



School: Bath School of Music and Performing Arts

Researcher: Davey Ray Moor

Project Title: Constructing Artist Identity in Song

UOA 33: Music, Drama, Dance, Performing Arts, Film and Screen Studies

Research Timeline

Date	Rationale of research activities and decisions undertaken
2012 -15	<p>This research began by writing and producing albums with and for original artists other than myself.</p> <p>In order to conduct a valid study into identity, I proposed to create substantially visible commercial and critical material in order to have a robust, industry-affirmed base from which to work. For this study, impact and prominence were crucial selection filters.</p> <p>In this time three albums were written, produced and promoted live, although their impact was minimal. In this rigorous methodology, these weren't viable enough.</p> <p>Later, 2015's <i>Let It Reign</i> by Carl Barat and the Jackals secured radio play, positive critical reviews and international touring. This then became one of the albums central to 2021's Songwriting Studies Journal chapter.</p>
2015	<p>In August 2015 I travelled to Australia with a collection of songs for my reformed original act, CousteauX. Songwriting and production began on the album before testing it in a live setting in Milan.</p>
2016	<p>Debut CousteauX re-union performance at The Blue Note Cafe in Milan (31.05.16). The show was broadcast on Radio Monte Carlo and nationally across Italy. Recordings mixed and mastered.</p>

2017	<p>Publishing deal signed with Blue Mountain Music, and record deals with Edel (Europe) and Orchard (USA).</p> <p><i>CousteauX</i> album released in September.</p> <p>Album reviews in September-December include <u>Mojo Magazine</u> (UK), <u>Music Republic Magazine</u> (UK), <u>AllMusic.com</u> (USA), Culture Sonar (USA) and Blow Up Magazine (Italy).</p> <p>Interview with <u>SongFacts</u> website about the process of writing <i>CousteauX</i></p> <p><i>CousteauX</i> received airplay on BBC Radio 2, BBC 6Music, Absolute Music UK, KCRW Los Angeles and NPR network across the USA.</p> <p><i>CousteauX</i> toured the UK, Portugal and Italy, selling out 350-400 seat capacity venues such as Serraglio Milan, Arcos De Valdevez, Porto and The 100 Club in London.</p> <p>Now the research had the material it required in a set of songs that projected an identity with impact sufficient to support a study into the elements artists assemble in pursuit of competitive product.</p>
2018	<p>Analytical auto-ethnographic method is applied to observations and field notes examining album writing and production processes, as well as observations of audience and its responses. Optimal Distinctiveness Theory (Brewer 1991) is adopted as a theoretical framework to structure its view of identity.</p>
2019	<p>Solo tour of Portugal and Italy, performing <i>CousteauX</i> songs on piano, voice and flugelhorn. Dates include headlining at the 4820 Singer Songwriter Festival at Teatro Cinema, Fafe.</p> <p>April 2019 Portugal</p> <ul style="list-style-type: none"> - 48/20 Ciclo de Cantatoure, Fafe, Porto - C-House, Santa Tierso - The Piano Bar, Aviero <p>June 2019 Italy</p> <ul style="list-style-type: none"> - Il Maglio, Turin - Serraglio, Milan - Gainsbarre, Florence <p>August 2019 Portugal</p> <ul style="list-style-type: none"> - EMMA School of Music, Lisbon

2020	<p>Narrative promo video for 'When the Bloom has Left the Rose' filmed in Melbourne. Awards for best music video at London Independent Film Festival, <u>Los Angeles Indie Short Festival</u>, <u>Mindfield Film Festival</u> (Albuquerque) and Vesuvius International Monthly Film Fest.</p> <p>Completion of journal article 'Constructing Artist Identity in Song'.</p>
2021	<p>Covid-delayed publication in <i>Songwriting Studies Journal</i> of the article. Due May 2021.</p>