

Artistic Resiliency

by

Dennorie Guerra

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First Reader: Laura Ricciardi

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Abstract:

This paper will examine the concept of artistic resiliency in the context of the COVID-19 pandemic and its impact on the music industry and gives a personal insight on SUNY Purchase artists.

When you reach a certain point and look back at how far you've come from, you realize your worth and what you can never settle for. That's called growth. Everyone goes through their own obstacles. But once you go through them, you then learn from your mistakes and you become more wise. You become more careful each time around because you knew what it took to get where you're at. Going through obstacles to then overcome them really shows the strength and determination you have when it comes to doing something you love. Now picture going through an obstacle, learning from it, just to share that feeling of determination with four other artists who takes their craft just as serious as you do. These past 2 years due to the COVID 19 pandemic was one of the biggest set backs in the music industry in decades. But why would we let this pandemic be an excuse to not improve on our work and help get us to where we need to be?

The COVID-19 pandemic, also known as the coronavirus pandemic, was a global shutdown due to an infectious disease that caused many deaths and declines in businesses. The outbreak began in Wuhan, China at the end of 2019 and was spread all across China from then it was too late to prevent it from spreading further and it became worldwide months later. A pandemic was officially announced on March 11, 2020, and from then till the end of September that same year, the virus caused almost 7 Million deaths and was considered the deadliest virus in history. Throughout the year, countries went on complete lockdowns and had gone through extreme measures to help stop the spread as much as possible. Countries began encouraging social distancing, wearing masks and face coverings, and mainly quarantining infected individuals to keep them from spreading it to others. The Government enforced lockdowns on companies causing heavy travel restrictions. There were a large number of shortages in food and

supplies causing businesses, schools, and events to completely close down, and from then on the decline in income became fatal.

The global music industry has had two major income streams. The first one, live music, makes up over half of the total revenues, which is obtained mostly from ticket sales in live performances. The second stream, which is recorded music, merges revenue from streaming, digital downloads, physical sales, and coordination revenues that entail licensing music for movies, games, televisions, and commercials. The covid-19 pandemic has solicited intervention measures from governments all over the world and the declaration of curfews and lockdowns as a containment measure has had its curtailing effects on the activities that involved physical involvement by the music industry's key players. The accompanying effects of this blow to the music industry have had varying impacts on the parties involved in the music industry, with some having to change their strategies, yet others were rendered jobless. Since then, there has had to be a quick makeover as a means of moving on from the impacts of covid-19 on the music industry and there has been literature authored to address the transformations in the music industry after covid-19 prevalence.

Beyond the pandemic, the music business alone is extremely difficult to break into, and once an artist has made a name for themselves, there are many challenges they may run into, including technical fault performances, conflicts with collaborators, and negative feedback from fans or reviewers. Artists may struggle to maintain their careers in the long run and feel overwhelmed if they are unable to adjust to these difficulties and discover new approaches to writing and performing their music. Musicians must have artistic resiliency because it enables them to stay motivated and concentrated in the face of difficulty. Throughout their careers, even the most successful artists experience setbacks and challenges like writer's block or even

financial issues. Artists may find it difficult to maintain their passion and excitement for their profession if they are unable to adjust to these difficulties and continue on writing and performing their music.

Artists that have shown resiliency during the COVID-19 Pandemic

NORIE FINESSE

Being an artist myself, growing up in New York City, the effect the pandemic had on the music industry was just as big as an effect on me. Music has always been my escape, whether it was writing or just listening. All I listened to growing up was Lil Wayne non stop. In a way his style of creativity and flow I interpret in my music as well as J. Cole's. My style of music has pieces of influence from both artists. I began writing lyrics at the age of 10 with just the help of my older sister. I was into creative writing at the time and would create fictional stories to then reading them in front of my classmates. I've always been an artist. Whether it was music, drawing, I even danced at a point in time. Third grade was my first year performing in front a crowd where I did a cover song from a popular early 2000s jam at my school's parent-teacher meeting. A couple years later, for the first time I performed my very own written song at my middle school's black history month event. I was young, so I had yet to think of the idea of me creating music seriously. I was 12 years old, all I thought about during this time was sports, girls, and G-Shocks. I recorded my first ever official song at the age of 16 in my high school's computer closet with a computer teacher as my engineer, who also had little to no experience with recording music. My high school's dean would see my dedication to wanting to create music and strongly convinced the school board to allowing the school to open up a rap club. The rap club was a weekly club event for students to come in and record tracks and share their music among one another and it helped students build strong connections with each other. I used this club as a way to practice my recording presence. I would practice my writing process, the way I pronounced things, and would also work on the pressure of having to record in front of people. I released my first ever

official song to streaming platforms in 2018 which I then released my first recorded project 'Nonchalant' just a year later.

