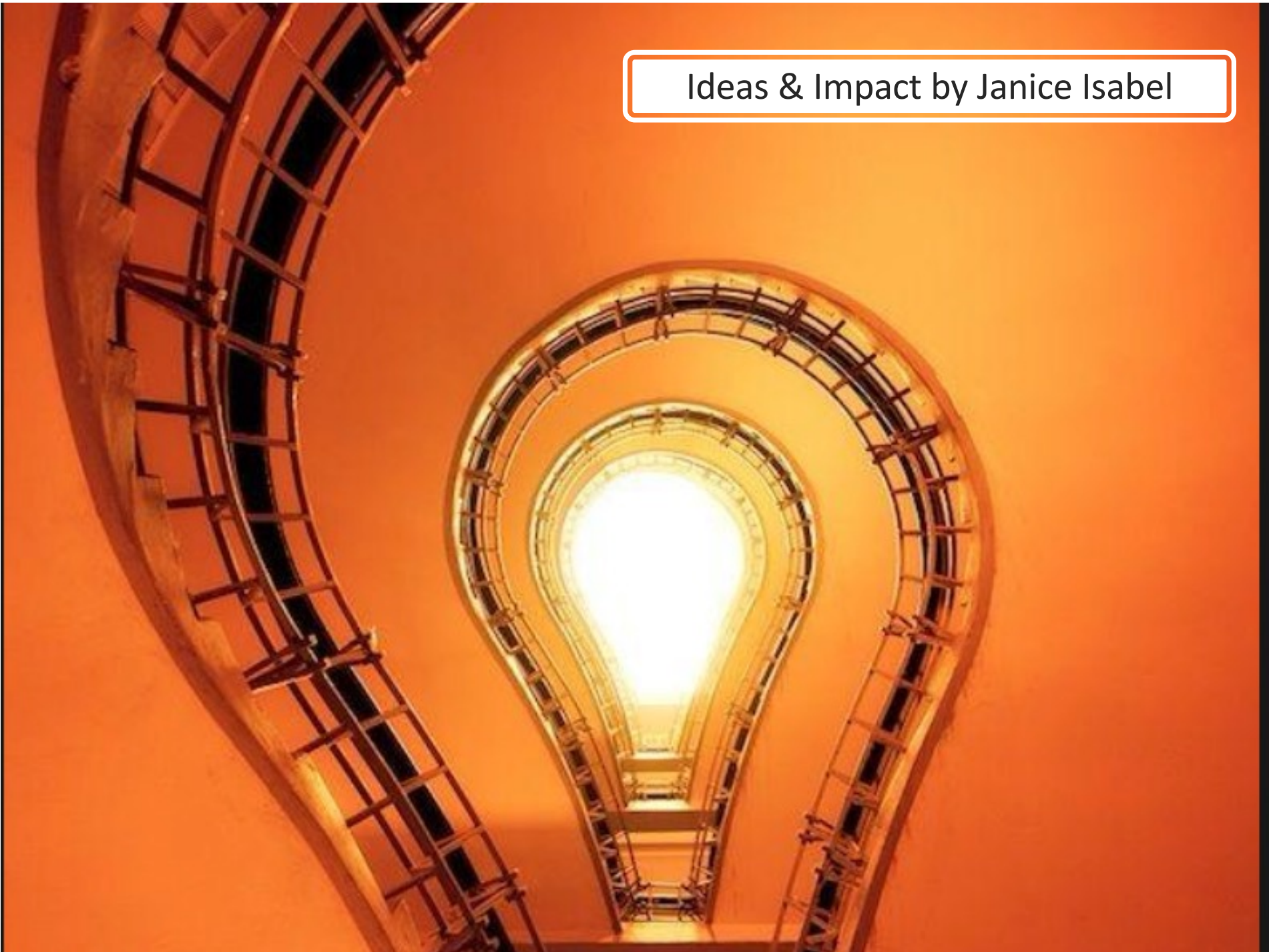


# THE AR+ OF SOUND™

*Rausch*



## Ideas & Impact by Janice Isabel

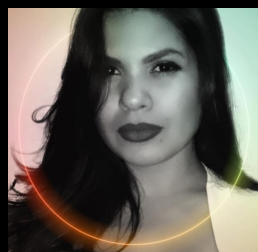




**Janice Isabel Torres** is a seasoned publicist and cultural heritage practitioner working as an independent consultant to artists, documentarians, and social impact leaders under her banner, **The Brand Phoenix**. She brings a rare blend of cultural fluency, media strategy, and legacy-minded storytelling to projects rooted in art, music, heritage and community.

