



675010

**GENERAL
ADMISSION**

A Target Audience Audit of
Athens' Concert Venues

675010

THE AUTHORS



Madison Stahl The Georgia Theatre

A classical rock, upbeat indie, and contemporary blend lover who self-curates her own playlists, enjoys actively searching out unfamiliar songs, and can sometimes be found thriving in the atmosphere of a music festival.



Kristen Jaspers The Foundry

Big music lover. Loves all genres but especially Country and Pop. Grew up dancing so just likes music with a good beat.



Sam Hurst 40 Watt

Avid fan of mostly indie and folky pop and other upbeat music. However, will be more than elated to partake in 80's pop karaoke at any time of the day or night.



Caleb Dills Caledonia

Defund the Arts. Genuinely dislikes music.



Jordan Marbury Designer

Brother of Zoobanarf, a band you've never (and he's barely) heard of, Jordan grew up with beats banging on his ear drums. Now a self proclaimed dirty-boulderer, he's chosen real rock over rock and roll.

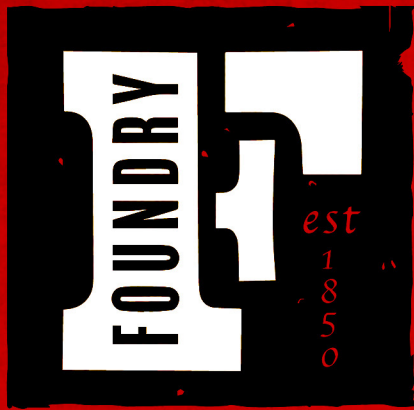
ATHENS MUSIC SCENE

When considering top locales for artistic creation, metropolises such as New York City, London, Los Angeles, Paris, and Berlin spring to the forefront of the mind. It is generally assumed that for a thriving, culturally relevant music scene to form, large populations and dense urbanization are necessities for artists to collectively create, and embody, the same aesthetic mode. The music scene of Athens, Georgia serves as an extraordinary piece of evidence that artistry does not solely exist within the confines of so-called "major cities."

If an Athens music scene never existed, "indie rock" would not exist. Beginning in the late 1970's, the Athens music scene thrived with acts placing a unique take on punk rock. This first-wave of Athens "punk bands" did not match the sound or appearance of their urban counterparts. Instead of utilizing distortion and wearing leather jackets, bands such as The B-52's and Pylon rebelled against genre conventions by opting for chorus and DayGlo colors. Taking inspiration from this first wave, R.E.M. created the genre known as "college rock." As the 1980's wore on, R.E.M. became the epitome of "alternative rock," thus creating commercial viability for artists once thought of as impossible to turn into commodity. Most significantly, R.E.M.'s success is directly responsible for the popularization of Nirvana.

Athens serving as the birthplace of alternative rock created a rippling effect. Inspired by the zeitgeist of the previous generation's artistic ingenuity, the late 1990's saw the creation of the Elephant Six Collective. Bands such as Of Montreal and Neutral Milk Hotel, now multiple steps removed from punk rock, performed music, which served as an alternative to "alternative rock." Thus helping create the modern concept of indie rock.

What makes a great music scene possible? According to Talking Head's David Byrne, inexpensive drinks and venue owners allowing musicians to be creative, to the point of potentially alienating audiences, on a stage. Since at least the 1970's, Athens has been the home of notoriously cheap booze and creatively fearless venue owners. In fact, Athens music venues are equally as renowned, culturally rich, and diverse as the acts that grace their stages. To understand Athens music and the anomaly of its existence, it is essential that both the venues and the concertgoers be understood; it is not enough to merely recognize the artists the city has produced. Consider this as a guide to the eccentricities of the venues and audiences that have allowed the Athens music scene to exist and continue to flourish.



