

# THE ARTISTS PROJECT

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TAP



# WHAT IS T A P?

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The Artists Project is a unique space in Los Angeles where artists from different genres come together to collaborate and express their creativity. Artists rarely get the opportunity to work with other artists in a non-structured, spontaneous, supportive environment. At TAP, amazing talent from the acting, beauty, dance, music, and fashion worlds immerse themselves in a creative environment. As brands more and more are choosing experiences and personal involvement for consumers, offering this opportunity for access to top people in the industry with built-in media exposure is powerful and exciting. TAP is very committed to supporting and giving back to the community by continuing to offer services free of charge to all artists with a focus on struggling artists.

*“As members of the entertainment press we are acutely aware that accomplished performing artists have made a huge contribution to our careers and our ability to do what we love everyday. TAP is our way of saying Thank You.” (founder Michael Bezjian)*



# TAP GIVE BACK DAYS:

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Recognizing that both headshots and inspiration are basic needs of the artist, we gear this day toward providing these basics to the up and coming struggling actor. We invite influencers and sponsors to provide service and establish entertainment leaders are invited as special guests to engage and support. Together the established and the emerging share a common path with mentoring support for inspiration and photography for headshots and portraits. From the moment any talent arrives they are immersed into a creative process with hair/makeup, fashion and styling as they make their way into the studio or surrounding locations for headshots lifestyle photography. This event concept provides an organic engaged environment ideal for attending celebrities, influencers and supporting brand sponsors alike. As with all TAP events, participants have free access to content.

TAP days are every Wednesday at 6111 Warner Drive in Los Angeles, California.



# TAP 1-ON-1

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Also a giveback press day, this program is geared toward a more intimate and focused experience for those established in entertainment, including celebrities from all genres, beauty and fashion sponsor brands with related artists and influencers. While the process of taking talent from beauty through to photography with media press coverage is similar in function to our Giveback day, TAP Connect provides a greater experiential engagement between talent, brands and influencers. Brands often provide promo codes to influencers and Talent are invited to record a Mentor Video so that their personal message of inspiration can have a wide reach and positive effect on emerging artists. Along with free access to content, TAP Connect also allows talent to approve images prior to being post to press sites.



# TAP STUDIOS:

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TAP Studios is a collective of talented photographers, videographers, artists, influencers, media technicians and marketers.

No event is too large or too small to receive our professional services. From a simple cocktail press mixer to a multi day national convention with a thousand exhibitors, our services range from single photographer to an entire media team to fit every need.

## **Event Media Services:**

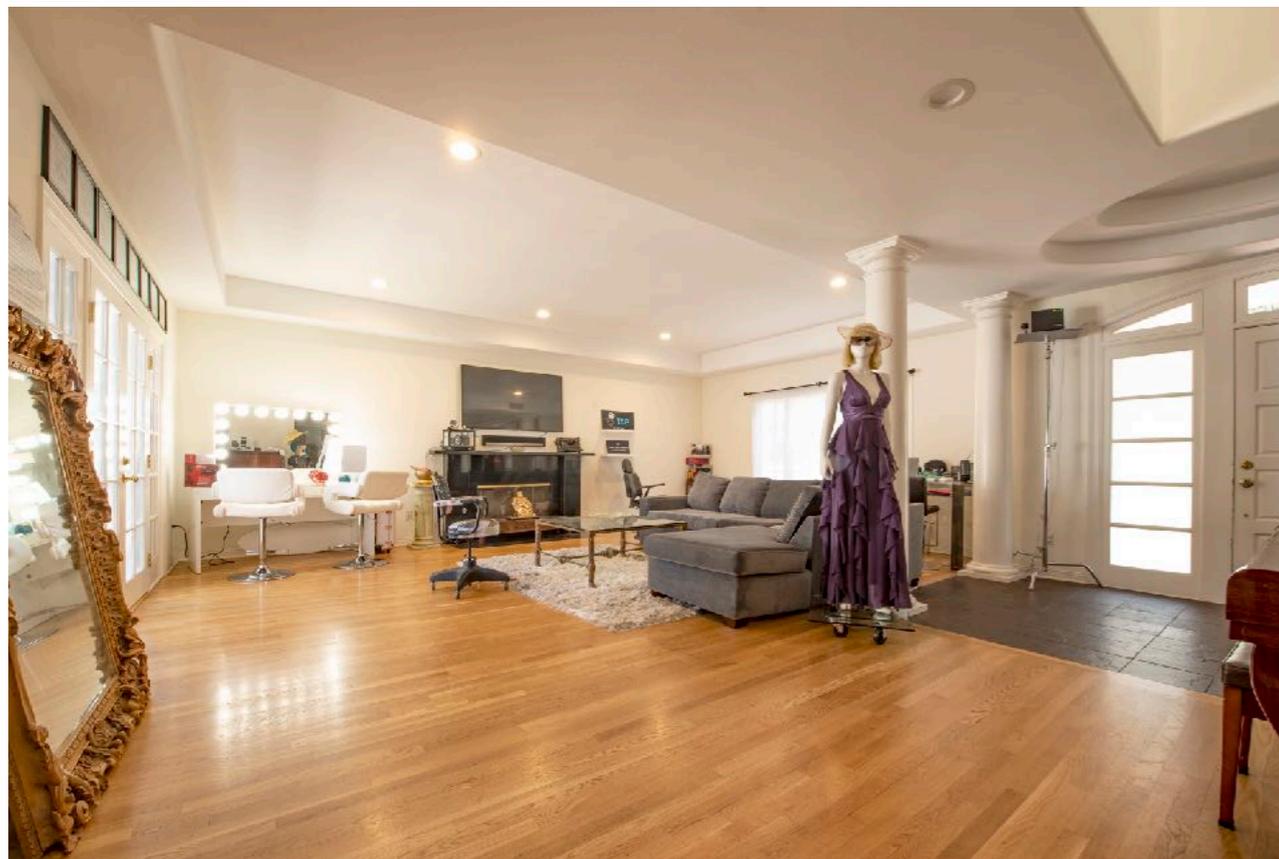
- Still and video activity coverage - B-Roll video to hosted interviews
- Red Carpet press arrivals to full “House” coverage with still and /or video
- Portrait Studio (TAP “First Break” Medallion – Optional for celebrity events) with seamless or full set
- Press activation of still images to major press agency\*
- Social Media activation with influencers, image tracking and analytics
- Post Production editing of stills and video content
- Image embedding for Google SEO and other major search engines
- “The Artists Report” Podcast hosted by Lauren Francesca

