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MUSIC PROJECT ACTIVITY: TERMINOLOGY AND CONCEPTUAL ASPECT

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Abstract. The author of the article offers definition of the terms «projecting», «project» and «project activity». The work highlights approaches to understanding musical project activity from the psychological, sociological, cultural, and art history point of view, from a management perspective. The evolution and possible reasons for the implementation of the project approach in the field of musical art have been considered. The definition of the concept of «music project activity» has been proposed from the standpoint of a system, personal and acmeological approach, considering in the context of the creative process of the artist, the creative environment, interaction with the audience and cooperation with other artists and specialists. The author proposes to consider musical project activity as an integrated creative activity aimed at the implementation of the specific idea, concept or task in the musical context, which includes the phases of planning, organizing and implementing various musical initiatives with the aim of creating high-quality musical products or achieving specific musical goals.

Examples of art projects are given, such as: «The Rain Room», «House of Eternal Return», «Kinetic Rain» and «Cloud Gate». The impact of the project approach on the implementation of artists' ideas and the emergence of new innovations and experiments in the world of music has been studied. The possibility of scientific research regarding the interaction of musical project activity with conducting performance and its influence on modern musical culture and art has been revealed.

Key words: project, project activity, creative project, musical project activity.

Introduction. Throughout history, human activity has been constantly transformed under the influence of socio-cultural changes, scientific discoveries and technological innovations. Moving from primitive methods of survival and manual labor to complex systems of automation and artificial intelligence, people are constantly adapting their activities to the demands of the times and to meet the growing needs of society. The endless modification of activities requires humanity to find effective tools for planning and developing ideas, which is an important skill in the world of constant changes, which help us stand the test of time, improve and develop capabilities, achieve bright and sustainable growth in all spheres of life. Project activity takes an important place in this process, and its type is musical project activity.

The study of theoretical aspects of the music industry contributes to the understanding and forecasting of current trends in the modern market, which can be very useful for musicians, managers, producers and other specialists in this field. Studying musical project activities, in our opinion, contributes to the development of musical art, helps to analyze, understand and develop creative processes (composition, arrangement, sound design and performance skills). It promotes the development of creative thinking and innovations in the field of music, allows performers and composers to open up new possibilities for experiments, creation of new musical means.

Main part. For better understanding of the nature of musical project activity, let us define the essence of the terms «projecting», «project» and «project activity». In the American online diction-

ary, «projecting» is defined as an activity that requires a joint effort; a large task that an individual undertakes in order to apply, illustrate or supplement their actions; plan or proposal for carrying out a certain activity (The Free Dictionary). In psychological literature, «projecting» is a specific type of intellectual activity, which is distinguished by its focus on the practical study of the future. It includes the phase of prediction, planning, creation and modeling.

The term «project» is actively studied in the field of project management as a specific task in the sphere of research and development aimed at satisfying the single stated or expected requirement, final material, main component or technique (The Free Dictionary). Project Management Institute defines «project» as «temporary group activity aimed at creating a unique product, service or result», and project management as «application of knowledge, skills, tools and methods for conducting project activities» (Project Management Institute, 2013). The manager plays an important role in project implementation, leading the team to achieve all goals (Wikipedia). We should note that successful project management requires the ability to effectively cooperate with a team, rationally manage resources, adapt to changes and resolve conflicts.

In psychological context, the term «project» is used to describe a psychological phenomenon in which a person implicitly or consciously projects their inner traits, thoughts, feelings, or desires onto other people or objects in the environment. In other words, a person reflects their inner states on the outside world. In cultural studies, the concept of «project» indicates the interaction between ideas, values and realities of different cultures in the conditions of the modern globalized world. This interaction leads to the transformation of socio-cultural practices and promotes both cultural exchange and risks of distortion and incorrect perception of other cultures, forms identity, intercultural relations, promotes the development of creativity, cooperation and interaction in the process of creating and interpreting cultural values, promotes planning, invention, formation and execution of project tasks (Sydorenko, 2012: 270–278).

In art history, the project describes the process of creation, perception and influence of art on beliefs, emotions and cultural environment, reflects the ideas of the artist in creative form, includes the choice of materials, techniques, styles and methods, as well as the implementation of innovative approaches and experimental ideas. It reflects the interaction of artists with technologies, scientific achievements and socio-cultural trends, as well as presents subjective interpretations.

