

KRAFTMANN
showcase

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(*) estos apartados serán detallados una vez que el proyecto haya sido aceptado por parte de la empresa contratante.

ABOUT Kraftmann Records

Kraftman Records is the joint project of Devenue.

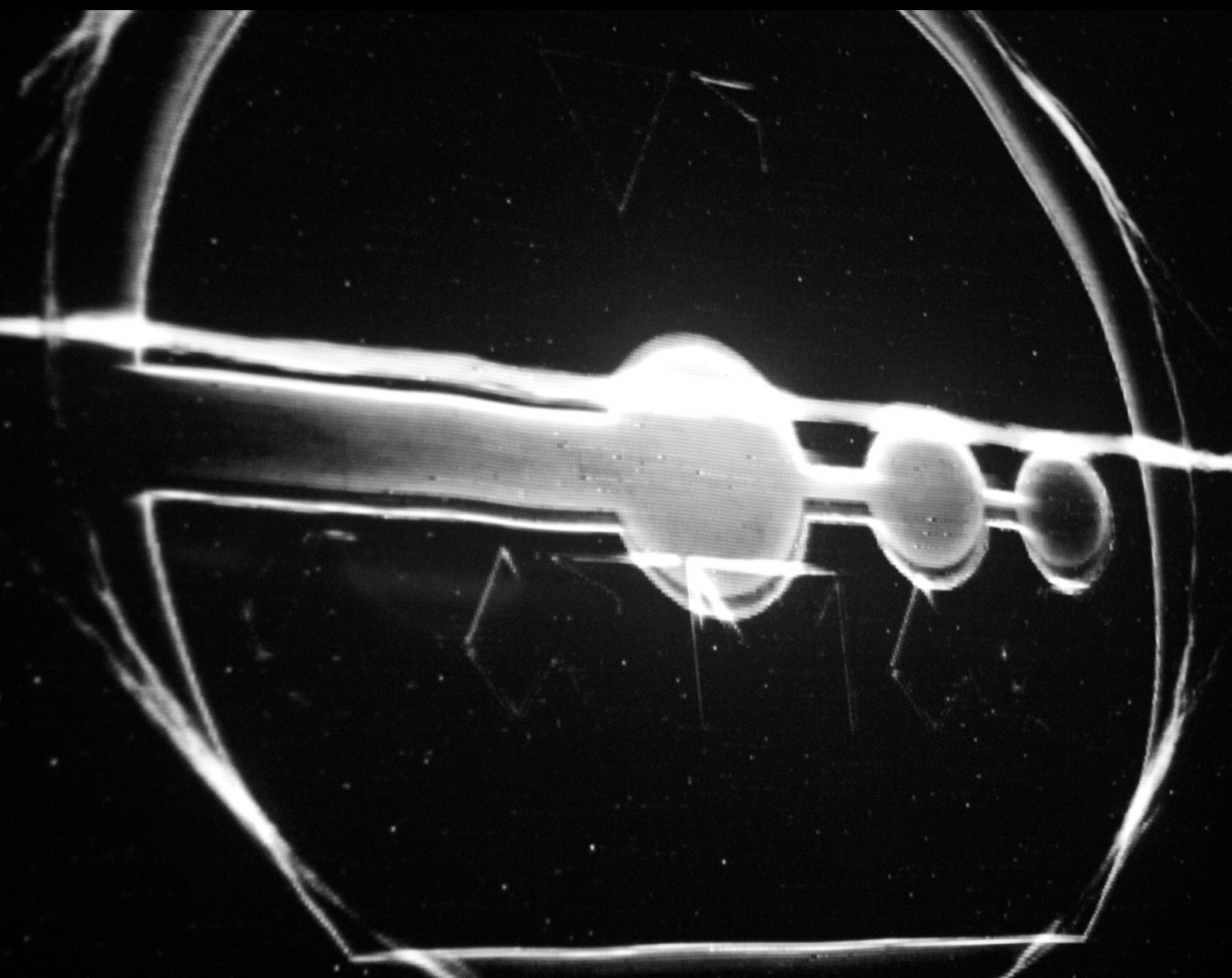
Kraftmann Records is characterized by a completely underground and vanguardist leaving apart the usual and ordinary so that the protagonists will be the minimalist and abstract art.

