

1 latest tour dates

- @kraftwerk
new show in Copenhagen!
kraftwerk.tickets.de
- @kraftwerk
tickets still available in Dusseldorf
kraftwerk.tickets.de
- @kraftwerk
June 6th tickets for Amsterdam
kraftwerk.tickets.de

kraftwerk.tickets.de

fan photos

Dusseldorf 10/13
uploaded by Jenny

Dusseldorf 10/13
uploaded by Dirk

Amsterdam 10/6
uploaded by Nina

6 klingklang machine

2 videos

16:9

16:9

16:9

0:00 / 4:59

3 klingklang konsum produkt

t-shirt
 kling klang
klingklang.de

dvd
 roboten
klingklang.de

3-D book and specs
 der Katalog
klingklang.de

poster
 pixel
klingklang.de

4 catalogue

Challenge: create a site for one of your favorite bands

Nutritious content would include:

- 1) notifications of upcoming tour dates
- 2) official videos, videos of recent performances, and links to official documentaries made about Kraftwerk *
- 3) announcements of new products for sale in the store
- 4) discography and history

Kraftwerk uses Twitter for concert updates, and creates separate concert events on Facebook. There is a separate website for merchandise, and there is also a separate newsletter that you can subscribe to, via a separate kraftwerk.tickets.de ticket site. I would centralize all these separate content feeds on the website, and 5) create an RSS feed, so there is one place to get all the most recent official information.

6) The Kling-Klang Machine is an interactive music generator that Kraftwerk has written for their website, which is a lot of fun to play with, and should encourage return visits. Also, on the Facebook page there is a direct link to Kraftwerk on iTunes, which is a convenient link for fans as well as new people who are curious about the music.

7) Kraftwerk does not accept email, and never posts press articles about themselves, so that would not be an integral part of the site. Any contact with the band goes through their record company. If a user clicks on the email icon, it will send them to the newsletter subscription.

* Kraftwerk has an official channel on YouTube, but it has only one video. I would encourage Kraftwerk to use this channel to link to fan videos, photos, and other fan sites to increase the amount of current content. This would also reward fans of the band and promote even more visits.