

## SHOW 1 / LYRICS

Hello everyone my name is Laia Estruch  
and i would like to announce  
the lecture on the history of my project  
based on the audio document  
of the performance 'The Announcement'

Where I used a melody to convey  
the content of an invitation to an event  
I have started a collaborative process  
with a musician

That will culminate  
in the creation of an audio  
identity document

*This presentation is a sung explanation*

*Of a process of transformation*

*Where the song 'The Announcement'*

*Will take on the form of a commercial jingle*

The idea is to dramatise the dialogue  
with the music producer

To maximise the words and sounds  
That are being generated  
throughout this process

*This presentation is a sung explanation*

*Of a process of transformation*

*Where the song 'The Announcement'*

*Will take on the form of a commercial jingle*

The first step was

to find the musical style

That most suited the melody

And to harmonise it accordingly

Then we tried different instruments

and decided that the best one

was the melotron

*This presentation is a sung explanation*

*Of a process of transformation*

*Where the song 'The Announcement'*

*Will take on the form of a commercial jingle*

## SHOW 2/ LYRICS

Hello everyone my name is Laia Estruch  
and I would like to announce the lecture  
on the history of my project

We looked for a structure

To convert the narrative of the process

into musical lectures

At the same time

we were moving on

in the musical and

conceptual elaboration

of the jingle

*Abstract noise, locomia mix*

*banjo riff and old country licks*

*It sticks (it sticks)*

We looked at the jingle cell

and selected the catchiest part of it

Hello everyone my name is Laia Estruch

from the song The Announcement

and then we found

a banjo riff that suited it  
from an American folk compilation  
*Abstract noise, locomia mix*  
*banjo riff and old country licks*  
*It sticks (it sticks)*

At the same time we were working  
on the graphic design of the vinyl record  
that will include the finished tracks  
from the musical process  
and the final form of the jingle  
*Abstract noise, locomia mix*  
*banjo riff and old country licks*  
*It sticks (it sticks)*

### **SHOW 3/ LYRICS**

Hello everyone my name is Laia Estruch  
and I would like to announce  
the lecture  
on the history of my project  
Now we've elaborated  
the final product  
An artistic statement  
in the form of a jingle  
*a catchy tune*  
*like a piece of viral advertising*  
*that represents me as an artist*  
I took some classes  
to articulate the text  
and project my voice  
to sing the history of the project  
giving it the form of a musical lecture  
We looked for the best way  
to fit the text to the abstract bases  
created with the music producer  
Is was too to sing it, I had to recite it  
I came back to the idea  
of introducing the jingle  
*a catchy tune*  
*like a piece of viral advertising*  
*that represents me as an artist*  
Instead of using the music  
as the base of the performances  
I chose to use the structure of a song  
to deliver the narrative  
I decided to sing the content a capella  
and then play the music tracks  
that record the process  
of transformation  
of the song The Announcement  
into the tune of a jingle  
*a catchy tune*  
*like a piece of viral advertising*  
*that represents me as an artist*  
Jingle  
*a catchy tune*  
*like a piece of viral advertising*  
*that represents me as an artist*