

**An Exploration into the Impacts of Attending Live Music Events on Emotional wellbeing,
Community identity and arousing emotions.**

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ABSTRACT

This study, using the well-known Egyptian composer Omar Khairat's live music event as a case study, aims to reveal the impact of attending live music events on the emotional wellbeing of Egyptian expatriate attendees. It explores how live music events can contribute to shaping community identity by enabling and enhancing social cohesion and sustainability.

An interpretivist approach was employed to unpack attendees' responses in order to answer the overarching research question of 'How the live music events of Omar Khairat influence the emotional wellbeing, cultural identity and the aroused emotions of the Egyptian Expatriates?' Furthermore, adopting an interpretivist approach allowed for the interviewees to share their personal experiences of attending live music event, specifically the physical and social impact on Egyptian expatriates of immersing themselves in the live music of Omar Khairat.

Semi-structured interviews were undertaken with 12 adult event attendees aged between 30 and 55 and are admirers of Omar Khairat's music, to analyze their viewpoints towards such a culturally significant event outside and inside Egypt

Although the physical and cognitive advances of live music events are explored in previous studies. There is limited research on emotions aroused whilst attending a live music event and this study is expanding on the unrevealed causes behind the aroused emotions while being to such cultural event.

Primary research that was carried out focused on the positive outcomes of attending live music events. The interviewees' responses emphasized social cohesion, liminality, authenticity, escapism, entertainment, pride and nostalgia, all of which correspond to themes explored in the literature review. Surprisingly, the primary research highlighted some negative outcomes, such as low production quality and deprived event design and management, that jeopardized few candidates live aspect of the event experience. The research is suggesting that these negative concerns could be reflected in future research beyond the remit of this study.

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CHAPTER 1 – INTRODUCTION

1.1 Overview

This chapter provides an overview of the thesis. First though, it is important to share the personal experience which led to the suggested hypotheses. Attending a live music event in 2009 of an Egyptian contemporary pianist and composer Omar Khairat had a profound and long-lasting effect on me. The concert took place in Qatar, and was mainly attended by Egyptian expatriates. It induced feelings of nostalgia and solidarity among this group who live outside of their home country. Many weeks later it became apparent that the event, the music and the immersive experience continued to resonate with all of my fellow event goers. This experience forms the basis of the research; *An exploration into the impact of attending live music events of Omar Khairat on the Egyptian Expatriates aroused emotions, emotional wellbeing, community identity, social cohesion and sustainability.*

An overview of the objectives of this study is provided in this section and each chapter is succinctly defined.

The objectives that underpin the overarching aim of this research project are to:

- Determine what motivates attendees to join a live music event.
- Explore the impact of the live music event experience on the attendees' wellbeing and community identity.
- Investigate the positive outcomes of music on emotion.

The above objectives are reinforced by the following themes discussed in the literature review (chapter two):

1.2 Social cohesion, community identity and social sustainability

This theme examines the existing literature on the study of the influence of live music events in shaping social identities, and how it provides a gathering platform for people with similar taste in music (Turino 2009; Wolcott 2016). It explains that live music events provide an intangible effect to connect the audience with their own identity (Black 2016; Duffy and Mair 2018). Finally, it describes the live music events role in strengthening the sense of belonging required to sustain cultures and communities (Duffy 2014; Gibson and Connell 2005; Crump 2015).

1.3 Event experience, escapism and entertainment (liminality and communitas)

This theme illustrates how music enables escapism and liminality; listening to music creates a liminal space where audiences can escape from daily life and being completely immersed in the live music event experience (Duffy and Mair 2018).

1.4 Nostalgic emotions and authenticity

Listening to music is considered a source of pleasure that contributes to individual wellbeing. As suggested by the research done by Lamont in 2012, live performances can generate memorable experiences for an audience and it can help them to maintain their emotional welfare (Lamont 2012; [Suttie 2015](#)). Alternative research by Fields in 2001, confirms the benefit of music in supporting physical and mental health. In addition, further research explains that people pursue leisure activities to reconnect with their authentic self and to generate the emotion of happiness (Guignon 2004; Derbaix and Derbaix 2010; Page and Connell 2010; Reic 2017). Also, over the past several decades consumption behavior has shifted more towards leisure activity more thus the emergence of the experience economy. In the context of this study the themes of nostalgia and authenticity are explored as key motivations behind attending a leisure activity, specifically live music events.

1.5 Music events, and its impact on emotional wellbeing and aroused emotions

Research has also been carried out into the reasons behind the aroused emotions while attending a live music event, the link between music and the evoked emotions. Although the physical and mental impacts of attending live music events has been conducted in former research, there are still gaps in the explored texts such as the link between music and the aroused emotions of an audience while being at a live event (Packer and Ballantyne 2011). Additional studies also posit the influence of live music events on mood improvement and subjective wellbeing.

1.6 Methodology chapter

The third chapter explores the philosophy, methodology and method applied. It explains and validates the research approach, the data collection, the sampling method and the data analysis. Due to the nature of this study, interpretivism was employed as a philosophy therefore qualitative research was undertaken. Semi-structured one to one interviews were carried out with a group of 12 Egyptian expatriates aged between 30 and 55 to uncover differing real-life personal experiences; the material generated corresponded well with the aforementioned objectives and overarching aim of the study. To recruit the group, the snowball method was used. Their responses revealed expected and unexpected perspectives, some of them positively mirrored the themes explored in the literature review, while others offered new insights that could contribute to further research beneficial to the events industry.

1.7 Findings chapter

In chapter four the primary research is presented but not discussed; the participants' responses are coded into common areas, such as; the motivations to attend live music events, the impact of live music events on community identity and social cohesion. The individuals' experiences and their vulnerability towards nostalgic emotions, pride, entertainment and escapism. This classification is applied to facilitate the findings section, which it is structured upon the above-mentioned themes.

1.8 Discussion chapter

Chapter five analysis and discusses the data presented in chapter four, drawing on the literature review of chapter three.

1.9 Conclusion chapter

Chapter six is the conclusion which connects together the findings and the former studies along with the overarching aim of the study. Completing the study by offering possible recommendations from an event industry perspective.

CHAPTER 2 - LITERATURE REVIEW

2.1 Overview

This chapter examines literature related to the socio-cultural impact of live music events and explores the effect of live music events on the emotional wellbeing of attendees. It considers how live music events influence and reinforce cultural identity through the concepts of *communitas*, liminality and authenticity. In parallel with these notions, it explores the neuroscience of emotions and the classification of these emotions. Through these studies some illustrations and viewpoints of the impact of the live music event on the attendees are demonstrated and explained, such as, how the experience of attending live music events helps to ensure the health and wellbeing of attendees not only through the physical act of listening to live music, but also by shifting their attention from their everyday lives towards leisure activities.

The literature review also clarifies how the sense of escape that entertainment services provide attendees with greater resilience in terms of everyday life challenges. Furthermore, it looks at why individuals are motivated to attend live music events, for example, to connect with their authentic self and nostalgic memories. It also highlights the gap in previous scholarships around this topic, such as, the causes that arouse audience's emotions while attending a live music event.

2.2 The objectives of this study that reinforce the overarching research aim are to:

- Determine what motivates attendees to join a live music event.
- Explore the impact of the live music event experience on the attendees' wellbeing and community identity.
- Investigate the positive outcomes of music on emotion.

Consequently, the themes explored in this literature review foregrounds:

- Social cohesion, community identity and social sustainability.
- Event experience, escapism and entertainment.
- Nostalgic emotions and authenticity.
- Music events and emotional wellbeing
- Music and the its impact on arousing emotions.

Since music is a common factor of arts that is well known to gather people together, it is reasonable to initially begin by the impact of live music events on the social connection and culture identity.

2.2.1 Social cohesion, community identity and social sustainability

According to Turino, ethnomusicology highlighted music's function in shaping social identities and that music provides a reliable social platform to gather people with similar music taste and therefore helps to develop a group identity (Turino 2009; Wolcott 2016). Duffy and Mair expressed that events and festivals, broadly speaking, can connect groups and communities, carnivals that celebrate religions, or have similar social or political aims (Duffy and Mair 2018). Furthermore, music events enable greater social cohesion by strengthening the cultures where they happen as they deliberately emphasize common core values, beliefs, and interests (Duffy and Mair 2018). They also contribute to a sense of belonging, important to sustaining social life (Duffy 2014; Gibson and Connell 2005; Crump 2015; Duffy and Mair 2018).

To observe the effects of live music events, such as, how they support social cohesion, it is crucial to understand cultural theory on *communitas*, liminality, carnivalesque, and festivalisation. These terms explain the intangible influence of live music events in shaping, connecting, and consolidating communities, and how they help to satisfy human needs, such as enabling attendees to explore and connect with their own identity and to the cultures they relate to (Black 2016; Duffy and Mair 2018).

Turner (2017) simply explains *communitas* as the social interrelatedness and spontaneous feeling of connection that arouses from being involved in a communal event, where individuals gather to expand and enhance their social structure. He elaborates:

We are presented in such rites with a moment in and out of the secular social structure, which reveals, however fleetingly, some recognition (in symbol if not always in language) of a generalized social bond that has simultaneously yet to be fragmented into a multiplicity of structural ties. (Turner 2017: 96)

Turner's research suggests that music events support and add value to the identity of a community, and connect individuals with common interests. Subsequently, this provides prosperity and sustainability to the communities.

To illustrate live music's impact on sustaining community, an empirical study took place that is confirmed by the *Journal of The Role of Music in the Transition towards a Culture of Sustainability* which carried out sustainable practices for farming (Rothenberg 2011; Truax 2012; Wolcott 2016). It reveals that in the past agrarian communities often used music to sustain themselves emotionally during the period of land cultivation, seasonal planting and harvesting. The research suggests how similarities in

music preferences enables positive relationships, satisfaction, better connection and pleasure, and helps friends, families or even strangers to better communicate and execute (Rothenberg 2011; Truax 2012; Wolcott 2016). The study recognized how music can link together environmental, social and cultural spheres (Wolcott 2016). This is also confirmed by O'Connell's and Castelo-Branco's study in 2010 which identifies the power of music as a tool for bonding people together, for supporting peace-making and for rebuilding trust among communities (Bergh 2008; Bingley 2011; Richards 2007). Gregory Bateson too recognizes music's competency to connect communities together and to enable humans to survive (Bateson 1972). Music, therefore, has always played a part in bonding societies and sustaining communities.

Another notion that Turner clarifies is how liminality can help to create a sustainable community. Turner states liminality as 'a suspension of society's usual structure allowing change to take place' (Turner cited in Duffy and Mair 2018: 39). While Boland expresses it as seasonal changes in human activities through rituals that give meaning to transitional periods that occur during an individual's life, and that it may connect people with a sacred or divine moment (Boland cited in Duffy and Mair 2018: 39). Supporting Boland and Turner's view, Duffy and Mair 2018; Edensor and Falconer 2012 expand on the role of music events and festivals in fostering liminality; they emphasize the notion of a journey outside everyday activity and that live music events bring communities together by highlighting each group's affirmations. While from another perspective, Duffy and Mair revealed contradicting viewpoints of other scholars, stating the disagreement with music events being classified as liminal activity; and they consider events to be an amplification of everyday happenings and behaviors (Duffy and Mair 2018).

An event that occurred in Egypt's recent past, one that took place during the Arab Spring in 2011, helps to emphasize Turner and Boland's explanations of liminality and *communitas*. Throughout the Arab Spring and the revolution period in Egypt, people followed a popular Egyptian singer, Ramy Essam. A common ritual during that time was for people to gather in Tahrir Square to publicly demand the dismantling of the old political regime. Essam's song *Irhal* was continuously sung by the protesters and became a call to action for the old regime to leave. His song was a great inspiration to the Egyptian community who rallied around the message, despite their social and political differences. Subsequently, it was a contributing factor that supported regime change. This point of view is confirmed by the *Journal of Music and the Aura of Revolution* in which LeVine states that 'music is not only society; it is the real 3D society and it is like other forms of art; it can help to foster and sustain social change' (LeVine 2012: 794). This example corroborates the interconnection between music and liminality, and how music events shape beliefs, inspire values, create change and strengthen social cohesion. This illustration demonstrates

how music can support community identity and in turn increase community strength and resilience; the experience of Egyptian community encouraged other subsequent notions in the Arab region.

Another theory to discover is festivalisation, Roche refers to it as providing a platform; for example, space, time and activity are arranged to shape communal perceptions of identity and belonging (2011). While Bennett et al. 2014 point out that growing festival culture has helped to develop globalization, mobility, and culture pluralization. Despite the divergences of Roche and Bennett et al. views, they both suggests events role in creating social connectedness (cited in Duffy and Mair 2018).

Building on the notion of events as supporting community identity, the carnivalesque concept reinforces societies with fragile and dramatized social bonds. An example of this is the Sydney Gay and Lesbian Mardi Gras Carnivals which offers a setting of connection and sharing of similar beliefs outside the reach of homophobia (Ford and Markwell 2017; Duffy and Mair 2018). Through these carnivals related communities feel comfortable, safe and enjoy a sense of belonging.

To conclude this segment, Lidskog states that music is a powerful tool for discovering and developing individuals' identities and group formation; live music events support groups to exist and to remain connected (Lidskog 2016; Hallam and MacDonald 2013). The following theme explores the live music event as a source of joy, change and getaway.

2.2.2 Event experience, escapism and entertainment

According to Pine and Gilmore, live music events have a key role in shaping event attendees' experience. Pine and Gilmore locate their concept of the experience economy within their 4E framework (see Figure 1). In their theory passive to active participation forms one dimension, and primary absorption to complete immersion forms the other. Escapism and entertainment are the two main areas of this framework. They complement each other, although entertainment is a more passive and absorbing participation while escapism is an active and immersive experience (1999).

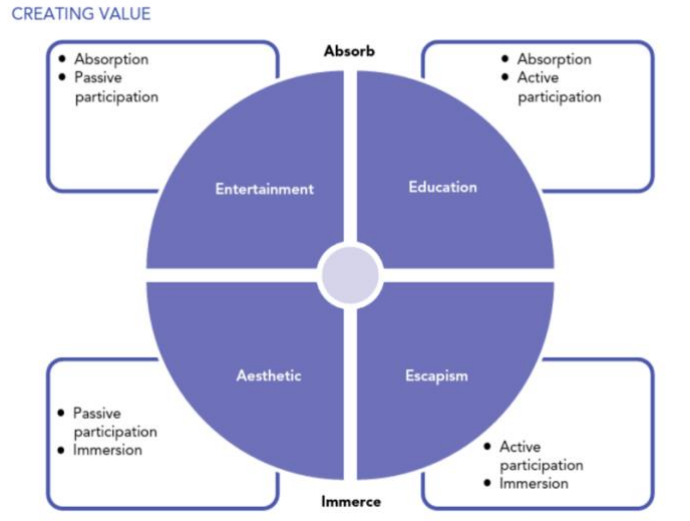


Fig. 1: Pine and Gilmore 1999. The 4E framework of the experience economy

Another interesting theory which complements Pine and Gilmore’s notion, is Jensen’s (2001). His theory considers the role of emotional connection to products and entertainment services by creating six markets:

1. The market for adventure.
2. The market for love, belonging, and togetherness.
3. The care market.
4. The who am I market.
5. The market for peace of mind.
6. The market for convictions.

Both concepts express emotional connection towards entertainment services and experiences, especially live music events. The key areas of equivalence are summarised below:

<u>Jensen Markets</u>	<u>Pine and Gilmore Notion</u>
• Market for adventure.	• Entertainment and escapism.
• The market for love, belonging, and togetherness.	• Entertainment.
• Who am I market.	• Education.
• The market for peace of mind.	• Escapism.

Berridge 2007 and O'Sullivan and Spangler 1999 describe other concepts of the event experience; that it cannot happen without the audience's cooperation and attendance. O'Sullivan and Spangler 1999 suggest that the key contributing factors of experience are:

1. Engagement and contribution of the audience.
2. The state of being mentally and physically separated from routine.
3. The conscious decision of going to an event for exchanging knowledge or skill.
4. Attendees are being emotionally derived through an experience that resonates with memory.

While Getz 2007 recognizes three levels of experience and engagement to an event:

1. Some events provide a basal experience that creates an emotional connection to a stimulus without any memorable aspect.
2. Other events deliver a transformative experience that results in attitude and behavioral change.
3. Further events convey a memorable experience, which resonates with a lasting nostalgic emotion that sustains after the music event.

It is also significant to note that event marketers study attendee behavior from the perspective of the attendees' interaction with an event before, during, and after the event occurs. Along with promoting the event itself, marketers create a plan for audience engagement throughout the whole journey of the event to help prolong and strengthen the attendees' emotional connection in order to improve their loyalty levels towards the music event experience (Reic 2017).

Referring to the aforementioned cultural theories in the social cohesion and community identity theme, liminality is also considered a subdivision of escapism and experience. Since it is the notion of getting separated of the everyday routine seeking change in individual's activities (Turner cited in Duffy and Mair 2018; Edensor and Falconer 2012). So, liminality and play are a common movement recently, because people are usually busy with daily errands and they seek leisure activities to be immersed within to disconnect, refresh and recharge their energy to keep going with their life.

In conclusion, the above studies present a number of frameworks that help to understand how live music events provide experience to event attendees, such as, that music has the unique ability to detach the listener from their daily routine allowing a momentary escape from their everyday lives and also can

enrich their minds by providing new skills and knowledge, as well as entertain them. These frameworks were useful when decoding the data generated by the primary research process.

To learn further on what inspires attendees to join live music events, nostalgia and authenticity terms needs to be studied in the coming section.

2.2.3 Nostalgic emotions and authenticity

Based on increasing incomes over past decades, consumption has moved away from a practical aspect to a more self-indulgent one where individuals spend more on leisure experiences and play activities to connect with their authentic self. Winlow and Hall consider leisure activities as a dominant concept of life (Winlow and Hall cited in Page and Connell 2010). Guignon explains the entitled moral perfectionism perception as a leisure movement that generates joy and contributes to the individual authentic self (Guignon 2004; Derbaix and Derbaix 2010; Page and Connell 2010; Reic 2017).

Fundamentally, it is important to understand the meaning of the authentic self. Banister and Hogg discovered three levels of self: the actual, ideal and the worst self. They also explain the response towards attending an event as a means of identity conveying (Banister and Hogg cited in Blythe 2013), where individuals join an event to either reinforce their actual self, reach their ideal self or avoid their worst self. Psychologists emphasize the notion of authentic self by defining the individual as an amalgam of unique skills, abilities, and values where the individual seeks leisure events to connect with them (Page and Connell 2010; Reic 2017). This is also confirmed by Geus et al. 2013 who state that attending such events is not only connecting individuals with their authentic self, but also generates positive emotions (Hosany and Gilbert 2010; Reic 2017).

While agreeing to the above concepts from an event industry perspective, perhaps the authors could have provided more in-depth justification and explanation regarding the purpose behind an individual's yearning for authenticity. It seems apparent that in the case of emigrants, engagement with leisure activities that relate to the culture of their country of origin, live music performances, for example, can be employed as a way of connecting with their past, their heritage, and therefore sustains their authenticity.

To understand how a live music event connects individuals with their origins it is essential to study the concept of nostalgia. Nostalgia is an expression derived from Greek culture, *algos* means pain, grief and distress, *nostos* means homecoming; to reach a place, escape, return and get home ([Etymonline, 2020](#)).

Swiss physician Johannes Hofer 1688 referred to the condition of *nostalgia* as the sentimental yearning for home (Anspach 1934; [Merriam-Webster, 2020](#)). Through a study of anthropology and nostalgia, Berliner 2005 states that it is an attitude of regret for the past. While Dominic Boyer's definition of nostalgia as *heteroglossia*, and that it can take many forms, where it can either be a yearning for lived moments in the past or the desired moments that were not lived earlier (Dominic Boyer cited in Ange et al. 2015: 21)

Music is generally considered as a medium to awaken nostalgic emotions. Also, live music events intensify this medium and help to unfold the time and draw the listener in (Saldanha 2002; Lori et al. 2013). Live music events unpack unexpressed sentiments because they summon vivid memories of a time, people and places. Additionally, they link thoughts and emotions with a precise period or location (Goering 2004; Lori et al. 2013). Laiho also expresses his perspective of the link between music and nostalgic emotions as a celebration of the opportunity to 'feel more fully ourselves' (2004: 54). Saldanha expands on the impact of live music (Lori et al. 2013):

You can't touch it—it touches you, in a rather immediate and visceral way... you can dance to music, or at least close your eyes and smile. While it is possible to dance with buildings and on poems . . . the emotional affectivity of music is of a more primeval kind. (Saldanha 2002: 55)

The definition stated above complements the overarching aim of the study, it links with the idea of place, escape and home, and the longing for how things used to be; it evokes the idea of optimistic nostalgic emotions aroused while listening to music that can help to strengthen an individual's connections with the intrinsic-self. This is also supported by Dominic Boyer's and Saldanha's justification for the nostalgic phenomena; nostalgia is not only about remembering the past; it is also about sustaining the present and building the future. Consequently, when thinking about the motivation to attend a live music event, nostalgia and authenticity are considered the two main contributing factors. Emotional connections, plus being in contact with the authentic self, are also among the important drivers that inspires event goers (Reic 2017).

Mounting on Saldanha abovementioned quote of live music's impact, where it touches an individual while it is insubstantial, the below section explains further this intangible influence on the emotional wellbeing.

2.2.4 Music events and emotional wellbeing

There is a recognizable expansion in research on the impact of the arts on wellbeing, specifically the impact of listening to music on health and emotional wellbeing. These studies prove a positive outcome accompanies listening to music and this is confirmed by the United Kingdom Health Education Authority in 1999 (Blood and Zatorre 2001; Dillon 2006; Lipe 2002; Staricoff 2004).

While the physical and cognitive benefits of music are familiar, there are still gaps in earlier studies relating to the impact of attending a live music event on one's emotional wellbeing. However, Packer and Ballantyne 2011 conducted a study to understand the effects of attending live music events on young and adult attendees, using an empirical approach to explore their engagement with a live music event and performers. Packer and Ballantyne clarify that music theorists emphasize the positive outcomes of attending a live music event on mood and overall improved and enhanced sense of belonging through gathering with societies of similar music genres (Sloboda and O'Neill 2001; DeNora 1999; Duffy 2005). Their study also focuses on the music's contribution to the development of being connected, valued, and able to participate in constant learning which contributes in evolving subjective wellbeing (Kahn 1999; Small 1996).

Packer and Ballantyne's research participants expressed their feelings of connection, not only with the surrounded gatherings but also with performers themselves. Pitts 2005 supported this viewpoint in her study of a week-long music festival in Sheffield. Both conclusions connect with Pine and Gilmore's study, which elaborates on the positive consequences of attending music events, such as how interacting with performers and not just being a passive listener creates personalized and memorable moment for attendees (Pine and Gilmore 1999). Also, Snell's study points out that attending live music events allows participants to be inspired by unstructured and informal learning while being fully and presently engaged with the performers. This is especially true when they are singing or applauding following the performers' commands (Packer and Ballantyne 2011; Snell 2005; Pitts 2005).

Participants in Packer and Ballantyne's research also expressed positivity and gratitude, and shared their intention of revisiting the same experience (Laiho 2004; Packer and Ballantyne 2011). They acknowledged their appreciation of the opportunity to create new friendships during the event, which augmented their social integration and took them out of their comfort zone, and that attendance contributed to raise their personal growth (Packer and Ballantyne 2011).

Another element that represents a subjective emotional wellbeing is the feeling of accomplishment. In 2011, Goethem described the role of music in supporting emotional development, which happens through offering encouragement to the individuals' achievement level (Goethem and Sloboda 2011). Music is the deliberate motive towards execution (Folke et al. 2010; Pelling 2010). In other words, attending live music events support individuals' emotional wellbeing which impact positively people's level of progression in life accordingly (Richardson 2018).

The above studies reveal various positive impacts of attending a live music event emphasizing social welfare and connection, and the elements within the category of subjective wellbeing. In order to further understand the reasons behind the aroused emotions while attending live music events, it is crucial to study the link between music and emotions from a psychology perspective. This is explored in the following section.

2.2.5 Music and its impacts on arousing emotions

While some researchers still believe there is an ambiguous link between music and emotion, it is implied that music has the capacity to stimulate diverse emotions to individuals and that it is an effectual tool to explore and stabilize emotions (Hargreaves and O'Neill 2000; Saarikallio 2011; Wells and Hakanen 1991). It is proposed by krumhansl (2002: 45) that 'one commonly held view is that music acquires its emotional meaning by association with consequential events', and that if a specific piece of music has a personal meaning to the listener it acts as a precise emotional stimulus. Also, Pothoulaki, MacDonald and Flowers 2008 explain that an aroused emotion can vary from one individual to another, even though they are listening to the same piece of music.

A number of studies examine what people feel when they listen to music; however, these researches do not offer definitive proof of how the emotions are stimulated or the reason behind this stimulation (Liljestrom 2011; Sloboda 2011; O'Neill 2001). Also, some psychologists realized the importance of studying the emotional response while listening to music to understand the motive behind the induced and aroused emotions while attending live music events (Schubert 2007; Liljestrom 2011). So, as part of a large research project undertaken at Uppsala University for the appraisal of music and emotion, psychologist Simon Liljestrom 2011 suggests key terms to explain and to understand the unidentified motive behind the emotions aroused through listening to live music:

Emotion: Refers to the quiet, intense, and effective reaction that usually involves a number of subcomponents, personal feelings, and physical arousal by being less or over synchronized depending on the present situation.

Musical emotions: Emotions that are stimulated by music.

Arousal: Physical and physiological activation that happens to the autonomic nervous system.

Hallam and MacDonald consider music as a holistic approach that inspires the revealing of expressions and emotions. From another perspective, Sachs E. Matthew et al. 2016 argue that according to previous studies, people who usually interact with musical stimuli own a more robust and efficient connection between their auditory cortex and their emotional processing areas (Hallam and MacDonald 2013).

Another theory from other psychologists suggest that the musicians' motivation for entering a musical career is the desire to make listeners feel the same emotions the musician experiences during composing or playing specific pieces of music. They aim to evoke precise emotions within the listener, which makes the music resonates with them and consequently survive longer (Juslin and Sloboda 2001; Cross 2005). So, if the musician is aiming to compose a piece which vibrates happy vibes, this emotion is probably received by the listener. This concept is further developed by Gabrielsson and Lindstrom 2001; Thompson and Balkwill 1999 who describe musicians' perspective towards music where they describe it as a communication accuracy. Through this perspective, they measure the success of the communication through the listener interpretation, and this is achieved when the same emotion the musician intended to convey is aroused by the listener. In this way the communication is accomplished successfully (Balkwill and Thompson 1999; Gabrielsson and Lindstrom 2001; Juslin and Laukka 2004).

Further psychological studies show mutuality in listeners' agreement on being emotionally impacted by music (Juslin and Sloboda 2001). In comparison, other scholars express conflicting views, such as that emotional arousal through music is ambiguous. Arguably, the reason for this ambiguity is that music can be perceived differently by each person, an individual could experience sad emotions listening to a particular piece of music, while another person may feel soothed and peaceful (Macdonald, Kreutz and Mitchell 2012).