The performed analysis makes it possible to define *«project» and «projecting» as a specific type of organized activity aimed at the implementation of certain ideas in a limited time, with certain resources, which involves planning and coordination to achieve temporary and unique goals.*

Project activity in sociological researches is associated with changing social structures and interaction between groups (John Dewey (Dewey, 1838: 242–243), Everett Hughes (Hughes, 1952: 423–426), Michel Foucault (Simon, 1971: 192–201), Pierre Bourdieu (Bourdieu, 1991: 171–202)). The analysis of the opinions of scientists reveals the complexity of the influence of individual motivations on the selection and implementation of projects with the following consequences: the cultural context determines the priority of ideas, moral values act as ethical guidelines in activities and the selection of decisions, political decisions and rules determine significant factors in determining the opportunities for selection and implementation of projects.

Project activity in the field of management covers certain processes, such as: planning, organization, implementation and evaluation of strategic initiatives in order to achieve specific goals. These concepts were considered in the scientific studies of Henri Fayol (Fayol, 1949: 42–64), Harold Kerzner (Kerzner, 2009: 2–4), Nicolas de Condorcet (Condorcet, 1795: 9) and Peter Drucker (Drucker, 2018). Synthesizing the expressed concepts of scientists, it is possible to understand that project activity is a system of planning and control, it requires high level of skills in risk management, promotes the development of creative thinking and the ability to adapt, which leads to the successful completion of complex tasks.

The scientific justification of the project activity in the context of cultural studies is aimed at revealing the peculiarities of cultural processes in the modern world and their impact on society, as well as the role in the preservation and development of cultural heritage. Projecting plays a significant role in the field of cultural development, contributing to the emergence of new ideas, interpretations and creative expressions. This process has been the subject of research of foreign scholars such as Jonathan Vickery (Vickery, 2007: 55–74) and Stewart Hall (Hall, 1981: 227–240). Therefore, the analysis of project activities in cultural studies focuses on the research of the interaction between cultural phenomena and the social context in order to preserve cultural heritage and implement innovative concepts.

In the context of our analysis, it is important to highlight the works of Ukrainian scientist Tetiana Portnova, who analyzes project activity as an innovative methodology in various types of theatrical performances, cultural events and artistic programs. According to her views, projects can differ in direction, scale, volume, and participants. Each project has its own unique characteristics, such as the subject area, objectives, tasks, scope and resources required for implementation (Portnova, 2018: 48–56). The goal of the project is to achieve a specific result within a specified time. The project strategy acts as the main element during the planning and evaluation of the project, as well as in the development of the corresponding marketing strategy. However, an approach that emphasizes the very process of its implementation is important, since it is the implementation of the project that determines its significance.

Therefore, the «project» is the main tool for achieving strategic goals and solving complex tasks with the help of innovative solutions; «projecting» is defined as a characteristic of the degree of use of the project approach; «project activity» represents a general process covering all aspects related to the management and implementation of projects in an organizational context. Such approach reveals the specifics of project activity and allows identifying the key components of this process.

The objective of the research is to investigate scientific approaches to the interpretation of musical project activity and to offer own vision of this process.

Research material and methods. The article analyzes scientific publications, monographs and books of foreign and Ukrainian scientists, which are aimed at studying the problems of project activity. The author offers analysis of musical compositions, performances of artists and albums, which served as a source of information about the characteristics and peculiarities of musical projects.

The methodology of this article is based on a system, complex and interdisciplinary approach to the study of issues and includes the following methods: analysis of theoretical works and publications related to artistic and musical project activities, in order to establish the theoretical foundations and background for further analysis; historical analysis of the evolution of musical project activity, where different historical periods and styles were considered, in particular their influence on the development of musical projects; critical analysis of modern trends in musical projects and their interactions with the cultural and artistic context; as well as a systematic analysis of relationships in music projects, taking into account various aspects such as technical, organizational and financial.

Results and discussion. Artistic project activity embodies an integral aspect of the modern cultural environment and is referred to in artistic circles as an «art project». Activities related to art projects are innovative in nature, as they are aimed at implementing changes in reality. Such projects can be considered from different positions, in particular: analysis of specific artistic projects; study of creative processes underlying art; taking into account aspects of art management, as well as taking into account aesthetic and innovative aspects. Perspectives for the assessment of such projects may also include analysis of the organizational structure of art institutions that contribute to the implementation and popularization of artistic projects.

