Discovering Cultural Resonance: Augmented Reality for Immersive Local Music Experiences

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• Abstract

This study addresses: "How to aid people in discovering local music culture?" Exploring engagement enhancement, language barriers breakdown, and tech's role. The project aims to design an Augmented Reality (AR) app, offering immersive journeys into diverse music cultures. This app bridges tech and culture, connecting users to the global soundscape.

• Introduction & Background

In the global pandemic of 2019, traditional music cultures are facing seismic disruption, prompting attempts to engage and experience music cultures in other ways, such as utilizing augmented reality (AR) technology. The engagement of this technology aims to expand participation, accessibility, and cross–cultural appreciation of local musical traditions. This study delves into the potential of augmented reality technology to enhance users' immersive experience of music culture. Focusing on a representative cultural element, it investigates how AR can enhance perception, participation, and emotional resonance.

• Study Methodology

Literature Research
Questionnaires
Data analysis

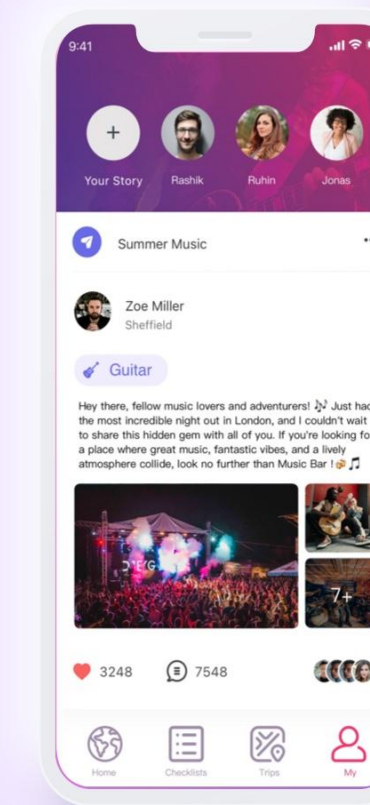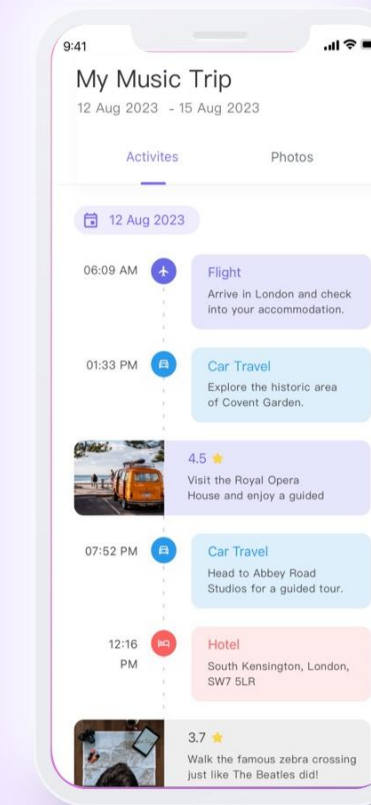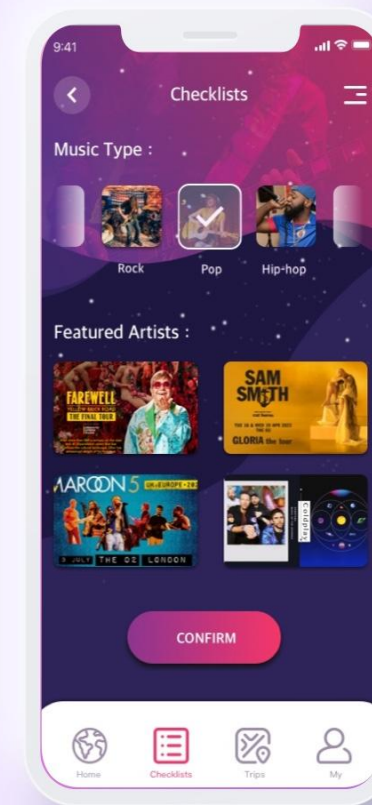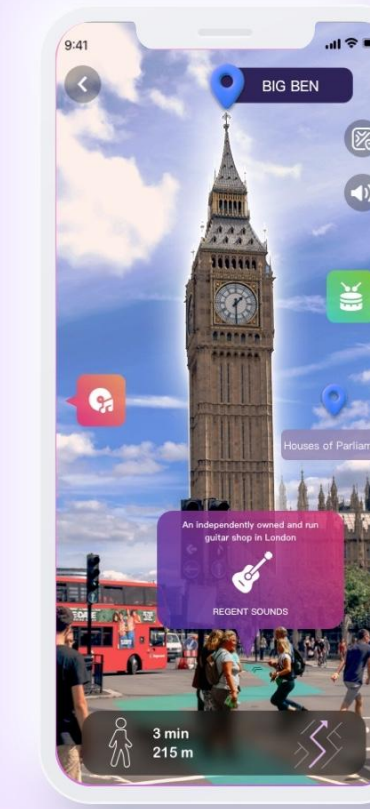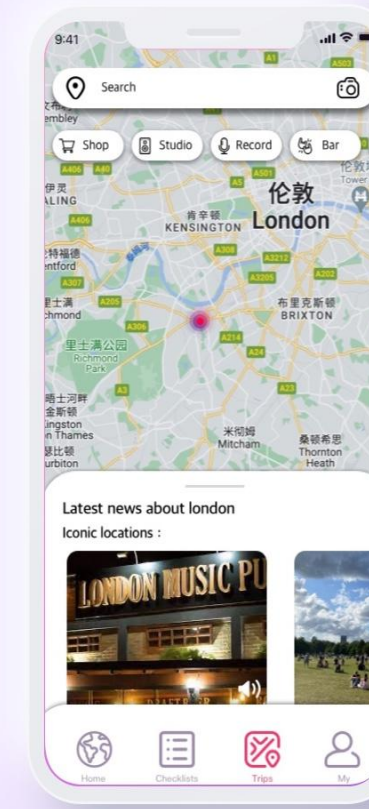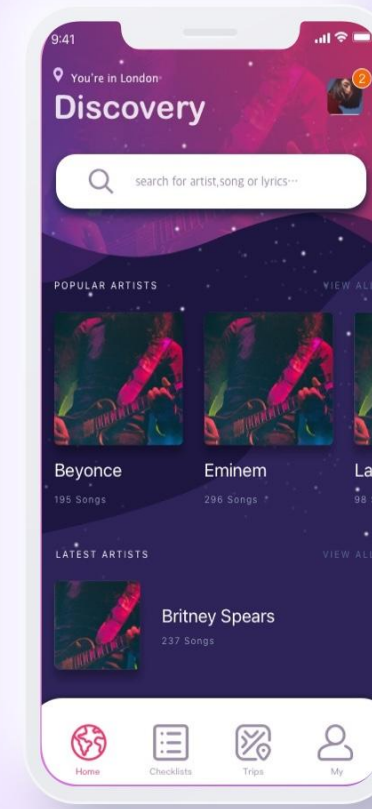Solutions design