Several cognitivists presumes that the aroused emotions while listening to live music are not comparable or deep as the emotions experienced in everyday life; for example, they debates that the grief feeling of

losing a close family member or friend cannot be compared to the sorrow emotions aroused after listening to a sad piece of music (Eerola and Vuoskoski 2013; Vempala and Russo 2013). While from another perspective, emotivists suggests that music evoke emotions which is equivalent to the real-life experienced emotions. This is demonstrated through an empirical study, which suggests that musical emotional responses are similar to the real-life physical emotions, and this is proved through measuring electrodermal, cardiovascular and somatic muscle activity; that triggers the body during real-life occasions (Habibi and Damasio 2014; Hunter et al. 2011; Schellenberg and von Scheve 2012; Shafron and Karno 2013). The study happened by applying several musical parameters to examine the emotions of the selected candidates, by using the major parameter to trigger happiness and the minor one to trigger sadness emotions (Habibi and Damasio 2014; Hunter et al. 2011; Schellenberg and von Scheve 2012; Shafron and Karno 2013). Also, a number of neuroscientific approaches illustrate that an individual's favorite piece of music can activate brain areas known to be linked with positive emotions (Montag, Reuter and Axmacher 2011; Koelsch 2011). However, Panksepp and Bernatzky 2002 propose that listening to sad music elevates sadness while happy music triggers joyful state of mind.

The above studies do not specify the precise motive behind the emotional arousal, instead highlighting two main and common emotions that are experienced by an individual during listening to music; which are happiness and sadness. Also, the studies do not describe the emotional journey the individual goes through while listening to music, either through live music event or recorded pieces. However, it explains that music triggers physiological activity measures in the body, while proposing it is similar to real-life emotional situations that arouse unhappy or joyful emotion; this endorses that music connect the individual with inner and intrinsic self. Although, the above investigation does not offer clear justification to emotions arousal, it still complements the entire study purpose since it confirmed the impact of music on emotions, and that these experienced emotions are real. This is experientially demonstrated further in the findings and discussion (chapter four and five).

CHAPTER 3 – METHODOLOGY

3.1 Methods and Methodology

This research aims to address several viewpoints that build on earlier discussions examining the impacts of attending live music events on emotional wellbeing and cultural identity. This research aims to fill gaps in previous studies, such as; the reason behind emotions arousal while listening to music, the entitled aroused emotions while attending live music events and if these emotions are similar to the real experienced feelings in reality. The methodology applied to achieve the purpose of this study was a qualitative framework. This was accomplished through individual, semi-structured interviews with a minor group of people. Interviews were determined to be the most suitable method for this research since the study required one-on-one, open conversation to reveal the participants instant and genuine values, interests, background, and personality by responding to, and debating, each question posed (Page and Connell 2012; Getz 2007).

The research utilized an inductive approach, stemming from interpretivism. It included the shared responses, viewpoints, and beliefs of participants that were then unpacked drawing from the literature review in order to explore the overarching aim of the study. It is a subjective research, where interpretivism approach allowed the interviewed candidates to reveal words, phrases, and shared experiences. The primary research process examined the experience of the candidates through in-depth separate discussions to observe and examine the impacts of attending live music event on their emotional wellbeing, social cohesion and community identity (Fox et al. 2016; Page and Connell 2012; Getz 2007).

The chosen case study for this research was a community-based event; a live music event of the Egyptian composer Omar Khairat. The purpose of this research was to examine the events' effect on a sample of Egyptian expatriates' attendance while attending Khairat's live events. The interview questions (see appendices p.59) closely linked to the research aim and objectives to demonstrate on several viewpoints regarding the impact of attending a live music event of Omar Khairat, such as:

- Reason behind attending Omar Khairat's concerts.
- Connotation of Omar Khairat music to each individual.
- Common emotions induced while attending his concerts.
- Divergent experiences of each individual.

The participants' responses reinforced certain notions considered in the literature review, such as; liminality, emotions, *communitas*, and nostalgia (Holloway et al. 2010; Page and Connell 2012). The

interview process provided real insights from authentic music event's attendee and appropriate material that is credibly supporting the overarching research aim.

Although the examined studies in the literature review clarified several concepts of how live music event impacts attendees' emotional wellbeing, entertainment experience and how it shapes the community identity, there is still unrevealed clarification from previous scholars concerning the link between music and the induced emotions. This empirical study unpacked and decoded the interviewees' responses to understand the causes behind these evoked emotions.

The first two interviewees were selected by the researcher through the identified network that joined Omar Khairat's concert in Qatar in 2009. The subsequent two were recommended through the first two interviewees and so on, till the whole group of 10 people were recruited. In-depth, semi-structured interviews are appropriate for generating qualitative data, such as understanding personal experiences and life history in relation to attending live music events (Holloway et al. 2010; Page and Connell 2012; Getz 2008; Mason 2002). The interview was the selected method of qualitative research since it is relevant to the research topic, specifically the need to interpret attendee perception of attending Omar Khairat live music events. A collaborative communication occurred, which revealed instant feelings and perceptions of the interviewees in relation to the overarching research aim and objective (Gratton and Jones 2009; Holloway, 2008).

Supplementary questions were added in case of stagnant conversations, since some people had difficulty being open and narrating their experience. These were added with certain participants to enhance the rapport between the interviewee and the researcher, which helped to generate more data and maintain an engaging dialogue (Holloway and Wheeler 2010).

Also, the interviewees' responses were observed by the researcher to look for evidence of nostalgia, authenticity, escapism, entertainment, emotional wellbeing, and community identity. A slight intervention of observation happened while conducting the interviews to study the candidates' perception towards liminality and *communitas* notions, which is the most considered approach while examining these concepts (Fox et al. 2014). This method helped to understand each individuals' cultural background in relation to their knowledge of being long-term expatriates in a host country.

3.2 Data Collection

3.2.1 Sampling

The sampling method used in the qualitative research was non-random purposive sampling, aimed to target individuals who provide in-depth information relevant to the research questions. The selected method was a non-proportional quota sampling, also referred to as the snowball method, where the candidates were selected based on certain criteria that matched the study purpose. The researcher recruited the first two interviewees to recommend subsequent respondents (Malhotra 2016). This facilitated the selection process; non-proportional quota sampling was an appropriate method to invite candidates with equivalent demographics and psychographics. This happened with the assistance of the initially nominated interviewees who then recommended additional relevant candidates. The same structure followed until the whole group of the study was designated.

Interviewees were chosen based on meeting the pre-determined criteria of being long term Egyptian expatriate who attended Khairats live music event in and outside Egypt. The researcher selected relevant questions that serves the study's overarching aim, so in return relevant answers were received which completed to the study's purpose (Fox et al. 2016; Byrman 2016; Getz and Page 2016)

The study required ten people, however, twelve were recruited in total that provided the chance of several responses and diversity of viewpoints. The qualitative and interpretivism method had its strengths, which was to unpack individuals' emotions, while also had its weaknesses, since few interviewees struggled with narrating their experienced emotions, which made it a bit challenging to interpret and unpack their shared responses.

Interviews were conducted with Egyptian expatriates aged between 30 and 55; 7 male and 5 female candidates, who are admirers of the contemporary music genre of Omar Khairat and who prefer to attend his live music events to interact with the event setting rather than just being passive listeners. The indicated method was subjective, and offered the opportunity to reveal genuine and authentic responses of the Egyptian Expatriates (Fox et al. 2014: 62).

3.3 Data Analysis

The data coding scheme used was narrative analysis. Therefore, the shared responses of the interviewees were scrutinized and then interconnected to the studied themes in the literature research. Video interviews were recorded remotely through zoom platform in respect of social distancing measures put in place due to the current pandemic. Also, some candidates had left Qatar permanently, so zoom facilitated remote communication. Zoom also provided the opportunity to record each interview, with participant consent. The narrative approach had its own weaknesses, especially with the assigned group of 12 people since few of them were not really conversational. The interviews were transcribed using digital software ([otter.ai application](#)); these records are discussed in the findings and discussion sections (See chapter four and five). The analyzed data revealed new insights strengthening the impact of the study in terms of its possible contribution to academic and event industry development (Edwards and skinner 2009).

3.4 Limitations

The current situation of the pandemic (Covid-19) created a limitation that restricted the study methodology. This study required a broader ethnography and observation approach to better explore the impacts of the live events on attendees. It could have been better to apply the study approach while attending an actual live activity recommended to receive instant responses from the audience.

CHAPTER 4 - FINDINGS

This chapter presents the findings of the completed primary research. It relays the responses of the interviewed candidates by grouping beneath the studied themes. The data reveals their emotional reactions and experiences while attending Omar Khairat live music event. Chapter 5 discusses these in the context of this study's overarching aim and objectives.

Their experiences reflect the themes explored in the literature review.:

- Social cohesion, community identity and social sustainability.
- Event experience, escapism and entertainment.
- Nostalgic emotions and authenticity
- Music events, emotional wellbeing and induced emotions

Therefore, these themes are used to decode the data generated from the conducted interviews.

4.1 Social cohesion, community identity and social sustainability

Through the process of interviewing the selected candidates, the social feature of music events appeared as a fundamental motivation for attending Omar Khairat live music events. Social connection was a mutual feeling expressed by the interviewed individuals. They had the opportunity to bond with their own network and meet new friends while experiencing their original culture and the Egyptian expatriate community.

'I always get this feeling that I can speak to strangers when I'm in Omar khairat's concert, I feel safe, I feel like I have the right to speak to whoever next to me. So it was an amazing feeling. I actually got the courage to jump into a video that was being recorded by another group next to me during the concert, and I wished their friend a happy birthday'.

(Ahmed Ghassan)

'I met group of my Egyptian friends by chance, we were really surprised and they were living the moment and enjoying the music and they were so happy.'

(Mohammed Sabri)

Ahmed and Dina shared an unexpected emotion which was pride, they felt proud of this musician and that he is Egyptian. They felt happy that they belong to his nationality and his culture especially when they spotted non-Egyptians interacting with his music. Also, Ahmed conveyed that during the period of this concert there was no any political conflict between Egypt and Kuwait on the contrary to the current situation.

'I felt pride and everyone was giving him an applause. Especially back then there was no racism happening against Egyptians in Kuwait. I was proud because I wanted the other cultures to know that these are the Egyptian artists. This is the real us who are bringing joy, and that we're giving special type of art'.

(Ahmed Ghassan)

'I haven't lived in Egypt. However, I'm still Egyptian, I do have the Egyptian culture deep down within me through my parents. So, yeah, he just makes us proud that he's Egyptian'.

(Dina.E)

Consequently, while conducting the interviews, they all expressed that Omar Khairat music reflects their Egyptian culture, and to listen to it strengthens the feeling of belonging to their Egyptian community. Not only that, but they also felt that this cultural music event opens the horizon for social gatherings and social cohesion which they experience only occasionally in the host country. Also, Ahmed unpacked a deep feeling inside him, where he is wishing to find the current political conflict between Egypt and Kuwait is solved through cultural and live music events.

4.2 Event experience, Escapism and entertainment

Another viewpoint that all of the candidates agreed on was the sense of escape from the daily routine. They chose to attend live music events generally and specifically Omar Khairat as it fulfills for them a feeling of escapism, the tendency to seek distraction and relief from the stress and responsibilities of everyday life. They stated that this feeling of escapism was even more pronounced when attending an exceptional Egyptian musician's concert, a musician who is perceived as a role model. Through interpreting their responses, it seems apparent that their decision or feeling of going to this event was

similar to the feeling and excitement of going on a holiday, or being on an airplane to visit a new destination accompanied with a magnificent feeling of freedom.

'This is how I see it because, it's like you're feeling that you're flying. When you're traveling for the first time maybe or experience being on the airplane for the first time.'

(Dahlia Moh.)

'Obviously, when I attended that recently I was much older, with much more responsibilities, much more stress at work. So, it was even better for me to disconnect.'

(Maya)

'It just adds a lot to my state of mind and how I feel, and it makes you let go of the things that you were thinking of and it transforms the whole status, I could really be sad or upset or having lots of troubles at work stress related; but, after going to especially a live one, it makes me let go of the whole thing.'

(Dina.E)

They also felt that attending Omar Khairat live music event gives them positive feelings. They experienced an ecstatic feeling by being present. It helped them to think optimistically, and recover from the usual tension of everyday life.

'It lets you dream to a different world, maybe it makes you think of other things that you wouldn't have been to that place without that piece of music for some reason.'

'We know how it will make us come out with positive feelings. And that's like what motivated us want to get the tickets.'

(Dina.E)

'It gives me all positive vibes. I mean those vibes stays with me for a couple of days after the concert.'

(Maya)

'It could uplift you. It could make you happy. It could make you sad. It is a powerful tool. I was actually going through a rough time in my job. And I had a go to song that I would like every single day, going home from work, I would put it on, put it on loud. And I would sing it. So, it was very empowering. And it was like a real let it go.'

(Alia Khairat)

Interviewing Khaled was an interesting opportunity to get his dual perspectives towards live music events. From a musician perspective, Khaled expressed his viewpoint regarding listening to music where he believes listening to music is meant to be live; for better interaction and engagement. He trusts that the attendee receives 10% of the music piece during passive listening, 50% while watching it on social media channels, while 100% of the enjoyment and interaction happens when attending it live. Also, Khaled is very passionate about music; accordingly, he was able to get the consent of Omar Khairat to keep a video recording of the live concert that took place in Qatar opera house. His motivation towards keeping a record of this event is stimulated from his appreciation to the Egyptian heritage. So, he successfully kept a memoire of the event by uploading it on social media channels and YouTube to extend the Egyptian legacy. And from his perspective as a listener, he will give the chance to the himself and the other attendees revisiting the event experience frequently.

'So, it is normal for people to engage with music because music is meant to be live. Not to listen to a recorded piece only. It is part of the show, is to engage the audience with live music event, to let them mingle with the music.'

'I was able to document this moment by recording it myself, and I uploaded it on YouTube. It is one of the top trending videos for his concerts on my YouTube channel.'

(Khaled Hamid)

Also, the candidates who attended Khairat's event in Qatar expressed their enjoyment being immersed in the music experience along with the performers. The orchestra's conductor was leading the audience applauding while playing some pieces that expressed happiness and ecstatic mood. This happy memory still resonates positive vibes to the interviewed candidates.

'Yeah. He was trying to lead the audience; it was such an amazing experience. I cannot even express how I was lucky to be part of that. And actually, he made us smile. And enjoy the time.'

(Dahlia Mohsen)

'And on that day, I really remember how people acted at that time. Like, once it's starts people just know when this part is coming. And everyone was really excited being in this part, to recall that applause and cheerful feeling.'

(Dina.E)

4.3 Nostalgic emotions and authenticity

One of the common emotions expressed by the interviewees was feelings of nostalgia, and their willingness to connect with their home country and community. Although their feedback and expressions were distinctive. Part of the responses represented going on a holiday, others represented freedom and most of them referred to it by being connected to the past, childhood and getting in contact with their family's memories.

'I felt happy, I felt home, I felt like I can go to Omar Khairat right now and tell him I'm going back with you to Cairo, this is what I was thinking at that moment. So yeah, it's mainly about nostalgia definitely. crazy nostalgia. When I listen to his music, I feel like back to that little child who used to have with his walkman in his hand laying on his bed and listening to his music even crying or being happy or dancing or whatever. So, it always takes me back to my childhood.'

(Ahmed Ghassan)

'This is how I feel when I listen to him. It's like I want to hug him and I want to hug Egypt, I don't know how but it just feels like home'

(Dahlia Mohsen)

'And whenever I listen to this track of Omar Khairat, it takes me back to Egypt when I was a child. Because we used to go to Egypt every summer. And during one of the summer vacations it was the holy month of Ramadan, and this piece of music were playing on TV for one of the shows.'

(Mohammed Sabri)

Not all the experienced nostalgic emotions were happy moments, sometimes it carries out sadness and absence feelings. Mohammed was vulnerable to share his experience by resonating a moment of sorrow, when his father had to travel for urgent work mission during the family vacation period. One of Khairat's pieces of music brings him back to this memory, since it helped him to relief his suppressed emotions by then, where he said;

'When I was a child my father had to travel for an urgent work mission and this piece of music from Omar Khairat was playing and I really couldn't help myself, I was crying. It helped me to relief that suppressed emotion, this feeling of sadness. So, Whenever I listen to this piece nowadays, I recall this moment.'

(Mohammed Sabri)

'I love concerts basically, that gives me nostalgic feeling. I love the past. I am a person who loves nostalgic memories. So it's hundred percent an emotion that gives me a lot of positive vibes.'

(Maya)

'Growing up in the West has its challenges with the kids in terms of the multiculturalism. And you see the kids are not embracing the Egyptian culture and values. So, it is not only their generation difference, you know, that is influencing it is also the society difference and when they go to school, and they have friends from watersports activities, and they have friends from all different sorts of places, actually, and all different sorts of backgrounds and cultures. So, I kept thinking, what can I do more to associate my kids to their heritage. And I decided to take them to a concert of one of a well-known Egyptian singer named Hamza Namira to keep an active link between them and their culture.'

(Mahmoud Khater)

4.4 Music events, emotional wellbeing and induced emotions

While running the interviews, the candidates shared several aroused emotions they experienced at the live music event. Their expressed emotions that are stated below:

Happiness, hedonism, freedom, optimism, nostalgia, and being detached from routine were the common responses received from all of the interviewed candidates. Others felt the deviation in the music tone took them through different emotions where they experienced feelings of sorrow, then romanticism, followed by disappointment and then happiness. They enjoyed the emotional journey they went through. They conveyed that the live element of the music event added a special component to the whole experience, and that it triggered intensified emotions encountered when listening to several pieces.

'So, they are like trying to create the whole book experience by explaining it with music and it was just amazing to see how they put on different music to show different emotions. How to put that in words like it really takes you through the dark times. And then the blooming and the love times, so it was just one of a kind I loved that so much. And I think it was very successful.'

(Dina.E)

'I felt I was over the moon and I was really happy. The concert had a great positive energy'

(Alaa)

In other words, some participants felt that music has the capability to trigger their production, creativity and execution of tasks and that it stabilizes their mood.

'You feel freedom, you know, those moments, actually, you feel a lot of freedom because you are not tied or attached to gravity, you know, for example, you're feeling that surrender to anything.'

'Yeah, it's interesting, actually, I started using music in a more intentional way to control my mood at later stages, like for example, you know, when going to the gym or having a playlist for the gym and for the cardio, I listen to something that it is having music to control my mood and try to induce the flow state, which is giving more energy and allowing you to think better and execute.'

(Mahmoud.Khater)

'I recall, I had really stressful week prior to the concert, and it really came on the right time. So, it just made me feel so relaxed, happy, peaceful and less worrying.'

'I always listen to the tracks that triggers my creativity and gives me the vibes to work. So, it just pushes me to be productive.'

(Mohammed Sabri)

The above shared responses prove that music is the food for soul, that nourishes the human body and gives it the encouragement to keep going and to accomplish. The aforementioned findings illustrate common and different aspects that motivate the audience to join a live music event. Some attendees agreed that resonating with nostalgic memories is the main motive to attend live music events, while other attendees related more to another notion, such as; escapism, entertainment and being exposed to a new experience. Also, it shows that live music events provide a communal platform for attendees to gather, socialize and to strengthen bonds with the original culture and heritage. The following section is studying the candidates' responses linking it to the former studies illustrated in the literature review (chapter three) to recognize and validate the impact of attending live music events on emotional wellbeing, community identity and how it stimulates the emotions.

CHAPTER 5 - DISCUSSION

This chapter discusses the findings from the literature review. It unpacks the emotional influence of attending Omar Khairat live music events on the Egyptian expatriates' emotional wellbeing, culture identity, social cohesion and sustaining community. The objectives underpinning the overarching research aim have been used to frame the data generated from the conducted interviews.

5.1 Objective one: to determine what motivates attendees to join a live music event

Hedonism, escapism and entertainment are the initial and common motives that were conveyed from the interviewed candidates when they were asked about what motivates them to attend a live music event in general. Nostalgia, social and culture cohesion and the related emotions they aroused were the other motives cited, concerning their desire to attend Omar Khairat's live music event in specific.

They seek to attend events of such a cultural icon to be entertained and enjoy a different experience from their normal routine. Moreover, this event facilitates the connection with their Egyptian Culture and their own community, enabling them to experience feeling of happiness and belonging that contributes to their wellbeing. These feelings are triggered usually from the beginning, once the attendee hears about and actively considers attending the event. This positive feeling is reinforced by event marketers who study the audience behavior, which enables them to capitalize on attendee's journey and their experience from the initial day of noticing the event announcement, during and after the event occurs (Reic 2017).

According to the candidates' responses, once their decision to attend had been made, the next step is purchasing the ticket, followed by considerations of what outfit to wear to the event, and the final step is the event day experience. The previous steps represent the journey that attendees go through before, during and after the live music event of Omar Khairat, which includes the pleasure of a memorable experience. The marketer's theory highlights the value of creating an emotional connection between the attendee and the event which will enhance the personal experience and engender loyalty towards the event experience. Another illustration that verifies the marketers' hypothesis is when the attendees emphasized on their experience while engaging with the performing orchestra and how it developed their satisfaction level of the whole event experience and enhanced their taste of music while listening to it live. Consequently, it created a sustainable connection and faithfulness when they conveyed their yearning to revisit the entire event experience (Reic 2017).

Also, the candidates' illustration to interact with the live music event performers fortify the theory of Lamont 2012; Packer's and Ballantyne's 2014 and Pitts 2005, where their studies suggest the positive outcomes on the audience's experience when they have a good connection with the live performers, which results in a high level of engagement towards the live event. For further elaboration, and from a real life experience the interviewed group agreed that whilst attending Omar Khairat's event in Qatar, they enjoyed the coordination that happened between them and the orchestra's conductor, while following his commands to applaud when specific pieces of Omar Khairat were played. This interaction added to the candidates' experience, and raised their level of enjoyment. This engagement creates a more personalized and memorable moment, which outlined in the research of Pine and Gilmore 1999 that expands on the positive impact and the sense of engagement and connection that happens to the audience while attending live music events and interacting with the live performers (Packer and Ballantyne 2011; Snell 2005; Pitts 2005)

The event attendees' live music event is reinforced by the theory suggested by Jensen 2001, which states that live music events play a dominant role in shaping the audience's experience and the emotional connection towards entertainment services. It is also complementing Pine's and Gilmore's hypothesis 1999, stating that a framework for experience economy including escapism and entertainment as main dimensions, which are also two of the essential motivators shared by the interviewed candidates towards attending live music event. Both concepts are equivalent to the candidate's instinct motive behind attending live music events, this connection demonstrated as below:

Jensen Markets	Pine and Gilmore Notion	Instinct attendee motive
Market for adventure	Entertainment and escapism	Longing for a change and getting outside of the norm
Market for love, belonging, and togetherness.	Education and escapism	Longing for knowing new people or gatherings and being linked to culture.
Who am I market	Education	Yearning to connect with their authentic culture and community.
Market for peace of mind.	Escapism	Longing to detach from daily routine

To elaborate further on escapism and the journey of the interviewed candidates towards the music event experience of Omar Khairat, they all agreed that they were overwhelmed and happy once they knew about the event. During the interviews, which allowed the interviewees to reminisce and share pleasurable memories, it helped to release an underlying feeling of freedom among many of them. They likened the experience of attending a live music event to what they might experience during a holiday, especially their excitement of visiting a new destination. These feelings of enjoyment and commitment to attend were sensed during the interviews.

Relating the candidate's responses to the below model, the following model explains the multitude of emotions and the reaction experienced by the event goer. This is illustrated by the below chart relating it to Blythe and Soloman et al. 2013 who created the consumer perception model (see Figure 2).

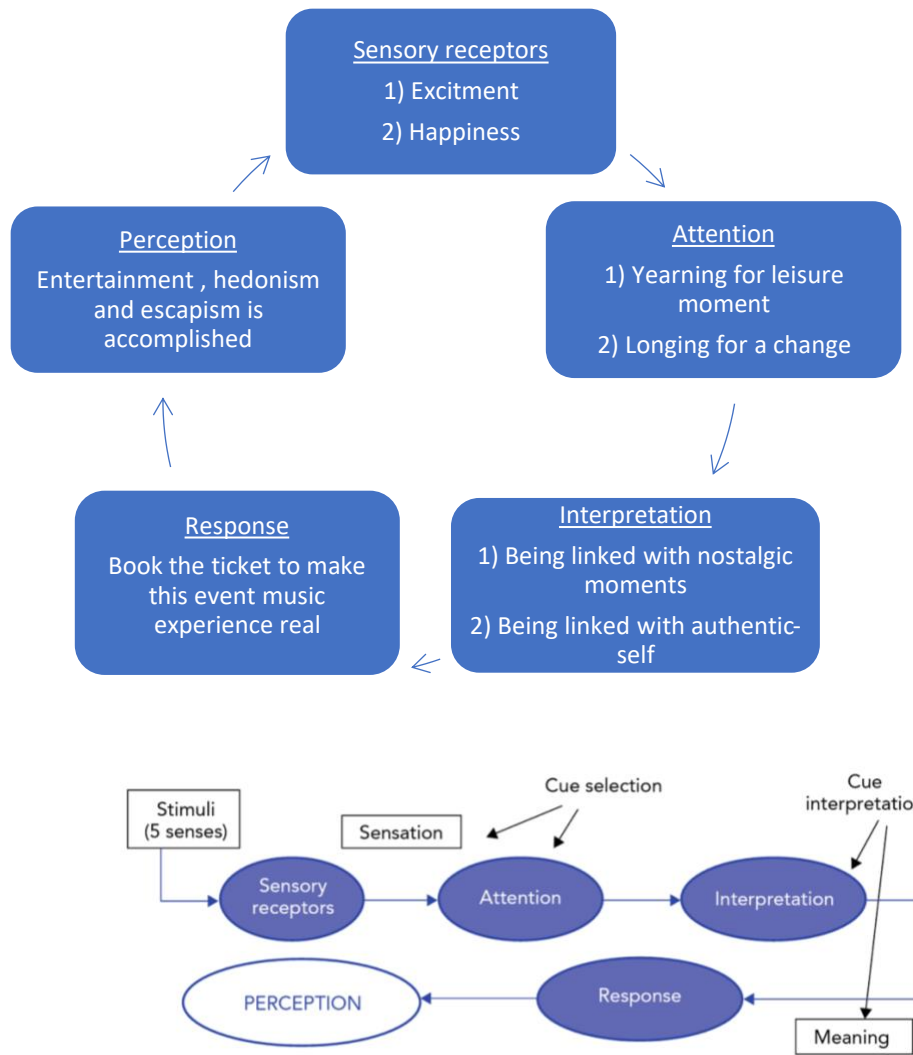


Fig. 2: Blythe and Solomon et al. 2013. A model of consumer perception

'And we just went ahead and got the tickets, to make sure that we have tickets in hands because the legend is coming over to Qatar and we were very excited.'

(Dina.E)

'I booked the ticket right away and I made sure to dress up and I was like I'm going to meet him personally.'

(Ahmed Ghassan)

According to the completed interviews, all of the candidates indicated that attending live music events generally provides them with a hedonistic experience; they all resonated this feeling and smiles on their face were observed while running the interviews virtually when they were asked about their feeling after attending Khairat's live music event. This links with and builds on Packer's and Ballantyne's research that presents music as an important motive to improve the mental state of an individual, and enhance their sense of belonging by gathering with a similar community (Sloboda and O'Neill 2001; DeNora 1999; Duffs 2005).

From another viewpoint of the interviewed candidates, unsurprisingly the authentic-self and nostalgia, are the most common sensations reflected in all of the interviews. They proved that this notion is the main motive behind their desire to attend Omar Khairat live music event. They were all longing for the feeling of nostalgia, because his music triggers their childhood and family memories. It gives them pleasure to be transported back to memorable moments through the music, despite being aware this feeling may only be temporary. Khairat's music connects them to their authentic self as it represents the comfort zone and it symbolizes the feeling of being home. Nostalgia and authenticity are both essential contributing factors to the interviewees' experiences. And significantly, several responses shared the term feeling home. All the aforementioned responses support the definitions and theories explored earlier (Guignon 2004; Derbaix and Derbaix 2010; Page and Connell 2010; Reic 2017) where they get to generate joy through leisure experiences that connects them with their authentic self and nostalgic emotions. Also, their expression towards nostalgia is equivalent to the one derived from the Greek society, reflecting on *nostos* which means to reach a place, escape, return and get home ([Etymonline, 2020](#)).

