redefined the boundaries of musical expression. Uncover the profound impact of Davis's innovation, forever shaping the landscape of modern jazz and leaving an enduring mark on the evolution of contemporary music



Exhibition #3:

Exhibition #3: Rock 'n' Roll

In the 1950s, the American economy began to stabilize, and the entire society was living and working in peace and contentment. The number of teenagers has increased unprecedentedly, and the world has become a world dominated by young people. They can find their voice in rock music. Rock music is consistent with the teenagers.





Artifact #1- Suits

In the earliest days of rock and roll, there were no special costumes. Rock stars at that time almost always wore suits on stage.



Visual representation/prototype of our exhibition of Rock 'n' Roll suites



Example- Elvis Presley's Stage Outfit

Title: "Aloha from Hawaii" jumpsuit

Archivist: Angie Marchese

Original Designer: William Lewis Belew (1931-2008)

Date: 1973

Caption: Partnering with one of the biggest Elvis stage costume exhibits (Graceland exhibit at Elvis Presley's Memphis), we bring you the stage outfit worn by Elvis Presley during his Honolulu show in 1973.

Artifact #2- Portrait

"Bill Haley & His Comets" (1954)

Product Type: Original Halftone
Print; Black/White

Dimensions: 30 in x 30 in

Photography by: James Kriegsmann,
via Michael Ochs Archives— Getty
Images

Caption: Bill Haley & His Comets was
an American rock and roll band
formed in 1947. From late 1954 to late
1956, the group recorded nine Top 20
singles, one of which was number one
and three that were Top Ten.



Artifact #3- Electric Guitar

The electric guitar takes center stage in 1950s, its raw and powerful riffs driving the Rock 'n' Roll's characteristic sound. The electric guitar became a symbol of youth culture and rebellion in the Rock n' Roll time, with artists using it not only as a musical tool but also as an extension of their own identities.



Example—Elvis Presley's Guitar



Title: Elvis Presley's Gibson J200

Archivist: Graceland

Original Designer: Scotty Moore

Date: 1956

Caption:

This guitar definitely looks like it belongs to a member of rock 'n' roll royalty. Elvis, nicknamed the “King of Rock ‘n’ Roll,” loved this guitar and used it often. He used it in many of his 1957 concerts and appearances.



Artifact #4- Drums

When we talked about the instruments in Rock n' Roll period, drum is definitely another important composition. Drum added the heartbeat, with thunderous beats and rhythmic patterns setting it apart from the smoother sounds. The forceful and dynamic drumming patterns contributed to the Rock 'n' Roll's rebellious spirit.

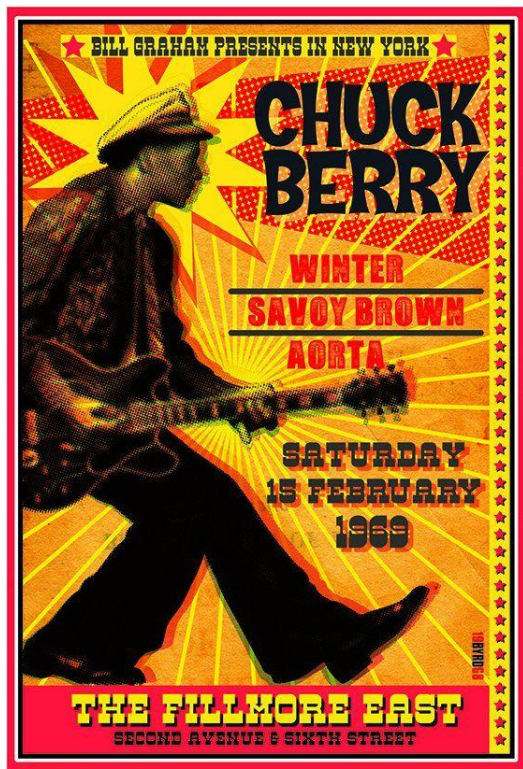


Artifact #5 - Bass

As a fundamental component of the rhythm section bass provided a strong and driving foundation, linking the beat between the drums and harmonies from the electric guitar. The distinct punch and resonance of the bass became synonymous with the energetic and rebellious spirit of rock and roll during this transformative era.



Artifact #6 - Poster



Title: Chuck Berry of winter savoy brown aorta

Poster by: Bill Graham

Dimensions: 5 x 7 in

Medium: colorful photo

Date: 1969

Caption: A poster advertising Chuck Berry's Rock and Roll show in Feb 15 1969 in New York.