Low–Fi
Usability testing
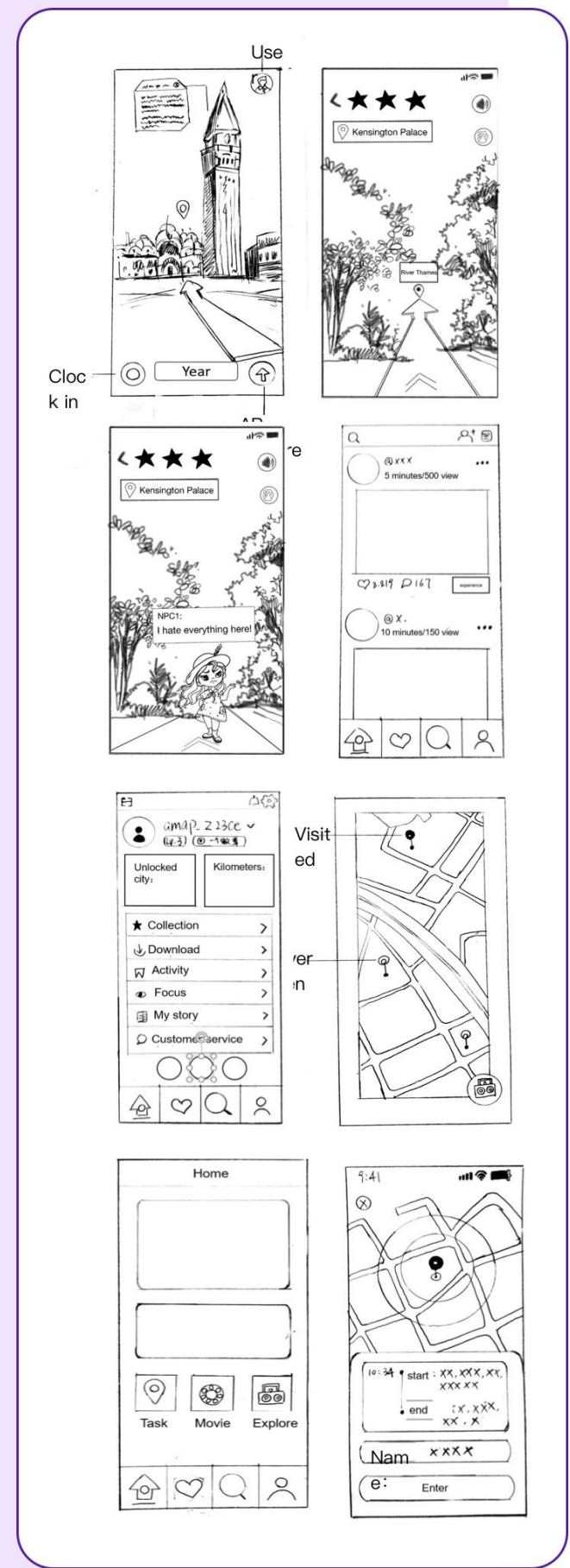
Results
Hi–Fi

• Testing & Evaluation

1. Task: Scan a landmark in London to access information about its music history.

2. Task: Plan a music tour for a specific date, selecting venues and music–related points of interest in London.
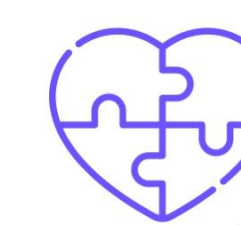
Design

Hi–Fi

Low–Fi

Rresearch Results

- The results of the questionnaire showed that challenges included access to resources, language barriers, venue searches, and limited knowledge of local music.

- Both test scenarios show the potential of AR technology to merge with music culture to create an interactive and personalised music experience for users.

Conclusions & Future Work

Cultural diversity

Music

This paper explores the transformative potential of integrating augmented reality (AR) into music culture, enhancing engagement and cross–cultural understanding. AR merges virtual and real elements, preserving diverse musical traditions. Challenges like technical limits and accessibility must be addressed for wider adoption. Future research can personalize AR experiences, transform music education, and enhance collaboration among technologists, institutions, and musicians. Addressing accessibility and refining interfaces will maximize AR's impact.