In 2019, If you were to tell me that a pandemic was going to hit the U.S. in the next year and put a huge hole in the music industry's heart and pockets, I would not believe you. Just coming off from releasing my second single, in just the next couple of weeks, the entire NYC was put on lockdown. No more campus studio sessions and no more college freshman year experience. At this point I couldn't think about music because there were so much going on and I didn't know what was next for the world. All venues were shut and all future music events were canceled. Music performance was completely out of the question in terms of getting my music more out there. As time went by being isolated in my home for months due to the lockdown, I found myself writing and keeping my pen sharp and ready for when the next time I go to a studio. As a couple of months had past, here and there I would follow my friends to studios they've booked out and I would record one or two tracks. But it just wasn't the same. I wanted to record my own music and get back to finishing my second project , 'REBIRTH'.

I then began booking studio sessions myself at a well known music studio resonated in the Bronx. But this required me to travel all the way from East Flatbush, Brooklyn to Tremont Bronx area and back just to work on my music. But I was willing to do what it take just for the sake of my passion for music. For the next three months I worked endlessly on my project and released it in August 2020. After this tiring process, I then realized how much of a hassle it was for me to travel and spend all this money just to create my music. I noticed how much time and money I could be saving if I was to learn to record music myself. I then invested my time and money I put into recording at music studios into building my own in-home studio. I bought the necessary equipment that was needed and sound proofed my entire bedroom. I began learning

how to operate Logic Pro X, an audio production software. The more I practiced what I learned, the better I became at studio recording. This was just the beginning of what I had next in store for my music.

ANDRXW

When Andrew and I met in 2019 before the pandemic, we both had the same passion for music, which is why we connected with one another and became more than just a roommate, but like a brother to me. His passion for music grew just from him testing out different sounds on Garageband which is how he began working as an audio engineer. He's always been interested in the different sounds in music and the curiosity of how something would sound in different ways. Through the influence of Drake and Kanye's music, he would interpret different effects and sounds like these artists and also learning to match the quality of sound as well. He practicing working on his craft on engineering until he became obsessed with the entire process. His cousin, who was a music producer, is who influenced Andrew into making music. His cousin would make old-school rap beats and would send them and would ask him to write verses to them, just to try something new and he was one of the first who believed in Andrew's capability in music creation. His music inspiration mainly comes from film directors like Andrei Tarvosky and Paul Thomas Anderson, where he makes music that sounds like their movies.

The COVID-19 pandemic if anything was the best thing that happened to Andrew. Being isolated to only him and his home studio, it gave him time to really focus on taking his music career more seriously. He already had the gift of making music sounding good, he thought why not use that and my inspiration as a way to lead my career into the right direction of how I would want it. Also during the pandemic, he'd been working with a more established musical artist

who's happened opened his eyes more into not just the sound of music but also the music industry. Working with an artist with an as high of a caliber rubbed off on him and helped him find his purpose. He used the knowledge and information he was given to create his blueprint on the kind of artist wanted to be and began to build off of that motivation.

Since he's began his artist career, he's learned how important is for artists to collaborate with other artists. Not necessarily just artists making music with one another, but it can also be for content purpose on social media, or even photographers doing shoots with an artist to get more professional photos. No matter what, when it comes to the music industry, you must collab with other people and build connections because that's how you build your brand, and you are your brand. Post-pandemic Andrew has been non stop collaborating with connections he's built throughout the years and has really been working on building content around his brand and has shown how serious he is on everyday improving his craft and not letting obstacles get in the way of what's important.

