



Verity Pabla / I'm Not A Machine Music & The Pips

**Mapping Women's Suffrage – Creative Collaboration:**

***Objectives***

- 1.** Write and record a new and original contemporary song in the Singer-Songwriter genre, which lyrically, and in atmosphere, reflects the themes of women's suffrage
- 2.** Deliver the song in a manner that allows for usage across the research project as and when it is deemed relevant, including the addition of track edits, such as an Instrumental Version and Underscore Version to maximise the ways of being able to use the artistic output
- 3.** Deliver additional digital content that supports the showcasing of the song and its' link to stories from the women's suffrage movement

**Notes:**

Following our initial conversation, we decided to work with the local band *The Pips* on the development and delivery of a brand new song inspired by and recorded for the Mapping Women's Suffrage research project. Given "lockdown" measures the artists wrote and recorded in a safe manner from their home studio set-ups and we incorporated the support of experienced musicians and a music producer who worked with the recordings in order to develop the final outputs, which consist of a full length vocal based acoustic song, with a selection of alternative and instrumental versions. Additionally *The Pips* recorded a video where each artist describes the impact this collaboration has had on them and the inspiration they derived from the research.

Given the nuanced requirements of writing and recording, I have been in the position take an Executive Producer role to ensure all elements of the project are covered and, given the nature of music copyrights, this has been delivered in a manner that can see the output have potential for a life beyond the lifespan of the 'Coventry Creates' project. For example, with permission and

consultation with all parties, we can aim to commercially release the song and thus potentially drive a new audience to the Mapping Women's Suffrage project, whilst also supporting the artists in maximising their creative work. I offer more detail on my music brand *I'm Not A Machine* and myself, as well as links to *The Pips*, below.

*The Pips:*

[www.facebook.com/thepipsmusicuk](http://www.facebook.com/thepipsmusicuk)

[www.instagram.com/the.pips.uk](http://www.instagram.com/the.pips.uk)

[www.youtube.com/user/thepipsmusicuk](http://www.youtube.com/user/thepipsmusicuk)

*I'm Not A Machine:*

[www.imnotamachine.com](http://www.imnotamachine.com)

[www.facebook.com/imnotamachinemusic](http://www.facebook.com/imnotamachinemusic)

[www.instagram.com/imnotamachinemusic](http://www.instagram.com/imnotamachinemusic)

[www.twitter.com/imnotamachine](http://www.twitter.com/imnotamachine)

*What is I'm Not A Machine?*

I'm Not A Machine (INAM) is an international music licensing company run by singer songwriter Verity Pabla out of the city of Coventry. Specialising in music for media—INAM is a sync agency, production music label and music publisher representing & supporting emerging UK & USA artists, particularly in the genres of Singer-Songwriter, Electronica, and Grime.

*Vision Statement of I'm Not A Machine*

Here at I'm Not A Machine we're all (and only) about being who you are—staying true to your own path and artistry. We don't make soundalikes and, although there's a bunch of other artists that we love the music of, we don't want to sound like anyone else. Our style and sound is authentic to the individual artist. We embrace and embody independence, storytelling, and freedom—moved by the will to create. That doesn't make us anarchists but does mean that we value the individual desire to be your 'own authority'! What really matters anyway? We believe that positively contributing to being on the planet, not having sheep (or follower—as we like and respect sheep) mentality and shining your light as brightly as possible is what matters. So—be genuine, be kind, be who you truly are!

*Core Values Statement of I'm Not A Machine*

I'm Not A Machine has a commitment: to being and encouraging independence; to holding the space for and honouring the narratives of our artists, partners & clients; to embodying authenticity through all of our work and relationships; to being moved to create & to always strive toward the advancement of our Just Cause—to make the world a better place!

### *Information on previous projects undertaken by I'm Not A Machine*

INAM has represented artists original recorded music since its' launch in December 2013. The current roster of artists/catalogue of music represented for sync, publishing, and production music can be seen at <http://imnotamachinemusic.com/artists> This includes music from Coventry artists Skatta, ShadowCV6, Motif, and Stylusboy, as well as Coventry born Guy Called Greg. INAM has also worked with and maintains relationships with Si Hayden, Bella Deanie, Francesca Egan, Wes Finch, Kel Elliott and others. INAM is a trusted source of music for music supervisors, production music libraries, and sync agent partners in particular. Some of our media placements can be viewed at <http://imnotamachinemusic.com/licensing> whilst most of our label releases can be found at <https://www.beatport.com/label/im-not-a-machine-music/72300>

### *Background on Verity Pabla*

As the sole founder of INAM, I run all aspects of the business from my base at ICE on the Technology Park (or, presently, from my Wyken home). I have supported the development of a range of artists in the area of their recorded music and especially in enabling a better understanding of copyrights and music licensing; I have formally undertaken artist development with the likes of Skatta and ShadowCV6 and seen both of their careers grow. I have obtained for these artists funding through PRS Foundation's Emerging Artists Fund and the Help Musicians Transmission Fund, whilst supporting single and album releases, and opening up opportunities for their work beyond the recorded music. As a singer songwriter that runs a music business, I straddle both 'worlds' and help artists who develop great new music to see and to capitalise upon opportunities beyond the obvious. I'm a strong advocate for independent musicians leading the lead on their careers with vision and purpose, and I have been in the SheSaid.So Alt. Top 100 Power list as recognition for my work in the music industry so far. I am also a distinction grade Masters student at the WaterBear music school for Music Industry Innovation & Enterprise. I continue to make recorded music as an artist and in co-writes collaborations with other artists and producers, in Coventry, London, Los Angeles, Auckland, and beyond!