

Thunderboom

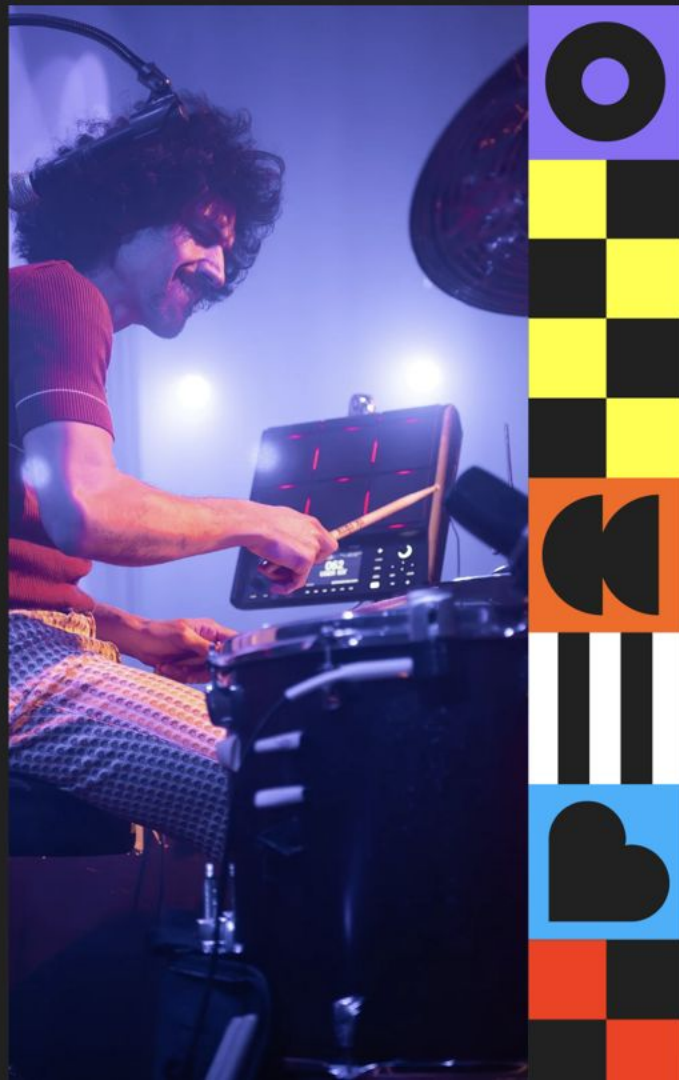
Next Stage AR



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Non-profit innovatielab voor de muziek industrie

 Thunderboom





Transparant



Aanvullend



Inclusief

How We Work

**Trends binnen de
wereldwijde
muziekindustrie.**

**Creatieve R&D samen met
artiesten, podia, docenten,
etc.**

**Delen van ervaringen en
kennis met de bredere
muziekindustrie.**

1. Nieuwe tools

2. Showcases

3. Onderwijs



Results

Next Stage AR

**Thunderboom / VNPF / Paradiso / Melkweg
Amsterdamse Bostheater / Superposition**

Met steun van Cultuurloket DigitALL

Waarom Augmented Reality (AR)?

- **AR heeft al bewezen potentieel**
- **Iedereen heeft een smartphone**
- **De toepassing is eenvoudig**
- **Veel artistieke en economische mogelijkheden**