In addition, they stressed on the physical experience of listening to his music live evokes deep emotions and it brings them back to the former memories and it reminds them of their connections with absent family members and their urge to meet the present ones. The candidates' perception towards connecting music with nostalgic memories corroborates the theory of Saldanha and Lori et al. which states that music has the capability to be a medium to arouse nostalgic emotions since it unfolds the time and immerses the listener into an earlier period (Saldanha 2002; Lori et al. 2013). Khaled explained his viewpoint of listening to live music as something that cannot be touched, however it can be felt. His definition is imitating Saldanha's expansion on the impact of live music which states:

You can't touch it—it touches you, in a rather immediate and visceral way... you can dance to music, or at least close your eyes and smile. (Saldanha 2002: 55)

From another perspective, through interpreting the candidates shared emotions; nostalgia and authenticity reflect their gratification of going back to their origins, giving them a sense of security. This is supporting to Dominic Boyer's definition of nostalgia as a *heteroglossia*, that clarifies their longing for the moments lived in the past or the moments they desire to live with their current family members in the present (Dominic Boyer cited in Ange et al. 2015: 21).

The interviewed candidates implied that live music events help them gain a sense of power and resilience to face life challenges, and this is what motivates them to attend Khairat's events. They also conveyed their happiness being at the event venue, their eagerness to guess which piece of music will be played first, their pleasure to meet their Egyptian friends. Also, they stated the joy they felt after the event which resonated for weeks with most of them.

Consequently, the precise motivations of the event attendees are seen as yearning for nostalgic emotions, escapism from the routine and the stress of every day, social cohesion and sense of belonging to the Egyptian culture and longing for change and entertainment. The following paragraph displays the positive impact on emotional wellbeing and strengthening community identity.

5.2 Objective Two: To explore the impact of the live music event experience on the attendees' wellbeing and community identity.

One of the major positive outcomes of attending this live music event of Omar Khairat is the feeling of happiness engendered through being able to listen to this renowned Egyptian musician, allowing a sense

of satisfaction and connection with Egyptian identity. Ahmed, Dina and Dahlia conveyed their sense of pride in the hugely popular Omar Khairat, and feelings of solidarity at being part of such an event with an Egyptian icon and they expressed this connection especially when they attended the event outside Egypt. Due to their enjoyment being so great they showed their willingness to repeat the entire experience. This builds on Laiho 2004; Packer and Ballantyne's 2011 research which proved the subjective wellbeing, social welfare and immersive experiences' impact on individuals' connection with the live music event. These positive outcomes instill a longing to be in contact with their Egyptian culture and identity and this is a powerful driver for them to wish to revisit a similar event.

In other words, the interviewed candidates expressed their vulnerability at being away from their home country and culture and that Khairat's live music event boosted their wellbeing by enabling them to remain connected to their home and less isolated. Ahmed illustrated on this viewpoint, by explaining the current experienced struggle that the Egyptians are facing because of the political conflict amid Egypt and Kuwait. Another perspective which is discovered while running the qualitative research is culture and community sustainability that is expressed by Ahmed. This is expanded through his feelings of pride and belonging to Omar Khairat's nationality; which is consolidated by witnessing other populations interacting positively during Khairat's live music event. Ahmed expressed his desire to discontinue the current dogmatic disagreement between Egypt and Kuwait, and that this could happen through the power of soft politics which is the notion of live music events and how it encourages to find more common ground through the power of cultural events such as Khairat's event. His belief is also supported by O'Connell and Castelo-Branco 2010 who recognize the power of music as a tool to bond people together, to support peace-making and to rebuild trust among communities (O'Connell and Castelo-Branco 2010; Bergh 2008; Bingley 2011; Richards 2007). The above-mentioned illustration supports the viewpoint of how live music events endorse community and culture identity.

From another perception, Mohammed stated how live music inspires him by stimulating his creativity and endorsing his productivity, which keeps him committed to his goals. His viewpoint is complementing the earlier theories which state live music event significant role in encouraging individual level of progression and in having a balanced life (Richardson 2018; Folke et al. 2010; Pelling 2010). This is also reinforced through Goethem 2011 who conveyed in his study the role of music in maintaining and enhancing the individual level of success which, is another approach of achieving subjective emotional wellbeing.

It is essential to realize the intention of each individual towards replicating the live music event experience, since this also indicates their perception towards leisure activity. So, when they were asked if

they are willing to repeat the experience of attending Khairat's live music event frequently; they showed their interest. Also, while they all agreed to replicate the leisure activity of Omar Khairat; surprisingly a small percentage of the group qualified their comment, saying they are more interested in repeating the experience if it takes place in their home country. Although, they declared that Khairat's music event detached them from the melancholy feeling being away an Expatriate, they are longing to attend his events in Egypt to be surrounded by their home country's ambiance, the sound and smell of Egypt and the way the Egyptians mingle together while being in a live music event. Their responses are supporting the discovery of Winlow and Hall (cited in Page and Connell 2010) that leisure activities are a current dominant concept of life, and people accept to spend on their self-indulging and entertaining services, especially if it is reinforcing their authentic self (Winlow and Hall cited in Page and Connell 2010). It is also confirming Banister's and Hogg's; and Guignon's notion towards repeating attendance to an event is conveying a meaning of culture identity (Banister and Hogg cited in Blythe 2013). Additionally, their responses advocate that engagement and immersion with their cultural origins enables them to connect better with their authentic self. This theory is emphasized by psychologists who define the individual as a fusion of several values, abilities and skills; and that they get to achieve this connection through leisure activities (Guignon 2004; Derbaix and Derbaix 2010; Page and Connell 2010, Reic 2017). Consequently, the above debate is explaining how live music events enhances social cohesion, authenticity and Identity.

Previous studies corroborate the viewpoints expressed by the interviewees, which support the aim of this study, reflecting the audience's emotional connection with Khairat's music and sense of nostalgia it evokes. For them Khairat's music is considered the motive that arouses their nostalgic emotions and awakens their yearning to their home culture especially when they attend his events outside Egypt. So, his music events sustain the emotional wellbeing of the Egyptian expatriates, as it gives them positive feelings, and it is not only linking them with their nostalgic moments, it also strengthens the present bond with their heritage and families. This is corroborating Dominic Boyer's definition of nostalgia as it can either be missing moments from past or being keen to live present moments with the existing family members (Dominic Boyer cited in Ange et al. 2015: 21).

Another supportive experience was shared by Mahmoud, who used live music event as an opportunity to share a real-life experience with his children to encourage their connection to their Egyptian culture and heritage being recent emigrates to Canada. He decided to do that through attending a live music event for an Egyptian singer. He believes that music dissolves the distance from the home country, and that it connects people with their own culture. This example represents another credible example to substantiate this hypothesis, because of his understanding to the dilemma his kids are going through; they are living in

a new country with different culture, where they are trying to blend in while sustaining their original connection with their home society. His experience illustrates the validity of the concept of moral perfectionism explored in the literature review where Guignon refers to being connected to the authentic self through leisure activity; such as, live music event (Guignon 2004; Derbaix and Derbaix 2010; Page and Connell 2010; Reic 2017).

Another interesting approach, is revealed by Khaled, because he expressed his dual viewpoint from both a musician and a listener perspective. He clarifies that music is meant to be live, to be engaging to the audience, and makes them blend with the played pieces of music. For him listening to recorded music is passive and it diminishes the spirit of the composed pieces; it does not amplify any interaction with the audience, and it misplaces 70% of its charm. So, he suggests that attending the music event live gives 100% of the event engagement. His opinion concurs with Pine and Gilmore 1999; Snell 2005; Pitts 2005; and Packer and Ballantyne 2011 study, who state that attending a live music event while interacting with music and performers creates a remarkable experience for the audience that will continually resonate with them. Not only that, they also confirm the positive impact of attending a live music event on mood enhancement. Also, shared experience links people with similar cultures together and arouses a greater sense of belonging (Pine and Gilmore 1999; Packer and Ballantyne 2011; Snell 2005; Pitts 2005). So, attending a live music event represents a platform of social gatherings, fun and culture connection. It also emphasizes on how attending a live event results in a better engagement among people and the live music. This engagement helps to create a sense of belonging from the attendee's perspective towards the event.

Furthermore, Khaled decided to create a nostalgic memory for himself and all the audience who attended Khairat's concert in Qatar by keeping a recorded video and uploading it on social media channels. This offers the opportunity for everyone to revisit the event and relive the experience. Khaled took the initiative of capturing a recording of the event on YouTube for others to enjoy because he felt responsible towards protecting the legacy of his culture and his passion to music and he considers it a big achievement that he will always be proud of. This was confirmed by the other interviewed candidates Dahlia, Dina and Enas, when they expressed their gratitude for finding this recording on YouTube channel as it helped them recollect happy moments.

While the live music event's creativity and quirkiness are expressed as an important factor to the interviewed candidates, unexpectedly few of them shared some critical comments related to their event experience. They explained how a substandard event management and production can influence the entire event. Ahmed and Mohammed conveyed their disappointment while attending Omar Khairat live music

event in Kuwait opera house. Although, they were impressed by the venue and they felt happy being to an Egyptian musician event, they disliked the discrepancy of the employed audio system and they were displeased by the delivered auditory quality which negatively impacted their expectations towards the live music event. Additionally, they felt that the tickets were overpriced in comparison to the ticket prices they expect to pay in their home country Egypt. Their viewpoint highlights how event design and production can either ruin the immersive event experience or deliver it successfully. It is also representing the unfairness of providing the chance to a specific economic group who can afford and attend these cultural events. As per the interviewed candidates' aforementioned paradigms, they yearn for the cultural events to sustain their wellbeing, connect them with their culture while they are away from their home country. So, if they are not able to pay for a leisure event as an Egyptian Expatriate, the event management should reconsider this issue in order to provide a reasonable leisure service that can be accessible to a big segment of the community. And, this is the event industry's responsibility towards social sustainability awareness, by extending it among event organizations and managers. While this is not directly relative to the study's aim and objective, however better investing on the event design and production are essential topics to be considered for future discovery and research in order to deliver a successful event experience.

To conclude this part, live music event is a common leisure activity that supports maintaining the subjective and emotional wellbeing, because it helps individuals to remain connected with their culture and community. It also enhances the achievement level which is another viewpoint of subjective wellbeing. It reinforces social cohesion; authenticity and it connects with nostalgic moments where it triggers the former memories and encourages present moments to be lived.

5.3 Objective Three: To investigate the positive outcomes of music on emotion

It is generally suggested that music has the capacity to induce major emotions in listeners (Liljestrom 2011), while the link between the motive behind the aroused emotions and music is still ambiguous. This was experienced during the discussions conducted with the interviewed candidates. They stated their experienced emotions during attending the live music event of Omar Khairat, however, they could not justify the motivation behind the aroused feelings. Mahmoud was able to specify the benefit he gains from listening to music, he stated that it supports and controls his mood while Ahmed clarified that listening to Omar Khairat music sometimes generate emotions of happiness or bring him into emotions of sorrow in other times. Their experience is confirmed by previous researchers (Hargreaves and O'Neill 2000; Saarikallio 2011; Wells and Hakanen 1991) who implies that music has the capability to kindle several emotions and it stabilizes the mood. Also, it was recognized that emotions were different from one

person to another; for instance, Mahmoud conveyed that music for him is a state of flow and that it helps to execute his tasks while doing sports or being at work, so it is representing the vitality emotion. Mohammed declares that music positively impacts his creativity and productivity, as it supports his intellectual thinking and raises levels of concentration. This reinforces the viewpoint of Hanes who claims that music has the ability to promote and inspire individuals (Hanes 2006).

Another perspective is suggested by Krumhansl (2002: 45), which is explaining that music can be associated with consequential events, and this is verified by all the interviewed candidates who showed their emotion of ecstasy while remembering the live music event of Omar Khairat in Qatar. They all agreed that a specific piece of music entitled '*Khadeyet Am Ahmed*' resonates the whole event experience every time they listen to it and that it is connected to this moment which triggers hedonism emotion. Krumhansl (2002: 45) also stated that if specific piece of music has a personal meaning to a listener it acts as a precise emotional incentive. This is confirmed by Dina, Khaled and Dahlia when they shared their emotions towards a specific piece of music entitled '*Khaly balak men Aalas*' which was composed for an Egyptian movie. They showed that it immerses them in the love story of the movie and they see it as a dreamy piece of music, so, for them it symbolizes emotions of love and romance. While Mohammed identified this piece as soothing music that instils a serene mood in him, thus giving him a feeling of peace and tranquility.

While the candidates were not able to explain the cause for the specific emotions they experienced, they were able to reveal what type of emotion was triggered by the music. Which means there is a dynamic connection between their emotional processing areas and their aural intellect. This theory is confirmed by Sachs E. Matthew et al. 2016; Hallam and MacDonald 2013.

In other words, some entitled emotions, such as; happiness, sadness, heroic and romantic are aroused based on the initial intention and the communication accuracy concept that is established by the composer. This notion is suggested by psychologists who studied the musician's motivation for selecting a musical career (Juslin and Sloboda 2001; Cross 2005; Balkwill and Thompson 1999; Gabrielsson and Lindstrom 2001; Juslin and Laukka 2004). It explains that while composing a piece of music the composer aims to evoke precise emotions through the composed piece of music, and when the similar emotion is received by the listener it achieves a successful communication, the music survives and resonates with the listener longer and this accomplish the musician's notion. The candidates shared their aroused emotions towards some of Omar Khairat pieces, which stimulates, for instance, emotions of belonging when they listen to a piece that is created for Egyptian rituals, emotions of nostalgia when they

listen to a part that is composed for family celebrations that takes them back to their childhood period, and emotions of pleasure when they listen to a piece that is created to arouse excitement and cheerful emotions.

This is furtherly illustrated by the aforementioned notion of communication accuracy when some candidates experienced a journey of mixed emotions they have been through while attending musicals, the background music played a major role to deliver the intended reactions and emotions. Dina and Khaled attended a musical for a poetic novel named *Broken Wings*, the music was composed by Dana Al-Firdan who is a well-known Qatari composer and the novel was written by Jibril Khalil Jibril. Both of them experienced a journey of major and minor parameters of emotions, the music took them through emotions of sorrow, then peace and romance followed by happy endings. It is equivalent to what Ahmed expressed when he attended the musical of *kinky boots* in London, the elevation and demotion in the soundtrack took him through sad and romantic sensations. All of them recognized that the music was the main medium to deliver the message and moral of the play. This concept is further substantiated by (Saldanha 2002; Lori et al. 2013) who stated that music is the medium to awaken emotions, and that the live aspect of music strengthens these emotions.

Additionally, their interaction to the experienced emotions and the musicals' background melody reinforces the notion of the emotivists which is suggesting that music evoke emotions equating to the real-life experienced emotions, especially when they articulated their immersion to the high and low moments of the play (Habibi and Damasio 2014; Hunter et al. 2011; Schellenberg and von Scheve 2012; Shafron and Karno 2013). Although the emotivists disagree with the cognivists' conclusion which states that the aesthetics emotions are not real (Eerola and Vuoskoski 2013; Vempala and Russo 2013). The emotivists' study is more realistic, since people experience happy and sad emotions while listening to live music specially if it interlinks them with previously experienced special occasions, because it revives the real emotions felt by them. Another illustration supporting the emotivists notions was shared by Khaled, he expressed his perception towards a specific piece composed by Omar Khairat '*Dameer Aba Hekmat*' which provokes emotions that represent principles, originality, transparency and the consciences that used to exist in former days of his childhood.

Mahmoud expressed an interesting viewpoint, that he is using music to control his mood. He expressed that Omar Khairat music has resonated with him since he was a child, and when he became an expat, he used to travel to Egypt three to four times a year to attend his concerts which helped him to sustain his mood and emotions. Omar Khairat's music influenced Mahmoud to visit Egypt frequently to attend his

concerts. Khairat has the ability to connect with his audience by creating a sense of loyalty and belonging which successfully impacted Mahmoud. Also, he suggests that listening to music without lyrics expands the horizon of the listener's imagination, it allows the brain to wander into spontaneous emotions, where the same piece of music could be received as a romantic and serene for one person while it could be sad to the other. His opinion reinforces the theory of Macdonald, Kreutz and Mitchell 2012 that music can guide one person to emotions of sorrow while generates happy emotions in another person. However, in different cases, audience can feel the similar emotions, and this is demonstrated through the interviewees' agreement that Khairat's music exemplifies nostalgia.

A few of the interviewed candidates had difficulty in recalling how long the after effect of the live music event of Omar Khairat resonated with them while others specified it impacted them positively for couple of days to three weeks; however, they were all able to recall how it influenced their mental state. Below are some of the expressed emotions:

1. Happy
2. Relaxed
3. Over the moon
4. Walking on the air
5. Excited and energized
6. Productive and able to accomplish the planned goals

To conclude this part the aforementioned illustrations and studies confirm that there is a definite link among music and emotions. It also reinforces that the aroused emotions are real because music has the capability to stimulate feelings and communicate specific sensations. Furthermore, it exposes the musician's communication accuracy theory in conveying and connecting emotions with the listeners, which also explains the reason behind the communal perception of some listeners towards specific pieces of music. However, there are still some divergences in the candidate's perceptions towards the same pieces of music. The conducted primary research and the various viewpoints expressed by the interviewed candidates supports the stated theories which confirms the importance of music's impact on the emotional wellbeing.

5.4 Discussion Conclusion

The findings of this research confirm the positive impact of the live music events on the emotional wellbeing, community identity and social cohesion. It also highlights the communal aroused emotions among attendees which are happiness, sorrow and nostalgia, while former studies still did not specify the exact reason behind stimulating these emotions. The research compiles the motivations that drives attendees to seek live music events, since it offers the sense of escapism for the attendees from everyday life and gather them with their friends and families. It also reinforces their sense of identity and connect them with their authentic self. It links the attendees with their heritage and supports them to embrace it.

Through several notions explored in the earlier mentioned studies music has the capability to shape values, bond societies and sustain communities. The research suggests that similarities in music preferences enable positive relationships, better connection among people and encourage people especially the expatriates fostering their productivity and sense of development.

CHAPTER 6 - CONCLUSION

This chapter briefly compiles the research overarching aim linking it to the studied objectives and the findings. It also provides recommendations from an event management and industry perspective.

This research is conducted to understand the impact of attending live music event on the audience emotional wellbeing, social cohesion and community identity. It is also exploring the link between music and the aroused emotions. The research took Omar Khairat live music event as a case study to explore its impact on the Egyptian expatriate's subjective wellbeing, identity and emotions. The applied methodology for the study is the qualitative research and the interpretivism approach, which supported the research with dependable material to unpack the interviewed candidates' emotions and experience towards their attendance to the event of Omar Khairat.

6.1 Objective one: to determine what motivates attendees to join a live music event.

The literature provides a comprehensive analysis on what the Egyptian Expatriates consider essential to attend a live music event for Omar Khairat either inside or outside Egypt. The candidates unpacked their desire to detach from the everyday life by seeking leisure activity, since these types of activities to their wellbeing, improve their mood and connect them with their community. It offers them happy moments that they could resonate after the event and it also connects them with their heritage. The interviews provided more comprehensive and personal analysis which added more credibility and value to the study. The candidates expanded on their further interest towards attending Khairat's event in their home country, since Egypt's ambiance intensifies their solidarity and culture engagement. So, escapism, entertainment and seeking leisure activity are all incentives shared by the interviewed candidates which encourage them to attend Omar Khairat live music event. Therefore, the findings and the former literature review complemented each other to clarify the motivations behind the attendance of Omar Khairat live music events.

6.2 Objective two: to explore the impact of the live music event experience on the attendees' wellbeing and community identity.

The candidates described nostalgic emotions as the dominant feeling they experience when they attend live music event of Omar Khairat since it reminisces absent family members' gatherings. It supports maintaining their emotional wellbeing, because it helps individuals to remain connected with their cultural identity. It strengthens connection with the authentic self, it connects them with childhood

moments and encourages present moments to be lived with their present family members. It also enhances the achievement level which is another viewpoint of wellbeing. Through the vulnerability of the interviewed candidates, they explained that music for them is the motive to accomplish while passing through life challenges and experiencing feelings of melancholy. It also sustains their mood, which keeps them in a balanced state of mind and reinforces peacemaking and society bonding.

6.3 Objective three: to investigate the positive outcomes of music on emotion

Through studying the former literature review and interpreting the interviewed candidates' responses, the results prove that there is a strong link amid music and emotion. Music the drive that activates the arousal of the emotions. Despite the divergences in the theories of the cognitivists and the emotivists, the candidates expanded on several personal experiences where they felt real emotions similar to the real happy and sad feelings aroused based on actual occasions. In fact, music supports to relief suppressed emotions which is healthier to the mind, body and soul to accomplish feeling of tranquility. Although former studies have researched how people experience emotions when they listen to music, they did not offer definitive proof of how these emotional reactions are derived and the reason behind it.

This study has reached to an initial suggestion, which needs further research to be applied in future studies, which is to allow more observations on wider group of live music event attendees. This is to understand their reactions while passively listening to music and during live events. This proposal is related to the study of the (Sachs E. Matthew et al. 2016; Hallam and MacDonald 2013) which states that music impacts the emotional processing areas and it influences the human body activity measures which includes; electrodermal, cardiovascular and somatic muscle activity that triggers the body during real-life occasions (Habibi and Damasio 2014; Hunter et al. 2011; Schellenberg and von Scheve 2012; Shafron and Karno 2013). Thus, neuroscientists and event managers need to cooperate to work on future empirical studies, this is not to negate the credibility of the previous studies, however to investigate more through ethnographic approach. This is to enhance the event industry role in supporting event attendees' emotional wellbeing and sustaining communities. And in order to so this further research is better to be conducted in this subject.

From another perspective, event industry needs to properly consider the event management, production, ticketing prices and design aspect of the event, since it is considered a major factor which could ruin or make the event a success. This is a recommendation based on the comments received from few interviewed candidates.

Consequently, live music event is a major needed therapy for everyone to experience escapism, hedonism, and entertainment. It also helps the attendees to go back to their roots and connect with their nostalgic moments. It maintains the emotional wellbeing and supports the individual accomplishment level. And all the explored emotions and impacts are real and worth to be maintained by the event managers, in order to provide a promising future to the event industry in supporting culture, sustaining community, emotional wellbeing and social cohesion. And by exploring the aforementioned topics an inclusive understanding of the live music events impact on emotional wellbeing, community identity and emotions was uncovered.

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For interviews subscriptions:

Otter.ai. 2020. Available at: <https://otter.ai/>

For remote interviews:

Zoom. 2020. Available at: <https://zoom.us/>

APPENDICES

Appendix one - Semi-structured Interview Questions

Consent statement:

Before starting the interview, this is to inform you that it will be voice or video recorded for the research purposes. So, in case you refuse this recording the interview will be disregarded and if you approve to record, it will be supporting the research overarching aim.

Interview objective:

This interview is conducted to study and investigate the socio-cultural impact of attending live music events, such as the positive outcomes that experiencing live music can have on an individual's emotional well-being. Specifically, this interview considers the contemporary Egyptian music of Omar Khairat in terms of its impact on Egyptian Expatriates' emotional wellbeing. It explores how Khairat's music makes attendees feel whilst at the event and also after the event, touching on themes such as culture and identity.

Opening segment

In this segment, general introductory questions will be asked to the interviewees to create an ambiance of comfort which will enable the participant to be open throughout the interview.

- Tell me about yourself, what is your occupation?
- How old are you?
- In which country do you live? And how long have you been an expatriate?
- How music generally impacts your wellbeing or your life?
- When was the last time you attended a live music event? How did it make you feel?

Middle Segment

Tell me about your experience of listening to Omar Khairat perform live or other musicians from the same genre?

- Share your first experience of attending an Omar Khairat performance in Egypt:
- What motivated you to attend the event?
- How did you feel prior to the event?
- What emotions were aroused whilst listening to his music live for the first time?
- How did you feel after the event?

Now, I would like you to share your experience of attending his live music events outside of Egypt?

- How did you feel when you heard about the event?
- What exactly motivated you want to attend Omar Khairat's event?

- Again, take me through your experience of attending the live performance:
 - How did you feel prior to the event?
 - What emotions were aroused whilst listening to his music live for the first time?
 - How did you feel after the event?

Further prompts/areas for discussion:

- What impact did attending have on your emotional wellbeing?
- Did you find that attending helped you to relax? To step outside of the stress of everyday life?
- Did attending make you for nostalgic for Egypt?
- Did attending make you feel connected to Egypt? And to Egyptian culture?

Concluding segment

- Will you attend Omar Khairat's concerts in the future?
- Would you like to add anything further to this conversation?

Thank you for your participation, it was a pleasure talking to you

Appendix Two - Transcribed Interview samples

Interview # 1 - Ahmed

Sat, 10/10 4:38AM • 45:11

Summary keywords

concert, felt, omar, kuwait, attended, music, egyptian, soundtracks, friends, listen, playing, ticket, feeling, piece, cairo, relate, opera house, qatar, egypt, expatriates

Speakers

Dina Aldesouky, Ahmed Ghassan

Dina Aldesouky 00:04

Yes, it started record, I

Ahmed Ghassan 00:08

certify and hereby agree to have the session recorded that consent consent form.

00:15

Dina Aldesouky 00:19

How are you?

Ahmed Ghassan 00:20

I'm good. And

Dina Aldesouky 00:23

so, just just to let you know, thank you so much for for taking this opportunity and joining my my interviews for for my study. And as I explained to you before, the objective for for this interview is conducted to study the impact of the live music events on the society on the community and on the social, cultural and generally and to investigate the positive outcomes of music on emotions and well being specifically our target markets or my target market is the Egyptian expatriates. So, picking or choosing the music, the contemporary music of omar khairat and its impact on the Egyptian expatriates, their emotional well being and how it is linking them with their community identity and how it is impacting positively the nostalgia feeling while they are working abroad of their country or being a little bit homesick being away from their home country. Okay, so I'm going to start by some general questions, I want you please to tell me more about yourself and what do you do?

Ahmed Ghassan 01:36

Okay.my name my ahmed ghassan, 33 years old now. And I work as the digital art director for an automotive group in Kuwait.

Dina Aldesouky 01:50

Okay, and so, tell me your experience so far being an expatriate. I know you live in Kuwait. So how long you've been living in Kuwait now.

Ahmed Ghassan 02:00

I was actually born in Kuwait, but I never lived here. But my family lived here for like 17 years. And I never got the chance to actually live here. It's always only a month when I was infant. So my family went

back to Cairo. But at the age of 28, I guess I got a job opportunity to work in Kuwait. So now it's been five years exactly since 2015.

Dina Aldesouky 02:29

Nice. And how do you feel about it so far?

Ahmed Ghassan 02:32

I love it so much. I already felt connected even before I came to Kuwait because all my childhood cartoons that I used to watch at home, were VHS my mom's library, and they were all cartoons that were played in Kuwait. So I kinda got the feeling of the country even before I come here and yeah, I love it. It's changed. People are saying it's changed so much as it's become so much modernized than before.

Dina Aldesouky 03:00

Yeah, I think it's the same like Qatar. It's the same for me here when I joined when I came here in 1993. It was so calm and different. And it was only about like, one shopping mall and the cornich and that's but now it's full of malls. And it's

Ahmed Ghassan 03:18

You noticed that? Yeah. You saw the change yourself?

Dina Aldesouky 03:20

I know the difference. Yeah, I know the difference that the people are telling you about. It was a smaller community before. Now. It's a huge community than before. So I know the difference that they're talking about. Exactly.

