

Chrysalis: A Concert Experience



*An analysis of what spaces Chrysalis resides in,
and the impact it will make.*

What is Chrysalis?



Music is one of the few things that has the ability to unite people. This has never been more true for live music experiences. However, live music is not accessible to everyone.

Anxiety is a prevalent barrier keeping people from going to live music events. According to the World Health Organization, anxiety affects 395 million people as of 2021 (“Anxiety disorders.”). A common form of anxiety is social anxiety, which is anxiety caused by unfamiliar social settings, The National Institute of Health reports 12.1% of American adults experience social anxiety at some point in their lives (“Social Anxiety Disorder”).

Chrysalis is designed to overcome this barrier. By utilizing a small venue, establishing safe spaces, providing support, and fostering community, Chrysalis is a live music experience made to help people break out of their cocoons and flourish. We will help them transform into the people they want to become.

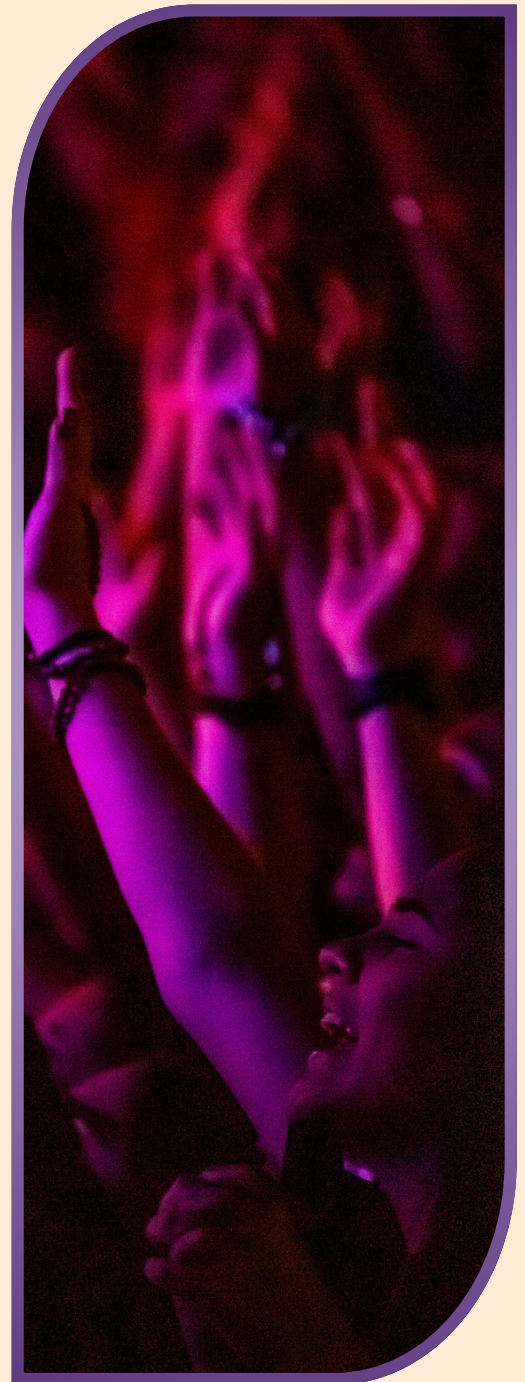
The Live Music Experience

Typically, live music experiences occur in large venues with large crowds. A well-known music act will also usually headline a show, with a smaller act performing a smaller set beforehand.

Many concert goers - not just those with anxiety - report stress over the size of audiences, security policies, parking availability, and sound volume. From personal experience, I have also worried about feeling of isolation due to not knowing the headliner well.

However, live music does have its benefits. When talking about their experience, one Reddit user said, “The lights, the energy in the air and just the shared love of the same singer really makes it a positive experience!” (jjaaint). Another user shared a similar experience of making new friends through the event (cinnabetch).

The goal of Chrysalis is to heighten the positives of the live music experience, and limit the negatives.



Experience Ecosystems

While Chrysalis most clearly falls into the live music experience, three other relevant ecosystems are listed below:

Specialized Experience #1

Chrysalis is a *specialized* live music event, meaning it is designed for a specific type of audience. Different forms of universal design will be pivotal in the development process. Things like clear communication, quiet rooms, and other accommodations will all be implemented for the benefit of attendees with anxiety (but can still be helpful for others).

Mental Wellbeing Experience #2

Mental wellbeing is at the core of Chrysalis. While different accommodations (mentioned above) will be incorporated into the event, there will also be opportunities for attendees to face their anxieties head on. Chrysalis can act as a type of exposure therapy and help people start overcoming their struggles.

Community Experience #3

One of Chrysalis' main objectives is to build community among people with anxiety and music-lovers alike. This means different strategies for community bonding need to be built into the experience. Attendees will be encouraged to start conversations with one another (either in-person or online before the event), participate in activities, and form strong relationships.

