

RHYTHMS OF INFLUENCE

Tracing music festival echoes in Seattle Public Library (SPL)

Concept:

My concept is to analyze the impact of specific music festivals in Seattle (such as Capitol Hill Block Party, Bumbershoot, Belltown Bloom Festival, Beyond Wonderland Seattle, and Northwest Folklife), on the popularity of various music genres in the Seattle Public Library's collection. While acknowledging the shift in music consumption to digital platforms, this project aims to examine how checkouts of CDs, DVDs, and books across different music genres have fluctuated over the years from 2015 to 2023.

The project will query data trends in the number of checkouts for genres like pop, rock, jazz, electronica, country, folk, soul, blues, hip-hop, and funk. The focus on a range of years will help in understanding how physical media usage has changed in the context of evolving digital consumption habits. While I plan to visualize these trends on a monthly basis for a broader overview, a key focus will be on analyzing data around the specific dates of different music festivals. This approach aims to pinpoint any impacts these events may have on borrowing patterns. By observing checkout fluctuations during and around music festivals, I intend to analyze whether there is a direct correlation between these cultural events and shifts in genre popularity at SPL.

The data will reveal broader trends in music consumption and genre popularity over the years, offering a historical perspective on how music interests have evolved in the era of digital transformation.

Music Festival Info Related to Visualization:

- Capitol Hill Block Party

Jul 21, 2023 – Jul 23, 2023

Jul 22, 2022 – Jul 24, 2022

Jul 23, 2021 – Jul 25, 2021

Jul 17, 2020 – Jul 19, 2020

Jul 19, 2019 – Jul 21, 2019

Jul 20, 2018 – Jul 22, 2018

Jul 21, 2017 – Jul 23, 2017

Jul 22, 2016 – Jul 24, 2016

Jul 24, 2015 – Jul 26, 2015

A fixture since 1997, the Capitol Hill Block Party is among the best Seattle music festivals. It takes over the Capitol Hill neighborhood each summer and features some of the best local and national acts in genres like indie **rock, hip hop, electronic dance music, and more.**

The festival is always a major draw because it provides an eclectic mix of music, art and culture. It is renowned for its diverse lineup of artists that includes up-and-coming acts and many popular headliners.

But there's more to this festival than its variety of live performances. It also features art installations, food trucks, exciting after parties, and other special events designed to keep attendees engaged.

- Bumbershoot

Sep 2 – Sep 3, 2023

Fri, Sep 4, 2020 – Sun, Sep 6, 2020

Fri, Aug 30, 2019 – Sun, Sep 1, 2019

Bumbershoot may be "the nation's largest arts festival, attracting over 100,000 people to Seattle Center **every Labor Day weekend,**" according to fest organizers, as one of Seattle's oldest and longest-running festivals (now in its 48th consecutive year).

For its 31st year, Bumbershoot embraces **two major music trends, hip-hop and electronica,** as part of a lineup that includes more than 500 live performances Labor Day weekend at Seattle Center.

- Belltown Bloom Festival

Friday, May 5th, and Saturday, May 6th, 2023

May 6th and 7th, 2022

The Belltown Bloom Festival is Seattle's annual celebration of urban music and culture. Founded in 2009, the festival takes place every summer in Seattle's iconic Belltown neighborhood.

The lineup usually **consists of indie, hip hop, funk and soul** artists from Seattle and across the United States, making it one of the top Seattle summer music festivals.

Belltown Bloom is also well known for its mix of music, art and culture. Along with various live performances, the festival also includes interactive art installations, food vendors, and even scavenger hunts that are sure to strike a chord with attendees.

- Beyond Wonderland Seattle

Saturday, June 17th – Sunday, June 18th, 2023
Saturday, June 18th and Sunday, June 19th, 2022
October 1st & 2nd, 2021

If you are an electronic dance music fan, Beyond Wonderland is the event for you. Since its start in 2012, the annual event has become one of the top Seattle electronic music festivals and a major destination for some of the best national and international DJs.