Art has always served as a reflection of the spirit of the times, depicted social transformations and individual perception of the world. Throughout history, it has reflected the values, attitudes, and expe-

periences of society, often acting as a catalyst for change and progress. Artistic project activity gives artists the opportunity to systematically approach the creation of their works, to openly define the goal, tasks, resources and steps. According to the American researchers Gary Charness and Domenico Grieco, the creative-project process of artists contributes to the formation of the basis for discovering own identity, developing own abilities and realizing own potential, notes the importance of individual style and handwriting, which involves the development of unique abilities and personal preferences (Charness, & Grieco, 2019: 454–496).

For example, creating large art installations. Let us imagine that an artist wants to create a project that will reflect the problem of ocean pollution with plastic. He or she defines the goal – to draw attention to the environmental problem. Next, the task is to create an impressive installation from collected plastic waste. Resources include plastic materials, prepared installation site, and possible aids. The steps to achieve the result include the collection of materials, development of the design concept, planning of the structure of the installation, actual creation process, and possibly subsequent promotion and opening of the exhibition. This approach helps not only to develop artistic skills, but also to achieve specific goals and influence the audience.

Artistic project activity includes:

- creative process of the artist;
- creative environment;
- interaction with the audience and cooperation with other artists.

The creative process of an artist in project activity is a complex and multifaceted process, which includes: understanding the task (immersion in the context of the project, understanding the goal, requirements and task, which helps to determine the main idea and direction of creativity), research (gathering information, studying similar works, analysis of trends that help to create unique ideas), generation of ideas (consideration of possible options for solving the task, formation of the author's idea, for which modern techniques are involved (brainstorming, sketches, recordings, etc.)), selection of the idea (choosing a promising idea that best meets the task and corresponds to the own style and vision), concept development (working out the details of the implementation of the chosen idea, creating sketches, visualizations, plans and other materials to clarify the concept), creative process (implementation of the idea, use of various techniques, materials and tools, etc. to create a project), experimentation (making changes, experimenting with different elements of the project, correction for the purpose of improvement), final implementation (completion of the project, bringing it to completion, correction of details and finalization of the set concept), presentation (completion of the project with presentation to the public, the customer, or other interested parties). It is important to note that the creative process is individual for each artist. Ideas may arise unexpectedly, and some stages may repeat or overlap.

It should be noted that the implementation of artistic project activity is possible only in the conditions of *creative environment*, which must necessarily be properly organized and provide the necessary conditions and opportunities for the creative process (Christensen, 2019: 633–654). Such an environment can be both physical, such as a studio or art laboratory, and virtual for artists working in the field of multimedia and virtual reality. It includes: artistic space (hall, laboratory, auditorium, etc.), localization of space and focus on creativity, creative environment to ensure interaction of various specialists and exchange of ideas, access to necessary resources (tools, technologies, libraries, etc.), interaction with creative personalities and other art projects, immersion in the idea to improve the quality of the result.

The next element of the artistic project includes an important component – *interaction with the audience*, which is of exceptional importance, as it contributes to a deeper «involvement» of the audience in the circle of the creative process. Let us give an example of art projects.

Exhibitions of interactive art (spectators take an active part in their development). For example, at the exhibition of contemporary art «The Rain Room» from Random International, viewers could

walk through a room where the rain would turn on and off and feel the raindrops «falling» on them, while still remaining dry. It arose from the abstract approach of displaying information using water printing and drawing with light on light-reactive surfaces (Gabelich, 2020). We can watch the art project «The Rain Room» by following the link: https://www.youtube.com/watch?v=tOARXy-f_GY.

Performances with audience participation. As part of such projects, viewers become not just observers, but active participants in the events. For example, the art collective Meow Wolf embodied the idea in the performance «House of Eternal Return». It's a unique combination of hand-crafted world and artist collaboration that allows viewers to dive deep into a unique world and explore it at their own discretion. This art project tells the story of a family that comes to life on the walls of the house. Due to the principle of interaction with objects and the possibility of influencing the plot, the viewers become co-authors of the story, actively contributing to its development. The Anomaly character adds intrigue and opportunities for exploration. The organization of «Charter» in the context of a catastrophic event and a multiverse gives the plot depth and mystery. In addition, visitors can «open» the refrigerator and step inside to be transported to Portals Bermuda or discover cave entrances through the fireplace. So, «it's like “choose your own adventure”, like a science fiction novel, with the difference that the viewers can explore it» (RoadsideAmerika.com.). We can watch the performance «House of Eternal Return» by following the link: <https://www.youtube.com/watch?v=lmNvh0W6Y4Y>.