Consider **The Brand Phoenix** as a **Creative Development Partner** for **Ar+ of Sound**, supporting visionary artists at the intersection of visual fine art, music legacy, and fan-driven experiences. Janice specializes in shaping launches that are culturally resonant, scalable across markets, and built for long-term impact—balancing narrative, visibility, and real-world engagement.

With a proven track record working alongside start-up cultural institutions, iconic estates, American music history-makers, and globally recognized brands, she operates as a strategic extension of the team—aligning vision, execution, and audience development through a provisional visibility and development strategy tailored to the moment and the mission.



**Janice Isabel Torres-Perez**  
Creative Communications  
**Consultant**  
The Brand Phoenix  
[Janice@thebrandphoenix.com](mailto:Janice@thebrandphoenix.com)



Client Experience

# THE AR+<sub>OF</sub> SOUND™

## TRAJECTORY TACTICS

Publicity



Talent Procurement



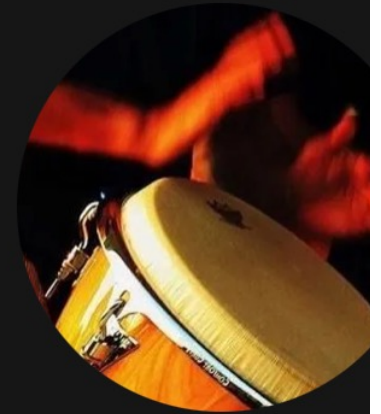
Social Impact



Creative Concepts



Events



Partnerships





VISBILITY CONCEPTS



## A STROKE OF GENIUS: MEET TOMMY RAUSCH, THE ARTIST PAINTING THE FUTURE OF MUSIC FANDOM



## Howdy, Partner

Welcoming new collaborators, strategic alliances, and power players through targeted industry trade-press announcements—putting the brand directly in front of deal-makers.



