

WITHOUT A SONG OR A DANCE WHAT ARE WE?

Dr Julia Jones

@DrRockUK





This is me

CEO | Found in Music
& Author | The Music Diet

This is me

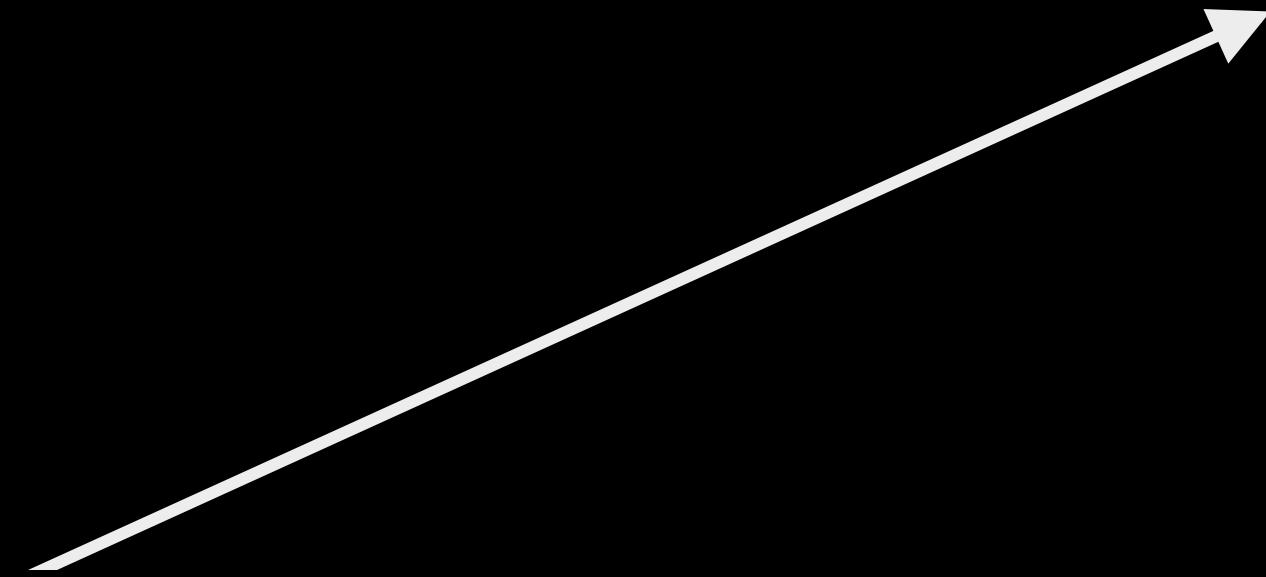
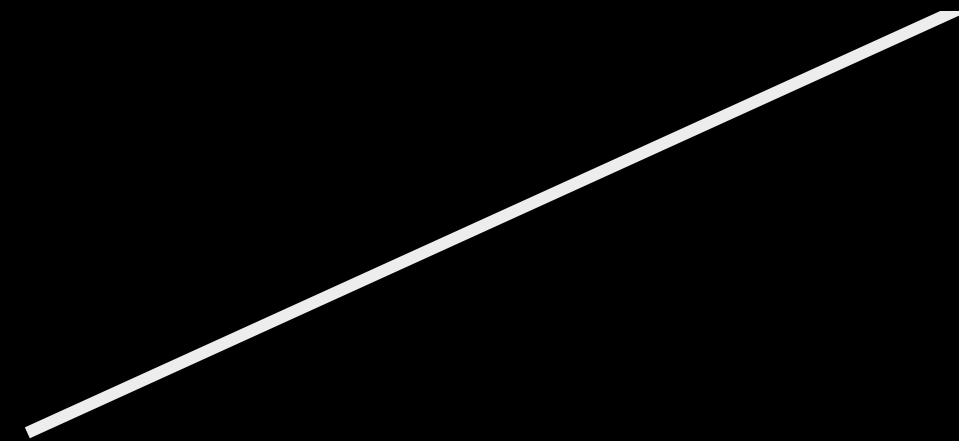
Dr Rock