Art installations that react to the movement of observers, causing a new level of interaction between the creator, the art object and the viewer. These installations combine traditional art with the use of technological advances, where the art object itself comes to life, moving and reacting to its environment. An example of such an interaction is the light installation «Kinetic Rain» located at Changi Airport in Singapore. In this installation, motion sensors record the movements of the audience and transmit this information to the computer system that controls the movement of the moving elements of the installation. As a result, viewers actively influence the visual effects of the installation, creating impression of fascination and curiosity. They not only observe the beauty of the installation, but also become its co-creators through their movements (Feeldesain, 2012). We can watch the installation by following the link: <https://www.youtube.com/watch?v=NXuQnDeIyY8&t=3s>.

Artistic projects with public participation powerfully change society's perception and interaction with urban space and art. They include the public audience in the creative process and reveal new opportunities for co-creation in the urban environment. An illustration of this dynamic can be seen in the sculpture «Cloud Gate» or «The Bean» in Chicago, which reflects how public participation can turn visual art into an interactive experience. The sculpture, created by artist Anish Kapoor, reveals the true meaning of the incorporation of viewers, it reproduces the city and those who approach it, becoming a reflection of a shared identity. People do not just observe the work of art, but become an active part of it, reflecting their images on its surface. This interaction between art and viewers affects the way they perceive each other and their surroundings (Romero). We can watch the example by following the link: <https://rutube.ru/video/f6f4e80a16c2bdfb22ffb1bab1d10748/>.

The considered examples illustrate the potential of interaction, exchange of ideas and perception in the context of artistic activity, when the artist has the opportunity to deepen the understanding of his or her audience, establish a special emotional connection and integrate the views of the audience into the further development of the creative work.

The system approach to the structuring and implementation of ideas in artistic project activity includes *collaboration with various specialists and artists*, such as artists of various artistic directions, architects, designers, technical experts, musicians and others. This approach promotes active exchange of ideas, mutual learning and the creation of innovative concepts.

Thus, artistic project activity turns out to be a useful transformation of the author's ideas into concrete expressions, promotes interaction with viewers and other creative personalities,

promotes the development of art in accordance with the requirements of the modern world and helps it to remain relevant, move forward and leave unforgettable impressions in the hearts of viewers.

In modern society, where technological progress is constantly advancing and art enters non-standard areas, artistic project activity acquires special status. It acts as an invisible bridge between artistic tradition and innovation, enabling artists to transform their ideas into concrete forms, often surprisingly impressive. The boundaries between different artistic fields are now practically disappearing, and areas such as painting, sculpture, music and dance can interact to create great works of art. It is important to note that it is project activity that opens wide opportunities for such a synthesis, giving artists the opportunity to experiment with various materials, sounds, images and concepts, which helps to overcome traditional stereotypes and introduce new ideas.

Special and important place in modern art belongs to music project activities. This segment defines the way of organizing the creative process, using various innovative concepts and technologies in order to create unique music projects. The main object is music, which provides an opportunity to experience pleasure and enjoyment (Gibson, & Sixsmith, 2007: 127–145) and enriches emotional experience (Juslin, & Sloboda, 2001: 332–341). Music activity provides an opportunity for exploration and development of personal identity, promotes social interaction, supports sense of well-being, enhances spiritual development, and creates an opportunity to evoke memories through memory activation (McCabe, & Greasley-Adams, 2012: 38–39).

British art critic Stuart Wood considers music as a complex conceptual object and interprets it as a form of activity that combines the kinetic organization of initiative with feelings and emotional reactions. This assessment is based on the knowledge that music projects have the potential to unite people and create shared emotional bonds (Wood, 2007: 22).

The concept of «project» in the field of music art has evolved over the centuries and gradually transformed approaches to the creation and organization of music works, concerts, performances and other music events. In the past, the concept of «project» was not used in music art. Artists usually created music for specific events (church services, opera performances or concerts). However, the planning, organization and performance of their music works was carried out by other masters (conductors, performers, impresarios, etc.).