The aim of focusing on only three styles within the range of options offered by electronic music, is mainly due to awareness of the elegance and exquisiteness that Deep

Soul and Techno sounds offer in its most underground stage.

Kraftmann Records promises clubs to create events with a very specific visual features forming a perfect atmosphere union between Kraftmann and the club.

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¿ WHAT IS “Kraftmann Showcase” ?

Kraftmann Showcase is an audio-visual spectacle, in which several musical artists perform while a visual, radiant and decorative design is exhibited, and where the image and the sound lively interact creating a defined atmosphere.

Kraftmann Records is characterized for having a completely vanguard character, putting aside the habitual, in order that the main characters are the minimalist and abstract art.

This event brings together concrete characteristics so order that the union between promotion and the artistic production is possible, creating an atmosphere circumscribed for halls or multifunction enclosures of playful artistic character, that, as well, may exhibit another artistic manifestations, related with the modern art.

. Music

Music is one of the major issues of this event. Kraftmann Records is characterized for editing and publishing musical styles: Dub and Techno.

So that the music of event will be focused on these two genders and will suit like complement to the visual exhibition, the other disciplines.

The artists that will compose Kraftmann Showcase's poster will be direct collaborators of Kraftmann Records, being possible the incorporation of second artists, far away from tour own seal, previously proposed. Their works will be related to direct focus and design of the event.





. Visual Media

Media visual is the determining factor most representative of Kraftmann Showcase. The visual content is formed with the geometric combination, abstract forms, lights, shades and monochrome.

These media visual will be projected on architectonic surfaces previously designed and elaborated by our team of production, as well as on visual display screens of leds or all kind of infrastructures provided by the hall.

The visual artist of Kraftmann Records' team will take charge of projection of the graphic contents.

This aspect will be extremely important to be taken care of and defined, since the media visual, in addition to the musical, keep a direct relation with the atmosphere that will be created in the event.

. Esthetics and Design

The esthetics of spectacle consists in transforming the surroundings, transferring the item created by Kraftmann Records utilizing last technologies of projection, where the surroundings are combined with the media visual of decoration and projection.

The props of the hall or enclosure and personnel's clothing will be carefully defined by Kraftmann Records, with the aim of providing a pre-designed image in relation to other aspects of the spectacle or exhibition, being this contribution the responsibility of Kraftmann Records, previous authorization of person responsible of the hall or enclosure.

The correct cleanliness of all the common spaces of the local will be verified by both sides, in order to develop a neat service for satisfaction of the clients.

. Illumination

The study of illumination and programming thereof will be done by Kraftmann Records' personal artist, supervised by a technician from the part of the hall or enclosure.

The aspects of chromatic established and the equipment's intensity must be taken care of and controlled by the personnel designed by hall or enclosure.

. Público

The focus of this artistic event is directed to a public that like an audiovisual spectacle of vanguard, prone to current artistic representation of the most exclusive clubs and most representative halls.

. Promotion and Marketing

This event will be promoted and diffused for his execution by the promoter contracting party, as well as the means that Kraftmann Records consider appropriate for its best diffusion.

The hall must commit preserve, all the time, the established image and graphic design created by Kraftmann, so as for the poster of date or promotional impressions.



ARTISTS. Descripción.



The name of the artists that we offer for the execution of the “Kfratmann Showcase” event are chosen at our discretion based on their experience, quality and professionalism.

We are carefully with the quality of the work developed by the artists, because we know that the perfection is the key to success.

Proposed artist list for the event:

RNTS.

Rnts brings for you the best he can do: Just Techno.

DEVENNUE.

Devenue arises of inspiration and love for music, influenced by the genres: Dub and Techno

VJ CATMAC.

CatMac exploits the musicality of non-visual phenomena: movement and rhythm.

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