



THOUGHTS ON MARKETING

HISTORY

Knaack's first encounter with recycled materials as instruments of music came in 1968, when he used an automobile driveshaft to duplicate the sound of the low C chime in Tosca for the Kentucky Opera Association's performances of that work. Then in 1977, he performed and recorded the Three Constructions of his friend and mentor John Cage, which were composed in the late 1930s and the early 1940s and incorporated found objects as instruments of music. He subsequently incorporated these materials into his own musical works – all long before there was *Stomp!* or *Blue Man Group*.

Some eighteen years ago, he made the commitment to becoming an environmental purist by choosing to compose music exclusively for recycled materials, and call it *Junk Music*.

Junk Music has transcended all the traditional music labeling categories and has been a part of The Van's Warped Tour (punk rock), Phish concerts (rock), jazz (Kansas City International Jazz Festival), classical (Lincoln Center and The Kennedy Center), worldwide Television commercials for ESPN, The National Basketball Association and Electronic Arts Sims II video games, a solo performance at World Environment Day at the United Nations, Late Night with Conan O'Brien, CBS Sunday Morning, National Public Radio and a Grammy nomination.

His new opera, *Odin, the Opera*, is an attempt to compose an opera the everyday person can enjoy: a socially relevant, entertaining, outside-of-the-box, but very appealing, spoken word entertainment that includes street singing, infectious percussion grooves, and a general musical style that has universal appeal.

UNIQUE AESTHETICS CREATE UNIQUE MARKETING OPPORTUNITIES

The outside-of-the-box features of *Odin, the Opera*, offer new and exciting aesthetic and artistic challenges which also offer exceptional marketing and income-producing opportunities as well.

The exclusive use of spoken word artists opens the door for high profile rap, hip hop or pop singers to fill the principal roles. This opens up the production to a wider and more diverse audience which, in turn, opens the production to sponsorship possibilities that only this type artist could deliver.

The combination of spoken word artists and amplified junk percussion and the original composition style of Knaack offers a truly never-before-heard sound that maintains street sense while delivering freshness.

The exclusive use of recycled materials offers educational outreach possibilities (see *Be Hip-HOP*) as well as a rare opportunity to tap into corporate sponsorships with recycling, reuse and waste management, and the ever-growing number of green initiatives in corporations worldwide.

BARRIERS

The problem and expense of gathering the recycled materials for a production has been eliminated as the publisher will supply all eleven percussion stations “ready to play” as a small addendum to the rental fee.

Comparisons to *Stomp!* and *Blue Man Group* could conceivably cause a certain segment to say, “Oh, recycled materials. I saw that in *Stomp*. I don’t need to see that again.”

There are several marketing approaches to counter this comparison: 1. Another production with recycled materials will further validate the use of these materials and be profitable for all involved, 2. *Odin*, is the only show to use these materials exclusively, and 3. *Odin*, is artistically and practically a completely different theatrical and musical experience

TRACK RECORD

The director, vocal coach, and musical director of the New York University workshops have all praised *Odin* as a fresh, exciting, new work that deserves a future in music theatre (letters available upon request). Three of the four workshop performances ended with standing ovations. The New York Times said: “The appeal of the whole thing lay mainly in its youthful energy and striking instrumentation”.

Be Hip-HOP(Help Our Planet)

This program has grown out of *The Junkman’s* years of working in elementary and secondary schools and is currently in a pilot program for the schools in the State of Vermont. It is a program designed to get all students actively involved in becoming better environmental citizens. This happens on three different levels in the schools: The Individual Level, where each student examines his/her daily life and discovers little changes they can make that will have a positive effect upon the environment. For example, if you turn the water off when you brush your teeth, you will save 40 gallons of water a year.

The second level is the Classroom Level, where a class determines a project within the school that will have a positive environmental impact on the school grounds/building. For example, starting a battery recycling program in the school for game and music player batteries.

And the third level is the School Wide Level in which the entire school works with the local community on a large scale project that has a positive impact upon the local environment. For example, students can work with community members & leaders to increase the efficiency of a local recycling program with a corresponding public awareness program.

Useful Marketing Facts About Odin

- A truly unique new music adventure unlike anything you have heard before.
- New, exciting approaches to spoken word and singing – a great vehicle for broadening the theatrical experience into rap, hip-hop and pop music
- A wild array of over 1000 pieces of junk and recycled materials that produce sounds you won't believe.
- Infectious percussion grooves that delight and surprise.
- A street-smart style and presentation that appeals to audiences of all ages and musical tastes.
- An ancient story with relevant social references in today's environment of war and terror.