

## Seminar Series

# Topics in the Aesthetics of Music and Sound

**Thursday, March 19, 2015**

**3:15-5 p.m. in Meeting Room Comenius**



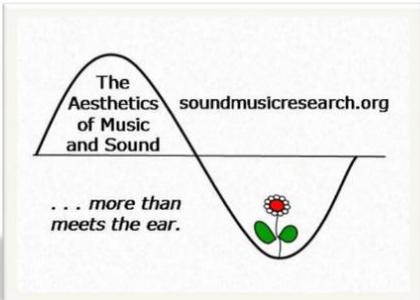
## Metal B<sup>®</sup>ands and Visual Storytelling

**Toni-Matti Karjalainen** recently started in the position of Academy Research Fellow at Aalto University School of Economics; with research focus on the trade of cultural narratives within rock music industry, on the exports of Finnish heavy metal in particular. Prior to this, he worked as Research Director of the multidisciplinary IDBM Program of Aalto University. In addition to heavy metal, Toni-Matti has conducted and managed a number of research projects ranging from design management to visual brand communication in different industries. He holds the degrees

of Doctor of Arts (Art and Design) and M.SC. (Economics), has published over one hundred articles in academic and popular domains, and lectured in universities, schools and companies in various countries. His recent book, *The Playing Finn: Stories on Successful Game Development and Music Export* (Talentum, Helsinki, 2014, co-edited with Miikka Lehtonen and Jani Niipola) presents Finnish export ventures in game, music and other creative fields. Toni-Matti is also the host of the international academic research conference, *Modern Heavy Metal: Markets, Practices and Cultures*, taking place in Helsinki in June 2015. He is a serious heavy metal and rock music enthusiast himself. More information: [www.tonimattikarjalainen.info](http://www.tonimattikarjalainen.info) & [www.modernheavymetal.net](http://www.modernheavymetal.net).

### Via Skype.

**Abstract:** Can you think about the band TOOL without the rich visual worlds created by Adam Jones and Alex Grey? How big a role does the artwork of Derek Riggs play in your IRON MAIDEN experience? Does OPETH appear as a prog metal band also visually? Why is Ville Pirinen, visual artist and cartoonist, considered as the sixth member of the Finnish thrash group MOKOMA? The lecture will explore the visual appearance of certain metal bands, contextualized within a commercial framework of strategic brand communication. It will be discussed how the bands, like any other commercial brands, intentionally shape and express their communicative intent through visual artifacts like album artwork and stage design? We will see how visual identities are grounded, for example, on personal artistic aspirations, thoughts on commercial differentiation, metal genre (and sub-genre) categorizations, as well as cultural heritage and national branding imperatives? Along with the musical and lyrical connotations, visual features clearly function as means of "strategic" communication by directing the fan response towards desired interpretations.



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- Backdrop for the SDU-IKV Research Program



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**All are welcome - also via Skype**