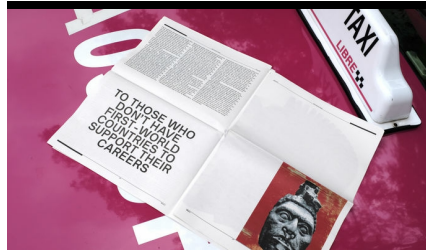


# NEXT ELEVEN PAPER MERGES MUSIC WITH AR

By Livvy Houghton and Holly Friend

13 : 03 : 2019    Media : Music : Augmented Reality



Mexico – The publication promotes music from the Next Eleven countries, or N-11, to global digital and analogue listeners.

The first issue of **Next Eleven Paper** focuses on the underground music scene in Mexico, taking inspiration from the country's rich culture and vibrant colours. Combining digital and physical experiences, the newspaper invites users to scan the pages with the N-11 app, which then plays music. If more than one image is scanned the music mixes together to create new sounds.

Giacomo Bastianelli, the project's designer, believes that countries such as Mexico, Egypt, Indonesia and Pakistan will revolutionise the music scene. 'Their over-driven economic metabolisms will generate all manner of social tensions and cultural rifts, which could spawn some 21st-century musical form that might take the world by storm just like jazz and rock'n'roll did in their day,' he **tells** It's Nice That.

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