In the 20th century, with the development of various areas of music art, there was a need for a deeper approach to music creation. Contemporary artists embody the latest technologies and sound possibilities, experiment with sounds and musical means. The development of music recording studios and media projects has changed the way music is perceived and distributed, stimulated the creation of albums, the preparation of concert programs, and music videos.

With the expansion of the genre spectrum and the use of modern technologies, the transformations that have taken place in the music industry today require more functionality from artists. The emergence of new musical genres, such as operetta, musical, rock opera, and others, has led to a growing need to create complex music works that combine musical, plot, visual, and dramatic aspects. This led to the emergence of the project approach, where organization, planning, concept development and coordination of all aspects of the creative process play an important role.

Thus, *music project activity* can be defined as an integrated creative activity aimed at the implementation of a specific idea, concept or task in music environment. This process involves planning, organizing and implementing various musical initiatives in order to create quality musical products or achieve specific musical goals.

Music project activity today is not only an important tool for modern artists, but also reflects the general trend in modern music art, where the emphasis is shifting from individual performers to collective and integrated creativity. This approach opens up new opportunities and requires artists to take greater responsibility and understand various aspects of music creation.

One of the examples in modern music project activity is the famous British music project group «Gorillaz», created by Damon Albarn and Jamie Hewlett in 1998 (Warner Music UK Limited, 2023). However, this project differs from many other bands in that the musicians decided to create virtual animated band, where each member performs as an animated character. The band has not only musical component, but also a strong visual component, which includes animated clips, video games, comics and other multimedia aspects. This approach reflects integrated creativity, where music is combined with various forms of art and entertainment.

It is also important to note that the project approach in music opens the door to creative innovation and experimentation. Artists can use various sound and visual effects, use modern technologies to create unique musical compositions. This allows to expand the boundaries of music art and attract new fans.

Audiovisual technologies, including synthesizers, hardware and software sound processing, looping fragments and other audio technologies, contribute to the creativity of artists, allowing to create new acoustic perspectives and experiment with the reproduction of sound structures. Such tools provide an opportunity to express own concepts and emotions through a musical composition on a completely new level. For example: the use of synthesizers and sound processing in the work of a sound engineer allows to create cosmic atmosphere in the film, which conveys a sense of the supernatural and mysterious; the use of cyclic audio loops (sound recordings or audio fragments that can be played in a constant cycle) in a musician's live performance makes it possible to create a continuous musical texture that deepens the audience's emotional perception; the use of innovative audio technologies (3D sound, audio virtual reality) in the creation of musical compositions allows artists to experiment with sound forms and structures, creating unpredictable and impressive acoustic images.

In addition, visual aspects have become extremely important in modern music performance. Music videos, stage shows and visual effects can complement the music experience and create a whole new context. This creates an opportunity for artists to express their ideas through the combination of music and visual art, thereby enriching the audience's perception. For example, stage shows by artists such as Daft Punk or Madonna integrate huge visual elements, including lighting and pyrotechnic effects, to create an impressive visual spectacle that accompanies their performances.

Modern technologies open up wide horizons for artists to collaborate with other creative fields, such as interactive art, virtual reality, and art installations. This factor creates unique opportunities for developing and implementing interactive musical experiences and attracting new audiences. For example, the use of virtual reality in musical performances allows the audience to deeply interact with the performer or musical work, transforming them into the virtual world created on the basis of music. Also, interactive art installations embedded into musical performances can create impressive multi-sensory effects that help the audience to better perceive and understand musical content.

Conclusions. Therefore, the project approach in music art not only allows artists to realize their ideas and concepts, but also promotes the emergence of new innovations and experiments in the world of music. Thanks to it, artists develop their own creative process in the field of music, contributing to its dissemination and improvement, where integration reflects current trends in the music industry. In addition, music project activities stimulate the development of creative thinking and innovations in the music industry, contributing to the emergence of new ideas and approaches to music creation. Retaining its relevance in the modern world, music project activity remains an integral part of the creative environment and is an important tool for highlighting modern musical events and initiatives. It expands the boundaries of the art of music and ensures its continuous development, attracting new fans and creating unforgettable musical experiences for audiences.

Thus, music project activity can be characterized as an integrated creative activity aimed at the implementation of a specific idea, concept or task in musical context, which includes the phases of planning, organizing and implementing various music initiatives with the aim of creating high-quality musical products or achieving specific musical goals.

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