Benefactors & Impacts

Individuals with Anxiety

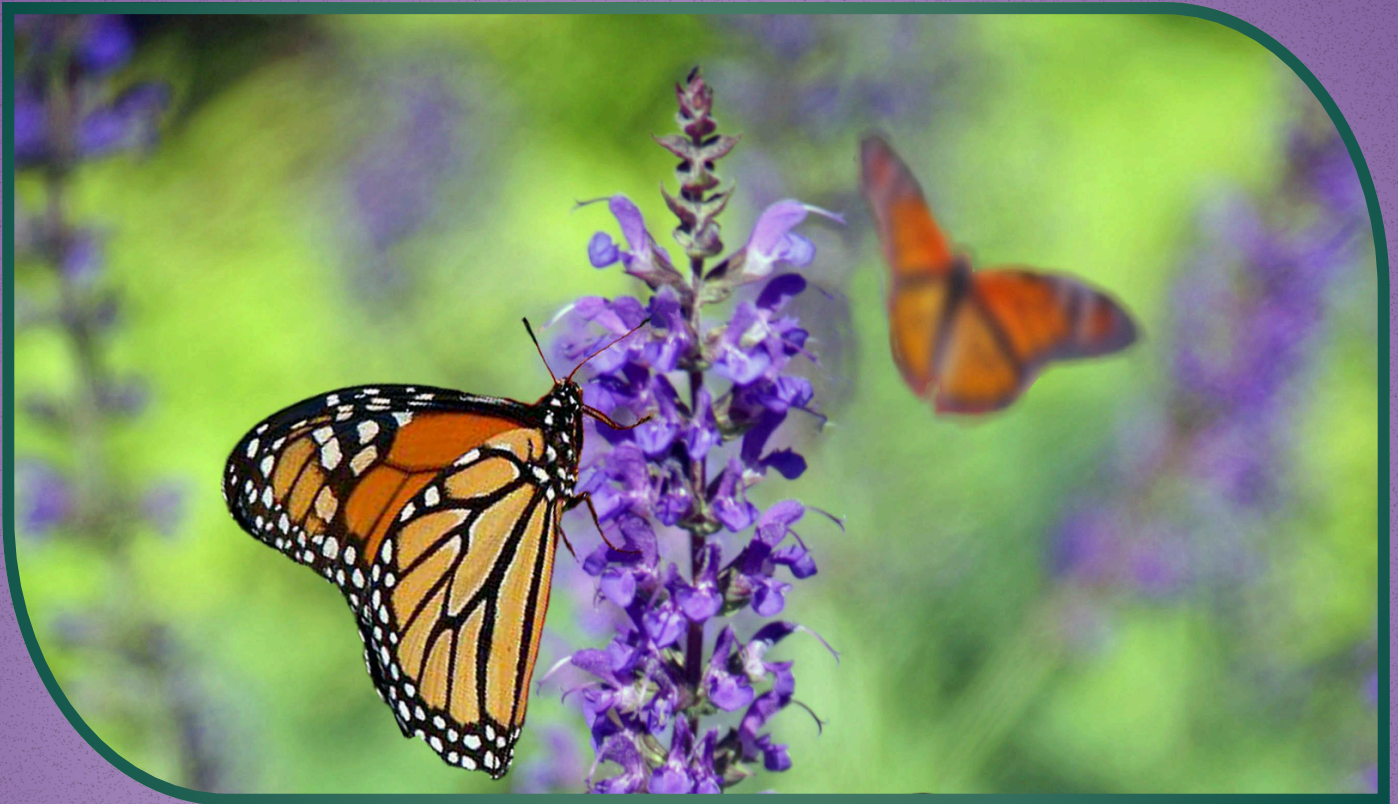
Most notably, Chrysalis will provide support for people who have anxiety. The event will be a safe space for people to start coming out of their comfort shells. Attendees will be able to do something they may have been too anxious to do previously with people who understand what they are going through. They hopefully will be encouraged to attend more concerts in the future.

Small Local Artists

We plan on have multiple small local acts headline the show. Chrysalis can be the perfect opportunity for small artists to grow in popularity. Billboard found that artists received a median 42% boost in music streams after performing a concert (Frankenberg).

Sponsors

Any sponsors who choose to support the event can benefit in many different ways. One of the biggest ways is the act of contributing to a live music event, which have boomed in popularity as of recently. They can also improve their brand image by supporting an event centered in mental health advocacy. Additionally, sponsors already operating within the music industry can find new talent/good openers through the featured acts.



Thank You

Works Cited

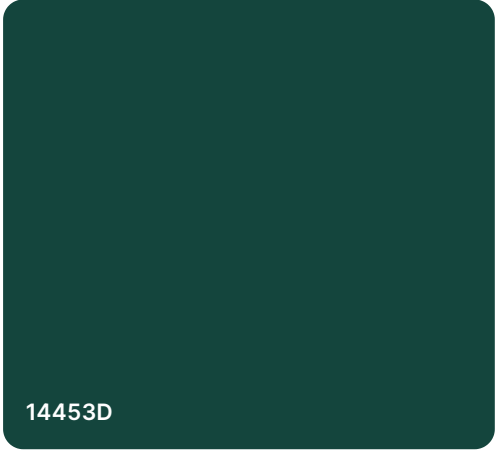
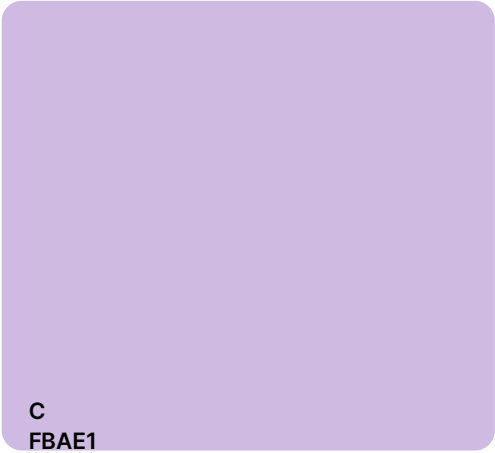
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