at GRADUATE ATHENS

LIVE MUSIC

RESTAURANT

COCKTAILS



The Foundry of Graduate Athens is a venue that hosts live music in a reclaimed iron mill. Concerts hosted here can be enjoyed complimentary when you stay at Graduate Athens. You can listen to the live music while enjoying food from their menu which includes southern comfort food made with locally sourced ingredients and small plates of feel-good favorites. Music here is always enjoyed best over some delicious handcrafted food. Some ingredients are sourced locally to create authentic dishes. The venue hosts a variety of bands ranging from classical rock to folk to country. Throughout the years, The Foundry has hosted the Indigo Girls, Nappy Roots, Nitty Gritty Dirt Band, and Blind Boys of Alabama. More recently, the Foundry has become a place for local and emerging artists such as Shawn Mullins, Randall Bramblett, Strawberry Flats, Carl Lindberg Jazz, and Crosby Still Nash and Young tribute band, Déjà vu.

Although the venue draws a large variety of concert goers, it mainly draws people who enjoy supporting local arts as well as up and coming artists. It also draws an audience of people who may be visiting from out of town and staying at the hotel. These crowds can include parents of current UGA students or Athens residents or Alumni coming back to town to support their local arts and reminisce about their glory days.

The venue itself is a 2,600 square foot space that can accommodate up to 250 people. People can rent the space for events such as wedding receptions or corporate meetings. For live music, seating is on a first come first serve basis. For most of their shows, doors open at 6:00p.m. and guests are encouraged to arrive early to get good seats. Seating is limited and not guaranteed with ticket purchase unless the event is specified as a seated show.

Audiences: The Rad Dad - Recently told you an avocado's favorite music was "guac n' roll", and finds it inspiring to see artists his own age jamming out on stage, despite their doctors orders.
The Coupon Concerto - Always looking for some talent-rich, yet cheap, live music.

CALEDONIA LOUNGE



The Caledonia Lounge sits behind the 40 Watt Club, obscured by its shadow. The exterior of the venue, as is its title and signage, is vague. Those unaware of the venue would not have the faintest clue of what happens at the establishment. Its entrance does not face the sidewalk; instead, a gate conceals the door to the back of the building. Beyond the gate, patrons are greeted by a cigarette smoke filled patio, surrounded by foliage; the shroud is still not lifted. The interior of the venue can best be described as a dark, concrete box. Due to the shape and materials used in the construction of the venue, the tinny sounds pumping from the venue's Crown Macrotechs' are made further ear-shatteringly loud as the distorted and plangent sounds bounce and echo across the 100 capacity room. In this way, the physicality of the Caledonia mirrors the historical role it plays in the underground music scene of Athens. The Caledonia hosts strictly counterculture fare, priding itself in upholding the arcane spirit of independent, DIY rock music. In this way, the Caledonia Lounge is the modern day equivalent of the 40 Watt Club of the 1980's. Fittingly, the 40 Watt once occupied the same piece of real estate until it outgrew the space and moved on to more palatable melodic pastures.

Keeping with its enigmatic nature, The Caledonia Lounge does not advertise itself and does little beyond word of mouth to promote shows happening within its walls. However, if you build it, they will come. And indeed counterculture townies and art students ensure that the venue's doors stay open, without the need to tout historical ties to the ghosts of Athens musical past. Harsh noise. Power violence. Sludge metal. Shoegaze. Unfamiliar? Do not bother showing up. At the Caledonia, the more obscure the genre, the more it is welcome with open arms.

For this reason, the typical Caledonia regular will be one who endorses the spirit of artistic inventiveness, or at least enjoys the idea of being someone who dismisses conventions of mainstream culture. Followers of niche music subcultures are extremely easy to stereotype or generalize; it would not be a challenge to anyone to select an archetypical, mohawked punk fan from a police lineup. For this reason, surface level insights to music subgenres do little to explain who actually attends shows at the Caledonia Lounge.