## **Event Marketing Services:**

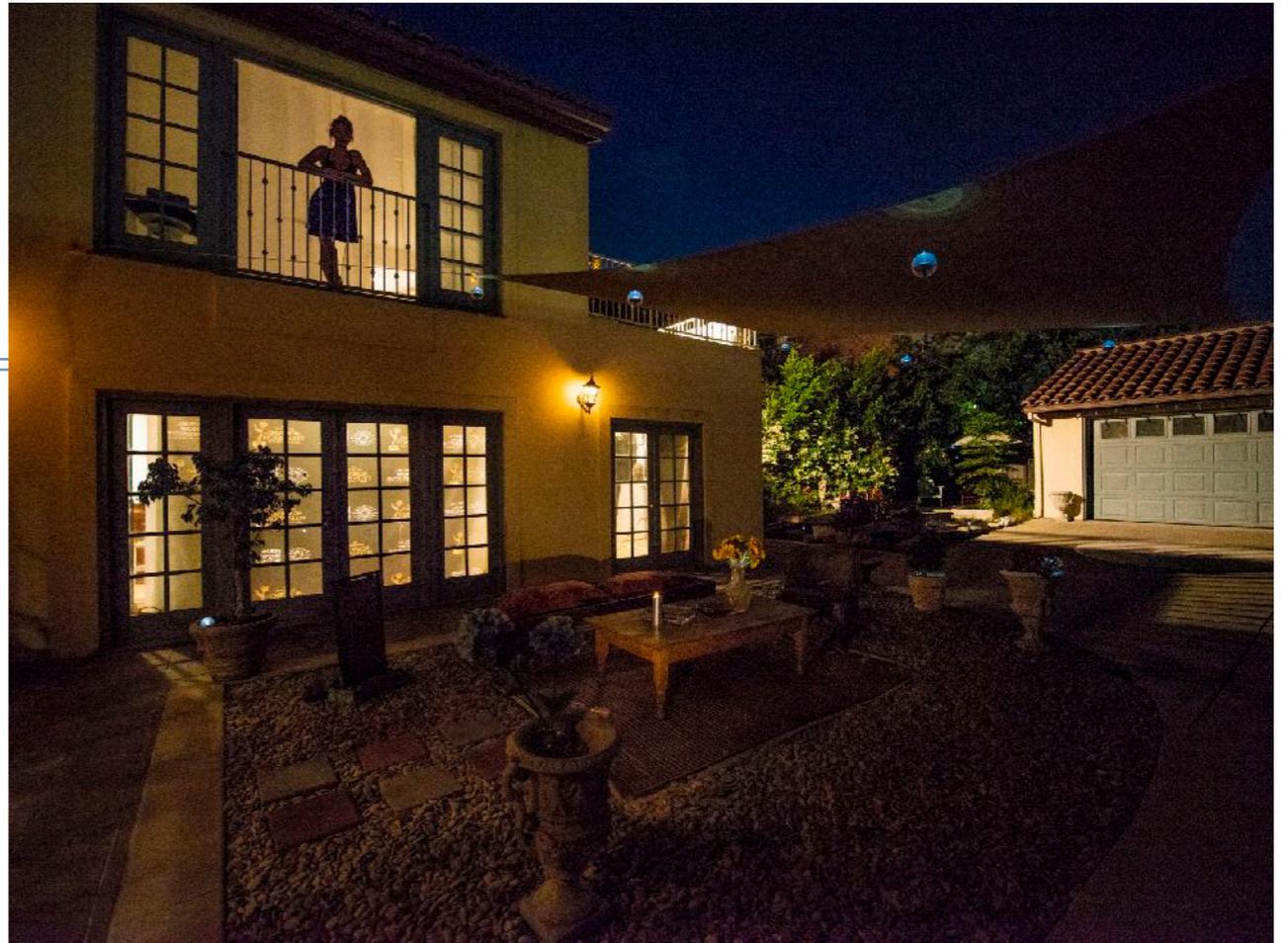
With ample notice, TAP Studios with our marketing partners can provide a variety of marketing services including the activation sponsors to cover media costs and generate revenue for your events.