Ahmed Ghassan 03:31

Yeah. So I love it. I love the people and everyone. Kuwait is no Kuwaitis. Everyone are nice, despite what's being promoted on the social media. And that I guess at some point, we're going to talk about this. But no, I love it, especially the new the new generation are more open minded. Most of them they already went abroad and took their education there. So they're, they're not as racist, as you might see on social media, you know, by such community. Yeah,

Dina Aldesouky 04:06

yeah. Yeah. This is good. This is good to know, actually. So I want you to tell me more about the music that you like, and the music that represents you as ahmed

Ahmed Ghassan 04:17

the music that I like is, I don't have a specific genre, but it's really any good kind of music is my genre of like good music. That's what I what I call it. So usually, I listen to soundtracks for movies. JOHN Williams, all of those composers, Hans Zimmer. So soundtracks is something that I usually have on my playlist, and Arabic music beat Lebanese, Syrian or Egyptian songs. And what else I don't have a favorite for foreign pop artists. is probably pink or you listen to pink so much. And that's it, but anything that's annoying and becomes like, you know upbeat music might get on my nerves so I usually tend to listen to calmer kind of music.

Dina Aldesouky 05:14

Yeah, yeah, I think I think we have the same taste. So you told me that you like mostly the soundtracks of movies Could you say more about the the soundtracks for Egyptian movies or them mainly the

Ahmed Ghassan 05:28

Egyptian composers of course. Yeah, Omar Khairat is number one. Number two is yasser abdulrahman, is my favorite. I think he doesn't have enough spotlight on him as much as Omar khairat has concerts and stuff but yes, yasser abdulrahman I'm so disappointed that he's not out there in concert doing concerts and stuff but he is a genius. He agree with what specifically when it comes to violin because I guess his master's degree was on the effect of violin on the soundtracks. Okay, so yes. Yasser abdulrahman, Omar Khairat And I also love Khaled Hammad. Remember I wanted what yes was Yes, absolutely. soundtrack that I really love. Tamer Karawan is really genius. And now we have also, you know, from the series grandhotel is more of Amin abu Hafa.

Dina Aldesouky 06:27

I don't think he's Egyptian. I mean, Bahasa he is Tunisian, or is he is Egypt.

Ahmed Ghassan 06:33

I don't know what is it? I don't know where he's from. Exactly. But yeah. Plus, I always listen to. I have an album in my iPhone. For all the old soundtracks for series vocal as well. Not only just music, also that have vocal in them. So yeah. This is this is me. Yeah.

Dina Aldesouky 06:58

That's that's great to know. That's great to know. There. There is one one more name that I would like to add on the list as well. Which is Ragee Dawood.

Ahmed Ghassan 07:08

mhhh

Dina Aldesouky 07:09

kitkats. One of wellknown movies

Ahmed Ghassan 07:13

his soundtracks and other series or other Egyptian series, but as well, he's here. I think Omar Khairat is on top, followed by Naga because raga would he gets to have some concerts as well on the Opera House? The Cairo Opera House. Yep, I attended once. So this is a great start or interview I'm really happy with your taste of music. So in general, by passing by the question, which is in general, what's your favorite genre of music? I got already to know that that you don't have a specific genre of music.

Dina Aldesouky 07:49

Okay, so while listening to a piece of music that you select, I want you to explain to me the kind of emotions that you feel. Just any piece of music, like if it's related to Omar Khairat, or if it's related to any of the composers' soundtracks that just I need to understand the emotions that you feel or that you go through while listening to this piece of music? Or is it music for yourself

Ahmed Ghassan 08:17

two pieces of music. One of them is for yasser abdulrahman, its called Iraq And it was played and lifted baby doll in the movie. And this piece of this track was so good, because I watched the video and it was, I guess, an actress playing in the pub were surrounded by American soldiers. And when they were like, you know about to rape her, and the music was so good that had Egyptian tastes, it has had drums, it had saxophone, it was so good, that was upbeat, by the way. But it kinda delivered that anger and that, you know, that feeling of rage that was happening in that scene where it was beautiful. So that one I used to listen to a lot. And there's also a meet Santa cinema for Omar Khairat, specifically the music only because I tend to sing along and in the car, violin plays in the background. So for 100 year of cinema, I feel proud, because it also represents the the history and the history of the Egyptian series and the movie production and all of that. So I always feel proud when I listen to this piece of music.

Dina Aldesouky 09:40

This is great. So we're talking about either rage or either the pride, the peace, the feeling of pride that you that you get when you listen to both pieces. Okay, so when was the last time you attended a musical event and how did you feel about it?

Ahmed Ghassan 09:55

The last time I attended a musical kind of be like really a musical Like a musical play,

Dina Aldesouky 10:02

and not not a concert, it's Yes, it's more it's more like a

Ahmed Ghassan 10:06

musical. It was. Surprisingly it was omar khairat and it was in Cairo. He did one concert, outdoor, it was the first outdoor concert to be played in the Nasr city. They had something that was owned by the military. I attended that concert in November 15 2019. Exactly.

Dina Aldesouky 10:26

Oh, okay. So it was it's a soon one race said yes, yes. Okay. Okay. And how was it? How was how was your experience?

Ahmed Ghassan 10:35

It was great. Because I missed Egyptian so much. So I was surrounded by a lot of everyone there was mostly Egyptian. So I was so happy with that. And I had a family sitting next to me, because all of my friends got to book their tickets ahead of me and the front rows, I was behind them. And I was next to a really nice family. And we know, we started talking with each other. And I felt like there was something that's connecting us and it gave me that feeling that I can speak to them. And yeah, it was it was so so good. But I will I was a little bit disappointed, because it was mostly the same tracks that he played, there was nothing new. And I sense that about a lot recently has been playing the same tracks over and over again, even not, you know, doing any new pieces or anything. Yeah, it was it was amazing. Because I have my friends I had people that I can relate to. And I usually wait for the part where Manal mohy eldin plays her harp and Nisma. Yes. plays the marimba. So this is the part that I will usually look forward to.

Dina Aldesouky 11:49

Yeah, yeah. That's great to know. So going to the next question, so what is the effect of music on you? And how could you share a personal experience you recall with a specific live music that you attended?

Ahmed Ghassan 12:08

Okay, so let me tell you again, the effect of music on my own? Yes. Well, it's, it's everything good. Dina I swear it's everything really everything. I mean, I listened to music. when I'm happy when I'm sad. I listen to music when I am in a distracting and noisy place that I want to focus on, on work or study. So it really helps me out, to. It really puts me in the mood that I want to that I want that I need that a specific point in time. Okay, It really can take me out of a mood. So it can put me in the mood that I want. And it can put me out of a mood that I don't want. Okay, did you get what I want to say?

Dina Aldesouky 12:55

Yeah, absolutely. Absolutely. And I'm really happy. I'm really happy with your answer. Because I do have the same feeling as well. Sometimes when I just feel stressed or something if I'm listening to a piece of music that I like or if I'm listening to a piece of to a vocal thing a song with with the music that I like it, it really gets me out of this. stress and The nervousness feeling. So could you could you recall, like any I know, I know. You just shared your experience attending Omar Khairat Concert Something that you

have in your head, which was, you know, there is kind of a highlight or like it was it's a landmark in your mind. Like when I attended this concert. I had this experience. And could you recall I get

Ahmed Ghassan 13:43

yeah. I get you. It was honestly a musical. It was a musical called Kinky Boots. And I attended that one in London. Yes, yes. It was really, really good. I didn't I didn't know what to expect. Honestly, it just was shiny poster and it said like bestseller and stuff. I went in with my two of my best friends and I didn't know what to expect. But it turned out to be amazing. The music is amazing. This the singing was beautiful. And the lyrics were really nice. And also the story that this it's a true story, by the way about a child of black child who was what, who always wanted to be to wear high heels and boots. And he never got the chance to and he then when he grew up and he become a crossdresser and he met with this guy who had his father who was an owner of a shoe manufacturing shop. And then he helped him actually create the first boots that can handle men that can be worn but worn by men. Okay, so the story wasn't Amazing I felt so in and the lyrics it was just stunning and I was there and you know, It had my attention from the start to the end really to the point that I bought probably all the merchandise that they were selling outside but anyway. like, give me Yeah.

Dina Aldesouky 14:10

Like this is an experience. Absolutely you could keep recalling every now and then in memory I when I went to London I attended the line, Lion King one of my favorites and and I really wanted to sit I wanted to attend all of them. But I didn't have time. So I just chose Lion King as a treat it was on my birthday. So I went there alone and it was it was the best trip ever I think and I really really loved it. I loved it. so colorful and yeah it Drag itself in the theater. It was very touching. And it's very emotional. So you get to feel every like every segment of the story. You get to feel really attached to it because of the music itself more than more than the costumes and more than the the colors.

Ahmed Ghassan 16:13

Okay, and the and the monkey was funny as well. I guess it was a funny character. Yeah. The black guy or black woman?

Dina Aldesouky 16:19

Okay. Yeah, you're right. We're gonna be shifting to the next segment in our interview, which is, I want you to tell me your experience more about? Yes, I know that you shared that your experience with attending Omar Khairat music in Egypt. Yeah. So why

Ahmed Ghassan 16:41

about that one in Kuwait? Well,

Dina Aldesouky 16:43

we I want to I want to talk about that one before going to the Kuwait I want you to tell me when you were going to this music event for Omar Khairat to Egypt? How did you feel prior going to the event? like the feeling before going like when did the day you booked the ticket? How did you feel? What was what was your feeling about it?

Ahmed Ghassan 17:06

I felt that I am going back home. I'm going back to my childhood. And I always feel like I have something special for omar khairat. But not everyone out there is aware of. I mean, because he really took a lot from my childhood and my teenager age. So I felt like I'm going back. Back in Time. I felt like I'm going back in time. I'm going back to that Ahmed much as I was, you know, 15-16 years old. I'm sorry about the coffee machine distraction.

Dina Aldesouky 17:47

I do I do have some distraction voice as well. someone's doing some construction work.

Ahmed Ghassan 17:52

so I felt like you know, I felt like I'm going back to my childhood and I felt I always feel a little bit anxious prior to Omar Khairat event I want to know what's going to happen we know so anxious although I know the pieces Exactly. But I don't know the order. That's one thing so I'm like okay, what is he gonna play first and then I start singing along and if he's so happy when I find someone next to me who who's actually singing along as well and know the lyrics and that was that's really refreshing. So yeah excitement anxiousness. Back home and you know back to my roots. Yeah,

Dina Aldesouky 18:36

yeah. And I really liked when when you said just a while ago like you're you're there with with the Egyptians you feel like you're you're in between your friends and your family and yeah. I completely relate to what you're saying as well. Because I think I think I do have the same feeling. When I go there even though I know that he's going to play all the pieces that I listened to it a lot through like during while driving or on my iPod or my iPhone, but when when it's live, it's different and you keep wondering you're right you keep wondering which piece is going to start and it will be played with a different twist this time or it's going to be to see what

Ahmed Ghassan 19:13

he does. Yes, he starts with something unexpected and and then it goes to the piece that you know so like he starts with a piano and you don't know what Okay, yeah, never heard this one that turns out to be the one that you know what? Yes, we tend to do that. Yeah.

Dina Aldesouky 19:29

This is prior it, while actually listening to his music. Like Do you remember the first concert actually, you attended

Ahmed Ghassan 19:41

our height? I remember it very well. Yeah, actually, you know, today I was looking at I have the same you see that board behind you. You have like, I don't know if it's a memory board or something you remind yourself with Yeah, but anyway, I have this similar memories boards, and I was looking at it yesterday and I actually found this This was this day goes back to 2012 or 11. I don't remember even slowly. So this was the first concert that I attended for Omar Khairat in 2012

20:14

Even before that, I guess it was an a concert in December. That's what it shows. I think it was in 2005. So I still have this ticket. And you see here. Yes, the seat number and the row number

20:16

is 6pm and so you kept you kept the ticket.

Ahmed Ghassan 20:41

Wow, I kept the ticket.

Dina Aldesouky 20:43

It still looks fresh and new.

Ahmed Ghassan 20:45

Yes, I'll tell you why. Because I was so excited that it was my first concert that I actually hand crafted some envelopes. Nice looking envelopes for us to put the ticket in. This is how, you know I was a child i was i was little back then. So I was so excited. And I you know, handcrafted those envelopes for me, Aya and yousef, for us to put the tickets and so I have the envelope as well. So I just pull it up for you to see. So and they also have chocolate. Remember, yeah, you see those watermark? Yeah. Oh, yes.

21:23

So I found it I guess it was 2005 so I was so excited to the point that I did that. And I get the all these years and we had like we were sitting in the first row and that time I was really going with no expectations at all. but I don't know what's going to happen because it's the first time I listened to him live.

Dina Aldesouky 21:48

this is nice. This is really nice. So that was there was there was prior to the concert What about what happened after you guys were out of

Ahmed Ghassan 21:59

I was literally over the moon. I mean, it's my first concert for the legend but I was in the front row. So I felt literally over the moon and we kept talking about Did you see when you were where he played to this and that? And yeah, we took a lot of pictures that night me and Aya and yousef and I had the feeling that this has to be a night to remember and that and that's probably one of the reasons why I kept the ticket until now. So yeah, it was just once in a lifetime experience

Dina Aldesouky 22:34

wow I already having some goosebumps at the minute okay, so so I'm going to skip this question which is how was the reaction of your friends or family who attended with you because you already you already explained this now we're going to shift to the part when you attended his concert in Kuwait I want you please to take me through the experience by how did you feel when you heard about the event that it's happening in Kuwait and what did you do the first minute you heard about it?

Ahmed Ghassan 23:09

Like oh my god, I'm gonna wait and I called my best friends at the moment I was like sabry we are going to the sponsor it's not it's not an option we're going to this concert he is not a lot of big kind of Omar Khairat, but I like kind of forced them so we go so I was gonna do whatever to attend the concert No matter how much I'm gonna pay but yeah, and I was so excited. I booked the ticket right away cheapest one actually because it's ridiculously expensive price, with that price I would like have dinner with him after afterwards. Yeah, I booked the tickets and then I dressed up to the nines and I was like no I have to you know almost say like I'm going to meet them personally so yeah, because usually when you go when you go to attend his concert in the Cairo open house you have to be in a formal wear and here is kuwait they don't care about the tie. They just care about you or do you can wear smart casual that's fine but it's okay not to wear that tie and stuff and they get some people out for wearing slippers and that you know how like it's an opera house. But anyway, yeah, so I made sure I dress up and take my friend and go ahead of time so that we don't miss anything and find the proper parking and stuff. So yeah, I had the preparations going on.

Dina Aldesouky 24:44

Okay, and how was how was your friend's reaction because he said he's not really a big fan but how was how was your reaction and his reaction while attending the concert.

Ahmed Ghassan 24:53

My reaction first it was my first time to enter the jack which is the Opera House in Kuwait. This building by the way, it won a lot of a lot of awards, awards for architecture, for architecture, it's beautiful. It's a piece of art. It's really a piece of art. And so I was already overwhelmed with the architecture because it's one of my passion. passions. So that's one thing and I felt when I entered the opera that this suits omar khaira. I mean, like, this is a place where omar khairat should be performing and to be here. Yeah. deserves to be here. Exactly. And so everyone was going in. I was like, you guys have no idea why you're gonna listen to. I'll show you what one then the Opera House. It looks fantastic. Just for the sake of it, but yeah. Yeah, I guess this picture kind of gives you a better idea

Dina Aldesouky 26:08

Wow. its a big deal.-- No, no, I can see it. I can see it in

Ahmed Ghassan 26:15

beautiful honestly. It's, I also attended in the opening of it and they did screen projection on a building next to the sea and it was amazing. So I'm finally inside. I'm finally inside with something worth it. So I felt like you know, attending on fire, then this is kind of a celebration for me attending omar khairat and also seeing the building from inside. So that was it worth it for you. worth it for me for it for my friend. He didn't really care until he heard that piece that he could relate to, which was shallabeya garty Yes, I didn't know that. This was a song. I know that the music but I didn't know that there was a song and I found him actually singing along I was like, Okay, I didn't know you know Omar Khairat, and he was like, I know this from my childhood . Yes. Yeah. So we Yes, yes. This was an experience my experience, during which I was a bit disappointed because the sound of the sound system was good. it was monotonic? from one direction, it was not really clear from both ends of the building I was like I said, because we're only paying 15 kg or what? I mean, I was disappointed because its a sound system for an opera house and it was not working properly. No, I can't feel it. Maybe because I'm used to it. And I attended a conference for my open house. I know the difference. But I could tell the quality of sound was not that wow Should I keep going on with my experience

Dina Aldesouky 27:57

Yes? please keep going explain it in English please for the study purpose

Ahmed Ghassan 28:03

you can so the I had a couple of nice ladies sitting next to me. I didn't know where they're from. They probably kuwaitis I think that from how they kind of you know, dressed up. But they were I felt you know, when I whenever I go to a concert, I feel like I have the permit to speak to the person next to me. I don't know if you get you get me, i feel so excited, but I really don't care that strangers next to you. Yes. You are right so and they were sending their friends. They were all ladies and they were sending their friends a video saying Happy birthday. So Happy Birthday have with me on and then I jumped into the video. I was like Happy birthday. Yeah, she doesn't know me. So you know, I always get this feeling that I can speak to strangers when I'm in omar khairat concert i feel safe. You know, I feel like no, I have the right to speak to whatever we're in omar khairat con presence. God dammit. So it was it was amazing. They were not singing along. I was singing along to most of the pieces with lyrics. And when it comes they were singing on us but they were singing along and I bet against because I guess it's very famous. So yeah, they kind of think along those lines. But it was amazing. I felt so proud. You have no idea. Because the lady next to me. He was saying something about he was the first to be playing on this piano in Kuwait. So that piano that he was playing on it was first touch by him. So he was like that I probably I'm gonna take it with me back to Cairo who for the lady next to me, she was like loudly saying "you deserve it". So Oh, my God. Yes, you're right. That was I felt that that moment. I felt proud. Yeah, everyone was clapping and dude giving him applause I felt proud. Especially Well, back then there was no there were no, too much racism going on against Egyptian. But even though because I know I don't know if you know that but because here the segment of skilled workers in Kuwait range from COO to, you know,

labor. So what's the kind of the reputation is not as, has being distorted and completely what you're talking about? Yeah, it's distorted. So when I was bearing the concert, I was proud because I would like you guys who are plotting and Egyptian artists, this is us. This is and this is the real us you were getting your joy we're giving your art, that's why I felt so proud honestly, at that night and everyone was so happy with this. So yeah,

Dina Aldesouky 30:58

I don't want I don't want to distract your your nice words, but but some two things came into my head now. The first things that I want you to explain to me the feelings of the Egyptians who were attending because definitely there were Egyptians attending the concert at that time, and the and the feeling that you have because this is something that I I feel as well when you are in a mall and in Kuwait or in a shop or something and you get to hear the music of Amara displayed in this place or in this shop. And I will share with you my experience but after you tell me yours

Ahmed Ghassan 31:34

we were singing along, I could hear some people singing along and I can tell I could tell they were sitting in the back seat, I could tell that they were Egyptian. So there was something they could relate to. And they felt they felt that I felt myself that I can speak my accent to no shame. I can.

Dina Aldesouky 32:00

You could mean you could name it with any word that you want. Like whatever you feel whatever you felt at that time just say the word that you

Ahmed Ghassan 32:07

I felt pride about. The exactly I told you I felt pride. I felt happy I felt home. I felt like I can go to almost pirate right now and tell him I'm going back with you to Cairo that's why I was thinking. So yeah, it's mainly about nostalgia definitely. crazy Nostalgia. When I listen to music, or even on my tape. I feel like back to that little child who used to have this Walkman in his hand laying on his bed and listening to his music even crying or being happy or dancing or whatever. So it always takes me back to my childhood.

Dina Aldesouky 32:56

Yeah, amazing. Really amazing. And how do you consider his music impacting your life? And and I can help you with some key words if you want, if you would love to, if not if you have something in your head. Okay, so do you consider it as let's say emotional balance or stress relief or nostalgia or self connection? productivity and ledger?

Ahmed Ghassan 33:22

ledger, self connection? relaxing. And Nostalgic is number one.

Dina Aldesouky 33:38

Yeah. Yeah. Great. Take me take me through this. The journey of after you after you attended his concert in Kuwait? How did you feel coming out of the concert? And then the emotions that let's say it kept arousing with you? After after the concert and just just, you know, tell me how did it feel because the experience is over. Okay. But I want you to tell me what happened to you after the experience like the after the effect after the experience itself? How was it?

Ahmed Ghassan 34:19

I was open to life. I was usually I don't take a lot of pictures with my friends. But I was like, you know, let's go here and take a picture. Let's go here and take a picture. I wanted to imprint that memory. So I felt like I wanted this moment again to to be remembered. And I felt open to life. Because I used to have a negative perspective on life. So I usually have a positive perspective on life afterwards. And again, it's it's

really pride, nostalgia and pride when I went out there outside and I was like, you know? Like, I want to scream it. I am from the country that this guy came from. You know, I was I was raised there. We're, this is us this is your chance. Yeah. So

Dina Aldesouky 35:19

you're giving me lots of goosebumps honestly with with yes with your experience I completely relate to what you're saying. Yes, yes. And it I really feel happy when when I when I get to know like my friends here in Qatar, either they are Lebanese or from Iraq or from as non Egyptians I mean when they just surprise me and they're telling me that they do listen to my pirate and I was like, Wow, really? And they're big fans, you know? So so it really it really feels it really feels good. Why did I ask you this question that What do you feel when you go to a store or to any place when you find unexpectedly that they're playing their their music because it happened to me once here. There is a place here in am one nine in Qatar, it's named the pearl, the pearl it's a very luxurious compounds. It's kind of a city, you know, the same concept of El gouna in in Hurgada back. But yeah, but it's here in Doha with lots of villas and buildings so people live in and it's it's a compound of a coffee shops and restaurants and people are living there. Yep, absolutely. Yeah, that's it. So we were having, there's a there's like a walk, there's a cornice there where you could walk around the yachts and just for some with with some of your friends. So we were walking in that day. And unexpectedly, I found that they are playing his music. It's the same feeling when you hear Fairouz. You know, it's the same thing when you hear like, unexpectedly like you're having this, Fairouz she is well known everywhere. But when it's all highlighted, I thought I was like, wow, this is really really good, despite the political challenges that we're going through with Qatar and the blockade and what what the current situation that we're going through, I felt I felt really happy. I was like, this is really good. And maybe it's kind of a hope that I thought about it as a hope that this at some point at some day, yes, the connection will come back and and all of that will will vanish away and it will go away.

Ahmed Ghassan 37:26

Yeah, absolutely. Absolutely.

Dina Aldesouky 37:29

Okay, so we're almost getting close to end our to end this lovely interview. But I still have some more questions for you. If you don't mind. I want you to explain to me the link between the music and your emotional well being. And you already already explained that a lot that it's connecting you with pride and Nostalgia.

Ahmed Ghassan 37:55

So music in general with music in general or Omar Khairat like, for it's basically getting me in the mood that I want or get me out of a mood that I all want. So that's basically what music does to me. And it encourages me I mean, like, you can feel it when you play an upbeat music in the car while driving. You can speed up you play by yourself speeding up with or without you knowing. And when you're playing calm music, you're like you're enjoying the road and all of that. So yeah, it does it does put me in moods that I that I want and others that I don't want, so yeah.

Dina Aldesouky 38:34

Great. So will you repeat the experience and attend omar khairat music events again?

Ahmed Ghassan 38:42

100% but maybe not in the opera here? Because one it's very, very expensive to is because I was disappointed with the sound system. So I was like, if I have it on my Bose it's even better. So no in kuwait, I would definitely go somewhere else even in not in any other country I would attend.

Dina Aldesouky 39:08

Yeah, yeah. Yeah. And with respect to the current situation with with the pandemic situation that we're all going through. Did you get the chance to attend any virtual musical events

Ahmed Ghassan 39:24

No, any virtual musical I was going to attend the yesterday on my my birthday I was going to attend an egyptian singer concert (Sameera Saeed) live concert on tik tok. She was going to stay her new song exclusively on tiktok. But I missed it because I my friends surprised taking me to somewhere else so I was gonna do that. But

Dina Aldesouky 39:48

the birthday I didn't know it's your birthday? Yes. Oh, okay. so do you miss Do you miss attending concerts? musical concerts?

Ahmed Ghassan 40:19

Do I?

Dina Aldesouky 40:22

Generally

Ahmed Ghassan 40:26

yeah, I miss Yes, I is attending concerts. And I'm a performer. I'm part of the choir here. performing on stage. He told me know about that, too. So I met. Yeah, attending concerts that I like, just like music that I can relate to Spanish music or Arabic music. Yeah.

Dina Aldesouky 40:47

And would you like to add anything else to our conversation? You're You're most welcome. Our conversation has been really great. The interview has been really going great. And I'm so happy with it. Because I felt that like, you are actually into the moment and this interview like you, you relate to the questions and and this is really pleased me and without making any effort. It happened smoothly, and you're already relating to the study and to the topics that we are.

Ahmed Ghassan 41:31

Though, anything else I would like to say

Dina Aldesouky 41:33

like to add? Yeah, feel free.

Ahmed Ghassan 41:39

Oh, I guess I guess that's it. Yeah. But I really, really, in sound systems can ruin when concerts and I've seen that happen a lot in Kuwait. So it can ruin an experience. And it can make me hesitant to attend another concert for the loved one. Because of the quality of the sound system, and it's terrible hearing voices.

Dina Aldesouky 42:05

Let's say this problem of the sound system, it's not there and over priced tickets are not there. When will it be here?

Ahmed Ghassan 42:11

You'll find me in the first row. Yeah.

Dina Aldesouky 42:13

Oh, okay. Okay.

Ahmed Ghassan 42:19

Kuwait as well, before you hang up here. They do something very nice. And most of the concerts are actually for free, by the way, but only the ones in the opera house are for money but the rest of the concerts they have daily concerts here in a theatre near to where I live. So much like that. Every every night they have a concert for free. And it's amazing. So with the sound system is ok. So that's it. So if we can just take the price a little bit down it would be that we'd be affordable

Dina Aldesouky 42:58

there or something? Yeah, there are some things that we have available in Egypt with minimal fees that unfortunately we get to have it here in either in Qatar and Kuwait with loads of amount of money. So I relate, I agree with you. One last one last question for you please. Who do you recommend from your friends who could be good candidates for this interview that I can interview them who attended Omar Khairat either in Egypt and specifically outside Egypt as well?

Ahmed Ghassan 43:31

Okay, I have the Mohammed Sabri my best friend here in Kuwait. the one who was singing lyrics of this piece during Omar khairat concert. And , Maya Angelou, she used to work with me in out of the box in Egypt and now she works out of the box Dubai, and she attended a concert in Dubai as well.

Dina Aldesouky 43:49

Okay, so sabri in kuwait

Ahmed Ghassan 43:53

Yeah, Sabri was in Kuwait . And he was with me at that concert I was talking about.

Dina Aldesouky 43:57

Do you know anyone who attended his concerts outside the region of the Gulf region? I mean, in europe?

Ahmed Ghassan 44:04

Mmm might be in London, will check with my friend for you

Dina Aldesouky 44:12

London would be great as well. If she lives there

Ahmed Ghassan 44:30

Okay, but I'll ask him anyway. His name is ibrahim and in Amsterdam, another one who is living in Amsterdam. And others are living in US as well.

Dina Aldesouky 44:48

Okay, perfect. Allow me to just to stop the recording. Thank you so much for your participation. It was really pleasure talking to you and I loved this interview. And I think it's going to add a lot to to my study.

Ahmed Ghassan 45:04

Thank you. Good luck. Let me just stop the recording

Interview # 2 - Dina Esmat

Sat, 10/10 5:18AM • 33:45

Summary keywords

music, attended, omar, live, egypt, egyptian, feel, concert, listen, qatar, recall, tickets, dina, feeling, thesis, experience, emotions, event, part, interview

Speakers

D.E, Dina Aldesouky

Dina Aldesouky 00:02

Hello. Hi, Idina. Hi, how are you? Good, good. Oh, good. Can you hear me clearly?