A commonality of any Caledonia regular, regardless if they are attending an extreme metal show or watching a synth-pop set, or if they are a scenester townie or a hip University of Georgia student, would be the person's intense value of personal identity. Regular attendees of shows at Caledonia generally belong to a music community; in fact, the majority of people in the room at a show probably have performed at Caledonia in the past.

GEORGIA THEATRE



After a devastating fire in 2009, The Georgia Theatre was rebuilt and reopened in August 2011, reclaiming its place as a well-established live venue in the Athens music scene. The Georgia Theatre has been the spot for a number of live performances from a long list of acclaimed bands and artists. A unique atmosphere, cultural background, cheap booze, and state-of-the-art sound system gave the Theatre the reputation it has today. A place where locals and music fans from all over flock to hear many prominent national and local acts across all genres including hip hop, country, indie, rock, electronic, and alternative.

The Georgia Theatre stands tall in the heart of downtown Athens, GA with two balconies and an open-air rooftop with a full bar and comfortable patio seating. By being a hub for a wide array of audiences, pinning down a singular type of person who attends concerts at the Theatre is impossible. However, some unique regulars to the venue include jam band enthusiasts and college goers.

Jam bands are musical groups whose concerts relate to a fan culture that started in the 1960's. Jam band performances typically include extended improvisation,

unique rhythm and chord patterns, long set duration, and is generally not confined to a genre, insofar as the necessity for improvisation. Audiences who are drawn to jam band performances hold a passion for “losing themselves in the music.” They value the experience of witnessing both creative and technical achievement, holding musical spontaneity to the highest standard. This value for experience can reach a near spiritual level for jam band devotees, with audiences religiously attending chosen artists’ concerts. Athens own Widespread Panic is an example of a band with such a devout following, and have inspired other local and lesser-known artists, which can be found performing at the theatre. Although the stereotypical imagery associated with jam bands is often that of free-loving, dreadlocked, barefoot hippies, and there is some truth to this association, (you would be hard-pressed not to find some dreadlocks at a Widespread concert) a jam band concert at the Georgia Theatre will bring out a varied audience of people who only share the commonality of loving experience and “living in the moment” through music.

The Georgia Theatre’s location, in the heart of downtown and at the edge of the University of Georgia’s campus, attracts many students who are not necessarily fans of music; rather the students are fans of having a good time. These students are drawn to the Theatre to enjoy DJ sets, cover groups, and “party rap” performances. These types of patrons’ definition of a good time is also reliant upon experience, similar to the Jam Band enthusiasts, however, instead of placing value in the musicality of the performers, value is found by being present at the event itself; music serves as the background for a night of drinking and community engagement. In fact, these concertgoers are the most likely to not be offended by talking over a performance or spending the night on their phone, posting clips at a frequent pace on their Instagram story . These types of patrons would be found dancing on the rooftop to local acts such as The Booty Boyz or Clip Art.

of a hurricane, listen to yourself, I got me a car, it's as big as
his ear lobe fell in Oh no, I've said too much or
I like to watch, There Don't rock n' roll, no no



40 Watt

One of the most famous music rock clubs in America, the 40 Watt Club of Athens earned its reputation as an iconic alternative rock institution due to its early hosting of bands prior to their ascension into the realms of indie rock legend, and, in the era of Live Nation, its continued independent operation. The 40 Watt Club was the launching pad for artists now associated with the creation of the Athens music scene; acts such as R.E.M., the B-52's, and Pylon were among the bands to grace the stage at the inception of their careers. Opening its doors in 1979, the 40 Watt Club held its first show under the shine of the single 40-watt light bulb hanging from the ceiling.

Forty years and six locations later, this Athens staple is home to both up-and-coming and established acts, which make a point of performing at the 40 Watt Club due to its status as an indie rock mecca.