Exhibition #4:

Exhibition #4 – Hip-Hop



Hip hop is a subculture and an art movement that emerged from the Bronx in New York City during the early 1970s. Its development reflected the negative effects of post-industrial decline, political discourse, and a rapidly changing economy. Looking back to New York City during this era, we see an economic collapse.





Artifact #1- Accessories

A characteristic very prevalent with a lot of hip hop artists is their jewelry and accessories they wear. Many rappers and hip-hop artists want to be flashy and show off their chains and other pieces. This is one of the most popular things that many people associate with hip-hop and so we believe it has to be in our hip-hop exhibit.



Artifact #2- Speakers and Boomboxes



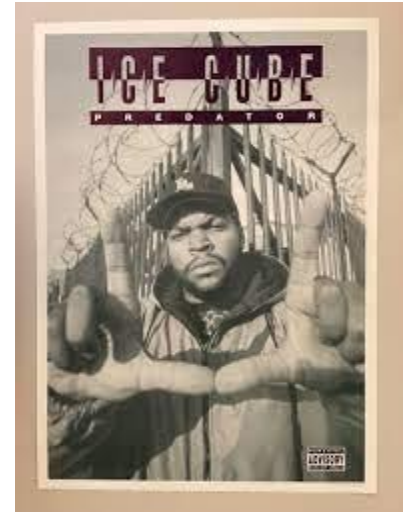
Speakers and DJ's became increasingly used during the hip-hop era. These items were portable and so many people would bring them to social events and would play music. DJ's also became popular and would be at parties and events to control the music and queue different songs as well as create mixes of music. The powerful bass of these devices allowed for an impactful listen.





Artifact #3- Posters

Many fans of hip-hop have posters and collectable items that represent different artists. Having some of these items as artifacts will be a great depiction of these artists and music and many museum visitors could relate.





Kanye West

Artist: Brandon Spahn

Dimensions: 16 x 20 in

Weight: 0.2 lbs

Medium: matte poster

Description: Spahn takes on an abstract approach to detail Kanye West. Using shapes and dimensions, the way Spahn represents Kanye is through royalty using a sword and crown to display how society views him and his music.



Artifact: Records



Song Title: Graduation Day

Artist: Kanye West

Album: *The College Dropout*

Record Label: Roc-A-Fella Records

Medium: Vinyl Record

Release Date: 2004

Caption:

Known as the best song from West's "The College Dropout" album, this song consists of a harmonious combination of a children's choir as well as traditional rap beats. With his lyrical genius, he aimed to tell a narrative about his struggles and triumphs regardless of societal expectations.



Eminem

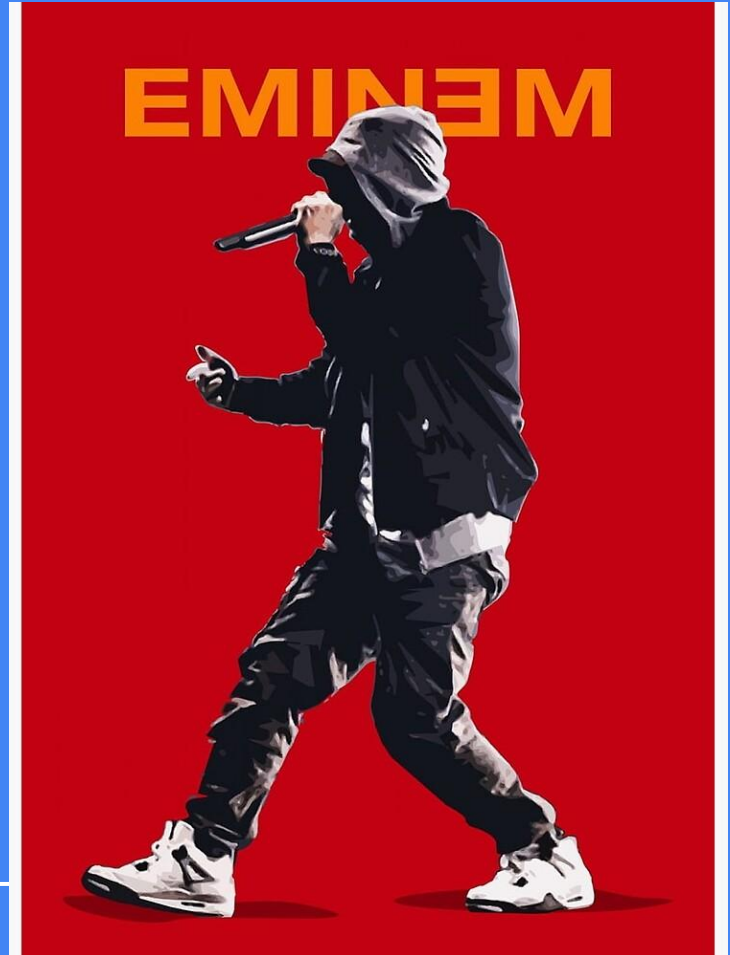
Title: Eminem ' Metal Poster - Ahmad Hanafi

