



DEFINING EXOTIC

- the unfamiliar

EXOTIC ELEMENTS IN MUSIC

- expectation built by familiarity then broken by variation, change, new, foreign, strange
- joyful sensation of surprise over stretch of time
our brain wants to find the logic key to the happening, playful, rewarding experience – like unpacking christmas presents
- various levels of surprise
big, obvious levels like instrumentation: “I have never heard this melody played like this.”
small, intuitive levels like tight computer beat versus human groove – “When will the next beat hit?”
- list of potential exotic elements:
scale, rhythm, instruments, language, sound-effects

MARKET DYNAMICS

- music important part of post-war cultural recreation
- Wirtschaftswunder – high employment rate and labour-power create available money and time for hi-fi, records, night-clubs cinema
- geography – discovering the world through media in your leisure time and traveling on vacations: anticipation/souvenir music
- business model: recording new hi-fi fodder – themes in marketing: moods, innovations (“stereo”), instrumentation (“percussion”)

VARIOUS SCENARIOS

• “west meets east”

- 1 Hollywood: Lawrence of Arabia – The Boston Pops
- 2 Yuki No Furu Machi O – Helmut Zacharias

• “Hawai’i” The Melting Pot

- 3 different levels of cultural authenticity: Beauty Hula – Ray Kinney
crossmixed instruments
ethnic (log drums, chants),
colonial (church choirs, marches),
emigrant (portuguese ukulele, spanish guitar, steel guitar local development),
modern (electrified steel guitar)
- and composition styles
1800s Aloha Oe:
 - 4 post WW1 tourism entertainment > Hapa Haole: Song of The Islands – Roberto Delgado version
 - post WW2 tourism entertainment:
 - 5 Hawai’i Exotica (vibraphone, grand piano, latin percussion, asian instruments): Arthur Lyman – Tropical (from Bahia)- Hawai’i around the world – prototypical paradise on earth – escapism
steel guitar bands - examples:
 - 6 Ein Schiff wird kommen – Die Hula Hawaiians (Germany)
 - 7 He Ain’t Heavy... He’s My Brother – Basil Henriquez & The Waikiki Islanders (GB)
 - 8 Ae Mere Dil Kahin Aur Chal – Van Shipley (from Wondrous Melodies)
 - 9 Carmen – Rob-E.G.

• globally minded teens – the surfers

- 10 Hava Nagila – Dick Dale
- 11, 12 latin: El Toro – The Surfmen, “polynesian”: Adventures in Paradise – The Atlantics
- 13 movie soundtracks: Follow Me – Camel Farm



- **classics 1: old composer imagine or interpret foreign countries**

In A Persian Market, Debussy gamelan influence “impressionism”, Ravel’s Bolero

- 15, 16 Stranger in Paradise (classical orchestra version from “Safari” and “Broadway Bossa” version)
- 17 (W.A. Mozart’s Rondo ala Turca – Judd Proctor)

- **classics 2: classics meet mid-century “now”**

introducing adults to (modern) rhythm

- 18 Bach Swing: Präludium V – André Benichou
- 19 (Folk Now-Sound: Ritual Firedance – Ladi Geisler)

introducing the youth to classic melodies:

- 20 Saturday Nite at The Duckpond – The Cougars
- 21 In A Persian Market – Takeshi Terauchi “Let’s Go Classics”

- **“east meets west”**

Japan: Eleki - Takeshi Terauchi (just played)

western pop culture elements picked-up by asians – Malaysia, Hong-Kong, Thailand, Cambodia

- 22 Singapore: Esmeralda – The Stylers (33 --> 45rpm ;-)
 - 23 Indonesia: Surf Rider Krontjong version Terang Boelan – Rudy & His Royal Rhythmics
 - 24 Bollywood: (Jabandhera Hota Hai – Van Shipley (from Film Tunes))
- Arab World: Omar Khorshid modern electric guitar and recording sound
- 25 Lebanon (“folk dub” Haneen – Munir Bechir)
 - 26 Lebanon “folk dance” I Love You Lina – Elias Rahbani
 - 27 (egyptian in the USA Take Me Back to Cairo – Karim Shukry)
 - 28 Azerbidjan: When The Volga Overflows – Gaya (side 2, track 2)
 - 29 (eastern europe: Spiel der Mädchen – Ensemble Sincron (Bucharest))

- **beyond geography: “outer space”**

- 30 War of The Satelites – The Ventures (In Space)
- 31 (Chariots of The Gods – Peter Thomas Sound Orchestra)

- **previously unheard sounds**

electronic sound (effects) examples:

- 32 new keyboard instruments and tape cut-ups: Barnyard in Orbit – Gershon & Kingsley
- 33 (phasing: Sippin’ And Trippin’ – Animated Egg)
- 34 underwater guitar: Ebb Tide – Vinnie Bell

TODAY

Mid century design furniture is “en vogue” – the concepts are time proven.

But unfortunately the music business is different

globalization makes international pop-culture more similar

technology gets the money (internet service providers, computer companies) not the artists

not much innovation or exotic surprises, sensations don’t last

The audio sensations are different today. Mid-century label and audiophiles emphasis was on high-fidelity in recordings, today’s emphasis is on the psycho acoustics of loudness, equalization, transients and the gadgets like exciters, again technolgies wins over artistry in my humble opinion. But artists can learn to use the modern tools in their best interest.

Today’s world is smaller and maybe it sounds smaller, too.