1992

MUSIC NEUROSCIENCE

2019



MUSIC NEUROSCIENCE



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graph LR; MN[MUSIC NEUROSCIENCE] --> ES[ELITE SPORT]; MN --> H[Health]; MN --> CE[Customer Experience]; MN --> BE[Brand Experience]; MN --> DM[Destination Marketing]; MN --> P[Placemaking]; MN --> WD[Workplace Design]; MN --> WW[Workplace Wellbeing];
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ELITE
SPORT

Health

Customer
Experience

Brand
Experience

Destination
Marketing

Placemaking

Workplace
Design

Workplace
Wellbeing

THE POWER OF X IN DESIGN THINKING





**THE
BRAIN**

**THIS MAKES
DECISIONS**



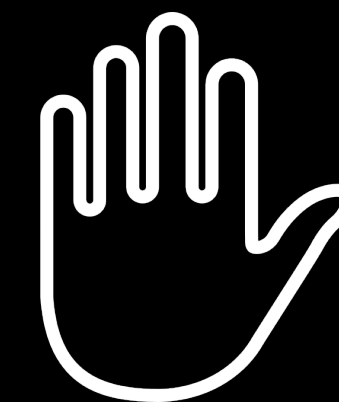
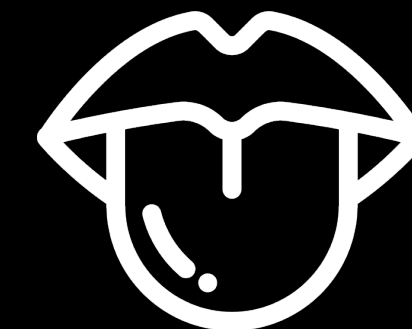
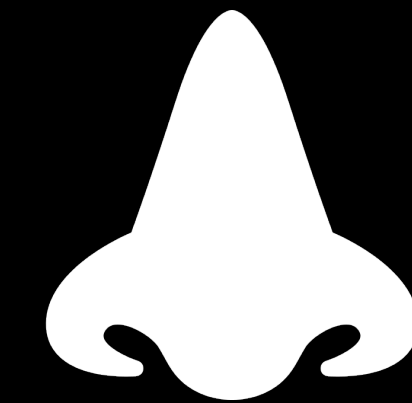
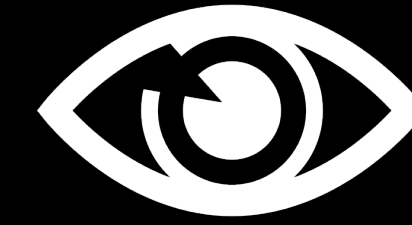
THE BRAIN

