



Example Client 2:

“Studio Drift” – Independent Music Collective



Background:

Studio Drift is a small **Birmingham-based music collective** made up of:

- 6 emerging artists
- 1 producer
- 1 visual director

They make:

- alternative hip-hop
- experimental electronic music
- short-form “live session” videos

They’ve built:

- 60,000 followers on TikTok
 - 25,000 monthly Spotify listeners
-



Situation:

They are launching a project called:

“The Empty Room Sessions”

It’s a series where they:

- perform live music in abandoned or overlooked spaces in Birmingham
- record raw, unedited performances
- highlight forgotten or unused local locations (old buildings, unused halls, closed shops)

Local Music Collective To Play in unusual locations

Studio Drift, a local music collective, is launching a new project where they play their music in abandoned locations that typical artists wouldn't dream of playing.

The group, known for their experimental music, has been growing on Spotify recently, reaching the milestone of 60,000 followers on TikTok and 25,000 Monthly Spotify listeners.

One key aspect that the group was eager to conquer was live performances, but many issues arose the instant they looked into it. The frontman of the group, John Doe said;

"One of the first things we noticed when looking for a venue to play was the cost. It's expensive to even rent out a hall for an hour, let alone three like we would be doing!"

Therefore, they announced their new project, "The Empty Room Sessions," where they fulfil their dream of singing live by playing at abandoned locations, such as old buildings, unused halls and old shops.

The vocal producer for the group, Joe Smith, commented;

"It's sad seeing so many buildings going to waste. They could be reclaimed as art spaces for emerging talent like ourselves."

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