**billboard**

**HITS**



**Trapital**



 **STRATECHERY**



**The Pudding**

**Pack Right for the Brand Journey:** Strategic Research to Define Possibility and Direction

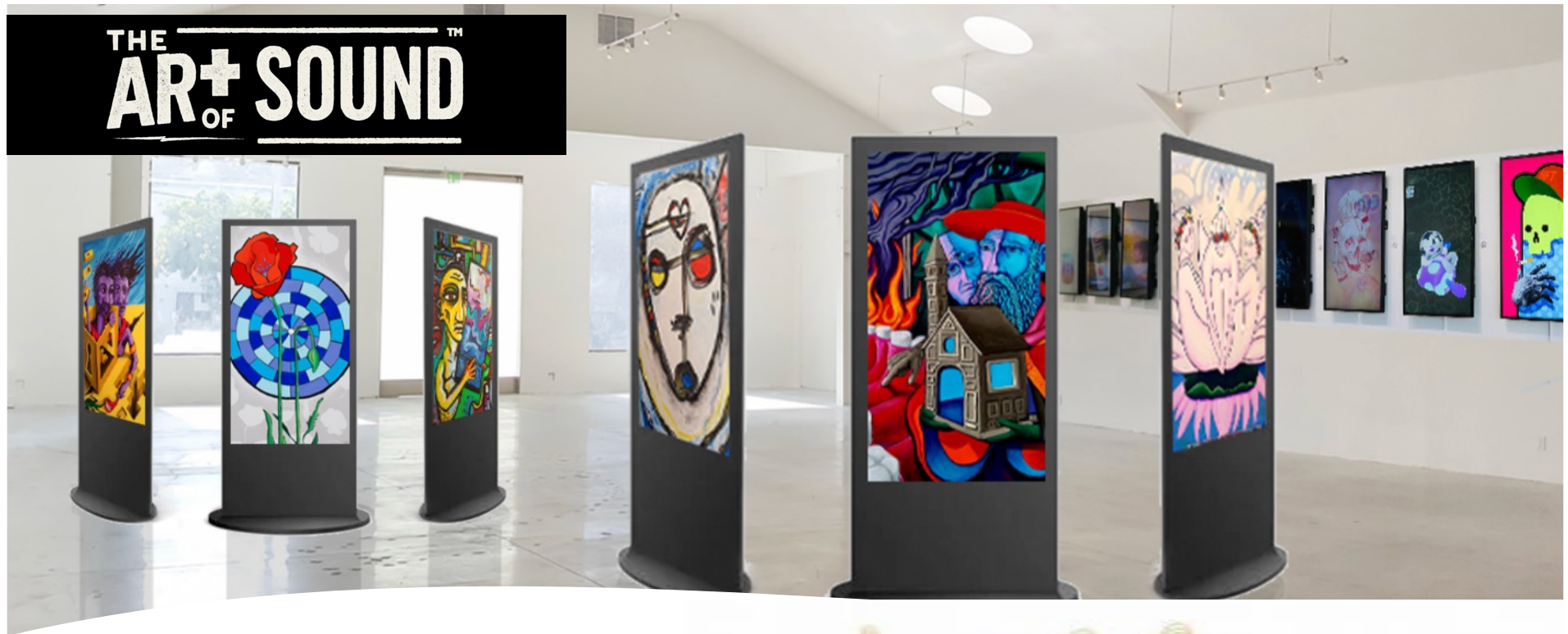




**Money Talks:** If the average consumer can buy it, national producers will buy into your story

Syndicated TV Talk and News TV shows in *America* prioritize stories that inspire everyday consumers and spotlight products that are tangible, accessible, and immediately available—something viewers can see, touch, and purchase.





## Popping Up Fine



From a PR perspective, pop-up shops serve as high-impact touchpoints within an omnichannel marketing strategy—bridging physical and digital retail experiences. When thoughtfully integrated, pop-ups create moments that are inherently press-worthy, socially shareable, and data-driven, amplifying brand visibility across earned media, social platforms, and owned channels while driving engagement both on-site and online.

Philadelphia ✱ Secret Los Angeles

Miami Herald

untapped new york. ADWEEK



NPR



USA Today

UPI

ARTnews

event marketer



BizBash  
by informa...

# Talent Wrangling

For *The Art of Sound* pop-up events, we provide strategic talent wrangling that centers culture, credibility, and community. We identify and invite tastemakers, celebrated creatives, and influential figures whose presence authentically aligns with the *Art of Sound* brand ethos and its featured musical collaborators.

Goal is to help you interface seamlessly with agents, managers, publicists, and artists directly—ensuring thoughtful outreach, clear positioning, and a curated guest experience that elevates the event’s cultural resonance. Leveraging our expansive, multicultural, and multigenerational network of boldface names, respected creatives, and subculture stars, we amplify the event’s visibility across communities, creative ecosystems, and media channels.

The result is not just attendance, but meaningful participation—driving press interest, strengthening brand viability, and anchoring *The Art of Sound* as a nexus where music, fine art, and culture converge.



**MENTAL FLOSS UPROXX**

**TMZ**

**Page Six**

**MADAMENOIRE**

**MIDNIGHT REBELS**

**Us**  
WEEKLY

**COM  
PLEX**

**People**

**THRASHER**  
MAGAZINE

**E NEWS**

**JUST JARED**



**Music fandom is evolving.  
Audiences want:**

**Presence over playlists  
Participation over consumption  
Meaning over novelty**

**Experiential Event Execution  
(PR + Creative Vendors | Producer Support)**

Creative concept, narrative building, and  
experiential flow

Advance promotion, media outreach, and RSVP  
management

Brand integrations, in-kind partnerships, and  
sponsor coordination

On-site PR, press management, and guest  
experience oversight

Talent/host booking, bartenders, and vendor  
coordination

Photography, video capture, and post-event  
content delivery

Production rentals, logistics, props and day-of  
event management



Development

# Path to Visibility: Opportunity Mining



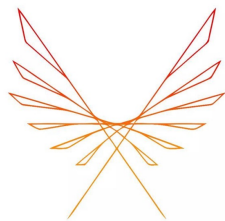
The path to meaningful visibility is anchored in *opportunity mining*—a strategic process where a seasoned PR consultant applies intuition, deep relationships, and rigorous research to uncover alignment-driven opportunities that move the brand forward. This includes identifying high-value moments such as attending or activating within key cultural events, pitching for speaking engagements, curating pop-up exhibitions, or donating artwork to high-profile benefit auctions designed with built-in PR legs and media relevance.