Setup

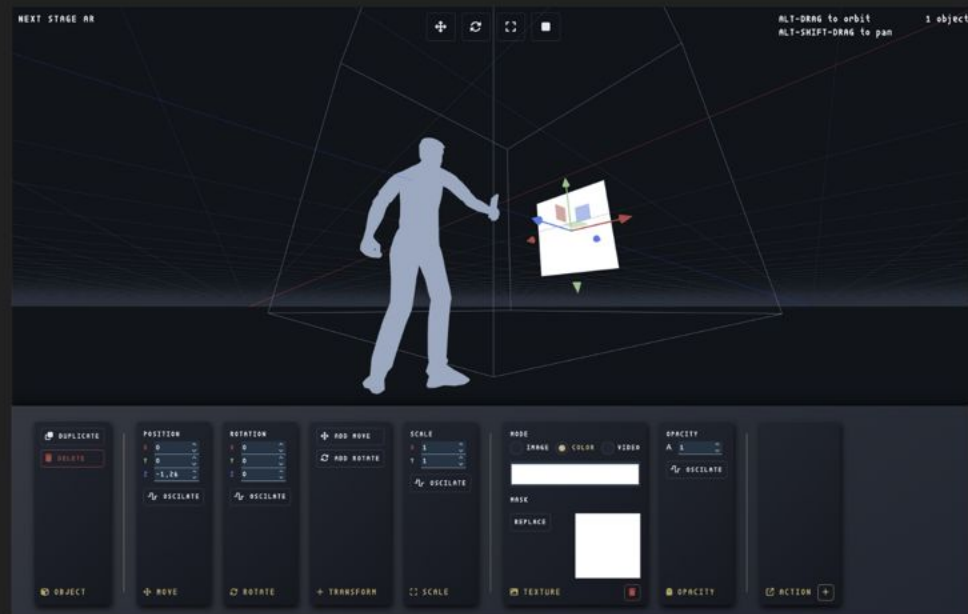


9 Case Studies

Venue	Event	Date	Type of AR experience	Research method
Paradiso	Cafe Vanguard	15-08-2024	An artist-driven AR performance where AR layers were developed for two of the performing artists to use during their live performances.	TE, AO, AS, TE
Paradiso	Tones	May 2025	Interactive digital program, available for audiences prior to the event, through QR codes that were printed on posters around town.	TE
Paradiso	The Next Gen	06-07-2025	Business cards with an AR experience with information on all 15 performers and their details were handed out to the audience.	TE, AO
Melkweg	Hightea	25-10-2024	AR utility for audience navigation.	TE
Melkweg	Oyster	15-02-2025	AR based time schedules and touring.	TE, AO, OI
Melkweg	Yaro Mila	11-04-2025	Business cards handed out with a QR code with visual enhancement of the live performance through the deployment of several creative AR layers. These were executed at stages, starting before the show, and then took place on four occasions during the show.	TE, AO, OI, AS
Bostheater	Zeevlinder & Bosfest	30-08-2024	AR embedded in nature-based performances.	TE
Bostheater	AR Walk	28-08-2024 / 07-09-2024	Multiple AR experiences in a walk through the forest.	TE
Bostheater	40 years Bostheater	Summer 2025	Location-based storytelling experience about the history of the theatre.	TE



Custom AR Tool





Uitdagingen

Organizational & Technical Concerns

- Who "owns" AR? Production, marketing, external?
- Venue teams may lack time or skills.
- Smaller venues lack resources for tech adoption.

Financial & Logistical Barriers

- Smaller venues lack budget, rely on volunteers.
- Would need interns or external help to manage AR.

Risk of Gimmickry

- Fear AR might lose impact through repetition.
- Creative renewal is hard to sustain without available staff.

Audience-Related Concerns

- Younger and tech-savvy audiences are more likely to engage.
- Older or genre-specific crowds may resist phone use.
- Risk of disrupting the concert (distraction, chatter).
- Reliance on smartphones may exclude some users.

Legal & Ethical Questions

- Artist contracts may limit AR use (e.g., image rights, copyright)
- Need to consider IP and international artists unfamiliar with AR norms.

Kansen

	Before show	During show	After show
Creative Expression AR as part of artistic and creative output of the event.	• Creative filters • Virtual stage previews • Immersive storytelling • Artistic branding	• Stage design • Immersive storytelling • Audience interaction	• Recaps with AR highlights
Marketing AR to promote the event, create branded content or build hype.	• Promotion • Exclusive content	• Event branding • Exclusive content	• Exclusive content
Audience Services AR used to support audience logistics and experience.	• Wayfinding • Information provision	• Wayfinding • Information provision	• Wayfinding • Information provision





Alle resultaten

www.thunderboomrecords.com

[/posts/full-report-ar-for-music-venues](#)

 **Thunderboom**