Artist: Ahmad Hanafi

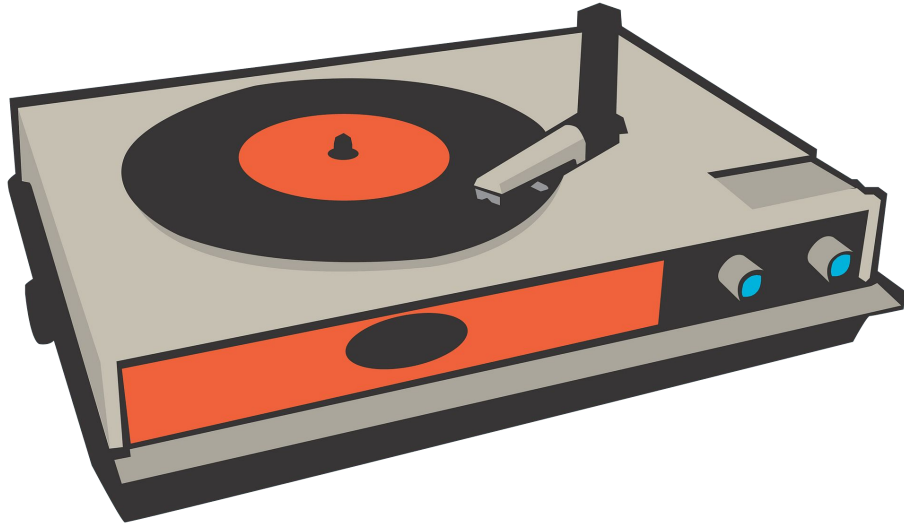
Dimensions: 13x19 in

Medium: Metal Poster

Description: Marshall Bruce Mathers III (1972), better known by his stage name Eminem and by his alter ego Slim Shady, is an American rapper, record producer, songwriter and actor. Known as the “Rap God,” Eminem has facilitated the road to mainstream Hip-Hop by becoming one of the top selling artists in the 2000s.



Artifact: Records



Album Title: The Slim Shady LP. EXPLICIT

Artist: Eminem

Album: *The Slim Shady LP*

Record Label: Dr. Dre's Aftermath
Entertainment

Medium: Vinyl Record

Release Date: 1999

Caption: Written from the perspective of his alter ego “Slim Shady”, *The Slim Shady LP* helped Eminem gain mainstream popularity in 1999 due to its genius combination of West Coast hip hop, horrorcore, and G-funk musical styles.