The lineup for this **electronic music** festival in Seattle usually includes genres such as house, techno, trance, dubstep, and more. In addition to the major performances, you'll find DJs spinning at multiple stages, captivating art exhibits, and many good vibes that stay in tune with the Alice in Wonderland theme.

- Northwest Folklife

May 24-27, 2024
May 27-30, 2022

Northwest Folklife is a heritage organization that celebrates the diverse tapestry of arts, cultures, and traditions emanating from a global Pacific Northwest. Since 1971, NW Folklife's work has been rooted in the shared humanity of connection and creative expression and is driven by intergenerational, intercultural experiences. Our staff collaborates with more than 100 Community Coordinators—including respected artists, educators, tradition bearers, and cultural leaders throughout the region—to envision, sow, and nurture collective opportunities, including the 53-year-old Northwest Folklife Festival, our Annual Cultural Focus (2024 -"Meraki"), the Cultural & Creative Workforce Development Program, Youth Engagement through Arts and Heritage (Y.E.A.H) program, and Our Big Neighborhood partnerships. Our programming continues to expand and evolve, reclaiming "folk" as the vibrant, wise, and present future that resides in all of us.

The 52nd Annual Northwest Folklife Festival is fully back live in 2023 on Memorial Day weekend, Friday May 26 - Monday May 29th at the Seattle Center.

Come to the Festival to discover a wide variety of music, dance, arts, food, traditions, and heritage that thrive in our region. At the Festival you are likely to hear new kinds of music and discover a variety of food, try out a new type of dance, and experience fresh perspectives on the cultures in this area. Join festival goers from all over the world! The Northwest Folklife Festival is one of the largest of its kind—a community-powered, multi-day event, providing multiple opportunities to celebrate all forms of cultural expression.

- Earshot Jazz

The Annual Earshot Jazz Festival is a 33-day event that starts in October and goes into November. What this festival showcases is the history, sound, culture, and legacy that jazz the community have cultivated. This festival started in 1989 and as of 2019 it has been going on for 31 years.

Data Query:

This query provides a detailed view of the checkouts of different music genres for each day from 2015 to 2023, as a source of data for viewing specific festival dates.

```
SELECT
  YEAR(cout) AS year,
  MONTH(cout) AS month,
  DAY(cout) AS day,
  COUNT(IF(spl_2016.subject.subject LIKE '%jazz%',
    1,
    NULL)) AS 'jazz',
  COUNT(IF(spl_2016.subject.subject LIKE '%rock%',
    1,
    NULL)) AS 'rock',
  COUNT(IF(spl_2016.subject.subject LIKE '%electronic%'
    OR spl_2016.subject.subject LIKE '%electronica%',
    1,
    NULL)) AS 'electronic',
  COUNT(IF(spl_2016.subject.subject LIKE '%pop%',
    1,
    NULL)) AS 'pop',
  COUNT(IF(spl_2016.subject.subject LIKE '%country%',
    1,
    NULL)) AS 'country',
  COUNT(IF(spl_2016.subject.subject LIKE '%folk%',
    1,
    NULL)) AS 'folk',
  COUNT(IF(spl_2016.subject.subject LIKE '%soul%',
    1,
    NULL)) AS 'soul',
  COUNT(IF(spl_2016.subject.subject LIKE '%blues%',
    1,
    NULL)) AS 'blues',
  COUNT(IF(spl_2016.subject.subject LIKE '%funk%',
    1,
    NULL)) AS 'funk',
```

```

COUNT(IF(spl_2016.subject.subject LIKE '%rap music%'
          OR spl_2016.subject.subject LIKE '%hip hop%',
          1,
          NULL)) AS 'hip hop'
FROM
  spl_2016.subject
  JOIN
  spl_2016.outraw ON spl_2016.outraw.bibNumber = spl_2016.subject.bibNumber
WHERE
  (itemtype LIKE '%cd%'
   OR itemtype LIKE '%dvd%'
   OR itemtype LIKE '%bk%')
  AND deweyClass LIKE '78%'
  AND YEAR(cout) BETWEEN 2015 AND 2023
GROUP BY year , month , day
ORDER BY year , month , day;