Rather than chasing attention, we focus on alignment—placing the brand in rooms, conversations, and cultural moments where it naturally belongs and can be amplified with intention. To support this, we build a **living cultural calendar** layered with seasonal moments, industry milestones, community considerations, and media cycles. This calendar becomes a strategic tool, enabling clear decision-making, focused outreach, and visibility that compounds over time.



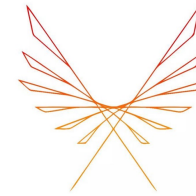


## Ecosystem Enrichment: Partnerships



As a member of your team, my focus will be to drive visibility through strategic partnerships that support the brand's long-term trajectory. This includes aligning with mission-aligned business partners—such as event sponsors, industry leaders, professional associations, cultural institutions, city officials, and other meaningful collaborators—whose involvement strengthens reach, credibility, and overall impact.





## Concepts: *A Sound Future* Guest Lecture Tour

A graduate of **Pratt Institute**, Tommy returns to his a fine art college tour designed to connect with students and young scholars entering the creative world.

His work captures the energy of **current stars and legendary icons** across sports, music, and pop culture—bridging fine art and mass culture while offering a real-world blueprint for creative careers.

This tour offers students an inside look at navigating the contemporary art landscape, balancing artistic integrity with opportunity, and building a sustainable creative practice

### Visual Arts + Sound Art Program Overview

Columbia University's MFA in Visual Arts attracts emerging and mid-career artists from the United States and around the world to join a vibrant creative and intellectual community.

**Pratt**



 The Art Newspaper

### New York City art schools see surge in Gen Z applications

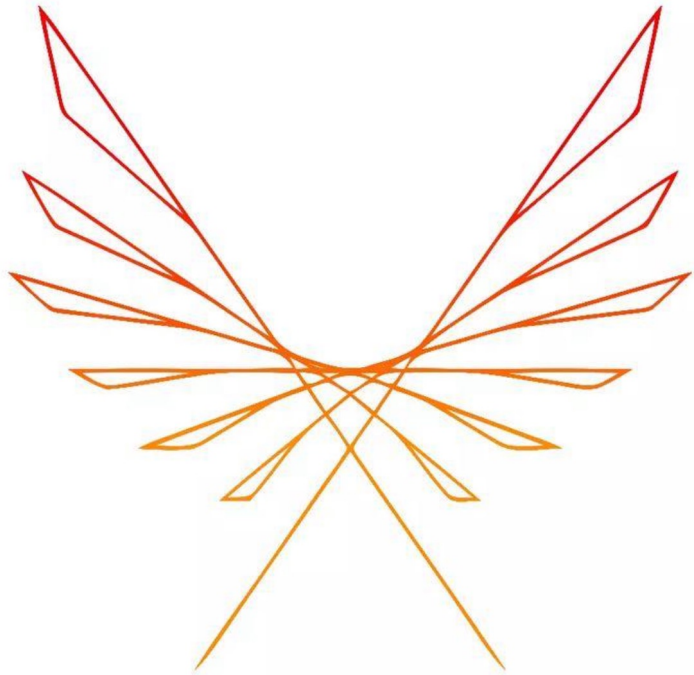
Fine-art programmes in New York City are enjoying a record surge in student applications, according to reporting from Hannah Frishberg at the...

Jul 10, 2025





Timeline TBC



### Sample Budget Overview

- **Monthly Retainer:** \$3,500–\$5,000
- **Or Live Event Support:** \$500 per live event
- **Planning Considerations**
  - Out-of-state travel expenses are not included in the retainer
  - Depending on the scale and ambition of an activation, certain markets may benefit from engaging a local freelance consultant
  - Third-party costs are scoped separately and may include:
    - PR Newswire or similar distribution services
    - RSVP and guest management platforms
    - Photography and/or videography
    - Transportation and on-site logistics

### Strategic Flexibility

I understand that your launch strategy is **provisional by nature**, and that marketing and communications efforts must remain **open-ended and adaptable**—shaped by collaborators, industry climate, budget considerations, timing, and other evolving variables. My approach is designed to remain responsive and aligned as opportunities and conditions shift.