D.E 00:10

Yes. Perfect.

Dina Aldesouky 00:11

Perfect. Okay. Thank you so much first of all for accepting to do this interview for my thesis and just to let you know that this session it will be recorded. So I wanted to make sure that you you have no problem getting the session recorded. Sure, not at all. Yeah, okay. Perfect. Let me take you through the the objective of this interview for the thesis. So this interview is conducted to study and investigate the social cultural impact of attending live music events, such as the, the positive outcomes that that we are experiencing during the live music can have on an individual or an ourselves or yourself emotional well being. Specifically, it's targeting the contemporary music of Ahmed pirate. And in terms of his of the impact of his music on the Egyptian expatriates, emotional well being. So it explores how pirates, music makes attendees feel while they are at the event. And also after the event, like what's the after effect, impact on them? and touching on themes such as culture, and identity, and community sustainability, community identity? Yeah. And while going through the questions, let me know if you need if you want me to explain further anything to you. Okay. Sure. Perfect. So, starting by our first segment in the interview, I would like you please to tell me more about yourself. What is your occupation? And how old are you? In which country? You've been living most of your life as an expatriate. Okay,

D.E 01:59

um, so my name is Dina, and I'm Egyptian. I'm 32 years old. I've lived I was born and raised in Qatar, and I've lived my whole life here. Like, except for a couple of years that I've been to the US, and then back again here to Qatar. So Qatar is like my home country, my second home country. And yeah, I keep going back to Egypt every every year. So Egypt is always like, first and second country, I would say. what do I do? Currently, I'm jobless. However, I'm an HR professional in HR. Oh, yeah.

Dina Aldesouky 02:51

Perfect. So Dina, could you please tell me when was the last time you attended a live music event? And how did it make you feel?

D.E 02:58

The last one was actually last year. It was about the broken wings musical. And it was, like done for the book of broken wings by Aisha brown for children. And the music was composed by Dana AlFirdan for them, which is a first Qatari female composer and also it

Dina Aldesouky 03:26

was here it was hidden cutter. Yes,

D.E 03:29

yes. Okay, interesting. Yeah. Oh, I attended last two, I think it was last November 2019. And it was just an amazing, it's like a musical. With, with with an act. So they are like trying to, to make to create the whole book experience or the whole broken rings. book by explaining it with with music and it was just amazing. Like, it's amazing to see how they put on different music to show different emotions and different how to put that in words like it really takes you with the dark times. And then the like the blooming times and the love time, so it was just it was just one of a kind I love that so much. And I think it was very successful? With their choice of everything they did? So yeah,

Dina Aldesouky 04:32

amazing. Could you name for me the feelings that you've been through while going while attending this musical? Oh,

D.E 04:45

well, as I said, like it takes you through all the stages. So I would say like the love so you really become happy while you're seeing them in love and listening to the music where it's like, being emotional and being I don't know how to explain it, like, literally, but it makes you happy. And then it has the sad story where they they get to port and they cannot get married, and how it takes you to like downstream, and then you feel really sad about what's happening, and you really feel bad about that. And then again, with the happy ending, so it just goes up and down all the time. And yeah, I guess.

Dina Aldesouky 05:34

Dina, do you recall? Do you recall the feeling that you felt at that moment after coming out of this musical?

D.E 05:43

afterwards, I was so happy that I attended something like that I make, it made me feel like I mean, for me music is like, is an invention somehow. So I was amazed by seeing how much music could play around with, with emotions and with explaining different things and just by music. So I was like I was really it mixed feelings, but I was so happy that I've attended part of that, or it's something I know. Okay, and I wanted others I wanted to tell even told my my parents to attend this next day and the ones who missed it like they've missed a lot and yeah, so it's a it's very unique.

Dina Aldesouky 06:35

Amazing. Okay, so could you could you please tell me or share your experience if you attended like a live event for Omar Khairat in Egypt before? Okay, so I'm

D.E 06:51

not in Egypt, I have not attended in Egypt. However, I have attended for him a live one here in Qatar and and it was years back, but of course, like I heard from a friend of mine that Omar Khairat is coming in. And we just went ahead and went got the tickets, make sure that we have tickets and hands because a legend is coming over to Qatar we were very excited. And and we we both like went together to that event. Of course I'd like I also met a lot of other Egyptians, maybe that have been in Qatar, and I'm sure a lot of you were so excited for him being here in life. And so yeah, I not in Egypt but in Qatar I did attend

Dina Aldesouky 07:42

Okay, before before we go to the experience of Qatar. Can you can you tell me usually your experience when you listen to his music or? Okay, other than omar khairat? like have you attended any other musicians? With the same genre of his music, like a contemporary music or the same genre as a live music before?

D.E 08:07

And I wouldn't like not quite sure if they are the same. I'm not sure. Like, I've attended symphonies for like Beethoven and stuff. Like. I'm not sure if they are considered the same.

Dina Aldesouky 08:21

It's classic. It's more classic. Yeah.

D.E 08:24

Yeah. So maybe, I'm not quite sure. Maybe not.

Dina Aldesouky 08:30

Okay, so, you're right, you're right. It's not the same genre. But do you? Do you mind telling me the experience by then, like, how was? How did you find the music? How did it how did how did it really impacted your, your, your emotions or, or your, your well, being at that moment? Was it was a long time ago? Or was it like, let's say a year or two?

D.E 08:55

I would say like, kind of maybe since twin? I would say maybe since 2017? Or something when when in Katara. Every now and then they're trying to get some live concert?

Dina Aldesouky 09:07

Yeah.

D.E 09:09

So maybe, like, to be honest, like every now and then my friend and me. We just want to like we're trying to be up to date with what's happening with a music concert and we try to book a ticket for that. So for us like it, we know how it will make us like come out with positive feelings. And that's like what motivated to want to get the tickets for so. So yeah, I mean, every every Symphony has its unique. As I said, it's like an invention. So it has a unique experience has a unique like the tone the music and gives very good vibe. So we want to do that we want to get that experience. We want to get that positivity, so We put the tickets and we go ahead we attend together. we have a different moods so

Dina Aldesouky 10:07

so the drive the drive behind going and booking the tickets, it's it's this is looking for this positivity feeling?

D.E 10:17

Usually. We know though, if we can get we're going to come up better, somehow. Yes. Yeah.

Dina Aldesouky 10:25

Yeah. I'm actually asking you this because I would love to know the difference between both experiences because you said you did not get the chance to attend his performance in Egypt before however you made sure that you attended here in Qatar. And not usually what do you feel when you get to listen to his music? So you're you're usually you played for example in your car or something? So how Really? How do you feel when you listen to it in the car? And what was your feeling when you when you get the chance to attend it live here?

D.E 11:01

For me, omar khairat. I would say I think he's the only Arab composer that I've listened to I mean, a part of the even Dana the one I talked about she doesn't do very arab music, huh. She tries to blend however, I

mean, apart from that, so Omar Khairat is the only Arab composer that I've listened to. And as I said, he's a legend. So it's like, he makes us proud of being Egyptian. His music is different. As I said, like, I'm not quite sure about different genres again, but but it just gives. I don't know how to put it again in words, but it's very different than the other symphonies that I've listened to or maybe because the music is different. Meaning it's it's it's again, maybe it's the Arab part of it.

Dina Aldesouky 12:06

Let me ask you this question. So when you get to here Dana AlFirdan and you get to hear Omar Khairat, Which one do you feel it's closer to your heart?

D.E 12:19

Definitely Omar Khairat maybe because we've been listening to it since we're younger and it just gives us memories to stuff back. Okay. For Dana as I said, like it was it was a it was a one time thing. It was new, it was trying to talk about the book, it was totally new. But Omar Khairat it gives you maybe memories back to something because all of his music I've listened to maybe before but no matter how times you've listened to I would want to listen to again and again.

Dina Aldesouky 12:53

And as alive as a live performance.

D.E 12:58

Both I mean, to me I've listened to his music, even with without being live definitely. And when I went to the live I don't know Cipolla is still different. I mean, kind of like attending a football game on TV. It's never the same when you go live for some reason. This may be the same device that you get live and you see, I don't know like with the people around you with him being in front of you and everything like makes the whole experience a bit different than makes it more live I would say, I hope I've answered your questions but really

Dina Aldesouky 13:43

no, no, it's okay where you're you're doing well Don't worry. So I just I just wanted you to take me through the experience when the because I know that you were about to start to talk about it when you told me like when you got to know about him coming to Qatar and and that it's happening so can you recall the experience the first time you heard about it? What was your feeling? What motivated you to book the ticket? Who did you insist to go with? And what was your favorite piece that you're really looking forward to the feeling that you had the first time when the feeling that you had once you reach the theater and he started to play his music? Like the you were surrounded by group of Egyptians you said until I wasn't you know that just take me through the whole journey on that day and and how did you feel after that?

D.E 14:38

Okay, so beforehand as I said, like once we heard about the tickets, we just went ahead and got them without like thinking twice no matter what the price was, I don't even recall but like I remember we just didn't care about the price as much as you know on Omar Khairat is here. So,

Dina Aldesouky 14:55

yes,

D.E 14:57

I went ahead with my friend as I said like we We always like to go together to musical. So like, that's why we've been together again. And the event that the one that I was looking forward to is like the case of Am Ahmed,

Dina Aldesouky 15:15

or the case the case of Mr. Ahmed. Yes.

D.E 15:19

Yes. That's like the the top piece for me. usually. And the piece named as Stay Sane. Like I think the other one is, like, a lot more. But these, these are the top two I would say.

Dina Aldesouky 15:33

And I think they translated in English, like in English as the case of Mr. Ahmed, and take care of your mind something like this. The one in English Yeah.

D.E 15:45 being engaged with performers

And on that day, I really remember the case of I'm playing now like world we're talking and how people acted at that time. Yeah, with, I don't know, like, once it's start. It's like, people just know what this part is coming. We all know the music like they know it. And, and, and maybe everyone was, like, really excited being in this part. So you don't get that? Any how to how to call that applause and cheerful feeling

Dina Aldesouky 16:20

Like, like, cheering like cheering people. They're cheering

D.E 16:24

Yeah, they're cheering at that point. And it's, it's very, also it has like, I don't know how to explain I get like, positive vibes and this kind of piece. It goes at the beginning, like a bit sad. And then it goes with the positivity. So at that part, everybody was like, Oh, my God. And applauding Yes, yes. It was, it was one of a kind. Like, again, this is a thing you don't get when you listen to it, not like you only get when you go to a live concert. And it also depends on the others were attending the event with you. But usually people who go to these kind of concerts, they usually have our same minded so it was it was very nice day. And afterwards. A lot of people of course, tried to take photos with him. Friend of mine got the photo. We could have had that day, but we were very jealous. However, it was it was it was one of a kind. I mean, it takes you back to memories. Like, I haven't lived in Egypt for longer. I haven't, like, stayed there. However, I'm still Egyptian, I do have egyptian culture within me from my parents. And from that, like, I am Egyptian after all. Yeah. So So yeah, he he just makes us proud that he's Egyptian. And, like, in general, for me, any musical note is an invention itself, I feel like and he's like, a composer is an artist and, but to me, he's, like a special artist. And meaning, I mean, the artists who could draw or who could do something I always feel we could imitate or do something that they've seen already, however, for musical notes is just out of nothing. But it's like comes up of his mind of his spirituality, his emotion. And so to me, it's more of an invention, like a creation of a total new thing. And and it just gives countless different emotions to people.

Dina Aldesouky 18:42

You're right.

D.E 18:43

And we could be like, going in sad, and you go out with a total different vibe. Like, really even now, while I'm not listening to the music, I can just feel it inside of me.

Dina Aldesouky 18:57

Yeah. Yeah. I remember I remember when when you were saying like the the case of Mr. Ahmed, like when when he was playing this piece, and the maestro who was guiding the orchestra, he was he was guiding the audience, by the time when they should start applauding and when they sit when they should

pause, based on the rhythm of the music and base that base based on the pace of the music, like it's going faster here. So they can start now. But after that, he stops them so that it goes to the smoother part. I remember this completely, and people were really excited and happy like they were all together, following him. So yeah, it was very it was very happy vibe at that moment. And I do remember when I watched it on YouTube as well, if I recall the moment it was it was very nice moment. Yeah, I would.

D.E 19:54

Okay. I will take that up.

Dina Aldesouky 19:56

It's, it's on YouTube. You can find it on YouTube. It's available. So this is this is your experience through through the concert itself. How did it make you feel after that? And do you recall what was the, like the the mood that you were in, like the impact that it left on you like, how long it stayed with you? How did you what was the after effects of this concert on you?

D.E 20:22

Um, I don't recall exactly how long it stayed, I would say but but I, I I'm pretty sure I went out with a very happy moment with a very happy vibe. You like, as I said, like just right now, I think I think it was it was back in 2011 or something when I send that it's just like, years back. However, even now when I'm just talking about it, I could still feel kind of the same. I really didn't expect I would get that when I'm talking to you. This Yeah, I'm definitely like, I recall like it was it was very happy. kind of takes you up to the moon for some reason. Yeah. And yeah, like, I've always wanted, like, if he ever comes back again, I would attend but I didn't know about him coming back again.

Dina Aldesouky 21:21

Unfortunately, yeah, unfortunately,

D.E 21:23

I should go to Egypt and turn up with Yeah,

Dina Aldesouky 21:28

did you get did you get this feeling of? Sorry, we're about to say something.

D.E 21:34

No, I was just gonna say that. I always also remember like, recently, there was like an online virtual omar khairat thing. And I also did to just check it out. So yeah, I mean,

Dina Aldesouky 21:47

I missed that. You know, that. Like, just a friend she was telling me about a couple of days ago, and I missed that. I didn't know that he's doing an online performance. He did. I got part of it for me, really, but but I made sure to tune in for some of it. Yeah, yeah. Yeah. Um, can you Sorry if I'm stressing on this question, but I'm just trying to understand because you said that you were really happy and it caused you it made you feel like energetic coming out of this of this concert. Could you name for me the would you really be able to name for me the emotions that aroused while listening to his music? lives on thid day?

D.E 22:31

heartbeats

Dina Aldesouky 22:34

Okay.

D.E 22:36

I would say they said like, you feel like flying to the moon. and energetic. I'm proud that I'm Egyptian. I know it leaves a smile on my face.

Dina Aldesouky 22:55

Yeah, you're making me smiling now already. So what was what how did you feel like this? This impacted your emotional well being like did you feel like it's it's really kind of like it matters to your emotional well being the either either attending Omar Khairat live concert or any musical. Any music.

D.E 23:26

definitely Because, as I said, like, like, we actually look forward to these kind of events, because we really know how much it could help us. In I don't know, how really, it really amazes me. But the beat and the note and the music, it just takes you to the to a different world. So no matter what state you're in right now, it just turns it out. I mean, I sometimes don't get it or I don't understand how music could really do that much of an effect. But it does. Yeah. Really, it does. And, and again, like putting it back to the live it's just times five topic multiplies the effect by at least five times how I feel when I listen to music in general. So yeah, I mean, it's just, it's like a miracle. It just adds a lot to and my state and how I feel and it makes you let go of the things that you were, I don't know, like you were thinking of and and it transforms the whole state that I could really be sad or upset or having lots of troubles really you're at work stress but after going on Especially to a live one. And it makes you go come out with you let go of the whole thing. And it just like, lets you dream and what you want to dream takes you to a different world, maybe it makes you think of other things that you wouldn't have been taken to that place without that music for some reason. So yeah.

Dina Aldesouky 25:30

Lovely. You know what I was actually about to ask you this question. And thank you so much. You just answered it without me going ahead and answering it because the next the next question actually was, did you find that attending his live performance helped you to relax or to step out of the stress of everyday so?

D.E 25:49

Yeah, if I can feel it now I mean, I have definitely felt that back to time.

Dina Aldesouky 25:53

Yeah, yeah. Do you recall that it made you feel nostalgic for Egypt or, or it made you feel like self connected to their home country and to the Egyptian culture?

D.E 26:05

It does. I mean, as I said, like, to me, Omar Khairat links me back to Egypt because he is on my credit and his Egyptian. And as I said, like, we've I've listened to his music a lot with my family, and when I was younger, so definitely, like when it plays again, it just takes you back to the to that place that takes you to these, as I said, like, I might have not lived for long in there. But I still belong to Egypt. I still go there. Every now and then I still feel Egypt is my country. And again, when we did the live part it, we met a lot of other Egyptians, so it just increases the vibe of like, yes, we are Egyptians in the US were together. Yes. We it makes us connected somehow. And we all have the same. The same vibe. And we all have the same mindset. Like, we're all to say that, like, we're all thinking the same way. When we were attending his event and happy to be part of that. And yeah,

Dina Aldesouky 27:17

yeah. So I just, it just made me It made me feel like I wanted to ask you this question. What do you what do you usually do when you feel under pressure or stressed or you just want to declutter?

D.E 27:35

I mean, like, okay, many things that like, I usually like to sit by myself, and I usually like to take some time off from anything. And I don't like to talk and I don't really I don't like to, to, confront anyone or do anything at that time. So whenever I'm really, really stressed, I could put my like, your phones and walk around and listen to something. And so for me, it's either music or holy Quran sometimes. So it's kind of like maybe meditation. And so yeah, music just gives positive vibes and as I said, like sometimes I don't understand how much it can affect but the it really does.

Dina Aldesouky 28:27

This is what this is, this is what's the study about actually this is what the study is is trying to understand is trying to get out of the out of the research and out of the interviews. So it's interesting that you keep asking this question because yeah, it is it is. It is part of the thesis so yeah, so just wanted to wanted to go back to this will you will you attend when you get the chance to know that he's doing any concert either in Egypt or either in in whatever country that you will be Will you be able you will you have this feeling that you will really go and attend and then in the future in any anytime in the future?

D.E 29:15

Definitely. I'm already nodding and like Yes, definitely. Without hesitation, yes. Why not? I mean, of course his music He's a legend again. So yes, his music is different and definitely I would also recommend like recommended to others me so yeah. This is great. And

Dina Aldesouky 29:39

you know, when I when I when I did some interviews with with other people, it was it was really nice that everyone is talking about him from a different angle and everyone they do have a different favorite piece for him like, there is one which is named Jiron alhanna, which I think I think translated in English. Like neighbors or the good neighbors something like this. And it's it was it was the he has it as as music with vocals and I think there is another part of it with only music. So one of the interviewees, he said this this was my favorite one, you should listen to it because it was in one of the old shows that used to play back in the days in Ramadan. Yeah, so one. So one of one of the interviewees that that he attended with another friend, the concert in Kuwait, he didn't know that it was done by Omar Khairat. So he really used to like this one. But he didn't link it that it was what I wanted. So he was so into the moment when he when he listened to that he was thinking it out loud in the concert, and he was so happy about it, because he told me it took me through back to the old days when I was young. And they went to Egypt. And one of the Ramadan times, I was in Egypt with my family. And this was the the time. So every time I listen to it, it takes me back to this time. So do you have any any of his pieces, which which you listen to what that takes you back to a specific moment, or it links you back with any favorite moment that you have? Or any piece of music? As an as a music? mostly out of that column? melody?

31:41

Yeah. the piece named "the egyptian"

Dina Aldesouky 31:44

I keep that. Yes.

D.E 31:45

It actually talks about like, like you're a real egyptian

Dina Aldesouky 31:48

it talks about being an Egyptian? Yes. Again, being an Egyptian? Yeah.

D.E 31:53

Well, this one also is something that I don't know, maybe like when we played at home, or at any time, it just takes us to Egypt, because it's actually just, like, affirm the fact that the event that occurred in Moscow within the song itself, so I would say this would be the most one that kind of links me back to Egypt, like and being really proud and gives me the pride of being Egyptian.

32:23

Yeah. And it's also one of the top tracks for me.

Dina Aldesouky 32:29

That's good. That's good. I think after the after all of the emotions that we've been through, I advise you go back and to listen to each piece that you that you mentioned in our talk, I think it I want to check

D.E 32:40

out the one he told me about it.

Dina Aldesouky 32:41

Yeah, it's a very happy one. It's very happy. And you should watch the video as well. Because then the song with the with the choreography. It's really nice. Would you like to add anything further to this conversation? Dina?

D.E 32:57

No, really? I mean, no. Good luck. And looking forward to reading your thesis.

Dina Aldesouky 33:03

Thank you. Thank you so much. Do you do recommend any of from from your circle of friends or the community around you that I could interview for this?

D.E 33:16

I would. I think sara I believe she has attended that. So that you could reach out to her. Good. Maybe. Yeah.

Dina Aldesouky 33:27

Sure. Thank you so much. Dina, thank you for your time. It was really a pleasure talking to you.

33:33

Thank you so much.

Dina Aldesouky 33:34

Thank you may allow me now just to stop the recording. Please.

Interview #3 - Dahlia Mohsen

Sat, 10/10 5:31AM • 46:44

Summary keywords

egypt, omar, attend, music, feel, pieces, concert, listen, egyptian, people, ramadan, feeling, home, experience, love, nice, pandemic, opera house, movie, amazing

Speakers

Dina Aldesouky, Dahlia Moh.

Dahlia Moh. 00:02

Hi dina how are you

Dina Aldesouky 00:02

Hi, Dahlia, Good. How are you? I'm good. First of all, I would like to thank you so much for taking the time to get this interview done for this study, I really appreciate it. And the second thing that I will take you through the objective of the interview so that you will have an idea what are the questions is about and what's the set, the whole study is about, okay. The whole study, it's actually studying the impact of attending live music events, and the music, impact on the emotional well being. Okay. And its impact on the culture and the identity of the culture or of the community. Okay. This study specifically is targeting two things, it's targeting the Egyptian expatriates. Okay, Egyptians were living abroad, Egypt. And through studying the impact of the music of the contemporary music of omar khairat as that he's one of, he's a well known composer and pianist in Egypt, internationally as well. So he is my case study for this for this project. So, it is conducted to study and investigate the social cultural impact of attending live music events, such as what are the positive outcomes that we are experiencing while attending the live music on our emotional well being and as Egyptian expatriates emotional well being as well, and it explores how omar khairat music makes the attendees feel while they are at the event, or before actually attending the event like them the feeling of excitement or the feeling that they they have when they hear that there is a concert happening in the country that they are living, which is outside Egypt, and how it is impacting their identity and impacting the Egyptian community and culture. Okay. First of all, we are going to go through some general questions. So I want you please to tell me about yourself. What is your occupation? And how old are you and how long you've been living here as an expat?

Dahlia Moh. 00:27

Okay. Again, my name is Dalia and I've been living here and in Doha for around more than 25 years. My occupation currently is marketing manager in real estate. And that's it. I mean, I've been I've been actually I've been living here for more than 25 years. I've been in the Gulf for 30 years. I've been born here.

Dina Aldesouky 02:43

Okay. Okay. So, then, could you please tell me how music generally impacts your well being or impact your life?

Dahlia Moh. 02:53

Um, actually, it's a big part of my life. I daily I listen to different kinds of music. I like exploring a lot of type of music. I don't just, I actually very, very fond of piano and guitar, but I listen to a lot Western and Middle Eastern music. Okay, and as an Egyptian, and it's a big part of our culture to listen to music.

Dina Aldesouky 03:29

Okay, And do recall. When was the last time you attended the live music? And how did it make you feel?

Dahlia Moh. 03:36

Yes. It was last February in Egypt in omar khairat concert actually. It was Yeah, it was very recent.

Dina Aldesouky 03:51

Okay. Do you recall Could you please take me through this this experience? Like how? How was the feeling when you got there? Not when you get to know that like that. It's happening the same time you will be in Egypt. And I was like, What did you do? Actually? How did you feel like you were running the running just to buy the ticket and you were eager to find like a seat close to the stage like just take me through the journey by

Dahlia Moh. 04:17

I'm actually I've attended two of his concerts here in Doha. And what made me want to attend in Egypt is that I was eager to listen to him but in an Egyptian opera house, I wanted to experience the a different place in my country. So when I knew that he was going to have a concert at the same time, I was in Egypt. I was really excited to just book the ticket and attend Definitely, I didn't even have a second thought about it, I'm a big fan of him. And I've been listening to him for a long time. I, I know his new, composed pieces, and I know everything about them. And that's why I didn't take it. And like a second thought about booking a ticket. And then the experience in Egypt because it was different for me. I mean, whoever This is so much higher that will notice that it feels like that. His pieces are very close. To me, it's very different. And it's very close to the Egyptian culture. And as an Egyptian, and for the love of my country. I wanted to attend that in Opera in Egypt. And, and the place itself has its historic impact. That's why I wanted it's like a tourist tool is missing something in his country. So I was actually because because I've been living here so a lot of things I don't know about Egypt and I was eager to know more. So one of what made me wanted to do that, that actually I was planning a long time ago, but this year, I took the decision to take it and just go there. And actually I booked a ticket very close to the stage and I was really close to him. So it was really a great experience.

Dina Aldesouky 06:56

lovely lovely This is what you're actually telling me it's giving me goosebumps because I'm going I'm going to go through the experience of attending his concert in Qatar but we'll just leave this aside for now. Because I know what you mean that it's different when you attended in Egypt because I had the same thing I've been trying to attend his concerts every time I go I visit Egypt but the concert it's either the day before I arrived to Egypt or the day after I live in Egypt it never was it never really matched my schedule so yeah, so the time when I got the chance to attend his concert in Egypt it was actually after attending his his concert in Qatar by years and I went as well there to the to the Cairo open house which is which is for me it was a place that I I used to visit for like the past two to three years when when before before the pandemic sure like every time when I go to Egypt I just go love to just have a walk inside because the ambience there and the mood there it's very nice and we do have nice statues for a lot of elder celebrities. So the whole the whole mood it's about the experience so I completely understand your feeling when you when you when there's it's not only about his music definitely it's about his music but however as an accompany in his music is the mood of the place itself the historic place that you are attending in which is the Cairo Opera House. You're surrounded by Egyptians and it's a different it's a different experience for sure. It's a different being in your home country. So do you recall or could you name for me some emotions that arouse to you when you were listening to his music and in his concert in Egypt. Especially with your favorite pieces?

Dahlia Moh. 09:05

Okay. Okay. Actually I felt that, when you miss your country so much. The day you travel to your country or back home with all your family and the time you're in the airport and you feel that you missed

your country so much. And you feel that the music of it makes you feel like home. This is how I feel when I listen to him. It's like I want to hug him and I want to hug Egypt, I don't know how but it's so it feels like it just feels like home. To me, it was an amazing experience, I would actually definitely do it again. No matter the cost no matter the time, we've actually invested in having such an experience again, it's about the feeling. It's not about the money. It's not about place, it's, it's about the feeling that you feel like home. It feels like he's part of your community and he's part of your life. So with even with the pieces, he actually one of the that made me love Omar Khairat is the pieces he do for Egypt. I mean, you know that he's very loyal to his country and he's very loyal to the people and and pieces that he does is such an affectionate and and home feeling. This is how I, if I want to rephrase it, okay. It's an amazing excuse, definitely. And before I actually loved almost pirate when I saw the movie "mafia" I knew he was the one who did the compose the soundtrack. Yeah, yes. But I fell in love with him when he did the piece named Arfaa for the signer ali alhaggar and it was amazing. Very romantic piece. And, and I it was long time ago. But every year, every time every time he does something, and compose something for each of it's very different and unique. And the last thing, the last piece he did about Egypt was a movie named "the Path". It was amazing. He didn't actually he does. He doesn't play it in concerts. But when you listen to it, you feel that you have this love for your country. This is how I feel about his music.

