

# WORKS OF ART

*Putting fans in the picture – how Chris Singleton and the Distractions invited people to have their photo featured on the artwork for ‘Lady Gasoline’.*



With the rise of social media, fan engagement is all the rage right now. Bands are constantly plugging their wares on Facebook, Myspace and Twitter, and establishing direct relationships with fans – the days of the aloof popstar are gone.

With the release of their new album, *Lady Gasoline*, Chris Singleton and the Distractions have taken this fan engagement to a new level, by inviting their listeners to become part not just of a conversation, of their album artwork. Fans were invited to upload their picture to the band’s website, and using a selection of these, a montage of listeners’ images was created on the *Lady Gasoline* CD inlay.

In addition, an online montage is soon to be created which also features listeners’ faces. Visitors to the montage will be able to click on a fan’s photo and donate to a charity nominated by that fan.

## **MORE INFORMATION ABOUT CHRIS SINGLETON AND THE DISTRACTIONS**

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