WE OBSESSIVELY LOOK AFTER THE
OUTSIDE
OF OUR BRAIN BOX

**THE
BRAIN**

**THESE
INFLUENCE THE
BRAIN**

+ MEMORIES





**THE
BRAIN**

**THIS ONE
IS PARTICULARLY
POWERFUL**

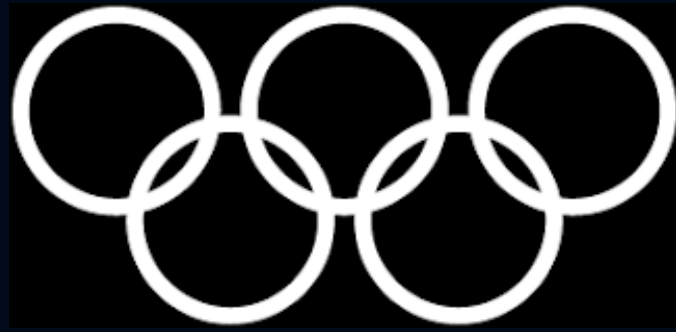


**TRY NOT TO
HEAR THIS**





**MUSIC
MAKES US
FEEL.....**



HUMANS ARE BORN
MUSICAL



POPULAR MUSIC
IS PARTICULARLY POWERFUL

IT CROSSES BOUNDARIES
& APPEALS TO MASS AUDIENCES

**MUSIC IS STILL
BOOMING**

**BUT WHO IS
WINNING?**



**MUSIC IS
MUCH
MORE
THAN
ENTERTAINMENT**

HEALTHY CITY DESIGN

1. PUBLIC SPACES







HEALTHY CITY DESIGN

1. PUBLIC SPACES

Bring people together

Embed acoustic design early

HEALTHY CITY DESIGN

1. PUBLIC SPACES

2. LOCAL INDUSTRIAL STRATEGY

Folkestone becomes the first Music Town

VENUES WILL CELEBRATE ACCOLADE THIS WEEKEND

By **STELA GINEVA**

stela.gineva@reachplc.com
@StelaGineva

FOLKESTONE is due to become the world's first Music Town today (September 26) after two years of work by Dr Julia Jones and her team.

A number of venues around Folkestone will be hosting gigs all weekend to celebrate the achievement.

A Music Town is one that fully recognises the power of music to drive economic success, public health and happiness, but also has a formal plan in place to achieve this.

Since January 2017, Dr Jones, author of the Music Diet, has worked with the council, local musicians, and music venues around Folkestone to fortify the infrastructure which would go on to make the town the first of its kind.

Dr Jones said: "Folkestone has an

amazing music heritage. The Jimi Hendrix experience played here in the 60s. It's got a very strong structure of venues, choirs, teachers, and very diverse music."

There are numerous Music Cities around the world, and in the UK, including London and Cardiff, but Folkestone will be the first town to be formally recognised in this way.

Speaking of the culmination of two years of work, Dr Jones said: "It's amazing honestly. There were periods where I was beginning to question whether we were going to be successful."

"Trying to align everyone's thinking was a bit of a rollercoaster ride and it's very inspiring we could do it."

She added: "I think we will see a lot more musicians moving to Folkestone."

"If I was a musician, I'd want to live in the world's first Music Town where

music is recognised as valuable. Everyone agrees that music is a hugely valuable asset to our society, that's what this message emphasizes - it's more than entertainment."

Dr Jones's research revealed that music is, in fact, more than just entertainment - people who listen to music see a positive impact on their general health and well-being.

She advises everyone incorporates music in their daily life. She said: "Definitely listen to music before bed time - society faces a dangerous sleep deprivation issue. Music is an exceptional vehicle for creating a relaxing mindset for sleep. And you're more likely to get high quality night sleep."

The Folkestone project doesn't end here for Dr Jones. As other towns follow suit, she will work to ensure Folkestone is the best music town in the world.



Dr Julia Jones depicted as "Dr Rock" by renowned photographer Rankin RANKIN





HMY

HEALTHY CITY DESIGN

2. LOCAL INDUSTRIAL STRATEGY

Recognise the 360° value of music in society (an asset)