Dina Aldesouky 12:35

Yeah, yeah, this movie it was it was one of the kind. Yes, historical movie, and it's taking you back to one specific time back and during the war time, and it was Yes. Yeah. I love that need to as well I love that. So actually, while you were speaking you, you will get this question into my head. I as I understand from you that he is for you. It's it's linking you more to the Egyptian culture and Egyptian identity. Yes. But when when I'm sure that you have lots of favorite pieces for him. And I would love to know two things. Actually, I would love to know. How did you feel after attending his concert in Egypt? And how do you recall how long was the after effect of the event on you? This is number one. Number two, I want to know what kind of emotions that that comes or that you feel with each piece like if you want me to give you an example. Some people they said one of the one of the people I interviewed he said about this piece. So he said when I listen to this one, I recorded the vacation that we went to Egypt by then and we attended Ramadan in this time because it was by that time Ramadan was I think matching the time of the summer break so we were able to attend Ramadan in Egypt by then. So every time I listen to this piece I remember I have a nostalgic feeling of being back home and Egypt during Ramadan time. Some people they said it makes them feel creative. Others they said it makes them feel productive. So I just want to know with you could select like, let's say three pieces and you could make if you could name each emotion that arouses to you when you listen to each of them.

Dahlia Moh. 14:34

Okay. I will talk about The principale piece

Dina Aldesouky 14:47

one of my favorites, by the way.

Dahlia Moh. 14:48

Yes. It's it's amazing piece. If you listen to the lyrics, it's it's If it gives you like a strong feeling that you are confident, you don't, you're not a hypocrite. You, you believe in yourself, and believe in whatever you are leaving in, in yourself at anything that is that you believing. And so this is one of the pieces and it gives me confidence. And it feels like whatever I believe in. So for example, if I believe in love, if I believe in peace, if I believe in kindness, believe that I, I can always I always know that this is the right way. This is the right thing to do. Also, from the movie " stay sane " this piece is also one of the greatest tracks. Okay, I actually haven't seen the movie. I don't know. I've never, I've never seen a little wine. I should actually. Okay. I'm not always a big fan of movies from that period. Yes, I've never I've never

been eager to see it. But I should actually look into the movies that Omar was piece was part of it. But one of the

Dina Aldesouky 16:40

It's okay. I don't think it's a matter of you should or you shouldn't it's fine. You know what it's whenever it whenever it's meant to be? I think it will be? Yes. Yeah.

Dahlia Moh. 16:49

So also, it's a good piece. I mean, it's a good composed piece by my hire, because it showed the unconditional love no matter what. This is how I feel. I don't know if this is true or not. But when I listen to it, is the love is beyond any mistakes. Any. If someone has a problems, it's love is beyond that. It doesn't it doesn't look for mistakes, or the the love is, is even if someone is mentally not stable or something. It doesn't define them at all. And we'd love them unconditionally, family friends, and we give them support. I don't know, this is my explanation

Dina Aldesouky 18:03

No, I loved your I loved your explanation. And this is very interesting. It's the first time actually someone speaks about this piece in this way. Yes,

Dahlia Moh. 18:18

Also, one of also the the pieces that I really love, it's very close to our Islamic culture. And I have actually two pieces regarding that. It's called Dowaa and Allahu ya Allah. Yeah. This reminds me of Ramadan and remind me how close we should be close to God and praying and this part of also I don't know why but also Egypt has in the Islamic culture and the islamic religion. They have also like different different way of experiencing or different way of loving God and how they are how I don't know maybe because how many mosques there is an Egypt maybe how you feel that it's not about being Muslim or we have also Christians how the love between them in Ramadan For example, this this is actually I've never

Dina Aldesouky 19:41

explained the Unity between religions

Dahlia Moh. 19:44

Yes, I mean, I've never experienced Ramadan in Egypt, but I've always felt that there is like some warmth in Egypt in regarding the Islamic having Ramadan in Egypt and How they love to even celebrate with our Christians friends. And each of them. It's actually magical. It's actually magical. See, two people from different religion experiencing something that is really, like seven. There's nothing called like, Muslims and Christians. The words between someone and his neighbor is Christian is actually fascinating. I've actually never felt that. I mean, I have actually in Egypt, I have a Christians, neighbors, and they are very lovable. But I've never experienced the warmth of having family around, for example, a meeting Ramadan, and of course, my family's here, but the full family, the whole family around kids, and staying up all night, just maybe sitting with family and having the conversations. It's magical. This is how I feel. So magical pieces to listen to.

Dina Aldesouky 21:14

Would you like to share further experience for you about other other pieces? I'm really enjoying I don't know. Just otherwise should move to the next question. We

Dahlia Moh. 21:28

can we can move to the next question.

Dina Aldesouky 21:29

Yes. Okay. And there's one question that I didn't get the answer from you yet is how did how did you feel or what was the after effect of attending his concert when when you were in Egypt?

Dahlia Moh. 21:44

relaxing, feeling home. feeling like It takes me to another planet. This is how I see it because like, it's like you're feeling that you're flying. When you're traveling for the first time maybe or experience the first time you ride an airplane. It is care and at the same time, very exciting. And it's it's I feel every time I even listen, just listen. Or every time I see him in a concert. It's it's very relaxing to me. And it doesn't have to be music. I mean, it just has to be music. Not no need for words you feel. Music is words and that it is speaking to you.

Dina Aldesouky 22:44

Yeah. You're right. The music speaks. Yes, absolutely. Wow, you had a you had an amazing experience back then in Egypt. And thank God, thank God, it was a close experience. Like it's it's not that far, because some people they were, they were having difficulty to resonate the feeling that they had back then. ok I'm going to take you for more years back ago, when you got the chance to hear about him being performing here in Qatar. How did you know about it? And how did you feel when you heard about his event?

Dahlia Moh. 23:28

I think it was, it was happening in Katara. The Opera House in Qatar. I think we got the news. Like because I was searching me and my friend. We were searching for events and something like that. And we got it from like I think online as an ad or I think I've seen in some of the groups and we wanted to be there and we're eager to, to book a ticket. And and we were lucky actually to attend both of his of concerts here. So I was really lucky. And actually what made the experience more nicer is that we booked a little bit far chairs away from the stage and a confusion happened. And both of the times and lucky us We sat in front of him both concerts, and it was amazing. I mean, I was I was I was excited that I was really opposite to him. And I can feel the music very close. And I was really lucky that time and was really It was actually very, you feel that a part of you came to qatar a part of you like he got back part from egypt and he performed beautifully in front of people with different nationalities so different.

Dina Aldesouky 25:21

Yeah. Do you remember the vibes by then in in the Katara opera house? How was it?

Dahlia Moh. 25:27

Yes. I actually attended the one where Nader Abbasi of us he was the maestro. Yeah. He was trying to lead the audience

Dina Aldesouky 25:44

and when to clap and when to stop.

Dahlia Moh. 25:47

Yes, yes, yes. Yeah, it was such an amazing experience. I cannot even begin how I was lucky to be part of that. And actually, he made us smile. And enjoy the time you feel that it's not wasted. It's not wasted. I think it's not wasted. You feel that you should actually go someone who who would like Omar Khairat and enjoy his music. It's not about I know I'm listening to him a long time ago but someone who understands this type of music and someone who loves someone and understand that he is that different. So it was amazing

Dina Aldesouky 26:38

Okay, do you do you do recall what actually motivated you to attend like other than that you love his music? And other than that you are a fan of music generally. But do you remember the motive that took you to attend is because it was it was your first time right here attending his concert in Qatar? Yeah. Yes. So usually, usually the first time it's a different of any other times when when you like for me? I do recall, when I attended his concert here in Qatar, it's completely different than attending it in Egypt?

Dahlia Moh. 27:11

Of course, yes.

Dina Aldesouky 27:13

So how was that? What was the motive behind that? How did you feel when you when it was the first time that you're listening to the music that you loved for years, live first time on stage?

Dahlia Moh. 27:27

To me, because it was actually the first time to attend. And it was the first time to attend a concert in my life. I've never been to any concerts before you can and I was I was really excited. I mean it's different. I mean of course, each concert is different. Because a pop star is different from someone who played the music plays a piano different ambience and different people wearing I mean, me to go to an opera house you wear something very classic and you have to wear very nicely and and was the experience itself for the whole thing. gave me some like good feeling inside. I mean, you feel like a VIP. You feel royalty. And so the experience itself, it's very nice. Not nice. It's, it's undescrivable. How, how do we say that? I mean, it's when you feel passionate about music, I actually wanted to learn how to play a piano because of him. So to me attending his concert is not just my first, is something that I was I was dreaming about. He was someone who I was so much I really wanted to meet him I wanted to see him listen to his music so it's one of the one of my dreams to attend his his concert

Dina Aldesouky 29:30

at number right then how really the Egyptians were there in the Opera House reacted and how did you feel when when you were surrounded by by by your community.

Dahlia Moh. 29:46

They were amazing because whenever someone from Egypt comes in here or we give some kind of support. We give him we tell them in our way that you're not alone. You have a big community here. You will feel like home you will not feel that it's another country. Of course it's another country but you feel like home, even if you are away from home. So Egyptians here are amazing. They gave him I believe the sense of home.

Dina Aldesouky 30:30

the warmth of the welcome

Dahlia Moh. 30:34

Yes. And give him the support

Dina Aldesouky 30:39

Did attending this concert made you feel nostalgic to Egypt?

Dahlia Moh. 30:43

Yes. Definitely

Dina Aldesouky 30:46

And and to the Egyptian culture?

Dahlia Moh. 30:48

Yes, Definitely I'm actually in love the there are a lot of parts of Egypt that you miss. It's different. It's unique, and you feel that I know when I listen to my favorite I remember maybe walking in Al-Hussain area or Khan Al-Khalili, I remember going to and seeing the Nile. And I remember home I live in in Heliopolis district. And I really love going there and going walking even through the roads in Egypt. I mean, it's different if you feel like you're a tourist, but you're learning also about your country.

Dina Aldesouky 31:43

So while while you're listening to me feel like it's taking you back to this moment while we're in this street or walking in this district or being in this place. So yeah. And just for another question as well that came to my head now is that he with Omar Khairat there are other contemporary composers in Egypt. Like for example, we're talking about Yasser Abdulrahman. Yes. Some people may know him. Some people they really don't know him that much. We're talking about Ragee Dawood, Some people call him this way. We're talking about let's say Tamar Karawan or Khaled hammad. So with with, with your love to omar khairat and listening to other contemporary type of music, composers, how does how does this make you feel like listening to these music? Like, you could you could you could share your experience as one with listening to their music.

Dahlia Moh. 32:48

Yaseer Abdulrahman is one of also the exceptional composers in Egypt. I have listened to him and he has really great pieces. Although,yasser abdulrahman or omar khairat, each composer he has different taste, I mean, his each, I believe each one explain his love for this country in his own way. So that's why it's not about only loving Egypt is about also delivering or trying to just explaining Egypt in a different way. This is how I feel.

Dina Aldesouky 33:40

giving it an identity. you mean,

Dahlia Moh. 33:42

yes, yes. Like it's like a it's like writing lyrics or like writing a song. Each one has its own identity. Each one has its own colors. And this is how it's like also, like painting a portrait or some another portrait painting a, like a piece of art. It has its own colors. It has its own, maybe a little bit similar, maybe similar colors, but they are different in maybe viewing it from different perspectives. And so I believe like yasser abdulrahman is one of the best composers. I've listened to. I listened to him a lot. have actually favorite pieces he does. But he has this unique also Music that he does.

Dina Aldesouky 34:51

Nice. What else? Your The interview was really interesting with you Dahlia, and I really I really do Want to stop? So I have another question for you as well. So, to step out of your stress every day, what do you really do?

Dahlia Moh. 35:14

Music. I read. I try to I actually I go to sports a little bit. A couple of months ago, maybe before the pandemic, I, I went to boxing classes, and I really enjoyed it. But sports mainly, walking around.,Just going outdoors meeting new people. Sometimes meeting new people is not that unstressful way.But I prefer reading and music.

Dina Aldesouky 36:01

Yeah. Okay. And did you get the chance for this incident to happen like, for example, here on Saturday when you were having like you're walking somewhere or you're entering a shop or in a mall or something, and you got suddenly to hear the music of Omar Khairat played in this place?

Dahlia Moh. 36:19

Yes. One time I was in Starbucks in Tawar Mall. I love coffee. So sometimes I enjoy the coffee and reading a book and I was reading. And then suddenly, the music around in the mall Omar Khairat. And I was really excited. I was like, this is, I mean, this is not something that is a normal here every day, every day. I mean, outside. I mean, I listen to Omar Khairat I have it on my, on my phone, I listen to it, I have it on my laptop, it's fine. I can just whenever I want to listen to do that. But when you walk, I mean, you sitting in a coffee shop or it's not always familiar here to just go around. Just listen to what it was actually very nice. I mean, I encourage them. Whenever I go to a mall, I listen to music, but actually, I've never even heard Omar Khairat's music, in malls in Egypt. Never. But I found it here, which is amazing. So that means whoever did this was, was thinking right?

Dina Aldesouky 37:45

Nice, nice. Because I had I had the same feeling as well, when one time I was going and was walking and the pearl and because usually usually, you know, here in Qatar when you get to any restaurant or, or any place. And it was really before the pandemic immediately before the pandemic so with, with respect to the political confusion that it's happening and with the blockade and with all of that I really felt happy and you know what, I had this I have this feeling at that moment, I felt like there's hope, because I might I don't know this is the way I thought about because because what's the struggle or the confusion which is happening between the Qataris and the Egyptian at the moment and all of this political confusion like when I heard this music, Egyptian piece of music and it's getting played in a well known place, you know, Qatar I had the feeling of there is a hope that one day things will get better and things will get back to normal and this everything from from this perspective will vanish away and we will we will return back to normal life. That's why that's why I asked you this question. So yeah, I know the same feeling that that you had. It's like you're excited while they're playing this here. Yeah, I felt I felt so excited about them. How How do you think it impacts your emotional wellbeing like attending his his music? concerts or or listening to what like, when I'm speaking about the emotional wellbeing when you feel like you're, you're connected with yourself like how do you really feel that? What kind of what kind of well being that you feel when you either attend his concert or when you listen to his music? And do you think his music, like attending his live concerts makes you feel, helps you to feel relaxed for for a long time.

Dahlia Moh. 40:05

Definitely Yes. I feel that. I mean, his music is part to me. And sometimes you hear a song, that when you read the lyrics, you feel that you are the one who's talking. You're the one who's singing, not the person who's singing, but you feel even, even if it's music only, even if there's no words, but you feel it's part of you part of your identity, it feels that it explains a part of you. And I feel to me that Omar Khairat music explains my love for my country, I feel loyal. I feel content and secure I feel that I'm with with my family. Even if I'm for now, my family's there. I'm here with my parents, I feel that I feel that it's part of me, missing my family missing my country missing my home, even missing my house in Egypt. Missing that I used to sit in the balcony in our home and listen to Omar Khairat, I remember that actually. And waking up in the morning, drinking my coffee, having one of Egyptian Pastries or anything. And listening to Omar Khairat in the morning is something different. It gives me a beat up, it just becomes peace and feeling content and feeling like you're complete and full. And nothing can get better. This is how I feel. So and this is how it's always been. If I want to feel in peace. If I want to release the stress, I will actually definitely go there and sit in my home, sit in the balcony, have my coffee and listen to Omar Khairat. And maybe viewing the people in the morning. Concerning for some people going to work. Yeah, definitely. Something that is very nice to do.

Dina Aldesouky 42:54

Amazing, then, definitely I know your answer for this question. But will you attend his concert in the future?

Dahlia Moh. 43:01

Definitely. I will do it actually. I don't know if I can experience that one day that I can experience it outside of Egypt. I mean, not in an Arabic country but maybe in Europe. why not? I mean, we should see other people enjoying his music. This is how I feel.

Dina Aldesouky 43:36

Nice. Dahlia, thank you so much for for having you honestly this morning for this lovely interview. And the last thing that I would like you to ask about Would you like to add anything further to this conversation?

Dahlia Moh. 43:51

Actually, no, only that that I really enjoyed this interview and I I'm always going to support anything regarding Omar Khairat. will show how our how we love our country, and we have we love his pieces I actually enjoyed it very much.

Dina Aldesouky 44:24

Thanks alot. I would just I wanted to know if you know anyone else who attended his concert outside Egypt, do you know anyone that you could recommend? Either either in our age or either someone It's okay. And because my target audience actually it's between 30 and 35 until 55.

Dahlia Moh. 44:51

okay. Someone who attended not sure, I have no contact with that friend that I went with, but I can I can see who attended. I can do it has to be someone in Qatar, right?

Dina Aldesouky 45:17

Not specifically. Because Yeah, because some people they might have attended his concerts in Russia or maybe they attend Dubai, or maybe, you know, just as long as it's outside Egypt. It doesn't have to be the Gulf region, but as long as it's outside

Dahlia Moh. 45:34

Let me do that. And let me search for that and ask someone who have attended. Let me know. I will let you know if I have someone who attended the concert? I mean, I have a normal people, but let me see who who attended it. Maybe. Try to help you with that.

Dina Aldesouky 46:00

Yeah, yeah, that would be lovely. Like, I would love to have people who attended the let's say, if you got the chance to do a concert in London, I don't even know if he if he did this before, but I'm sure that he did it somewhere. And in Slovenia, and in Europe. In Russia, I believe. I'm not sure if he did it in Canada or in US. I really don't know. But, but I would love to have their point of views as well because they live in a different part of the world. So I would love to get their perception as well.

Dahlia Moh. 46:30

Yeah, yes, sure.

Dina Aldesouky 46:32

Thank you so much, dear. And just allow me to stop the recording now.

Dahlia Moh. 46:36

Okay, thank you so much, Dina, for your time. Thank you.

Dina Aldesouky 46:41

Me too

Interview # 4 - Mohammed

Sat, 10/10 4:46AM • 31:36

Summary keywords

music, egypt, attended, kuwait, concert, omar, listen, musical, recall, feel, cairo, piece, friends, emotional, happy, emotions, chance, impact, nice, expatriates

Speakers

Dina Aldesouky, Mohammed Sabri

Dina Aldesouky 00:02

Okay, we started. Hi, Muhammad. Thank you for accepting the opportunity to do this interview with me. Thank you so much for your support.

Mohammed Sabri 00:11

You're most welcome. My pleasure.

Dina Aldesouky 00:14

First of all, I just wanted to let you know that this session it will be recorded. So you're you're okay with this. You're accepting this?

Mohammed Sabri 00:21

Yes, of course

Dina Aldesouky 00:22

Okay. Perfect time. Do you mind just as a start telling me about yourself? How old are you

Mohammed Sabri 00:29

ok Sure. My name is Mohammed. I'm from Egypt. I'm 33 years old. I have been living in Kuwait for almost my whole life. Born and raised here. I work in the IT field, and a part time photographer.

Dina Aldesouky 00:48

Okay. Okay. That's great. And what is your relation with the music? Exactly?

Mohammed Sabri 00:58

Um, to start, usually, I'm in love with music only, like, with no lyrics, or in other words with no vocals? Yes. Or no vocals. I'm so interested in this kind of music, piano and soothing music, motivation music. therapeutical music, this is my main passion. When when I want to listen to any music.

Dina Aldesouky 01:31

Okay, okay. Which is really good because actually the study you know, the objective of the study, that this interview is conducted to study the impact of the live music events on the social, cultural, and to

investigate the positive outcomes of music on emotional well being, and specifically the contemporary music of Omar Khairat and its impact on the people on the Egyptian expatriates like me and you on our emotional well being and how it is linking us with our community identity and how it is giving us this connection with our society or with with linking us back with our country. Yeah. So let me ask you this question. When do you feel stressed or swapped from work? What What do you really do?

Mohammed Sabri 02:30

I always listen to soothing music. So that means like, yes, soothing music like the one that really helps to ease your stress, and mostly piano as well. Other than that, it's if it's not going to be music, it can be some kind of sports such as swimming. Yeah, that's it.

03:03

So can you name the genre for me? Is it like a specific genre, or? you don't have a specific genre?

Mohammed Sabri 03:10

I don't have a specific genre, but I'm fine with the chill out music. Yoga music. Hmm. You know, the one that mainly works mainly plays in spas.

Dina Aldesouky 03:27

Okay, so it's a relaxing music,

Mohammed Sabri 03:29

relaxing type of music.

Dina Aldesouky 03:31

Yeah, yeah. Okay, I see. And what made you actually listen, what made you started listen to music and how do you think it's impacting your life?

Mohammed Sabri 03:42

What made me start to listen to music was drawing, I like to draw every now and then. Okay, sketching, and music really giving me this push to create and design in many aspects related to art. So it really started while I, I always draw and thinking of conceptual photography, or upcoming photoshoots I want to, I want to do I always listen to these kinds of music.

Dina Aldesouky 04:24

So it can it kind of help you to, let's say, to brainstorm or to think about the vision that that you want. Yes. You've in your, in your photography or in you know, in the arts.

Mohammed Sabri 04:37

Yeah, it triggers my creativity in a way

Dina Aldesouky 04:40

Okay, okay. Yes. Interesting. Okay. How long. Yeah. Born and raised in Kuwait. So it's almost 30. So you're talking about 33 years and yes, you're living there. And exactly. When when you get to listen, when there's any specific type of music that when you listen to what it takes you back to your home country.

Mohammed Sabri 05:08

Mainly, Omar Khairat course, namely on fire. Yes, me. Okay. And specifically Yeah, Specifically the the one that that school "Geran ElHana" . Yeah. Starring, Nadine and do Wael Noor. Yeah. I've been into musical so much whenever I travel abroad. I love musicals since I was a child. And this what really made

it so attractive to me, because it's a musical. And whenever I listen to the this track of Omar Khairat, it takes me back to Egypt when I was a child. Because we used to, like go Egypt every summer. And one of the summers was Ramadan, and the musical was playing at the same time.

Dina Aldesouky 06:05

Okay. Yes. Because it was part of tthe ramadan TV shows

06:09

yeah

Dina Aldesouky 06:10

that musical? Yeah. Yeah. It's a nice one. It's a nice, it's a happy it's a happy piece of almohadas actually, because I know I know this one. I like it a lot. Even the vocals the the lyrics itself of the song. it's very happy and it's positive. Yeah, positive. Yes, you're right. Okay, so. while listening to a piece of music that you select, explain to me the kind of emotions you feel.

Mohammed Sabri 06:44

With omar khairat, because I always like to include him in my music list. It's a mixture of emotions. For me, it makes me sad, then it gives me hope, then it makes me happy. It's like a flow, which is going in different directions. Okay, just makes me like, go. Just gives you sadness, then gives you hope, and then just gives you positive vibes all of a sudden, as if there is hope.

Dina Aldesouky 07:20

I agree with you. And other than Omar Khairat, do you have the same like when you when you listen to a different piece of music, like let's say if it's someone else, like, what kind of emotions that you feel while listening to this piece.

Mohammed Sabri 07:40

It's mainly one emotion, because I really choose my tracks and link them to the activities I do. Like while drawing. I always listen to the the tracks that really triggers my creativity and just give me like, the vibes to work more. So it's always like this one condition It makes me feel. it doesn't let me down It doesn't make me feel like emotional, but just gives me the, it just pushes me to to do something productive.

Dina Aldesouky 08:17

Okay. This is this is very interesting. So, so for you, it helps you let's say, the productive, to be more creative, to be more productive, whatever type, whatever piece of music that you choose other than omar khairat. It helps you to like this. Okay, interesting. Exactly. Yeah. So do you recall the last time that you attended a musical event and music like as a music concert not musical as a concert? Only music, no vocals? And how did you feel about that?

Mohammed Sabri 08:52

Um, I attended one. Two years back in Ramadan. 2019 by Amer Altoomy. To me, it's what do you call it a supplication kind of religious music, it is named Tawasheeh.

Dina Aldesouky 09:08

Okay. So it's a spiritual Yes, it's a spiritual,

Mohammed Sabri 09:13

yeah, spiritual music. Just give me the you know, took away my stress. Relaxed me. chilled me. This is how it really made me feel just the peaceful vibes and atmosphere.

Dina Aldesouky 09:30

Yeah, yeah. Nice. And was this was this back in Egypt or it's it was in Kuwait? No,

Mohammed Sabri 09:37

it was in Kuwait. It was in Kuwait. Okay.

Dina Aldesouky 09:42

What what is the effect of music on you generally? And could you could you share a personal experience that you really recall, specific when you attended a piece of music in an event which was with a specific type of music, which is close to your heart.

Mohammed Sabri 10:05

The last one I recall, which really had an impact in my feelings was Omar Khairat, three years back in 2017 November in in Jebel El Ahmed Cultural Center. It was really my first time ever. So I was so overwhelmed. It gives me the chills. And, you know, when when you really adore someone's talent and music, and work and whenever you listen to him on TV, it's a total different experience while you attend it live. Absolutely, yes, yes. So it was so enchanting and magical, and just give me it just made my day.

Dina Aldesouky 10:51

Okay, and do you do you recall the after effect of this concert for you? Like how did you feel at that time? What kind of emotions that arouse and like, I know that it's three years back so I hope that um, I know that sometimes it's hard to recall the memory and and the feelings but just I'm trying to help you at that moment. How did you really feel when you when you got to know actually about the concert that it's happening in Kuwait? From day one that you heard about it? What did you think about what did you do? How did you feel? Take me through the journey, the whole journey?

Mohammed Sabri 11:32

Yeah, so a friend of mine, in kuwait told me that there is Omar khairat concert in Kuwait. And it was really impossible to believe, because usually, it's always held in Cairo and other countries. And when I heard it's going to be in kuwait for the first time, I wasn't hesitant at all. Okay, I was so excited, especially because it's my first time. And while attending the concert, it really triggered my childhood. Like every piece was connected to one of my childhood memories and in Egypt and my family and the shows I used to adore and watch that had that had his music. And the shows I used to watch it really rang a bell in every aspect of my memories.

Dina Aldesouky 12:33

Okay. This is really good. And tell me about your experience when you were like walking into the the stage with your friends and how did you really feel about it when you started listening? Like were you guys wondering what what type of piece that he will play at as a start? or which one you were really excited to? To listen to it more when you were there.

Mohammed Sabri 12:59

I was excited for the one that I really adore about musical once I just mentioned its name earlier. And then he started with the rest of his musical amazing musical pieces, which was really familiar to me. I did not know that the name of the title of the piece, but you know, when you like listen to multiple songs, and it's really familiar, and then it just recall the memory. Mm hmm. It was a really nice experience, and especially it was in the evening. Just that I right thing before you had to sleep, you know, asleep. Yes. Oh, it was really therapeutical it's, it's it was really lovely. It was very organized. Exceeded my expectations.

Dina Aldesouky 13:53

You know what, Mohammed, you reminded me by myself when we got the chance to attend his concert in Qatar, because I've always wanted to attend his concerts in Egypt back in Cairo Opera House. But it always didn't work. I was at work at that time. So I had to excuse from work and we immediately went to the opera house here. And we spent the rehearsal and we attended both days because it was two days. We met the band itself. We talked to the people. We talked to him in the backstage It was one of one of a kind experience actually, and that for me, it was the best thing. experience like after that I attended some concerts to him in. Muhammad you still there? No, I think I lost you. Welcome back. Sorry for the connection.

Mohammed Sabri 17:19

Yes. Sorry.

Dina Aldesouky 17:20

But yes. So. So this was my first experience getting hotter attending his concerts, actually. And it was the best. Because it was the, you know, the first time of everything. Usually it's, it feels different than when you return doing it again. So but again, yeah, I can Egypt, it felt it still felt good. But this one it was it was different because we were away from Egypt. And I tell it was really nice. But even most of the Egyptian community was there. And these two days, I got the chance to meet lots of people that I didn't really meet since the time of school. So so it was a nice experience just relating to the experience that you just shared.

Mohammed Sabri 18:02

So it's at A rare thing to happen as well being an expat and you're abroad. It's a very rare thing to happen. Like, omar khairat is here.

