

Leveraging affect: mobilizing enthusiasm and the co-production of the musical economy

Speaker: Professor Andrew Leyshon
University of Nottingham

Chair: Dr Karen Lai, Department of Geography, NUS

Date/Time: Friday, 2 October 2015, 3.00pm – 4.30pm

Place: Earth Lab (AS2 02-03), Department of Geography, NUS

Abstract

This paper considers the promises and problems of fandom and enthusiasm within capitalism. Crowdfunding has emerged as an alternative way of funding creative projects in music industry given the more cautious investments of record companies in the wake of the MP3 crisis. Through crowdfunding artists seek to harness affect and the emotions of fans to access new sources of investment. However, the process is not without its costs. These include the demands placed on its users, not least that of being able to navigate a system that requires considerable reserves of social, cultural and financial capital.

About the Speaker



Andrew Leyshon is Professor of Economic Geography University of Nottingham. He has authored and edited several books and published over 100 academic papers and chapters. He was Editor-in-Chief of Geoforum between 1995-2006, has presented over 90 conference papers and seminars, and been a Principal Investigator on six major Economic and Social Research Council grants.

He was, until 2012, Deputy Director of the Financial Services Research Forum at Nottingham University Business School. He was Head of the School of Geography (2011-2015), is a member of the Editorial Board of Environment and Planning A and of the Editorial Advisory Board of Economy and Society.

In 2007 he was elected as an Academician of the Academy of Social Sciences.

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