Link up your policies and teams

HEALTHY CITY DESIGN

1. PUBLIC SPACES

2. LOCAL INDUSTRIAL STRATEGY

3. WORKPLACE DESIGN



HEALTHY CITY DESIGN

3. WORKPLACE DESIGN

Embed acoustics in early design

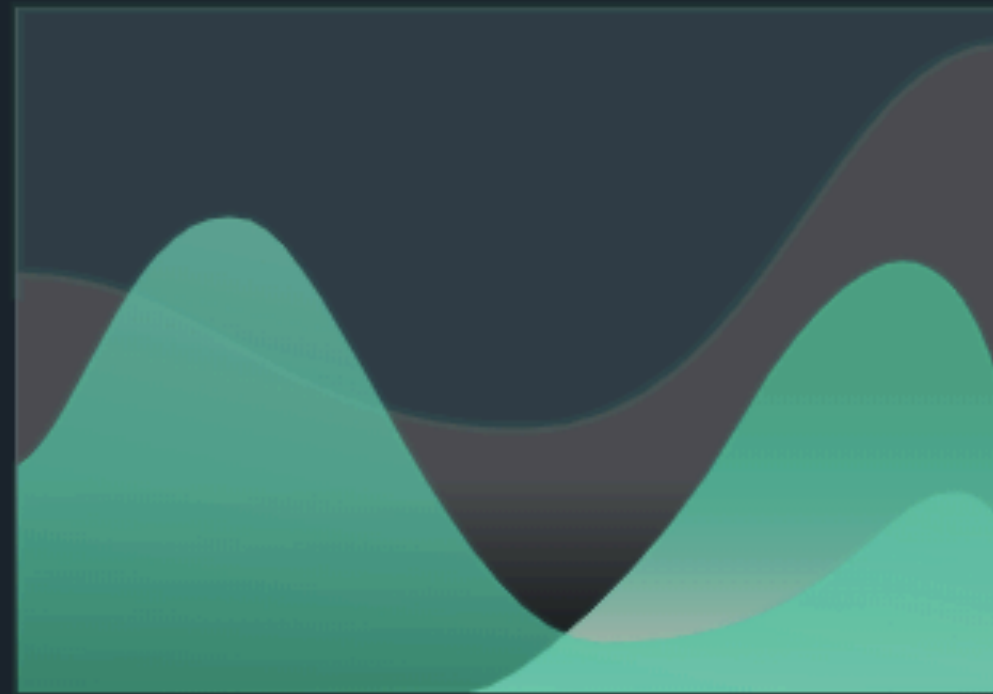