```

Conclusion:

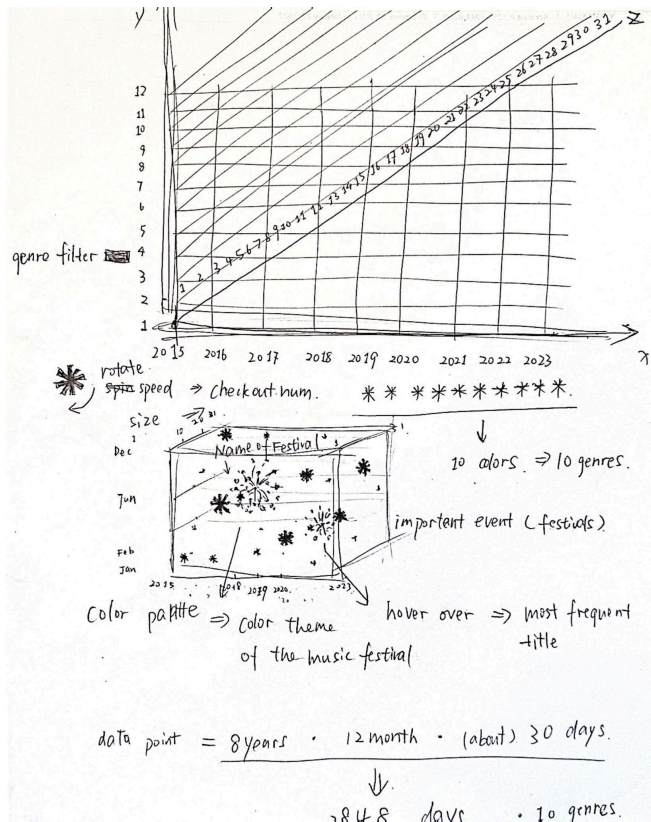
Rock and pop music consistently lead in yearly music checkouts in SPL, with a peak in 2015 and a decline thereafter, reflecting that music consumption is shifting to digital formats. Monthly data shows a surge in these genres around September, aligning with Seattle's Bumbershoot festival. Additionally, daily checkouts peak before and after major festivals like Capitol Hill Block Party and Northwest Folklife, particularly in their respective genres. This pattern suggests that music festivals influence public interest in specific music genres, with increased borrowing of related CDs, DVDs, and books around these events.

Visualization Concept:

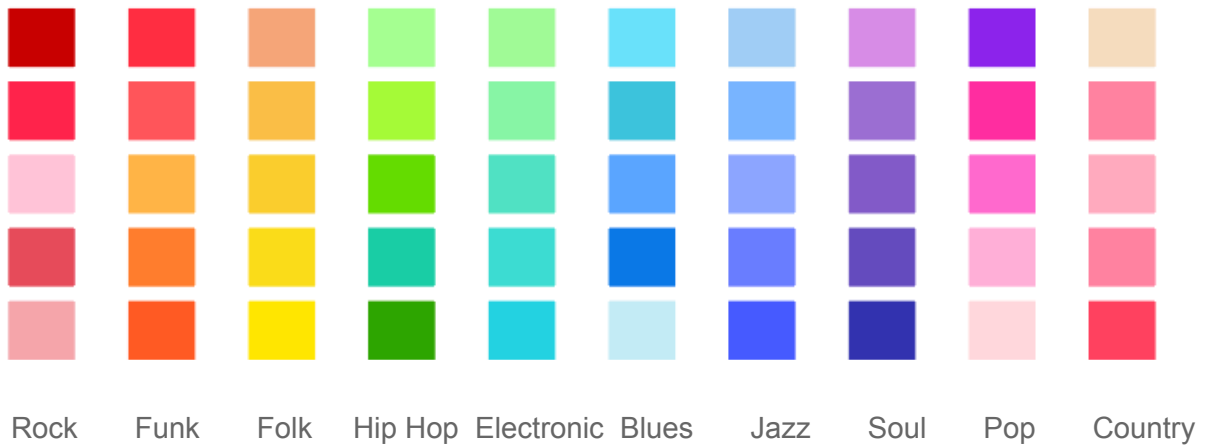
My 3D space is structured around time-based data columns: the X-axis denotes the year, the Y-axis is the month, and the Z-axis is the day. Within this space, nodes symbolize the daily checkout numbers of various music genres over an eight-year span. My visual concept of the nodes is inspired by fireworks, chosen for their dynamic and celebratory qualities, mirroring the vibrancy and impact of music on cultural festivities. The rotation speed and size of visual elements according to checkout volume.

