

Shain Shapiro



THIS MUST BE THE PLACE

How Music Can
Make Your City Better



This Must Be The Place How Music Can Make Your City Better

This Must Be The Place introduces and examines music's relationship to cities. Not the influence cities have on music, but the powerful impact music can have on how cities are developed, built, managed and governed.

Out NOW

(or online, preferably not on Amazon)

About me



Since 1983



Since 2013



Since 2015



Since 2021

People Are Saying Nice Things

“Shain continues to be the most informed and capable voice on the subject of how music and culture is a critical and powerful component of any thriving community.”

Ben Lovett, CEO of tvq hospitality & musician, Mumford and Sons

“Shapiro’s book is one I have been waiting for...Shapiro shows how music and music scenes give life to our communities and provides a playbook for city leaders, musicians, artists, activists, and citizens to use music to make their neighborhoods stronger, more vibrant and inclusive.”

Richard Florida, author of *The Rise of the Creative Class*

“A lovely, thought-provoking book, full of practical ideas and examples for those who share the goal of encouraging music to flourish in their city. I look forward to using this book in my classroom to spark debate and discussion, and recommend it to music students, researchers and policymakers alike.”

Matt Brennan, Convenor of MSc Music Industries, University of Glasgow (he’s here!)

“Shapiro shows us that music can be a powerful urban planning tool for the places we call home.”

Panos A. Panay, President of the Recording Academy



Why Did I Write The Book?

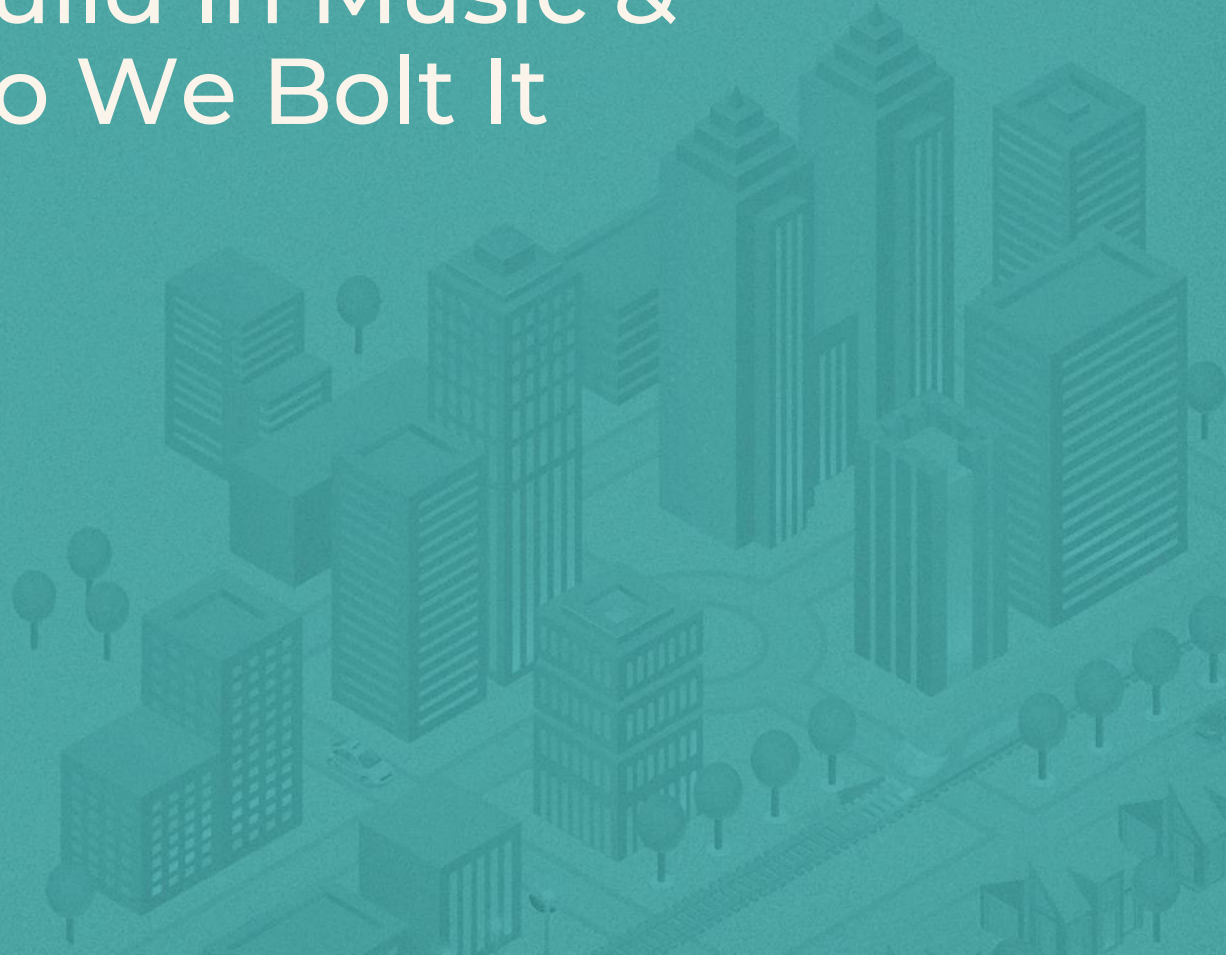
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But Do We Build In Music & Culture, Or Do We Bolt It On?


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Improved wellbeing,
sustainable tourism,
thriving downtowns
and high streets,
festivals and events

CULTURE IS IN THE MIDDLE

Good jobs that can't
be automated,
equity and inclusion,
transferable skills,
cognitive
development,
talent retention

Music and Culture Is
One Of The Only
Things We Don't Need
To Live, But Would
Struggle To Live
Without.