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**DR PAUL THOMPSON
CREATIVITY IN THE RECORDING
STUDIO: ALTERNATIVE TAKES**

KNOWLEDGE EXCHANGE FRAMEWORK DATA COLLECTION

February 2023

The University's Research & Enterprise Service has requested information on knowledge exchange and engagement with the public and communities. Please complete the form below and return it to Professor Simon Morris (S.DC.Morris@leedsbeckett.ac.uk) and Dr Tina Conkar (t.conkar@leedsbeckett.ac.uk) by **21 February 2023**. Many thanks for your support with information gathering for this submission.

Name:	Dr Paul Thompson
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School:	LSA

Please use the template below to detail information on all projects you have undertaken since 1 January 2019 that involved public and community engagement. Please use one form per project.



Project Title:	Creativity in the Recording Studio: Alternative Takes
Project Date(s):	22/11/21, 14/03/22, 9/11/23
URL Link to Project:	Abbey Road Institute - https://twitter.com/AbbeyRoadInst/status/1463206309545844737?s=20 University of Liverpool - https://www.liverpool.ac.uk/music/study/postgraduate-taught/the-beatles-ma/ Drexel University - https://drexel.edu/provost/news-events/academic-events/details/?eid=36960&iid=99010
Brief Description of Project (250-1000 words max.) In the field below please give a brief outline of the project and what it entailed.	<p>Dr Paul Thompson, Reader in Popular Music at Leeds Beckett University's Leeds School of Arts delivered a series of talks at institutions both in the UK and the USA to students who are exploring topics related to the Beatles, their creativity and record production. The Abbey Road Institute is a specialist music production school founded at the world-famous Abbey Road Studios where the Beatles recorded a significant amount of their work. They deliver a professional one-year Advanced Diploma in Music Production and Sound Engineering. The University of Liverpool launched MA The Beatles: Music Industry and Heritage in September 2021. The programme aims to reframe and extend contemporary discourse about the Beatles beyond the historical and musicological into a broader and more robust 21st-century context.</p>

The interactive talks were designed to encourage students to take an alternative perspective on creativity and engage them in studying the work of the Beatles and their record production in a way that hasn't been done before. The talks were underpinned by research from Chapter 6 of Paul's book *Creativity in the Recording Studio: Alternative Takes* (2019), which explores the creative system of songwriting and the specific example of 'Strawberry Fields Forever' (1967), written by John Lennon and Paul McCartney. The goal of the project is to inspire students, cultivate knowledge-exchange networks and stimulate discussion and self-reflection.

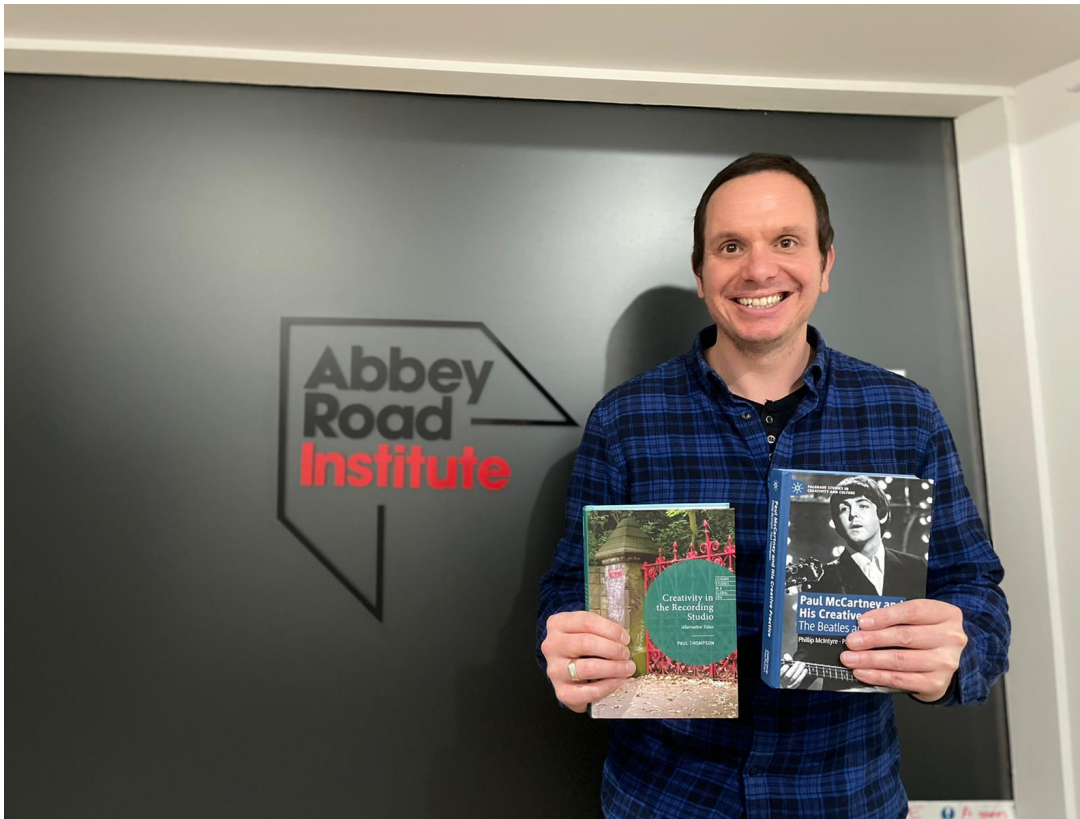
<p>Organisations Engaged with: Please list the names of any organisations engaged with, such as Schools or Community Groups.</p>	<p>Abbey Road Institute, London, UK. University of Liverpool, Liverpool, UK. Drexel University, Philadelphia, UK.</p>	<p>Total participants: Please give an approximate figure for the number of people who engaged with your project.</p>	<p>65 students approx.</p>
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<p>Knowledge Exchange Outcomes: If relevant, in brief, please describe any knowledge exchange outcomes such as new approaches to working with a community.</p>	<p>The interactive talks lead students through over one hundred years of research into creativity with two Knowledge Exchange Outcomes. Firstly, for students to gain a greater understanding of creativity research more broadly and appreciate contemporary approaches to studying creative practice. Secondly, the interactive talks encourage students to take a fresh perspective on the musical practices of the Beatles, which in-turn, helps to encourage them to reflect on their own musical work and practices and employ these models for their own creativity and thinking.</p>
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Quotes
In the field below please include any relevant quotes that you would like to share which evidence the knowledge exchange and engagement your project received.

	<p>Carlos Lellis, Programme Director Abbey Road Institute – “Thank you for the brilliant guest talk, I feel that the students left it very stimulated and some of them will definitely investigate the subjects you covered further.”</p>
	<p>Dr Holly Tessler, Course Leader, The Beatles: Music Industry and Heritage - “I just wanted to say thanks very much for such a fascinating talk this morning. The students (and I!) absolutely loved it! As I mentioned, the way the degree is organised means there isn't much scope for talking about the Beatles' musicality and creativity, so I'm sure they welcomed the change of pace.”</p>

Images



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How do you define creativity? 🤔
Dissecting The Beatles "Strawberry Fields Forever", guest lecturer [@Paulthompson81](#) came in last Friday, and looked at the domain of commercial songwriting and discovered how authenticity and originality can produce a signature song. 🎵