Dina Aldesouky 18:11

yes. Yes, I agree. I agree with you. You're absolutely right. So yeah, I was just sharing this with you. Because after, after the concert, I think me and my friend, we had the same thing. We we got to feel that the music is unconsciously it's getting played in our ears, and back in the backhead, which was nice that everyday we're waking up with this calmed and soothed mood, and it's just music is playing, you know, we stayed like that for like almost two to three weeks, we were really in a very happy mood. So that's why I'm asking you how did you feel after the concert? Like what was what was the after effect of the concert on you?

Mohammed Sabri 18:52

I was so I was so relaxed. I was so relaxed for like maybe 10 days. It like had a really strong impact on my emotional well being. And I as I recall, I had really, really stressful week before prior to the concert, and it really came on the right time. So it just made me feel so relaxed and happy and peaceful and less stressed, Less worrying. Understand,

Dina Aldesouky 19:31

and this is for you personally. This is what you felt. How did what was the reaction that you got from the surrounding friends or people attending in the concert or if you had your family with you at that day?

Mohammed Sabri 19:43

I had my friend and I met also one of the Egyptian expats. My friends as well. They were really surprised and they were like living the moment and enjoying the music and They were so happy. They were so happy. Because as I mentioned, it's it's usually happens once, like every year or once. It's really rare to happen.

Dina Aldesouky 20:10

And I wonder why. I wonder why it happens very rarely in the Gulf region, because I think I think he goes a lot to Dubai if I'm not mistaken.

Mohammed Sabri 20:19

Yeah, that's true. Yeah. So maybe he came up with like, twice. One of them I was traveling. And the second one, I'm so happy that I attended. I was so lucky.

Dina Aldesouky 20:34

Yeah, absolutely. So now, I would like you to share your experience of attending. It's already it's already you already shared his has experienced attending and outside Egypt, but you never attended it in Egypt itself.

Mohammed Sabri 20:50

No, I would love that. Yeah, I didn't get the chance. Never was I was, I'm always in Kuwait. Because of my work circumstances. And it's my dream to attend one of his concerts in in my home country, because it's going to be a different kind of experience. Of course. Yeah.

Dina Aldesouky 21:14

Yeah. I agree with you. You should try it.

Mohammed Sabri 21:17

I'm willing to do it. Yeah. Yeah, it's totally different.

Dina Aldesouky 21:21

Yes. I agree with you this one like, honestly, outside Egypt, it's a very good feeling. It has a different feeling. In Egypt. It's a another feeling. But it's still nice as well. Okay. Just, I want you to tell me, like the type of his music, I will, either I will if you have anything that you can share without selecting these points, or if you want me to share with you some points that you can select from. So how do you consider his music impacting your life? Okay, do you have any word that it's coming in your head immediately? Or would you like me to suggest some words for you to select from?

Mohammed Sabri 21:59

I would like you to suggest as well, okay. I will.

Dina Aldesouky 22:03

Okay, do you do you think it's, it's helping you or it's impacting your life as an emotional balance? Or is it a stress relief? Is it nostalgic, it helps you for to be self connected. It makes you more productive, or it provides you ledger. You don't you don't have to select one, you can just say it's a mix of Yeah, yeah.

Mohammed Sabri 22:26

The first thing is nostalgia, because it really connects me to Egypt. It's like my only my only path to let me recall the memories about my country. So nostalgic, and the things I used to do in my country in my summer vacation, watching the musicals and just listening to his music in cairo whenever we were in a holiday. Yeah. And the second thing is stress relieving so much. And leisure I must say, like, the sense of enjoyment and satisfaction, whenever I listen to this kind of music,

Dina Aldesouky 23:11

Okay. And just usually if Besides, I remember you said this in the beginning, maybe maybe it was like an early answer to this question, because how did you feel while listening to his music? He said, it's a mixed it's always mixed emotions, like between home yeah, or sadness or or being productive or it helps you to

be more creative. My rights. Yes. Do you recall a specific moment that you were listening to his music and it aroused to you one of these emotions, which was very strong at that time?

Mohammed Sabri 23:57

Yes. Yeah. I remember one of them to see my Yes, yes, of course. I remember one of his music work entitled Dameer Abla Hekmat. This kind of Yeah, this musical. And it's a series Yeah, yeah. And my father traveled that day. He had to travel for an urgency to work. And I was really emotional. When I was a child that day. My father traveled back to work and this piece with was playing and I really couldn't help myself. I was crying.

Dina Aldesouky 24:49

Yeah. It helps you to like to relief the

Mohammed Sabri 24:53

relief my suppress the emotion. Yeah, my suppress sadness or so Whenever I listen to this music nowadays, I just remember when my dad left all of a sudden, like, and he had to go to work for something really urgent. Yeah, so it really rings a bell. Yeah.

Dina Aldesouky 25:16

Yeah. takes you back to the same moment.

Mohammed Sabri 25:19

Yes. Yeah.

Dina Aldesouky 25:22

Thank you so much for sharing this. Generally speaking for you is there is the link between music and emotional well being I mean, for you, generally, the music not only omar khairat. yes or no one if Yes, why?

Mohammed Sabri 25:44

Sometimes music helps, helps me a lot to take decisions in my life, like major decisions, doing a certain kind of job, taking like work related and sensitive decisions, which which really will have an impact on me afterwards. Thinking about something settling something, finalizing issues. So I always tend to listen to music, when I'm overthinking and overwhelmed. And, like, I feel as if I'm, I have a burden on my chest. So it really helps me out

Dina Aldesouky 26:35

Okay. And will you repeat the experience again, going back to his concerts, either outside or inside Egypt?

Mohammed Sabri 26:46

Yeah, inside, of course, outside Cairo, as mentioned in Kuwait, I really couldn't believe that he's having a concert in Kuwait. Because if that happens once in a while, and I wasn't hesitant at all to accept, and to just look right away. And one thing I remember, I was really upset about how much my seat and my friend seat was really far away from the stage. But I just realized his music is really powerful that it's enough for you to listen to it. You don't have to be like, right in front of it. It's like really has a really positive impact. Yeah. And just how it made me feel every single one of his tracks and just made me drift away with my memories of childhood and Egypt. It was really magical.

Dina Aldesouky 28:08

And you're willing to do it again, even if it's happening in Kuwait, not only in Egypt,

Mohammed Sabri 28:13

of course. Okay. And the first thing that comes in my mind Cairo Of course, I would love to do it in my own country.

Dina Aldesouky 28:20

Okay, more than more than outside, more than outside Cairo.

Mohammed Sabri 28:25

More than outside, because I always think if it's really amazing in the outside countries abroad, how it's going to be like in Cairo, in my home country.

Dina Aldesouky 28:39

You're right. And with respect to the current situation, with the pandemic and the the lockdown that we've been through, did you get any chance to attend virtual music events?

Mohammed Sabri 28:58

No, unfortunately, no. I think it's a chance.

Dina Aldesouky 29:02

Did you miss Did you miss attending actually, music events during this period? Yes. So much so much. We only looking forward. We all need it. Yeah, no. Would you like to add anything to this conversation Mohammed?

Mohammed Sabri 29:20

That's pretty much it. And I'm really happy that I shared one of my emotional experiences about music and how it really affects me and how it makes me feel. It was lovely. And thanks for having me.

Dina Aldesouky 29:38

Thank you. It was really pleasure having you and before wrapping up this conversation, I would like to ask you if there is any of your friends that you would like to suggest who can support and this interview like if a name or two if you know these people who attended our higher at music, music events or concerts outside Egypt either in Kuwait and Dubai or Somewhere in Europe in us and London, if you just got the chance to have any candidates, please let me know so that I can communicate with them.

Mohammed Sabri 30:09

Of course, I used to just Dina Sabri and she is my sister. She has attended many concerts in Cairo.

Dina Aldesouky 30:19

Did she get the chance to attend outside Egypt?

Mohammed Sabri 30:23

Yes, yes. Outside Egypt. Excuse me.

Dina Aldesouky 30:28

Do you know where in which in which country?

Mohammed Sabri 30:31

Yeah. And outside? No. Sorry. Only in Egypt she attende. Yeah. Okay.

Dina Aldesouky 30:47

Unfortunately, the study needs people who attended it outside Egypt, because it's mainly studying the feeling of expatriates when they get to it. So however, I added her name, just in case of the adviser she said, Yes, it's okay. I'm going to communicate with her. Sure after after I get her contact details from you for sure. Do you have any other names?

Mohammed Sabri 31:11

Yes. ahmed ghassan, my best friend. He attended. Also one of his concerts outside Egypt.

Dina Aldesouky 31:19

Okay, good. Okay. That's it for you. Thank you so much, Mohammed, if you just allow me to stop the recording now.

Mohammed Sabri 31:30

You're most welcome. Thanks for having me.

Interview # 5 - Maya

Sat, 10/10 5:17AM • 23:30

Summary keywords

concert, dubai, music, egypt, attended, remember, english, feeling, egyptian, related, feel, memories, numbers, arouses, love, positive vibes, emotions, interview, live, emotional

Speakers

Dina Aldesouky, Maya

00:00

Dina Aldesouky 00:12

Okay, yes, we can start now. How are you?

Maya 00:16

I'm fine. Thank you. Good.

Dina Aldesouky 00:19

Perfect. How was your day?

Maya 00:23

I know he and I am self isolating myself because I was tested positive yesterday.

Dina Aldesouky 00:30

Wow.

Maya 00:32

But I have no,

Dina Aldesouky 00:35

you're no, you're a systemized. Okay. Yes, exactly.

Maya 00:39

I did the test by chance. And I was shocked to know that I'm positive. So I'm actually self isolating myself in my room. And that's it. working from here.

Dina Aldesouky 00:53

Thank you so much for being able to do that. You're really surprised me? Thank you so much.

Maya 00:59

No problem. I am surprised. The interview should be an English word or English and arabic

Dina Aldesouky 02:41

the interview should be completely in English. And this is a Master's for British university to make sure that it's completely done in English. Yes. So let me take you through the objectives of the interview. And of the study, okay. The study, it's the MA the Masters, it's related to creative event management, okay. And this thesis, it's about studying the impact of music on the emotional well being, right. And not only the emotional well being as well on the community identity and the culture identity. the target audience that I chose is the Egyptian expatriates why I chose the Egyptian expatriates because it's to study and investigate the social cultural impact of attending live music events, and which is related to Omar Khairat, okay. Such as what is the positive outcomes, the experience that you had and this live concert? How did you feel about it when when you heard about it, that it's happening in Dubai? What was the journey that you've been through starting from booking the ticket until leaving the stage, the leaving the theater, or the Opera House that you attended the concert with? So the overall concept it's about understanding and investigating the impact of this of the music generally, and specifically, the music of Omar Khairat on your self and as an Egyptian expatriate? Okay. So we're starting by some general question, which is, I want you to tell me about yourself, and what are you what you're actually doing? What's your occupation?

Maya 04:31

Okay, so my name is Maya. I am 31 years years old. I've been living in Dubai for three years now. So I live in Dubai. And what I do, I have been working with an agency called out of the box. It's a I've been working with them for eight years now. So since I graduated from university and I'm actually responsible for all client relations globally. So I have a team. And we are basically the link between the client and the agency, the all the production team and so on. And this, so we manage all the projects globally with all the clients.

Dina Aldesouky 05:35

how long you've been an expatriate Maya and you're not only in Dubai, generally how long you've been an expatriate.

Maya 05:41

No, this is my first destination. So I was living in Egypt, and now I live in Dubai, and this is my third year.

Dina Aldesouky 05:51

So so it's three years overall. Yeah. Okay. Yes. What was when was the last time you attended a live music and how how did it How did it make you feel?

Maya 06:02

In general, not only omar khairat Yes. in

Dina Aldesouky 06:05

general. Yes.

Maya 06:07

In general, it was here in Dubai a year and a half ago. And what I love concert, so it always makes me feel awesome. I mean, I was with my friends. We were a group. A big group. And it gives me all positive vibes. I mean, it state those vibes stays with his stay with me for a couple of days after the the concert.

Dina Aldesouky 06:36

Mm hmm. So thank you, thank you for letting thank you for sharing this. So this brings us to this question like what usually music do to you like, what kind of emotions does it it creates inside your heart? Or like it arouses inside you?

Maya 06:55

Depends on the concert but I love concerts basically, that gives me like a nostalgic feeling. I love the past okay. person who loves nostalgia memories, things like that. So so it's hundred percent emotional gives me a lot of positive vibes. Again, memories, things like that.

Dina Aldesouky 07:31

Okay, okay. Good. Could you please tell me that your experience if you did you get the chance to attend a concert for Omar Khairat back in Egypt.

Maya 07:40

In egypt and in Dubai? Both?

Dina Aldesouky 07:41

Do you recall the first experience of attending his concert in Egypt?

Maya 07:45

Yeah, I do. It was a long time ago. was probably in school. Final Year in school and the Yes, this was the first time it was in a place named sayet el sawy. And it was simply amazing. It was maybe one of the first concerts for me. And yeah, so so this was great. And then again, because Omar Khairat he's that link with the with the past, you know, lots of memories, lots of old music things related to series, Arabic CDs and stuff like that. So our childhood and I remember I had lots I remember details basically even though it was a long time ago, but it stays it stays with us.

Dina Aldesouky 08:52

Do you mind sharing with us these details whatever you would like to share like for example, you remember yourself, What motivated you to attend this event? How was your feeling when you and your friends decided to to go and book the ticket and and how did you feel prior to the start of the concert? And after the concert during the concert? What was the whole experience?

Maya 09:15

Like I said this was back in in school so I remember one of the group members, she came to us and said that there is a concert so who's interested in probably I was the first one to buy the tickets. I was very excited at the time because like I said First of all, it was maybe my first concert. Second of all, I love omar khairat. third of all again, the memories and the nostalgia. So this is basically what motivated me. And I was super excited. We were a group big group. We we went Like an hour before time on our way to the concert, we, we put lots of omar khairat tracks in the car, and just to get in the mood and so on. And so once we went there, we were really super ready and excited. And we didn't want it to end. I remember this feeling I didn't want it to end. Because you know what he does in our souls basically, with all his music. Yeah. And very, very positive vibe. You completely I remember you completely like,

disconnect from. Any stress, or anything? Yeah, yes, exactly. So very positive. And like I said, I didn't want it to end.

Dina Aldesouky 11:00

Nice, nice time. Now, I would like you to share your experience of attending his life music outside of Egypt. So when you were in Dubai, and you have this passion and love to his music, and you got to know, out of a sudden that he is coming to Dubai and he's having a concert. So how did you feel when you heard about the event in the first place?

Maya 11:24

Yeah, this was a year and half ago. And I attended it in the Opera House in here in Dubai. So because I love him and everyone knows, I do love him. So once my husband heard about the concert, he actually bought the ticket without even telling me but because he knew I was gonna be excited. Yeah, so it was kind of a surprise. And it was a bit different, the experience was a bit different than the one I had in Egypt because the one I didn't Egypt was in sayet el sawy place. So we so it was a bit of a hippie style, we were sitting on the floor. So it was the setup itself was different than the one I attended in Dubai was super classy, luxurious, you know, the setup itself. But still, we had lots of fun, same feeling every time when it comes to nostalgia and memories and, and like this the same disconnect. Obviously, when I attended that recently was much older, much more responsibilities, much more stress at work and so on. So it it was even better for me to disconnect and but same feeling when I say about the positivity, the vibes, the the memories and again, I didn't want it to end as soon as usual.

Dina Aldesouky 13:03

Do you link any of his any of his pieces with a specific emotion that you feel when you listen to it?

Maya 13:15

Yeah, of course. tell me more

Dina Aldesouky 13:24

like for example, there is there is maybe one one of his pieces that it will make you feel really hyper and excited and happy. Like for example, in the case of am ahmed piece order, maybe if you listen to another one, it will make you feel like soft and emotional and and having maybe some tears because you remembered something or it took you back to a moment that you really appreciate in the past. So do you. Did you get a chance to experience this with any of his pieces?

Maya 14:02

Yeah, probably, for example, the Dameer Abla hekmat piece. I don't know how to call this in English. But yeah, because again, this is this was related to an old series. So it reminds me of my childhood. I'm a big fan of TV and CDs and Egyptian stuff. So so this is this reminds me of my childhood. This is number one. Number two, anything related to Egypt, obviously. So the other piece which is named as "do you know how to speak arabic" Arabi and things like that. Yeah, yes. So obviously, since I yeah, I mean, I don't live in Egypt and I love Egypt and It reminds me of my home country. So this is basically the two that I always remember. Top of minds. And they really yeah, they related to lots of emotions and stuff.

Dina Aldesouky 15:17

Okay, do you recall your healing the day the day of the event in, in Dubai and when you when you stepped into the Opera House waiting for for the concert to start? Can you? Can you recall this? How did you feel like, for example, for me when when I remember the first time I attended it, it was here in Qatar. And I always wanted to attend his concerts back in Egypt. But by that time, I didn't. So every now and then, every time when I go for vacation to Egypt, it's either the concert is before I arrive to Egypt, or

either either after I live with like with a day or two. Yeah, the time when I got to hear about it, I was so excited. I couldn't wait for the concert to start. And it was full of Egyptians and in the opera house. And I met some people from like, all the things that I didn't mean before so. So this is what this is what I mean. So when you got there, and you you were waiting for the concert to start, how was your feeling? While you were listening to the music? Like when you got one of the your favorite pieces? How did you feel like, how did you notice the reaction of the people around you and yourself as well, your husband lets say

Maya 16:31

and tell you something I remember, I was watching the people attending the show. So I was I just had a look on their faces. And they were everyone with no exception smiling, which is something I loved. So with. This is something I remember even Dubai because I had the chance to look at them since view it was seated and so on, as opposed to the one in Egypt. So everyone was literally smiling. And like you said, Yeah, I remember now when you said that I got to meet a couple Egyptians obviously everyone was Egyptian. So people I knew and I didn't know they live in Dubai. So it was a nice coincidence. And when it comes to feelings, like I said, they're all happy feelings positive. We're all smiling. And you know it I don't know how to say it in English, but it moves something inside you, you know, it moves it.

Dina Aldesouky 17:44

so something something you're you're you're saying that there's there's there's a kind of an emotion that you feel like it's arousing, but but but you don't know what what is it? Exactly? Is it something related to the country? Or is it something related to yourself?

Maya 18:01

Myself, mainly memories? Yeah, gets me to remember my days back in Egypt and my childhood there and my family?. so it's more of me. Yeah.

Dina Aldesouky 18:21

Okay. And do you recall the after effects of the event?

Maya 18:26

Yeah, like I said that it's their positive vibes and emotions that stay for a couple of days, at least. So the stress is much less. Because you just get totally disconnected. So this feeling stays with you. And like I said, for a couple of days, at least. And like, most of people, you go back home, and you start like putting more of his songs or his tracks on your list, car list. You keep on you get into into the mood, and it's very hard to go out of this mood basically. So takes a few days. And like I said, I remember every time I go back, I add more of his tracks and my iPod list in the car and things like that. Mm hmm. So it lasts.

Dina Aldesouky 19:26

I'm really happy with your answers because of the impact of music generally on the emotional well being, specifically the music of omar khairat as well. So, yeah. So usually, what what type of genre that you that you prefer to listen to? that type of music like what? What is your style of music that you like to listen to?

Maya 20:09

Okay, um, I like different very different types of music. Okay, so it's a bit it's not following a specific pattern. So I like Arabic music, modern music and very old music so it's I know it's a bit weird. But like everything even an English of course, but more of again, I love old music like I'm a very nostalgic person. Very emotional. So I love both English and Arabic and French old music and, and or very modern, so I hate what's in the middle. So it's either or either two extremes. And yeah, so

Dina Aldesouky 21:17

do you do you do you know that Omar Khairat music It's kind of I don't want to say categorized, but it's it comes under the contemporary music.

Maya 21:29

Yeah. of course

Dina Aldesouky 21:31

Yeah, yeah. Do you? Do you have any other? Like, do you listen to other people with with who composes soundtracks and music with no vocals? Do you have any other favorites? Other than on the hider?

Maya 21:47

No. do you, imagine? Because I usually I'm not I usually prefer songs with lyrics and so on, but probably is the only one that can give me this feeling. Without lyrics.

Dina Aldesouky 22:07

Hmm, mm. Hmm. And would you do think if there's any concert that it will happen again in Dubai, while you're there? Or maybe in egypt will you do it again

Maya 22:21

obviously. Sure.

Dina Aldesouky 22:25

Nice. Maria, thank you so much for for the interview today. Would you like to add anything further to this conversation?

Maya 22:32

No, I'm very happy. I hope I can help and just let me know. How did it go?

Dina Aldesouky 22:39

Sure. Do you have any other people that you could recommend? Who could do this interview who attended actually his concert either in Dubai in Egypt, but it has to be outside of Egypt? So if you have other

Maya 22:57

Okay, currently I don't have I have lots of friends but then Egypt. So again, if I can let you know if I think of any out of Egypt.

Dina Aldesouky 23:09

Yeah, if you if you got a chance to to know about that. Please let me know. That will be good. Sure.

Thank you. Thank you so much. And good luck with your isolation. Yes. Thank you so much. Thank you.

Okay, good luck. Bye bye. Thank you. Bye.

Interview # 6 - Mahmoud Alkhater

Sat, 10/10 5:50AM • 55:58

Summary keywords

music, concert, song, friends, listening, attended, egypt, people, feel, nice, emotion, connect, tickets, question, maestro, dubai, experience, words, part, specifically

Speakers

Dina Aldesouky, Mahmoud Al-Khater

Dina Aldesouky 00:00

The recording button. Okay. Hi Mahmoud. Thank you so much for allowing this to happen this interview to happen. I really appreciate this and it's a good opportunity that we're getting the chance to speak and to catch up. Just to give you a brief explanation about this interview, it's actually conducted for a study which is trying to understand the the motive behind the emotions that arouse while attending and musically live event. Okay, and why music while listening to music generally, but specifically to attending live music events. And my target my target audience is the Egyptian expatriates. And yes, and the music was yes. And the music that I chose to study for it as a case study is the musical Roman hierarchy and as a contemporary music genre, so we just this this is done just to understand like, what kind of outcomes that it happens to people who attend his concert, the the after effect, how long classed with them, what kind of emotions it aroused when they attended. Okay, so, if you have further questions, we can we can you can go ahead later. Now, I'm just going to start by general questions about yourself. Just tell me about yourself, what do you do? How old are you? How long have you been an expatriate?

Mahmoud Al-Khater 01:34

I'm 40 years old. I'll actually be 40 in a couple of weeks. Specifically, there's

01:42

young

Mahmoud Al-Khater 01:46

and I have been an expatriate for the last

01:51

17 years

Dina Aldesouky 01:52

17 one seven, okay. Good, and what do you do?

Mahmoud Al-Khater 02:01

So, I am mostly a project manager, Enterprise Architect, so my job is to help organizations change their systems processes and people behavior to accommodate

02:18

their objectives. Okay, okay, great.

Dina Aldesouky 02:22

Could you please tell me generally what what really music means to you in life generally? And how does it really impact your your well being?

Mahmoud Al-Khater 02:36

So, music in my opinion is a very important aspect. influencing your mind, I would say, Mm hmm. Well, generally speaking, sounds always has this effect on humans, they have an essential input, you know, some kind of response on humans starting from just listening to natural sounds like you know, sitting beside the ocean or sometimes I meditate for example, with with without music, but what sounds like a natural sounds nature sounds, yeah, music specifically. So I am going to differentiate between musics and songs and songs or into just a deeper meaning sometimes, or not a deeper bucket, we say, a different meaning or a different angle different they mentioned sometimes with introducing other lyrics, which can be interpreted in a certain way. But the music itself has a very deep effect. A I started using music as a way to control my mode several years ago. In fact, even before that, before even I became an expert, I mean, when you're talking about our highlight, I started remembering the first time ever I listen to Tom I wrote and I was like, a young kid, even not a teenager by that time. His music was very famous because not only they were in every almost that time evolution movie, evolution famous movie, but also they were part of they were used for the advertisements that come on the screen.

04:29

Just

Mahmoud Al-Khater 04:30

subtle. Every TV commercial. Yes. Shows we're having those parts of his music. Then I started Of course, going to his concert several times. Can you just hold on a second? Sure. Good morning.

04:53

class. Nuts Okay,

05:52

thanks.

Mahmoud Al-Khater 05:57

I needed to Yes. Okay.

Dina Aldesouky 06:04

Going back you were saying that you were listening to my pirate when you were not even a teenager you were young and it was used for the TV commercials and yeah.

Mahmoud Al-Khater 06:14

So his music resonated immediately with me. I mean, he has his music is amazing, of course. So I was very quickly with it and I started liking it. I think before that I was

Dina Aldesouky 06:34

Mahmud, I think your voice Okay, there was a bit of a glitch, but it's okay. You came back? Yeah.

Mahmoud Al-Khater 06:40

So I used to go to his concerts in the opera house. Okay. Mm hmm. Whether in some are in winter, you know, in summer, they have a more casual concerts, and in winter, they have a little bit of a formal concerts. Yes, I used to go to those with friends and so forth. And even although I had his songs downloaded as mp3, when the mp3 was introduced back in the 19, you know, end of 1990s I still love the experience of being in his concerts as well, in a live setting, and they're continuing to go to him several times when I was unexpected. I actually used the very early years of being an expat. I used to go to Egypt

like four times a year, three or four times a year, especially when I was single as well. And they used to sometimes go to his concerts when I met in Egypt happening in the same time.

Dina Aldesouky 07:49

You You mentioned something which is interesting for me, let me ask you this question. What is the difference for you, while listening his music only without vocals and listening to the music with the vocals that gets to be let's say for a series or movie or whatever.

Mahmoud Al-Khater 08:06

So it has very few musics that has vocals

08:14

and very interestingly

Mahmoud Al-Khater 08:21

I don't resonate a lot with the vocals that he that he has maybe the only exception was one of his songs. And again, I am not even here associated with the whole song will carry only with the you know, the first two sentences in the song is the tennis enema. Hmm and maybe because this is one of the songs you know, that is having this kind of vibrant, more more active, I would see. So if I would put on my pirate song on a scale of Syrian on one side and vibrant or active on the other side. I will put me tennis anywhere like on the you know, on the more vibrant active side as compared to some of other his other music. Like one of my favorites a lot a whole lot of the Sahara for example, which is more on the serene side, at least most of it so yeah, not really associated with the words for him were differentiated was not specifically for Omaha. They were stuck in gentlemen, what about chunks? You know, like, I like not only listening to all my favorite songs I listen to a lot of others interested in being mostly non Arabic action but some of them The songs I'd like because of their words,

Dina Aldesouky 10:03

because I can miss humblebee kodava.

Mahmoud Al-Khater 10:09

Actually, well, to be very frank, I don't think I've ever I think I might have came across this type of Sean's once and in like a YouTube video or something good there was a snippet from a party from a concert. I mean, in sufficient many, and it didn't. Yeah, I'm like, you know, this is calling Okay, mobile. What? In fact, this is more noisy? I would say then this is not song, but this is.

10:44

Yeah, this is sound good. Are you? Yeah,

Mahmoud Al-Khater 10:46

yeah. And then, and then I see the lyrics for them. Sometimes if I saw a couple of times people not writing the lyrics to, you know, criticize them on local ships without the choice. Sorry. It's okay. It's really,

Dina Aldesouky 11:04

you know, I asked you this question, because you actually inspired me with this stat. While you're listening to music only. Okay, you get the chance to have an open an open mind or an open imagination to whatever the emotion that it could arouse. Okay. But when you're listening to music to a song, definitely, it's with lyrics. So it guides your emotion to one thing, like if it's a sad song, it will guide your emotion to a sad feeling. If it's a happy one, it will guide your emotion to a happy and hyper mood. But when you

get the chance to listen to a serene peace, it takes you wherever you want, wherever and whenever you want. It depends on your depends on your aim. Yes, instant instant mode. This is what I felt.