JAY INDIGO

Jason, better known as "Jay Indigo," has always worked in the creative world. As a child, he adored collecting comic books and creating works of art in that style. As he grew older, his interest in illustrations increased, and he began to constantly carry a sketchbook with him. He started moving more toward being behind the camera and into videography. He would have the idea for a potential music video while listening to his favorite songs and would put those thoughts down on his sketchpad. The musicians he listened to gave him inspiration, and he made the decision to give rapping a shot because it seemed like fun. and this was the start of a new beginning for him.

He entered college as a freshman with the intention of focusing solely on being a multimedia artist. But he didn't begin to feel inspired until he met other musicians and artists on campus who were dedicated to their craft and constantly improving. He then realized that other musicians were pushing the boundaries of their art, and he felt uncomfortable being the only member of the group to rap below the level of the rest of his friends. He chose to take his music craft more seriously because he felt the need to continuously demonstrate that he could keep up with the others. So he began to step into the music world for real and made it his duty to constantly get better at creating music.

Due to their inability to collaborate in person, Jay and producer "Spectrxm" found it extremely challenging to put together their second project, "Skyfall," during the epidemic. When it comes to producing a body of work, it is crucial for the producer and artist to connect intimately. Since the COVID pandemic cut short their semester, the majority of their ideas were shared via video calls, but they weren't the same due to a lack of connection and because they hadn't yet met in person. However, rest assured that once the campus reopened, they were able to work together in person and eventually finish the thirteen track. album which featured several artists and reached a lot of attention throughout the entire Purchase college campus.

JLAV

John, who performs as "JLAV," began playing music at an early age and loved performing in front of other people. He chose the saxophone when he had to pick up an instrument in the fourth grade, although he had trouble with it at first. He hired a private tutor who worked with him to get better, and finally he played in big bands and jazz ensembles. He even had the chance to perform at London schools. He suffered an injury while skiing in 2013,

and while recuperating in the hospital, he discovered GarageBand, a engineering apple app that artists use to create music. Beginning with beat-making, he soon moved on to using professional music equipment to create his own music.

John had to learn how to make music on his own because he lacked the connections to assist him. In order to understand the techniques, he turned to YouTube for instructional videos on music production. He wanted other musicians to use his beats at first, but he didn't know any, so he then began creating his own lyrics. He began to study on the artists who had influenced him how to use his songs to convey stories.

In 2018, his brother gave him guidance on how to create a song based on one of his books. John felt encouraged to keep writing music after his song he created for his brother gained 5000 plays on SoundCloud after being uploaded. Despite experiencing some jealousy and hostility from peers while attending an art school, he persisted in his pursuit of music, evolving from a producer to an artist. "Space," the first song he ever put out under the name JLAV throughout streaming platforms which was released following his first year of college, was initially about feeling overwhelmed while in quarantine.

John considers that being in quarantine forced him to push himself to complete tasks in a set amount of time, which helped him become a better musician. During the pandemic, he accepted the "100 hooks challenge," a task he created that required him to come up with a hundred hooks. As a result, he came up with various hooks that he later transformed into songs. Since then, he has refined his hook-writing skills, and he now looks for inspiration by switching up his surroundings or discovering new materials like movies, music, or television shows.

He started working on his second album immediately beginning his junior year of college. "Finding Rage", the name of the album, was an extensive amount of trial and error for him. He found himself to stay motivated and focused by being around other inspired musicians, and he discovered a lot about himself while making this record. When the album was finished he began to be promoted both inside and outside of Purchase College. He ended up giving frequent performances on campus which increased his fan base and improved his artistic capability.

No More Live Performances

The music industry gave many musicians the impression that music performance would be ensuring individuals with precarious employment activities are issued flexibility and quick cash. According to David M. Arditi, the shutting down of all gatherings of ten or more people, rendered the music industry, more so live performances that had ensured security to the key players in the music industry, not viable. Additionally, there's been a huge decline of ticket sales in the music industry after the impact of the COVID pandemic and states them to be \$1.4 billion from \$6.7 billion, a decline of \$5 billion. Post-COVID closure of music concerts and events occurred during most of the year for the music performance side of the industry, the summer touring season. However, the estimates established by Billboard only relied on the major venues of all sizes that dared to issue their report to Billboard. In so saying, Also stated by Arditi is the estimated statistics are only what can be seen on the surface. Some cases went unreported, which further suggests that the statistics of the losses brought about by COVID prevalence could have more than what was recorded.

