

# Trove Secondary Research

## Summary

### Organization

#### Common method

Typically by genre groupings and then by last name of artist or band name.

This is what record stores do

Can be further organized by chronology

#### Alternatives

- Album Title
- Autobiographically
- Chronologically
- Color
- Value
- Last Played
- Last Name & Band Name

### Why Vinyl?

#### Auditory Quality

- Sound is warm and rich
- Lossless quality vs compression

#### Tactile Experience

- Physical engagement with something material
- The experience of unpackaging something
- Inserts and other elements sometimes inside
- Buying records is a human experience in store

#### Visuals

- Album covers and inner sleeve art
- Lyrics and photographs

#### Awareness

- Information about artists, musicians, producers, recording studio, date recorded, label, lyrics, # pressings, etc. are announced on the product
- Gives awareness and appreciation to various roles to make an album

- Etchings are a personal touch by the artists and one-of-a kind

## Music Appreciation

- Develop better taste and awareness of music
- You focus on hearing the album as a whole and not just tracks

## Investment and Value

- It's an investment since you actually own it
- They hold their value and can be sold

## Crate Digging

Digging through crates at record stores, flea markets, garage sales, thrift shops, and the like, in the hopes of finding an interesting and obscure piece of art and history.

## Obscurity

- The idea of finding a lost treasure or piece of history
- Close-knit but competitive community with levels of rivalry and admiration
- Very niche and considered oddball by most people but accepted

## Beyond Rarity and Value

"We're music archaeologists. We're hunting down the lost artifact."

"Beautiful art deserves to be cherished, shared, and re-discovered."

"Go beyond the algorithm."

- Cultural preservation
- Music archivists
- Curators for the next generation
- Completion of a personal list
- Finding lost and forgotten treasures
- Saving an endangered species
- Saves art and gives it a second chance
- Treasure is in the wild and not online
- Holding on and saving the ones that mean something
- Researching into the artist
- Sharing in form of album reissues, radio shows, articles
- Belief in human recommendations over algorithms
- An autobiography of sorts into the collector
- An alternative to the mainstream music channels