# TAP LOCATION:



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# WHAT WE CAN OFFER FOR YOUR BRAND:

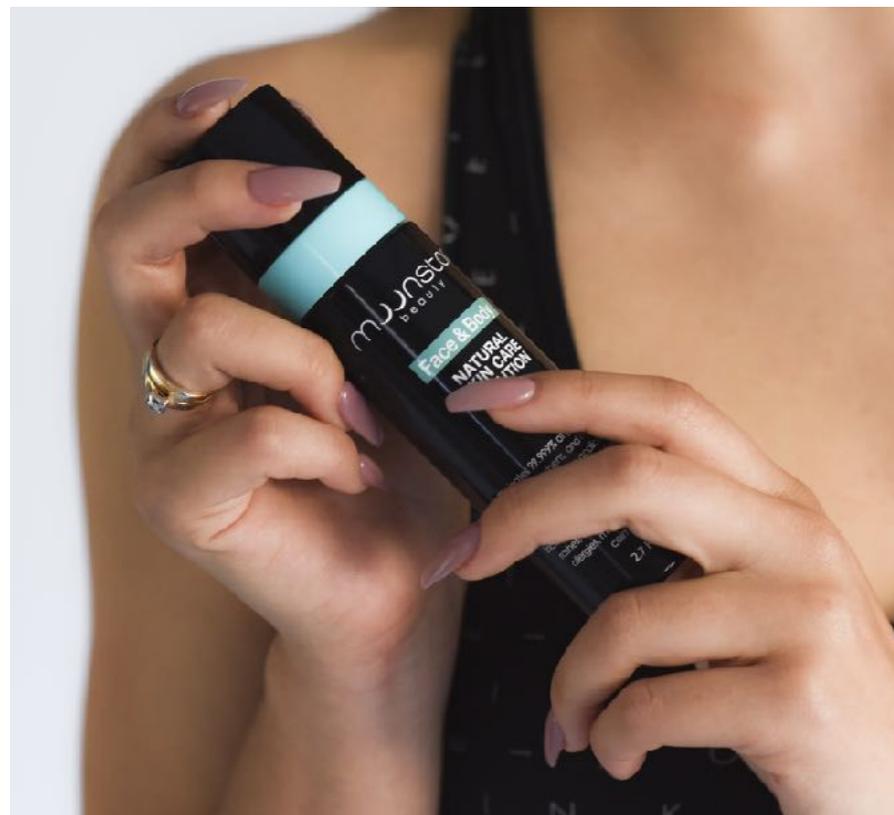
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-1 Year Sponsorship:

