



THE HISTORIC
MELODY INN

THE MEL

→ LOCAL BAR AND MUSIC VENUE

“The Melody Inn (known affectionately as “The Mel”) is a bar and live music club in the Butler-Tarkington neighborhood of Indianapolis. It is estimated that over 7,000 bands and musical acts have played the Melody Inn since 2001.

The Melody Inn opened in 1935 as a piano bar. It was owned by Lou Swain. In the 1980s, the Melody Inn served lunch and dinner. Now it is a bar that hosts live music and entertainment.”



BACKGROUND

P.O.E.M.S.

→ PEOPLE

→ OBJECTS

→ ENVIROMENT

→ MESSAGES

→ SERVICES

P.O.E.M.S. is an ethnographic observation framework. Frameworks can be used as tools to understand complex problems such as these because they:

- Allow us to quickly organize and broaden our thinking about complex problems
- Provide a starting point to leverage rich work from other fields of study
- Force us to focus on the most important point of what we want to communicate
- Help make information easier to sift through and remember.

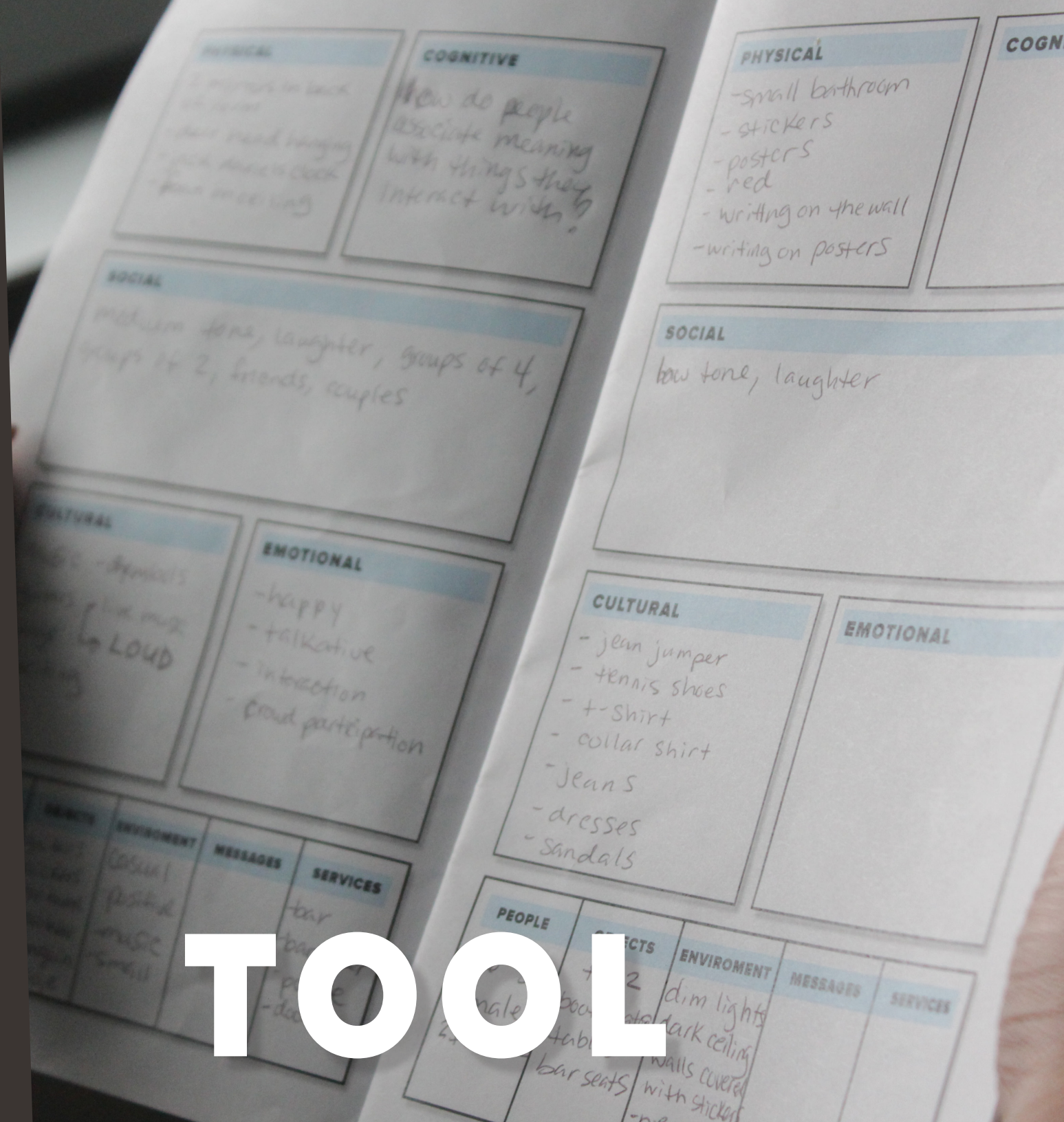
METHOD



FIELD NOTE BOOKLET

→ DATA COLLECTION

- Structured information
- Categories gave clear direction



TOOL

MIDDLE-CLASS

AGE

→ 25 - 50

PARENTS | COLLEGE GRADS

→ RELAXATION

DRESS CODE

→ CASUAL

CONVERSATION

→ INTIMATE

PEOPLE



ENTRY


- Band Stickers
- Drum Heads
- Guitars
- Mannequins
- Antique Items
- Bone Chandelier

STAGE

- Speakers
- Spot Lights
- Microphones
- Stage Projector

BAR / SEATING

- Bar Stools
- High Tables
- Rounded Booths
- Clock
- Beer
- Alcoholic Beverage
- Jukebox
- Security Cameras
- Performance TV



OBJECTS

DECORATION

- Band Stickers
- Drum Heads
- Guitars
- Mannequins
- Antique Items
- Bone Chandelier

ATOMSPHERE & AMBIANCE

- Social Environment
- Relaxed
- Cozy
- Low Lighting
- Music & Band related objects
 - Speakers
 - Spot Lights
 - Microphones
 - Drumset
 - Guitars

LAYOUT & CAPACITY

- Small
- High Tables
- Bar
- Rounded Booths
- ID Check/Bouncer Area
- Pool Tables

ENVIROMENT



VISUAL

- Upcoming show posters
- Chalkboard sign
- Drink specials
- Categorized beer pricing

NON-VERBAL

- Graffiti on walls
- Clear view of surveillance
- Positive / Energetic conversation



MESSAGES

ALCOHOL

- Fast service
- Friendly bartender
- Wide variety of options

LIVE MUSIC + ENTERTAINMENT

- Offered in variety

SOCIAL GATHERING SPACE

- Inviting
- Easily accessible



SERVICES

BRANDING

- No cohesive branding
- Unclear

LAYOUT

- Visually very busy
- Tangible items lack environmental feel

SIGNAGE

- Poor information
- Designs are unpleasing
- Lack of organization, signs are everywhere

PAYMENT

- Outdated payment method
- No debit cards - cash only
- Poses as potential patron inconvenience

MUSIC V. PEOPLE

- Music was too loud
- People were conversation over music
- Both fighting for attention

ASSESSMENT

A photograph of a man with glasses singing into a microphone on a stage. The background is dark with colorful bokeh lights in shades of red, orange, and yellow. The man is wearing a dark shirt and is captured in profile, looking towards the right. The overall atmosphere is that of a live music performance.



MELODY
INN

INDY
PAWN

←

MELODY
INN

MELODY
INN