Modern workforces seek modern workplaces

**TECHNOLOGY WILL
DRIVE NEW
OPPORTUNITIES &
INNOVATION**

THE MUSIC DIET

Workplace Wellbeing

+447870604979



Now Playing

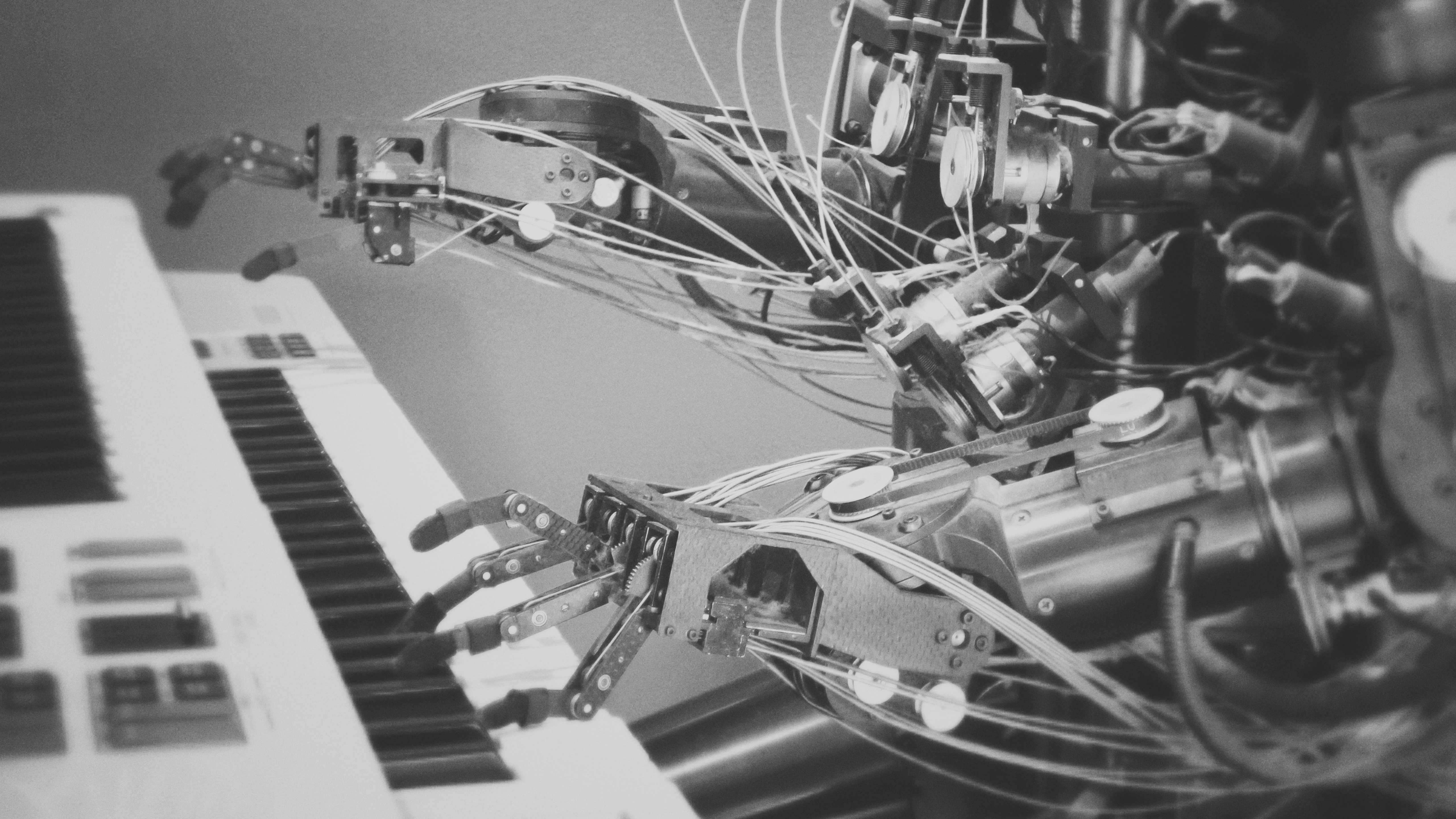
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Channel

