

Music Lab

SUBJECT MATTER INFORMATION

Detroit has been a hot bed for developing music throughout the 20th century. From being a convention town to a techno mecca, the Kid Rock Music Lab encourages visitors to grasp a greater understanding as to how our fair city became Motown, Detroit Rock City and so much more.

VISITOR EXPERIENCE GOALS

1. Understand the evolution of musical tastes in Detroit
 - i. Society Bands and the 1920's
 - ii. The Great Migration and it's influences on the Jazz and Blues scene of Detroit.
 - iii. Big Band Jazz and its ties to Motown hits.
2. Discuss that the "Detroit Sounds"
 - i. Talk about Hitsville USA and why Motown became a national sensation.
 - ii. Elaborate on the Detroit Rock City theme and why rock 'n' roll came to Detroit.
 - iii. Techno sounds, began with the 'Holy Trinity' in the early 1980s, the music's aesthetics connect with Afrofuturism rhythms.
3. Places to 'Be Seen'
 - i. Early Detroit hotspots to be seen at include:
Graystone Ballroom, Flame Show Bar, and Roostertail
 - ii. Later Detroit hotspots to be seem at include:
DTE Energy Music Theatre, Fox Theatre, and Comerica Park.
 - iii. Importance of these locations and the growth of Detroit's music scene.

IMPORTANT INTERPRETIVE THEMES

1. **The Beginning of Detroit's Music Scene** – Discus the early beginnings of music in Detroit. Including discussion of Detroit being a convention town, as well as musical genres coming to Detroit due to the Great Migration.
2. **Notable Musicians and Bands** - Covering the period from 1930s-1970s, highlight some new and notable musicians that called Detroit home from Aretha Franklin, Madonna, Bob Seger, Smokey Robinson, and many more!
3. **The Detroit Sound** – Jazz, Blues, Gospel, Rock, Pop, Rap and Techno all have been claimed in some way as the Detroit 'sound', highlight these different genres and discuss with how they helped the city during both its growth and its decline.
4. **Notable Music Venues** – Lastly, connect with your touring group by highlighting various music venues, their location, and ties to the city. This serves as a great opportunity to make the tour personal!