



WHO WE ARE

ART SHOULD HURT is a collective of best-in-class artists & creators bringing your favorite video game worlds **to life** through high-impact media, video production, immersive events, and bespoke one-of-a-kind products.



OUR MISSION

To become the premier creative partner for interactive entertainment studios. By uniting artistry and technical expertise, we empower you to expand your world and forge ironclad connections with your players.

SERVICES

VIDEO PRODUCTION

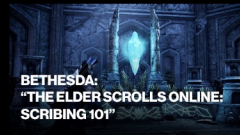
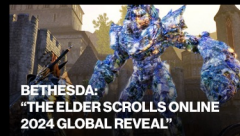
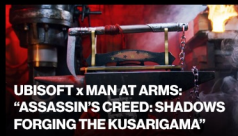


FOCUS : VIDEO PRODUCTION

Branded content. Live-action. Dev diaries. “Making of” featurettes. Social content.

This is a taste of what we can offer. We pride ourselves in helping studios create quality video content that is true to the soul of a game and impactful to its players.

SELECT WORK : VIDEO PRODUCTION



SELECT CLIENTS : VIDEO PRODUCTION



THQ NORDIC

ACTIVISION



Bethesda



HOYOVERSE



SERVICES

HIGH-IMPACT MEDIA

BREAKDOWN : HIGH-IMPACT MEDIA & AD INTEGRATION

Focus: Reaching and engaging players through our community of 7M+ followers.

Value: Increased game awareness, player acquisition, and launch success.

Expertise: Deep understanding of the industry landscape and target audience segmentation.

PARTNERSHIPS : HIGH-IMPACT MEDIA & AD INTEGRATION



7M+



400K+



80K+

Top 3 Geographics: United States | Canada | United Kingdom

Gender: 90% Male | 10% Female

Age: 86% of viewers are 18-44

Man at Arms: Reforged takes you inside Baltimore Knife & Sword, where master blacksmiths recreate legendary weapons from pop culture and history. Witness the incredible skill and artistry as iconic armaments from movies, TV shows, video games, and ancient lore become real life.

Through ***Man at Arms: Reforged***, you can bring legendary items to life for your audience. Partner with us and forge a powerful connection with gamers by showcasing your game's iconic items in the hands of master blacksmiths. Reach millions of engaged viewers and ignite the hype.

AWE me is a YouTube channel where passion meets pop culture. Various artistic talents, craftspeople, and storytellers transform iconic characters, fantastical worlds, and unbelievable scenarios into reality. From forging legendary swords to building lore-accurate cosplay props, **AWE me** celebrates these unique IPs and artists.

SELECT CLIENTS : HIGH-IMPACT MEDIA & AD INTEGRATION



SERVICES

IMMERSIVE EVENTS

EVENT PARTNER : POLAR PALLAS PRODUCTIONS

It's time to immerse your audience in the world of your game. We teamed up with **Polar Pallas Productions** to build an event production powerhouse that delivers unforgettable experiences for gamers and fans.

Meet Polar Pallas:



TAYLOR FROST, CREATIVE DIRECTOR: An award-winning event and experiential designer with over a decade of experience in film, TV, and live events. Taylor will craft an immersive narrative that captivates your audience and keeps them talking for years to come.



ALICIA MINETTE, CREATIVE PRODUCER: A production designer and artist with 15 years of experience in film and television, bringing worlds to life with meticulous detail and artistic passion. Alicia will ensure your event is visually stunning and expertly executed. Fun fact: Alicia was on the first 6 seasons of Man At Arms!



Immersive Events:

We transform your games into a living, breathing world. Imagine stepping into a carefully crafted environment filled with interactive elements, captivating characters, and custom storylines designed to engage and excite your audience.



Everything Tailored:

Whether you're launching a new title, hosting an activation, or celebrating a milestone, we design events that align with your specific objectives and resonate with both your player base and community.



End-to-End Expertise:

From concept to execution, we handle every detail, ensuring a seamless and unforgettable experience for your guests.

CAPABILITIES : IMMERSIVE EVENTS

EXPERIENTIAL ACTIVATIONS

Go beyond the screen and immerse your audience in the world of your game with multisensory interactive experiences. We design and produce engaging activations like escape rooms, VR/AR experiences, and fun challenges that leave a lasting impression and drive deep engagement with your games.

CELEBRATIONS

Celebrate in style. We take care of everything from venue selection and décor to catering and entertainment, ensuring a memorable experience for influencers, media, and fans alike.

COSPLAY & FAN GATHERINGS

Create a space where fans can connect, celebrate, and showcase their creativity. We'll organize cosplay gatherings, fan meet-and-greets, and interactive workshops that create a sense of belonging and deepen the connection between your game and players.

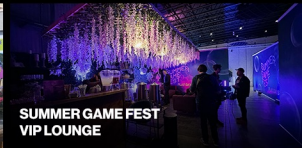
INSTALLATIONS & PHOTO OPS

Transform any space into an immersive world that takes fans straight to the heart of your game. We create stunning themed installations, eye-catching photo opportunities, and interactive displays that turn heads and encourage social sharing, extending your event's reach far beyond its physical location.

VIP & BEHIND-THE-SCENES

Offer lucky fans a peek behind the scenes with exclusive events that provide access to developers, voice actors, and artists. Host intimate Q&A sessions, early access previews, and more to forge incredible relationships with your community.

GALLERY : IMMERSIVE EVENTS



SERVICES

CUSTOM PRODUCTS

FOCUS : CUSTOM PRODUCT CREATION

Through us, you can create high-end replicas of in-game weapons, character statues, wearable armor, limited-edition collectibles, and more.

This is **perfect** for exclusive merch, influencer marketing, or collector's editions.

SELECT WORK : CUSTOM PRODUCT CREATION



SELECT PARTNERS : CUSTOM PRODUCT CREATION



Bethesda



WHY CHOOSE US?

We don't just play games, we *live* them.

In a world of generic marketing noise, **ART SHOULD HURT** crafts unforgettable experiences that resonate with gamers on a visceral level. We blend captivating video content, impactful media partnerships, immersive events, and tangible creations to forge a powerful connection between your game and its players.

We're not an agency, we're your go-to creative partner, passionate gamers at heart with a deep understanding of what turns everyday players into loyal fans. Work with **ART SHOULD HURT** to elevate your game marketing and leave impacts that last an extra life.

meet the team



KERRY STAGMER

**Co-Founder /
CEO**

Kerry is an Executive Producer for the AWE me YouTube Channel and Host/Producer of the series "Man at Arms."



BRENDAN KENNEDY

**Co-Founder /
Executive Producer**

Brendan is an experienced producer specializing in digital branded content.



DAT TRAN

**Co-Founder /
Head of Business Development**

Dat connects brands with passionate audiences through innovative campaigns and strategic partnerships.



MAHENDRA KHERA

**Producer /
Editor**

Mahendra is a talented video editor, cinematographer, and graphic designer.



CATE BARRY

**Administrative
Assistant**

Cate brings exceptional organizational and collaborative skills honed through her extensive background in education and theatre.



THANK YOU!

For Inquiries, Please Contact:

DAT TRAN

Head of Business Development

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