Despite arguing for the responsibilities of COVID frustrations of the precarious careers of the live performers, there are superstar musicians who find their way to turn the COVID-19

pandemic to work to their advantage. Therefore, the difference between the musicians that could continue generating income through their stardom and those who were not able has resulted in inequity. There's been many negative effects of post-COVID music and venue closures on the exacerbation of the precarious careers of the musicians and the stakeholders that play key roles in this industry. However there are many survivals of some artist from post-COVID while some of them were not able to continue making a fortune out of music. But this is very small percentage compared to the non-resilient.

The Lack of Motivation on Musical Artists

The COVID-19 has had an intense effect on a global scope and the music industry was most assuredly not left behind. It has been hugely affected by the pandemic due to the nature of its operations. Secondly, the impact of the pandemic has worsened because of the uncertainty that faces the nature of that profession, even before the pandemic arrived. The containment measures that were put in place, for instance, lockdowns, curfews, and travel advisories also affected many artist's financial situations, the predictability of their employment, and their identity. According to López-Íñiguez, there's even studies that show the uncertainties about their physical health status and their financial feasibility have also affected the overall well-being of these musicians globally.

Another insight that the study offers is the nature of virtual modes of music-making and teaching have part of the musician's lives during lockdowns. However, just like online teaching has faced many challenges and grown, so has virtual music-making and online music teaching. Even as the artists accepted the fact that the pandemic has set foot on the globe, motivation worked to propel their professions amidst the challenges brought by the pandemic. The study

also found out that the musicians who are passionate about their profession may have established catching up with their musical practices to be a lot easier even if they lacked professional concert activities. Therefore, in trying to understand the impacts of the COVID-19 pandemic on the music industry, it is also important to comprehend the varying motivation levels that play a big part in the continuity of the careers of these musicians in the face of the pandemic.

The Worry Stage

There's an unparalleled social and economic condition brought by the COVID-19 pandemic and has been regarded as the new norm. The curfews and lockdown initiated by almost all governments in the world have been accompanied by social isolation, the loss of the normal routines for the musicians, the fear of the pandemic's extent, and the disruption of the musicians' futures have exacerbated their physical and mental health. The containment restrictions have not only affected the ability to perform live but also their rehearsals have been curtailed to a greater extent. The social places ensured that the musicians and their teams had enough space and resources that would be optimal in their training for the performances and their careers. Of course, to be effective in their profession, musicians need a team of drummers, guitarists, and backstage singers, who do not stay in the same place. Therefore, the restrictions to a great extent interfered with music practice.

Fortunately, artists have moved to digital platforms to sustain their practice. The online alternatives seemed to offer a solution until their challenges surfaced as they explored them further. There's a good percentage of young musicians, perceived social isolation as the time to focus on practicing their craft, perfect the music's business model and develop their social media platforms. However, the fact remains that in the long run, the impacts of the pandemic would see

further instability and unemployment in the future years. Which may have a negative effect on the contribution of music-producing for young individuals.

Expectations Versus Reality

Due to the pandemic all forms of life were impacted, from health, economy, and education, to politics. What society focused on was the means of survival during this time, and considered the rest as sideshows. Currently, society is focusing on coming and recovering from the impacts of the COVID-19 pandemic, or rather, finding a life that adjusts to the conditions brought by the pandemic. The fact that work was brought at home, and people would jam to their favorite music while working using their favorite applications such as Spotify or YouTube, the key players in the music industry sought a new standard for the musical life.

But then there was a new standard for musical life that was introduced. Since the old method involved physical contact and communication, the musicians and even the teachers had to shift to the new virtual world. The virtuality with music during this pandemic time focuses more on an individual instead of the group, expansion of internet access, enhancing the comprehension of music theory and history, and guiding the learners in making more creatively. The shift from physical to digital interaction has opened new venues for the event organizers to explore new concepts in the music industry. For instance, streaming concerts aired on social media, and other extreme styles such as drive-in and balcony concerts, attempts that were first made in Semarang, Central Java, and Indonesia. This can also show a different perspective on how the music industry has revolutionized. The pandemic can serve as a blessing in disguise for few artists in the music industry.