The mid-tier venue space provides a more intimate music listening experience for touring bands, and the high-energy atmosphere and top-notch sound system still welcomes audiences who are looking to party with their favorite local acts. The 40 Watt welcomes anyone who is interested in the growth of the Athens indie scene and wants a cheap place to enjoy a good show, as well as the people who want to relive the rich history of this iconic music venue. When watching a show at the 40 Watt, one cannot help but to feel as if they are watching musical history in the making.

By offering both larger touring acts and small local bands, the 40 Watt draws an eclectic crowd.

Some prominent types of show goers include Athens Scum, a label worn proudly by those who feel they carry the torch of punks-past, and Stub Stashers, who play the game of attending as many concerts as possible.

SECTION/AISLE 7 N 108 A SEAT 17.5
 ENTER LEVEL 5
 095 / SUNSHINE PRESENT
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 NO CAMERAS/RECORDERS
 MARKET SQUARE ARENA
 FRI SEP 8 1989

EVENT CODE D5X101E
 SECTION/BOX 204 ROW SEAT FF 23
 PRICE 23.00
 2.85
 204
 CA 11%
 FF 2%
 ADULT 23.00
 AISLE 2 1.50 FMF
 MILLER LITE & KDGE PRESENT
 ** THE B-52'S **
 IN CONCERT
 COCA-COLA STARPLEX
 FAIR PARK/RAIN OR SHINE
 SUN. OCT. 18, 1992 7:30PM

ROWS
 THE BLACK CROWES
 PRODUCED BY
 BRAVO ENTERTAINMENT
 THE FOX THEATRE
 WED AUG 29, 2001-8PM
 ORCHESTRA
 07.20 ORCH K 22
 ADULT 39.50
 TAX .60
 \$ 39.50
 ADMISSION TAX INCLUDED

RR0626 GA GA8 689 ADULT ERR0626
 \$ 36.50 GENERAL ADMISSN 36.50 7-30621
 7.75
 SECTION/AISLE GA VI 021
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 A12MAY5 SUN JUN 26 2005 4:00 PM A 36.50
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 BBC & KBCO PRESENT
 WIDESPREAD PANIC
 ** DAY 3 **
 RED ROCKS AMPHITHEATRE
 DOORS 2PM/RAIN OR SHINE
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ATHENS' INFLUENCE

The venues and the music scene of Athens, Georgia is a complex rarity that is not easily understood. When a booking agent is booking a tour, it is easy to pass over cities that do not have the name recognition of more populated areas. However, to miss out on the potential of the Athens music market would be a missed opportunity for an artist to reach an enthusiastic fan base, which possesses an eclectic taste. Although Athens is smaller than major markets, it contains audiences with a variety of tastes who actively participate in the live music experience. The rich historical background of Athens only helps drive audiences to participate in the live concert experience.

Between venues such as the Foundry, the 40 Watt Club, Georgia Theatre, and the Caledonia Lounge one is sure to find an audience that matches the appropriate niche any band is looking to attract. The Classic City continues to thrive with regular performances at well-established venues throughout the town. Athens has been established as a destination spot for performers to seek out inspiration and express their creativity, as well as a place for music fans to discover up-and-coming fame, local favorites, and well-known national acts.

If you are someone looking for an intimate setting to listen to a singer-songwriter performance, you can visit The Foundry. If you're attempting to experience history in the making, you can visit Athens prize possession and rock sanctuary, the historic 40 Watt Club. If the music is not the reason for your night out, and you would rather drink and dance with friends, you could visit the Georgia Theatre's rooftop. If you're into the idea of seeing Athens current underground local music scene, in its most pure, raw nature, then the Caledonia Lounge is the spot for you. None of those sound like your ideal night out? This is merely a sampling of the venues that Athens has to offer.

Athens, Georgia continues to hold major impact, influence, and talent; it rightfully claims its nickname as "the Liverpool of the South." From the musicians that evolve out of the University, and the ones that are drawn to the city's musical history, the music community continues to thrive, and appears to not be going anywhere anytime soon.