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# HAIR/MAKE UP AND WARDROBE



# LIFESTYLE



# AMBIANCE



# BRAND TAKE OVER:

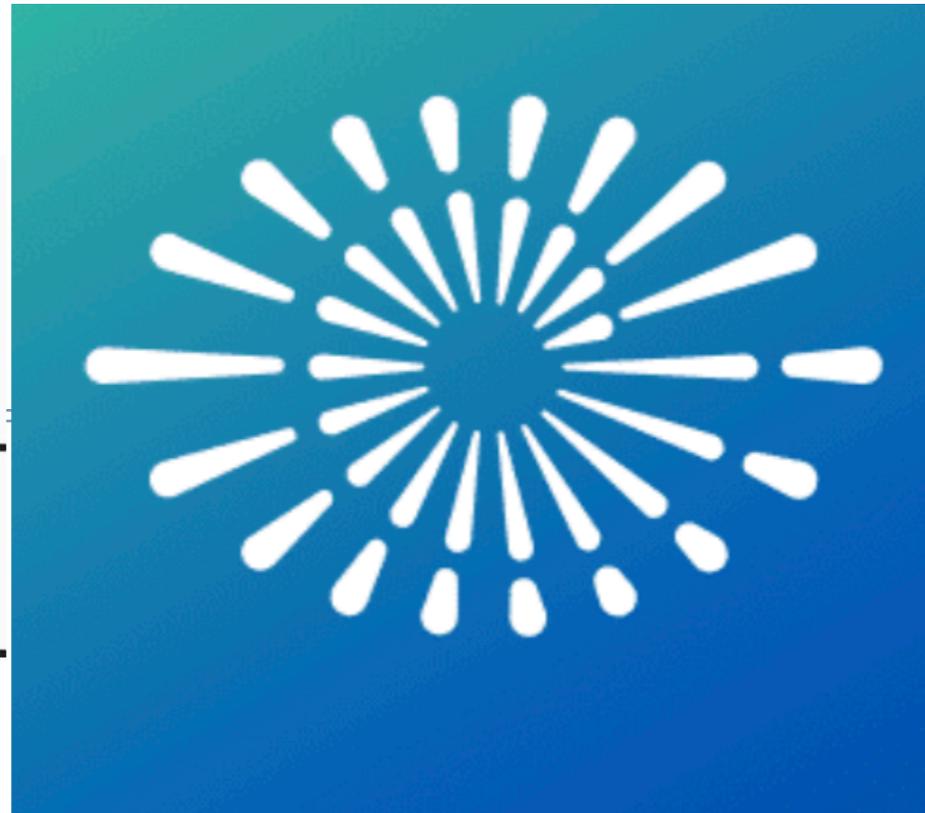
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Give your Brand the exposure it needs.

Take over the whole month at TAP day and get the chance to be featured on GETTY photos and Influencers Social Media Channels, adding your brand's name in every caption and tag. When posting to Getty Images proprietary brand names and generic key words are embedded into the metadata that directly effect the quantity and listing order of search results on all major search engines such as Google.



# EXAMPLE



**FOSTER  
GRANTS®**

These are some of the brands that chose TAP to increase awareness between influencers and celebrities during our events.



# FHI HEAT



Kathryn Le



Ja'Maal Buster



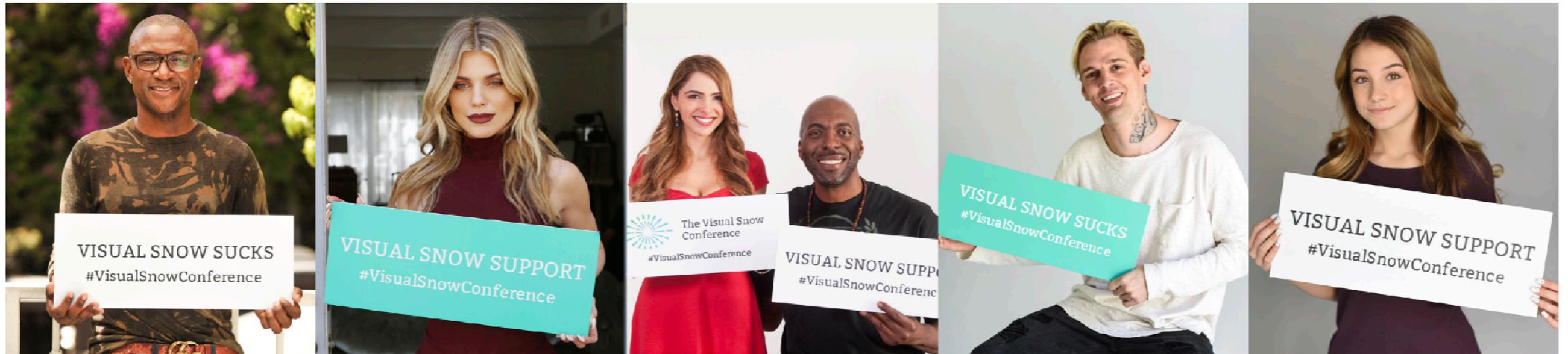
Rachel McCord



Niyousha Fozoonmayeh



# VISUAL SNOW INITIATIVE



Various celebrities supporting Visual Snow cause



# FOSTER GRANT

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Chloe Lanier and Laura  
White



Lily Lisa



Nida



El Jay



# INFO AND CONTACTS:

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## *THE ARTISTS PROJECT*

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6111 Warner Drive  
Los Angeles



*THANKS!*

*THE ARTISTS PROJECT*

