I made you a mixtape

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“Cheap and convenient, customized mix tapes made the perfect personal gift. We made tapes for friends, lovers —
how the decision. Some made there the way full.”
“Cheap and convenient, customized mix tapes made the perfect personal gift. We made tapes for friends, lovers — we shared the depths of our souls through the carefully chosen songs. We aggregated our favorite party songs, ballads for suffering through heartbreak and our loudest, angriest punk rock anthems.”

—Thurston Moore, Sonic Youth
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1963

Berlin Radio Show

1970s

New York City
1970s

New York City

1980s
"Peace to Ron G, Brucie B, Kid Capri, Funkmaster Flex, Lovebug Starski"

—Notorious B.I.G., *Juicy*
1980s

mid 1990s
mid 1990s

1995
1995
“You’ve got to kick off with a corker, to hold the attention… and then you’ve got to up it a notch, or cool it a notch, and you can’t have white music and black music together, unless the white music sounds like black music, and you can’t have two tracks by the same artist side by side, unless you’ve done the whole thing in pairs and... oh, there are loads of rules.” —Rob Fleming, *High Fidelity*

late 1990s
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late 1990s

2000s
2000s

now
now
“The personal mixtape is the most widely practiced American art form.”
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—Geoffrey O’Brien, *Sonata for Jukebox*
the whole is other than the sum of its parts
A mixtape can be highly personal.

A mixtape reflects the opinions and taste of its compiler.
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A mixtape can range from songs linked by theme or
A mixtape can range from songs linked by theme or mood, to a list of casual favorites.
form and function

passive vs. active
passive vs. active
stepping stone

recreating mixtape culture
recreating mixtape culture

what does a “book mix” look like?

let’s talk about the web
let’s talk about the web
compile, curate, create
a new content genre
a new content genre

top five things
renaissance of email newsletters
curation over streams/feeds
top five things
renaisance of email newsletters
curation over streams/feeds
packaged series
thanks <3
thanks <3

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