To differentiate among the 10 queried music genres, a palette of 10 distinct colors will be applied, with a filtering option to isolate genre-specific data for analysis.

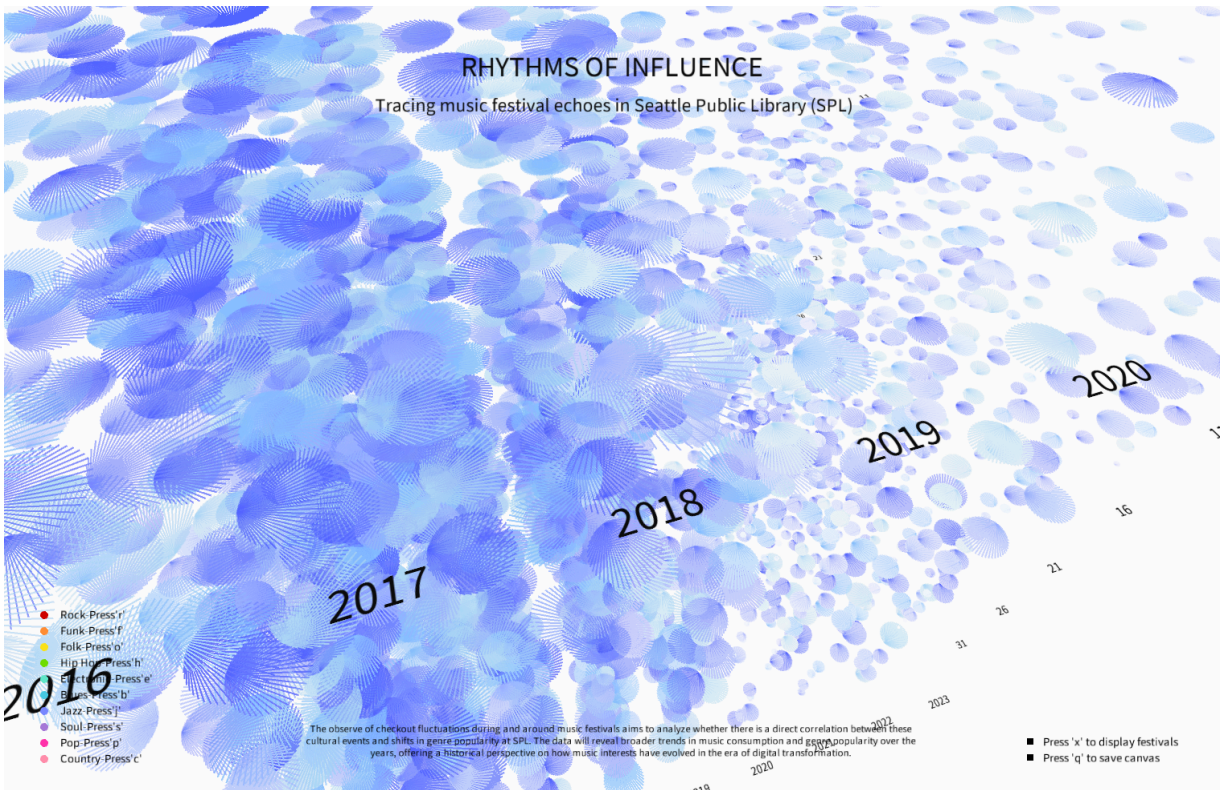
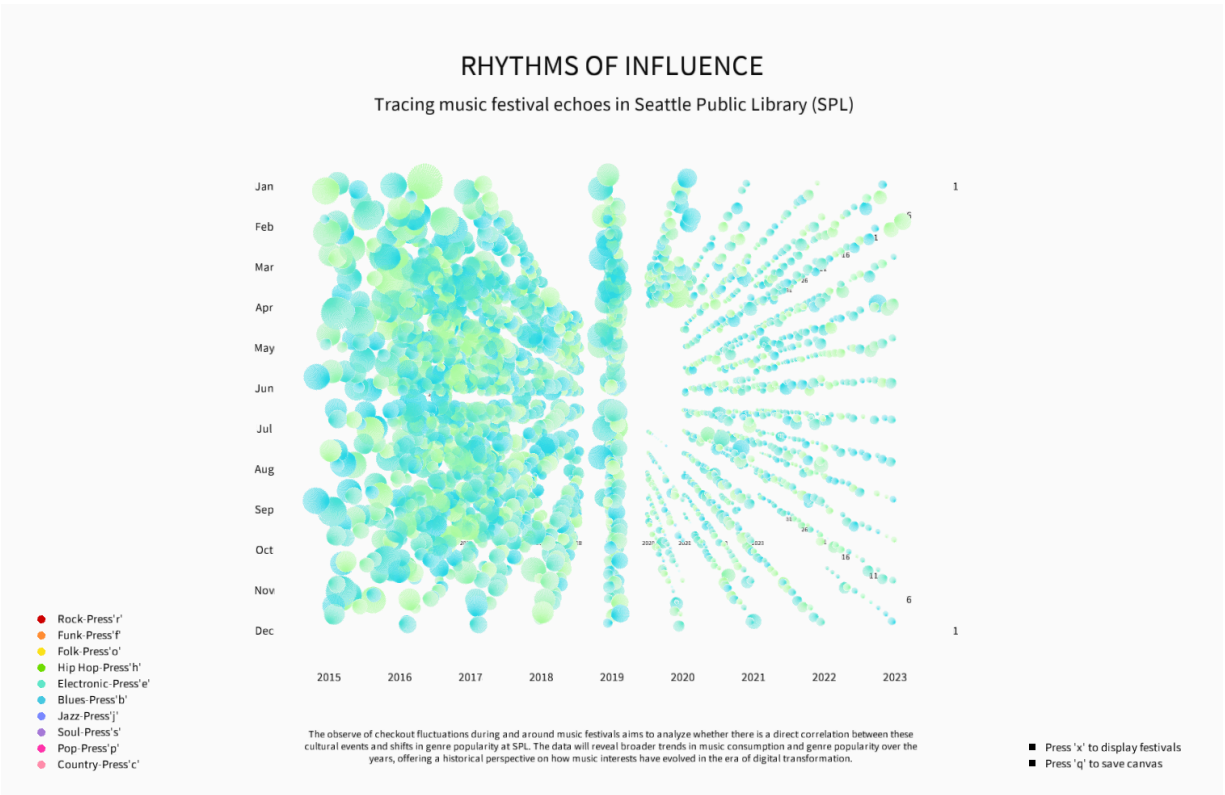
To highlight the periods of music festivals, I will also integrate a special dynamic firework effect to represent data fluctuations. This effect can visually emphasize the festivals' influence on music genre popularity.