- ✓ 10 min Energiser
- 15 min Focus
- 15 min Relaxation
- 20 min Pomodoro
- 30 min Rapid Task Immersion

Previous Five Tracks



SO, WHAT CAN YOU DO?

ACKNOWLEDGE THE EVIDENCE

WORK WITH EXPERTS & BE AMBITIOUS

EMBED THESE **MX** PRINCIPLES IN YOUR WORK

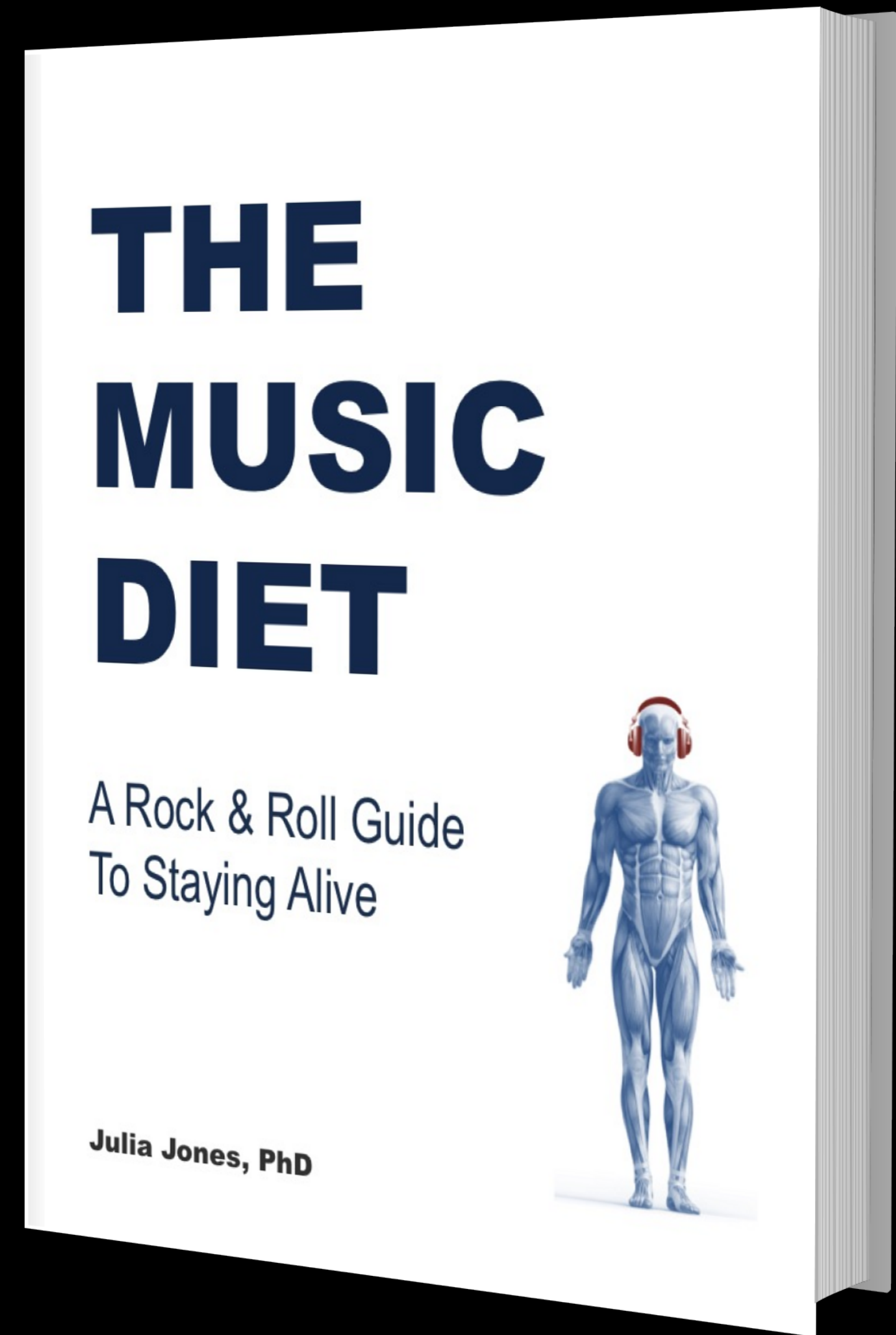
**UTOPIA
IS
NOT
SILENT**

THE MUSIC DIET

Consume a little music every day

[amazon.co.uk](https://www.amazon.co.uk)

www.musicdiet.co.uk



TONIGHT

I'M GONNA HAVE MYSELF

A REAL GOOD TIME

I FEEL ALIVE

AND THE WORLD

I'LL TURN IT INSIDE OUT YEAH

AND FLOATING AROUND IN
ECSTASY

SO DON'T STOP ME NOW

DON'T STOP ME

CAUSE I'M HAVING A GOOD TIME

HAVING A GOOD TIME

I'M A SHOOTING STAR LEAPING

THROUGH THE SKY

LIKE A TIGER

DEFYING THE LAWS OF GRAVITY

I'M A RACING CAR PASSING BY

LIKE LADY GODIVA

I'M GONNA GO – GO - GO

THERE'S NO STOPPING ME

I'M BURNING THROUGH THE SKY YEAH

TWO HUNDRED DEGREES

THAT'S WHY THEY CALL ME

MISTER FAHRENHEIT

I'M TRAVELLING AT THE
SPEED OF LIGHT

I WANT TO MAKE A SUPERSONIC
MAN OUT OF YOU

DON'T STOP ME NOW

I'M HAVING SUCH A GOOD TIME

I'M HAVING A BALL

DON'T STOP ME NOW

IF YOU WANNA HAVE A GOOD TIME

JUST GIVE ME A CALL

DON'T STOP ME NOW

DON'T STOP ME NOW

I DON'T WANT TO STOP AT ALL



THANKS FOR LISTENING

@DRROCKUK
JULIA@FOUNDINMUSIC.COM