11:52

So I think

Mahmoud Al-Khater 11:57

so I think people who value choice and freedom might resonate more with this kind of, you know, without lyrics, and again, I'm not saying that there's always the case. I like songs with words sometimes. A lot of the times actually, some of my favorites out of the some of the 80s. Like, you know, I am not a metal fan, for example, but nothing else matters is one of my favorite songs, for example. Yeah. And some songs are even the lyrics are respective with that. I like the music.

Dina Aldesouky 12:42

Yeah. Do you recall your last time you attended a live music event?

Mahmoud Al-Khater 12:49

And live music event? Generally speaking? Yes. I actually took my kids here to a concert by hands no matter.

13:02

Okay.

Mahmoud Al-Khater 13:03

Here in Canada,

Dina Aldesouky 13:04

here in Canada. Nice. Okay.

Mahmoud Al-Khater 13:09

And so, being an expat I actually didn't was not in the habit of going to a lot of live music events this weekend. Like, I took, I think that the I might have had less than five music concerts attended in the last 17 years as expected. Definitely two of them comes to mind. The last one was this one that they just told you about? They called the family downtown to see hundred Mm hmm. And I think hands on memories also. Yeah, he has been growing thicker in this field. Basically, I think Hamza never is one of the ghosts that I like both their music and their words as well. A lot of the time. And, and the other one other experience is I was actually living in Qatar, that period, but I was visiting Dubai. And there was a concert from Iraq recall, I actually went to debate to visit some friends and go to the conscious. It was so

Dina Aldesouky 14:18

you were not you were not living living in Dubai that?

Mahmoud Al-Khater 14:22

No, I was living in Qatar, but he went to Dubai to just attend the concert and make some friends and maybe do something good. So but you know, it was like, a weekend trip.

14:35

Okay.

Mahmoud Al-Khater 14:36

And, yeah, at that period, I think.

14:41

Yeah, it was.

Mahmoud Al-Khater 14:47

Yeah, I went by myself because my family at the time was in Canada. I was just a commuting between Canada and Toronto.

Dina Aldesouky 14:56

I'm gonna go back to this experience that the concert that you attended But let me go back to the concert that you took your kids to, which is four hands and a mirror, how did that really make you feel by then with the kids when you attended

Mahmoud Al-Khater 15:13

to growing up in the West has its challenges in the kids in terms of the multiculturalism. And you see the kids are, are not only embracing the Egyptian culture and values and, you know, famous songs from me as my wife, as you know, from their parents also did a lot of other things from so it's not only their generation difference, you know, that is influencing It is also the, the society, the society difference and when they go to school, and they have friends are from watersports activities, and they have friends from all different sorts of places, actually, and all different sorts of backgrounds and cultures.

16:05

This mix

Mahmoud Al-Khater 16:09

starts making, you know, starts taking cookie or what Kenny starts posing the question, important question for me is, what can I do more to associate my kids to their heritage? And in answering this question, what some of the activities we do is we take one of these activities was taking them to this concert, and listening to homes and even not in the car and so forth. I mean,

16:43

I am enjoying

16:46

the get it like the the actually absorb the experience.

Mahmoud Al-Khater 16:51

I think so, not in the same level as I and their mom did, that we did because also that Arabic is not at its best. But I mean, come on. Kids Learn by Doing by seeing and imitating, we see the playing hands on and we're in the car and more English directly my head, but it's songs and you know, enjoying it, they are going to enjoy it. If I if I look at my kids, they stopped music nowadays. It seems that at least when it comes to my son, a big part of his music is impacted his taste is impacted by what? You know, me and his mom likes. When it comes to my daughter, maybe I would put a smaller percentage maybe like for my son, I would say 80% of his days is impacted by us. Or my daughter, it might be less than 50%. She's older. And she of course, you know, has a bigger circle of friends where she listens to music around with people and so forth.

Dina Aldesouky 18:10

Okay, okay. See, this is this is this is a nice experience that you share. Thank you so much. I want you to go back with your memory to the to the time that you attended the first concert. First time you attended his his concert in Egypt? Or if it's going to be really difficult, so just try to resonate the memory from Yes,

exactly. One of the concerns. Yeah, just just take me through the whole journey like how are you really are you really felt when you were going like booking the ticket when you were going into the Opera House, stepping into the into your chair, starting listening to your favorite pieces live? The whole the home mode.

Mahmoud Al-Khater 18:55

So usually when although, okay, one part of my personality is I am not afraid of going to events by myself. Like for example, I sometimes go to movies, by myself, you know, just do the movie. But interestingly, when I was going to concerts, I've always gone with a group of friends or with my wife, for example, a couple of times as well. Never have been a going by myself to these events. Except for that the way experience I went with, with friends as well. But you know, like seeing them there. Anyway, going back to those ones in Egypt. So

19:45

I'm

Mahmoud Al-Khater 19:48

meeting with a friend First of all, of course, at that time, there was no internet so we had to figure out who's going to go to the opera house to mobile tickets, first of all, okay. It wasn't WhatsApp groups are anything we used to share on IRC or with friends on some public forum, you know, but there was not a lot of internet reservation and booking systems and paying for credit cards, like it's available now. We were very lucky to know that there, you know, his concerts early in time to be able to get the tickets, I recall a few times where his tickets were sold out and are speeding, or one second specifically feeling frustrated. Oh, man, you know, like, maybe I can go and squeeze them or something. But okay. So having this was usually a bummer. But when we were, his tickets were not sold out. And we were able to have some of his tickets. Luckily, I also not the best place but a discounted price as we were students as well. So we used to get the discount card, or discount to be because of the students card. And, you know, just meeting up with friends at the Opera House going together. Listen a little bit for me, you know, was out of my way, but

21:15

okay. Yeah.

Mahmoud Al-Khater 21:18

And not that for my Anyway, it was. But they remember they used to ask for a tie, whenever you will, to go.

21:28

And then

Dina Aldesouky 21:31

what happened when when the concert started and you started to hear the your favorite pieces while you're actually listening it on a cassette by that by that time it was a cassette player. Now you're listening to it live? How did it make you feel like what? What kind of emotions that aroused by that moment?

21:51

Los Angeles.

21:53

Okay.

21:56

I would say okay, though. Yeah. If I even would.

22:04

So

Mahmoud Al-Khater 22:07

I'm trying to describe that state. You will be? Well, I think, if you have studied positive psychology, you might have heard about the state of flow.

22:21

Okay.

Mahmoud Al-Khater 22:23

I think it is a very similar experience to the state of flow.

22:29

Can you explain this to me, please. So

Mahmoud Al-Khater 22:33

you feel disconnected from time? to time, you know, it's not, it's not having the same

22:43

effect on you.

Mahmoud Al-Khater 22:45

You seem also to be

22:50

immersed

Mahmoud Al-Khater 22:52

in the experience. And like it, like when you are floating on the top of the ocean, okay, and knowing the waves. So first of all, you feel freedom, you know, those moments, actually, you feel a lot of freedom because you are not tied or attached to gravity, you know, for example, you feel that you're free floating around, you're feeling that surrender to anything.

23:25

Okay.

Mahmoud Al-Khater 23:28

As you you know, just go around with the music. He thinks, you know, right and left, you feel safe, of course, as well. I think this feelings of safe is what drives also higher, deep or deeper, you know, feelings of surrender. And you feel disconnected from a lot of the problems that you might have or

Dina Aldesouky 24:04

the clutter you from the from the stress.

Mahmoud Al-Khater 24:07

Yes, yes. Yeah. Yeah, it's interesting, actually, they use the word flow as well because I started using music in a more intentional way to control my mood at later stages, like for example, you know, when

going to the gym or having a playlist for the gym and for the cardio, something that whether it is having music or some motivational language is also in the middle. But generally speaking, and using music to control my mood and try to induce the flow state, which is having giving more energy and allowing you to be I think better execution, you know, doing what your whatever you're doing. So, yeah, well, that was a slight deviation by the way. Sorry about that.

Dina Aldesouky 25:11

Nice. No, no, it's okay. But nice. This is really a nice explanation for for the way you felt by then you attended this this concert and he said it was With your friends The one that you remember right it was it on your own?

Mahmoud Al-Khater 25:25

I think it was the VST or like high school years.

Dina Aldesouky 25:30

How did you guys feel after this? Like, did you feel there's any specific after effects of this concert? To all of you or to you specifically?

Mahmoud Al-Khater 25:43

It will always be motivating. Okay, you know, some people do smoke, some people drink. I listen to music. Okay, all right. I think yeah, it's, it's something that elevates the mood and helps the person

26:04

you know.

Mahmoud Al-Khater 26:11

So, you know how a lot of the time people are saying you have to take care of yourself. All those habits I just mentioned, are also, you know, influencing in their helping person to take care of himself. And when you feel that you're taking care of yourself, you become recharged and ready to, you know, conquer the challenges of life. And watch your song go away. So I would say that his music or attending those concerts, were recharging as one.

Dina Aldesouky 26:52

Okay. Very interesting. Since you mentioned your experience already attending, Linda, why? What was the difference between this one and the other experience when you attended it?

Mahmoud Al-Khater 27:06

So first of all, there was a very limited group of friends. I have only one couple or one guy. Yeah. And in fact, I was meeting with a friend who couldn't make it. So we met in, you know, the Mall of Emirates. And then I have, I had to leave him and go over there. The experience in Dubai was, although I, I used to miss his music and authentic his concerts, but, you know, even when I was expected to stop doing some of his concerts when I am in vacations in Cairo, you know, I'm just consoling, I could see that his experience was a much more drier one.

27:58

Okay.

Mahmoud Al-Khater 27:59

Yeah. Now, two reasons come to my mind that could have influenced this feelings that they got. Okay. The first one is I did have a group of large friends, I had only a couple of meetings with them. And they

had their own friends. So I even I did not be with them. Most of the time, I just, you know, met with them in the beginning and then at the end of it or something like that. So,

28:23

yeah,

Mahmoud Al-Khater 28:24

it was more so over there. But the second reason as well, is when you are in Egypt, the interaction that Ahmed has with the attendees of the concert, okay, is very different from the one he had done in Dubai. So the one in the way, okay, you know, how you feel that the person is coming to do something he's enjoying, and to connect with you. Okay, so, when Omaha was doing the concert in Asia, it used to be that Okay, yeah. He's like, enjoying it, and he is connecting with you to it. So maybe, you know, yeah, yeah, there is this connection. And I think you might have seen some videos about those sessions that are so his concerts that I've done in Asia, where sometimes, the maestro even is controlling the audience claps by you know, by doing this, you will definitely see I might actually find this feature for you.

Dina Aldesouky 29:37

I have to surprise you with something. This concert was in Qatar. Which one concert was in Qatar? I think it's the one which is uploaded by a person named credit Hamdi on YouTube. And the maestro by that time it was never allowed Bessie

29:56

maybe. Yes. The Maestro controlling we're controlling

Dina Aldesouky 29:59

Laughing Yes. between the audience and I think this is this is the this is the one which wasn't the Qatar Opera House in Qatar, this is the one that I attended. Actually, it happened two years. Back to back. And I was about to tell you, it's weird that you had this experience in Dubai because we had a completely different experience in Qatar. It was very,

Mahmoud Al-Khater 30:23

very plastic.

30:26

Really

30:27

interesting.

Dina Aldesouky 30:29

Yeah. It was it. Was it full of Egyptians or was it had did, it has some foreigners and it was

30:36

nice. It was nice. There was

Mahmoud Al-Khater 30:39

also over there, but there was a lot of next as well. And maybe this is maybe you need, you know, a critical mass of Egyptians attending concerts. Because this will drive the Yes,

Dina Aldesouky 30:54

the concert in a different way to a different level. Did you know that?

Mahmoud Al-Khater 31:00

From the videos, I see that 100% of these rejections almost. Yes, it was

Dina Aldesouky 31:05

very interactive. And this the the club thing with the, with the maestro, it was it went viral. The video really went viral. And the people were really by that time it was very full of energy vibes and and happy vibes. Everyone was focusing to the maestro focusing with the maestro just waiting his sign just to start the clapping or just to stop it was like that. It was really nice. So

31:34

okay, other good.

Mahmoud Al-Khater 31:36

Definitely. So this one of the reasons why I am Yeah, I felt like, okay, it was it was a nice one. But, of course it was also maybe one other reason is it was way more expensive than the ones in Egypt. This one.

Dina Aldesouky 31:53

Yeah, I heard about this comment from a person I interviewed them in Kuwait. Yeah. He said, he said, I will definitely do it again. But if if the tickets will not be that expensive, because he said we had to stay like in the back in the back end of the of the theater, and the voice was not really clear. And yeah. So but but he said, Yeah. But he said, the music the music itself, it was the like, he had, yes, he was bothered by some of the surrounding experience, which I was about actually to ask you this. But did it did it? Did it arouse for you any emotion related only to the music? Yeah, go on.

Mahmoud Al-Khater 32:42

Yeah. So I think during the music,

32:47

itself,

Mahmoud Al-Khater 32:50

you would feel that nostalgic feelings, this serenity as well. You know, if you allow yourself to feel it, I think I did not allow myself to feel it in the same way I used to do when I have a much bigger group of friends, or a more or more, you know, more friends that then it will be needed. I think I might have been more engaged in the moment, if I had friends in the you know, in it. So this is one thing. And I mean, my friends actually, like people sitting beside me for some reason, I was also sitting by myself, while my friends were like three rows away. So that is definitely one reason. And the other is the other thing is it did not have that recharging element to it. Like nother consciousness in Egypt. the after effect of the concert, definitely was not there. The concert I attended in Dubai was like, was it really worth it to be in Dubai this weekend?

Dina Aldesouky 33:56

But was it wasn't because of the of the let's say the ambience, the surrounding ambience or it's not related to the music. It's related more to the surrounding? ambience, right.

Mahmoud Al-Khater 34:06

I think I think it is related to the performance not to the music itself, but the performance. So the lack of connection, generally speaking between our hierarchy and the audience, maybe at that at that concert was like driving things to be less

34:26
directive.

Mahmoud Al-Khater 34:27

It felt like it was coming to do a job. Okay, is where it feels like he's coming to play music, you know?

Dina Aldesouky 34:38

Yeah, I know. I know what you mean.

Mahmoud Al-Khater 34:40

And this was one thing definitely. And it might be also Yeah, so it is not related to the music because even after this concert, I still find his music energizing, refreshing, nostalgic. You know, especially when, you know yeah, I said bye Especially when you need to hear them when you feel that you are gained out of energy. Yeah, whether you charge so, of course. Yeah,

Dina Aldesouky 35:11

let's, let's, let's think about the scenario that you heard that it's happening in, in Canada, where you live now. That he or that he and there's a concert for him happening in Canada. What What would you What? What do you what would you feel by that time? Will you be motivated to go?

Mahmoud Al-Khater 35:28

Yeah, of course it will depend on the prices of the tickets.

35:32
Yes.

Mahmoud Al-Khater 35:34

Yeah, I mean, if they are

35:36
reasonable, yeah, yeah.

Mahmoud Al-Khater 35:39

I definitely would take it as an opportunity to take my kids as well. And go over there. And perhaps even arrange it with a broader group of friends. Okay. I'll be honest, I already searched for. So I think at least a couple of times, I made the assertion about whether he's going to make a concert in Canada or not. And so some people write about they're trying to bring him in bring him here. Hmm, yeah, that was, yeah, sometimes 2015 or 2016? Okay. So yeah, but nothing, you know, never heard of him coming here anyway. So. Okay, although I am following his Facebook page, and I'm following and that's another thing. Sometimes Ahmed himself does not make the announcements about those forums or Yes, or what Vince is not announcing by him or on his page, its announcement by the local group posting case. Marketing is not done by him. Marketing is done by the people bringing him over

Dina Aldesouky 36:51

and creating the event agency itself

Mahmoud Al-Khater 36:54

is exactly the challenge here is what I'm following him I'm not following every agent that might he might be or might be bringing him here. So

Dina Aldesouky 37:03

it's the responsibility of the event agency to advertise about his event on his page.

Mahmoud Al-Khater 37:08

Yes, exactly. It should be they should actually do that. Because there are and there is a lot of pages out there that are saying you know, all my friends maybe if they made like an advertisement targeting anyone who likes our highlight pages, that would be everything.

Dina Aldesouky 37:25

Right? Dave? I want you to tell me what what are you like any your favorite pieces and each piece what kind of emotion it arouses to you?

Mahmoud Al-Khater 37:40

I think I would put one of my top favorites as a lot of the Sahara

37:51

especially

Mahmoud Al-Khater 37:58

there are some tickets from it so it is like a 20 minute one chunk it's a long one it's

38:03

a long one

Mahmoud Al-Khater 38:04

so yeah, but and not every part of it I like not not like I mean I like it all but not every part of it I resonate with is this

38:15

there is this parts of it that just clears

38:26

serene

38:29

and it's really interesting actually. That that Okay, so

38:39

when

Mahmoud Al-Khater 38:43

this is a little bit of a deviation, but you can stop me anytime one of the wonders what came to mind is the certain state I get into when I'm listening to that part of the song guy was recording in my head and I think there is a state of

39:06

a little bit of grief actually hmm

39:12

you know,

Mahmoud Al-Khater 39:14

and it's very interesting that this song is a lot of authors that part of it is having very close similarity

39:26

to another song

Mahmoud Al-Khater 39:30

so I'm not sure if you hear the music of the movie Thor and the dark one

39:42

No,

Dina Aldesouky 39:43

so we're he said solar

Mahmoud Al-Khater 39:45

or solar the movie The movie, The Dark World, no

Dina Aldesouky 39:49

muss any I'm gonna look for it. I'm gonna look for so

Mahmoud Al-Khater 39:53

let me share with you actually the one that I mean and definitely there is part of the phone Where? Yeah, yeah, that was actually found. So yes, Brian?

40:11

Here.

Mahmoud Al-Khater 40:14

Yep. Here is the one I will share with you the link, actually. You can listen to the one I'm sending you now. Especially, there is a part that is done with, with, not with words, but with Falcons. Like, you know, with the singer using her voice as a as a musical tone as a musical. Yeah, I mean, the voice,

Dina Aldesouky 40:48

the humming, they call it, I think.

40:51

Yeah. Yeah.

Mahmoud Al-Khater 40:53

This is definitely I think there is a part of this song that resembles a lot. And a lot of us has another listening part I like in it. And it's very interesting to see that this common part is what is one of my favorites. It is definitely associated with emotions of there is a mix of emotions, not only one and there is serenity. And there is a little bit of grief. A little bit of

41:32

looking go on to another, huh. Yeah.

Dina Aldesouky 41:38

Nice. I want to take you from

Mahmoud Al-Khater 41:42

suspension. Maybe this is also one of the things. So I think that, you know, the transition that they make from slow, you know, like taking you slowly cross a letter of suspension, music. And then, you know, then starting strong after that, yeah, I think this is the day like a lot. Okay, okay, it's not suspension, but it is. Maybe, maybe this is what is in the energizing part. You'll feel like, yeah, even if you're low, you're going to get always back up and onic and energetic.

Dina Aldesouky 42:22

Maybe that's a very nice symbolizing to two. Yeah. Yeah. Yeah. You know what? Yeah. Could be could be really? Could be really, right. Yeah. It makes sense. So you spoke as well about nostalgia. So which which of his pieces takes you to the nostalgic feelings or emotions?

Mahmoud Al-Khater 42:44

There are similar. So, you know, definitely not over others. Israel is one of them. Okay.

43:02

Outlook. Okay.

Mahmoud Al-Khater 43:04

It's just starting. Definitely, you know,

Dina Aldesouky 43:08

development I like as well. It's a very soothing one. And then it elevates to.

43:16

Yeah. Yeah.

Dina Aldesouky 43:22

Which one? Which one of his pieces? Do you think it? It connects you to the Egyptian culture?

43:39

That's a good question. I think.

Mahmoud Al-Khater 43:46

I don't know.

Dina Aldesouky 43:49

Do you think maybe it's all of them? Do you think generally is music? it's it's it's connected to the Egyptian culture?

44:00

Yes, I think so. I think well,

Dina Aldesouky 44:11

you let me give you an example. Yeah, let me let me give you an example. Just to find Okay, yeah,

Mahmoud Al-Khater 44:17

please go ahead.

Dina Aldesouky 44:18

And for example, some people they had the comment of one of the people that I interviewed he said his favorite piece is geranyl hana which is shalabi agatti. Because it takes him to the moment by that time

when was the Fozia for for Sharon and Hannah. He was in Egypt with his family while the they live in Kuwait because most of his time they do live in Kuwait. So this is an experience another experience. Some people they said it feels really nostalgic with the song of animosity, or with the song of not nostalgic, they do feel that it's really connected to Egyptian culture. The song of animosity or the music of animosity And to the music of this movie, which is NASA less word or they call it molasses now on Netflix,

Mahmoud Al-Khater 45:09

I recall, I recall this one.

45:13

And maybe,

Mahmoud Al-Khater 45:15

okay, so I don't want to get into a political or social.

45:23

Okay, feel free. Yeah.

Mahmoud Al-Khater 45:24

But yeah, I think what your what your question is asking which one or which song of him might be triggering that deep connection to the culture and from my side, I have been suppressing a lot of my Egyptian cultural connection and belonging or belonging. So it is becoming very difficult to for, for it to, to be triggered. But definitely the only one that comes to mind is what you mentioned, which is here. Hi. Hello. And, you know, it's, it's a kind of, yeah, it doesn't trigger, specifically Egyptian cultural connection but more of a homesickness. And maybe because my home used to be that might be too close to the same.

46:29

Yeah, yeah.

46:36

I wouldn't.

Mahmoud Al-Khater 46:41

So if I listen to the song, it is not going to remind me of the height of the pyramids, or any of the Friends of the places they never places with one of the, if it makes sense. So maybe here, you will find the word as using them. Please forgive me, if the memories he had with the women while I was in Egypt.

Dina Aldesouky 47:15

If any of you it took a specific time with some people.

Mahmoud Al-Khater 47:20

Yeah. And it might be something unique for me, I have been working in auto myself to develop a this association with pieces. So maybe because I've been an expired for 17 years, much I have spent some years in debase. And here's another love is amazing Catherine, and some years now in Canada, all this movement around also might have influenced my character, or my intention, I try to develop its association to a place. So if you don't even know what, you know, yeah, yeah, it's like Egypt, or Qatar or Dubai, there are some people are like, are living in those places. There are some nice and original use cases. But it's mostly going to be or I try to center and focus my experience around the people. You can connect with people, you know, like, I'm connected with you now. And I'm still remembering some of the sessions or some of the meetings we used to have. Yeah, you know, in the center that's in front of the

center, for example, and so forth. But does that mean, there is ever going to be any thing any, you know, song or anything that reminds me, of Qatar specifically? No. But that reminds me of the people I was meeting and there is this distinction, maybe it's just me

49:04
that we

49:05
know you're different. You're different.

Mahmoud Al-Khater 49:09

Yeah, I find that this is much more much more than control, especially with my style of moving around every few years from one country to another. So maybe that was the reason or being very open minded to move to.

Dina Aldesouky 49:30

This is something that this is something nice By the way, because it helps your stretch actually your mind and gets to help you to accept things in a better manner than then resisting.

Mahmoud Al-Khater 49:49

needs are. One of them is connection. But it's very interesting that if you are connected to a lot of things, you're You won't be dependent or you know, over and over and over dependent on those things. I try to be in charge of my connection and the need to belong. So some people say, Where is your home, and they actually, maybe I am working on reframing some of my core belief around that home is where my heart is actually on my heart is inside me. So I am my home. Okay. So, you know, it's okay, if tomorrow I'm going to live this, please. And I'm going to go live in another place. I'm fine, I belong to myself. Okay. And then I belong to whatever other place I'm around. And I think, not to be present with myself or anything. I think this has some pros and cons. One of the pros was what you said, it's being open minded to move to any place you want to go to. Some of the cons is you might feel more lonely from time to time. Because you don't have a deeper connection, or the I don't you, I wouldn't be allowing myself to also have a very deeper connection that might crush the level of deep to become interdependent. Okay. Yeah.

Dina Aldesouky 51:38

This is a nice explanation. Thank you so much for sharing this experience. Really? This, this brings me when you only talked about this, I wanted to ask you because you said connected. Do you feel that music has the ability to connect people together?

51:54
Of course, of course. Okay. Yes. However, it doesn't.

Mahmoud Al-Khater 52:00

So starting with people liking the same music, yeah. Connection. People are going to concerts, you know, because they like that person and so forth. And might help connect them but not necessarily to overcome some of the differences that they might be having.

52:22
So, yeah, it depends.

Mahmoud Al-Khater 52:25

But I strongly believe that, of course, music have a power. Let me put it in a in a different way. There are two things that might help or might emphasize how music is helping people to connect together. Number one, it builds a common goal, which is, you know, having, or common grounds, I would say not common common grounds. You know, if I'm missing you in a party, like, same place, yes. Yeah, yes. Oh, yeah. You like to I like him. Yeah, which one is your favorite, and we can

53:02

have a conversation.

Mahmoud Al-Khater 53:05

And people feel closer to those who doesn't. So this is definitely one thing. That might not be for every single music. But just music that puts you in a modern static state. I think maybe I used the word safe a few times when I was describing common music, if

53:25

any music is,

53:28

is

Mahmoud Al-Khater 53:30

what, if any music is putting you in that state of safe, that will help you to connect with other people more? You know, I mean?

Dina Aldesouky 53:42

Yeah, yeah, I know what you mean. Thank you so much for this. For this interview, I really, I really enjoyed the whole the whole conversation. And before I wrap this up with Would you like to add anything further to this conversation? Good luck. Thank you.

54:06

Well,

Mahmoud Al-Khater 54:08

nothing comes to mind. I think I've actually given some, you know, tips in the middle itself. And I might have reframed the some of the questions that you're asking to myself, it might be something specific to me, or it might be something more generic.

54:29

So

Mahmoud Al-Khater 54:32

yeah, you know, what, for example, when you're asking this question about how does it connect you with the with the Egyptian culture, so maybe make it a more open ended question. So like, when you hear this music, a woman, what does it connect you?

54:49

Okay, some things like that, for example. Okay. Okay. Yeah,

Mahmoud Al-Khater 54:54

sure. Just something that came to my mind.

Dina Aldesouky 54:58

Do you know anyone who actually attended this concerts outside Egypt that you could recommend for this interview?

Mahmoud Al-Khater 55:08

No, unfortunately, okay. It comes to mind. But even as I was telling you that when I did the discus concert in Dubai, you know, I had one of my friends, I met him in Dubai Mall and then also the Mall of America, and then I went by myself and he didn't go

55:27

there. So

Mahmoud Al-Khater 55:30

that was the only concept outside of the way of Egypt. That, you know, I attended.

55:36

Okay. Yeah. However,

Mahmoud Al-Khater 55:41

yeah, I'll actually look around and see if there is any person and I'll be happy to connect them with you.

Dina Aldesouky 55:49

Sure. Thank you so much. Just allow me to stop the recording now. Okay.

Appendix Three - Omar Khairat Biography

Omar Khairat was raised by a family that prized art and music composition, which influenced the style of his music. He has an amazing ability to imbue his music with spirituality that has strong ethnic undertones that allows him to connect with his audience ([fanack, 2019](#)). This notion is not only supported by the literature review, but also by the outcome of the research, which demonstrates the impact of these musical compositions. Omar Khairat is influenced by different genres, he had the capability to create his own persona through his various compositions, where it gave a recognizable essence. He succeeded to maintain a unique Egyptian sound, which contributed to create an Egyptian identity to his music, which also influences all his audience with the same essence and encourages them to attend his events to connect their Egyptian Identity.