Color Palette:



Visualization Outcome:



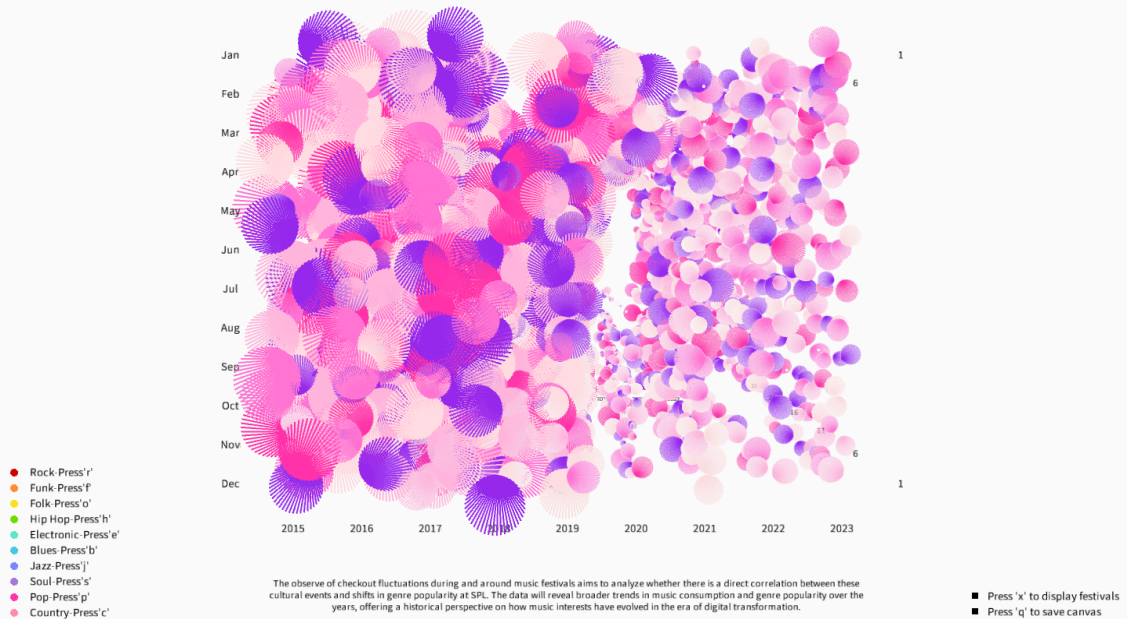
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