Ice Cube

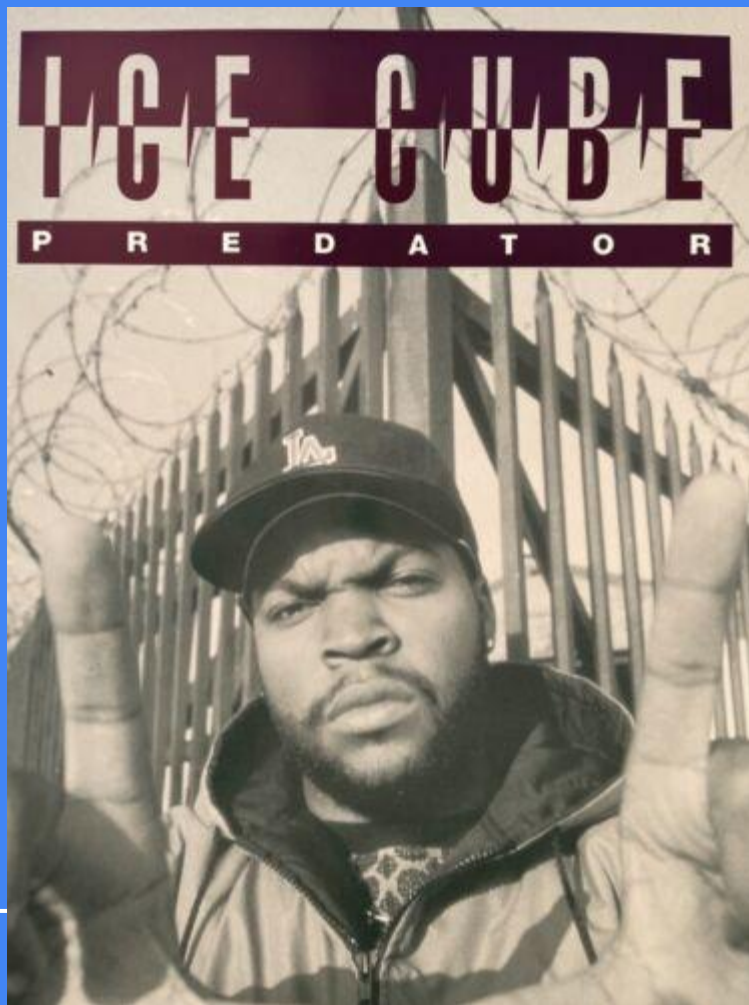
Posted by: G.B POSTERS

Dimensions: 12x18 in

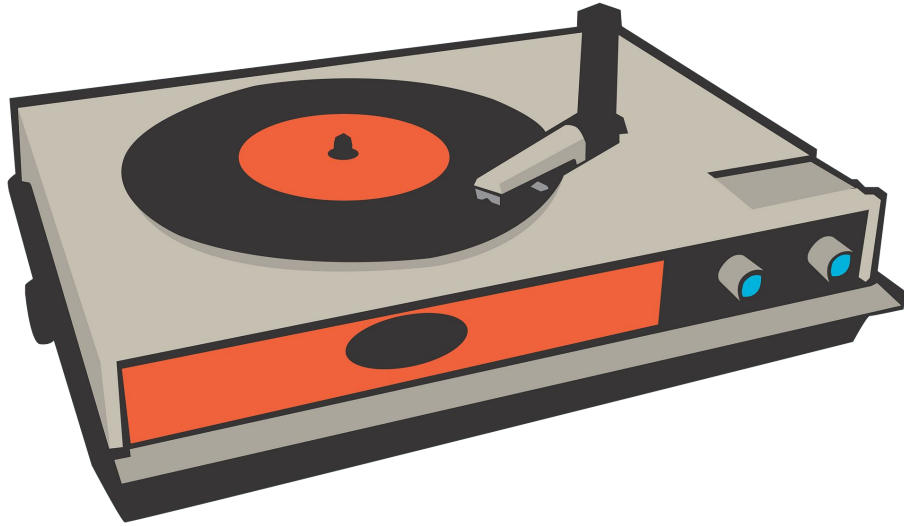
Weight: 0.4 lbs

Medium: matte poster

Description: Ice Cube's poster feature a prominent and striking image of the rapper and actor. Ice Cube is known for his intense and confident demeanor, so the poster is capture his powerful and determined presence. The design include elements reflecting his association with hip-hop, such as urban landscapes behind him.



Artifact: Records



Album Title: *Straight Outta Compton*

Artist: Ice Cube

Rap Group: N.W.A

Record Label: Interscope Records

Medium: Vinyl Record

Release Date: 1988

Caption:

After forming a gangsta rap group with Eazy-E and Dr.Dre in 1987, Ice Cube's lyricism on the album *Straight Outta Compton* pioneered the differentiation between East Coast and West Coast rap. From there, he was able to develop his solo rap career in which he collaborated with numerous New York artists.

Artifact #4- Photos and Visual Representation



Special programs



- We offer digital technologies such as AR and VR to conduct a "culture + technology" exhibition, and use AI to allow famous artists from the past to appear in front of people in virtual form, allowing people to experience the styles and characteristics of artists from different eras and different musical characteristics.
- We also have an online section, cloud museum. After paying for the online ticket, you can use the museum app to break the limitations of time and space to feel arts at home with similar experience when you are in the museum.



Workshops

- Music production
- Learning to play unique or different instruments
- Learn about the management of music
- The art of performing and how to overcome it
- etc.



Budgeting/ tickets



Starting Budget: \$15 million from grants and donations from possible stakeholders

Ticket Fee: \$38 for adults 11-64 and seniors 65 and up; \$19 youth (ages 5-10)

Online Ticket Fee: \$17.50 adults 11-64 and seniors 65 and up; \$8.75 youth (ages 5-10)

Staff: We plan to staff 5 employees to start off, and eventually branch off to other employment ventures in the near future