What is Artistic Resiliency ?

The ability of musicians to overcome obstacles and disappointments while still creating, performing, and sharing their music with listeners is termed as artistic resiliency. It entails learning to adjust to changing circumstances and devising strategies for carrying on with their artistic endeavors in the face of challenges and uncertainties. For musicians, creative resiliency has a new significance in the COVID-19 pandemic setting. The traditional music industry has been disrupted by the cancellation of live performances, tours, and festivals, which makes it challenging for musicians to make a living and engage with fans. By switching to online performances, working with other artists remotely, and figuring up fresh ways to interact with their followers on social media and other digital platforms, many artists have, nonetheless, demonstrated incredible resilience.

Artistic resiliency also involves being able to maneuver within the music industry's ever-changing environment, which is altering as a result of technological advancements and changes in customer preferences. Musicians with a high degree of artistic resilience are believed to be able to adjust to these changes and continue to be relevant over time. In general, artistic resiliency is a crucial attribute for musicians who want to succeed in a sector that is unpredictable and changing quickly. It calls for a blend of imagination, flexibility, and perseverance, as well as a readiness to take chances and investigate uncharted territory.

The music industry had been severely hit by the COVID-19 epidemic, among other industries. Musicians have demonstrated resiliency during the pandemic in part by adjusting to new performance formats. Many musicians used online platforms to interact with their fans after

live performances and tours were canceled. Some musicians held virtual concerts or gave live performances from their homes using social media sites like Facebook and Instagram. Others choose to watch pre-recorded performances that were available for online streaming. For instance, more than 100 musicians from all over the world performed at the "One World: Together at Home" virtual concert, which was put on by Lady Gaga and the Global Citizen Foundation. The occasion earned money for the COVID-19 Solidarity Response of the World Health Organization.

By using their platforms to aid others during the pandemic, musicians have also shown resilience. Some musicians encouraged their fans to follow public health recommendations by spreading awareness of the pandemic on social media. Others raised money for charities aiding those impacted by the outbreak by using their influence. For instance, Dua Lipa auctioned off some of her stage attire to generate money for the World Health Organization's COVID-19 Response Fund.

Despite the pandemic, musicians have continued to make and release new music, demonstrating their tenacity. Some musicians took advantage of the pandemic to experiment with new sounds and produce music that was relevant to the situation at hand. For instance, Taylor Swift's album "Folklore," which she recorded during the pandemic, received a lot of praise for its introspective and melancholy tone, which many fans believed coincided with the feelings of loneliness and uncertainty they we're going through.

Through campaigns and representation during the pandemic, musicians exhibited resilient nature. Some artists used their platforms to raise awareness about issues related to the pandemic, like the need for better healthcare policies or the virus's disproportionate impact on underserved

communities. For instance, Beyoncé debuted a brand-new song in June 2020 titled "Black Parade," which praised Black culture and promoted racial justice. On Juneteenth, a day set aside to remember the abolition of slavery in the United States, the song was made public.

The book "Pandemic Performance: Resilience, Liveness, and Protest in Quarantine Times" by Kendra Capece details a few of the ways that musicians demonstrated resilience during the COVID-19 epidemic. Musicians showed their capacity to persevere in the face of difficulty by adjusting to new performance formats, using their platforms to encourage others, and participating in activism. The tenacity of musicians gives us all hope and motivation as the world continues to struggle with the pandemic.

In conclusion, I examined the role that challenges and setbacks play in the process of personal development. Overcoming obstacles can teach musicians important lessons and provide them new perspectives that will make them more wise and cautious performers of their craft. I've discovered that by explaining how I overcame hurdles and collaborated with other artists, musicians can encourage people to develop their own artistic resiliency and pursue their creative ambitions despite any obstacles they may encounter. I think one of the secrets to a musician's success in the music business is their ability to maintain their artistic resilience, and the COVID-19 epidemic has given musicians the chance to improve and showcase this essential talent.

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I've also included a documentary on me showing Artistic Resiliency

[https://vimeo.com/826080655?share=copy\](https://vimeo.com/826080655?share=copy)

Password : Finessa2001