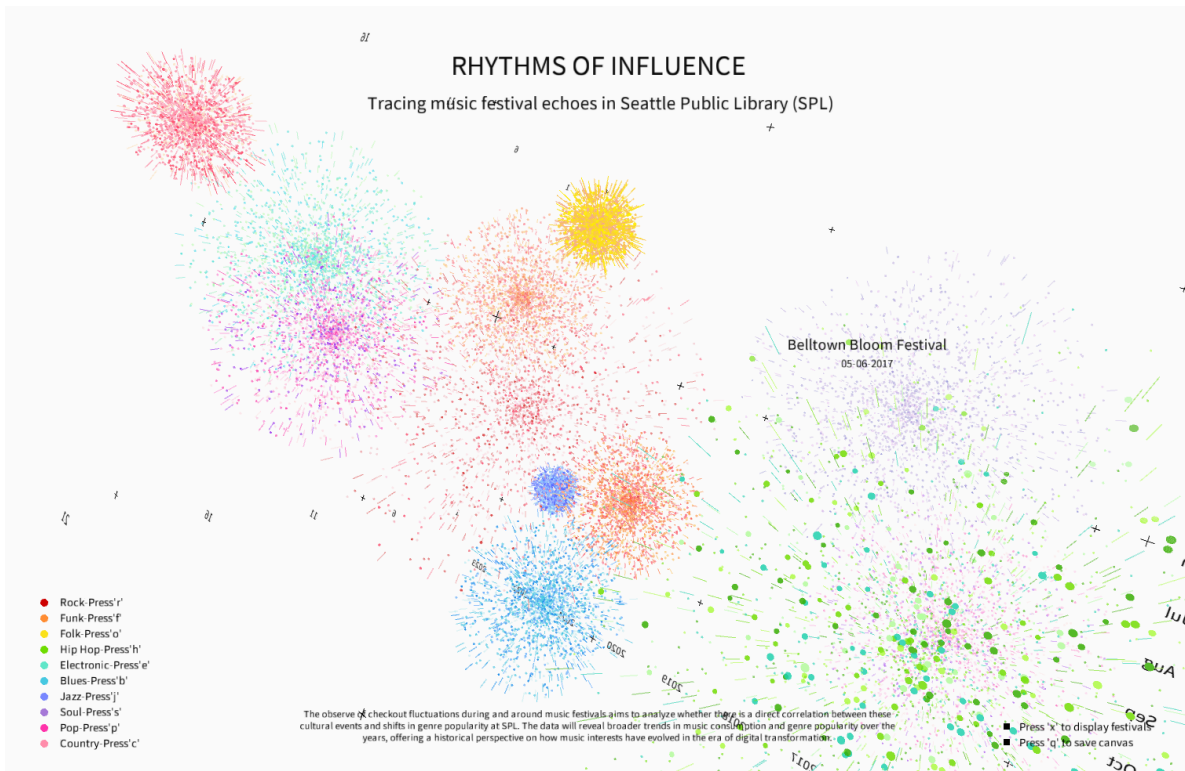
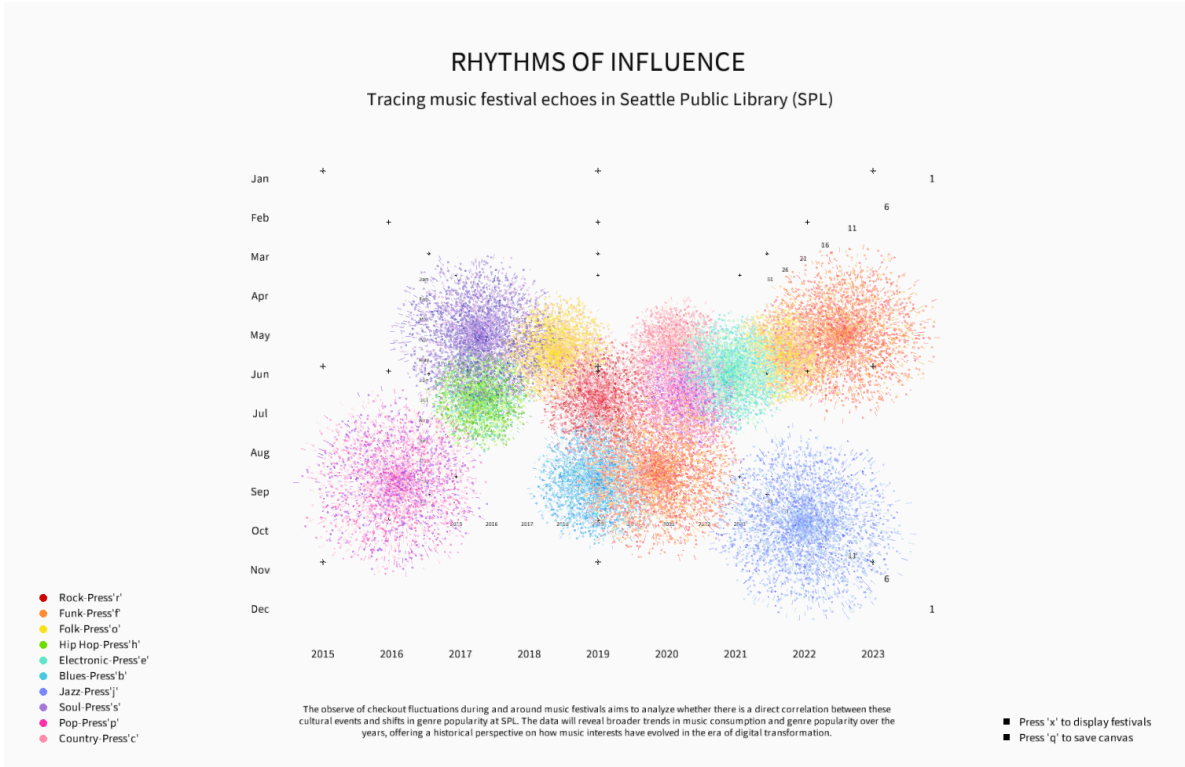


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