

Faire Wind & Song: A Global Exploration of Culture, Cuisine, and Music

Introducing *Faire Wind & Song*, an expedition documentary series hosted by Kevin Brauch of *Iron Chef America* and *The Thirsty Traveller*.

This 60-minute series, filmed aboard a 170' expedition sailing vessel, *The Faire Wind*, follows Kevin Brauch as he embarks on an incredible journey across 16 locations around the globe. Exploring the world through a blend of music, cuisine, culture, and human connection, the series takes viewers on a unique and immersive journey. Each episode dives into the cultural richness of a region, highlighting the intersection of food, music, and community. While showcasing extraordinary landscapes, the series focuses on universal themes of food, music, and human connection. Through the exploration of culture, history, language, and tradition, *Faire Wind & Song* offers a communal experience that not only celebrates the beauty of the world but also engages audiences with authentic, heartfelt stories.

Kevin Brauch is accompanied on this journey by a dynamic team of musicians, chefs, and filmmakers, all of whom actively participate on-camera, adding diverse perspectives to the series. Their on-screen contributions enhance the experience, offering varied insights and enriching the storytelling.

Faire Wind & Song shares a number of synergies with some of the most compelling programming seen today, particularly on platforms like Amazon MGM Originals, Netflix, CNN International and CNN Originals, ROKU, and Food Network. These series also explore culture, identity, and the human experience, though *Faire Wind & Song* brings a unique breadth by incorporating not just cuisine and music, but anthropology, ethnomusicology, language, and history.

The series combines the thrill of adventure with a profound exploration of the cultural elements that define each place. By participating in communal meals, music sessions, and storytelling, *Faire Wind & Song* reveals how food, music, language, architecture, and history interweave to shape the human experience. While similar in spirit to renowned global exploration programs, *Faire Wind & Song* offers a broader scope by highlighting the interconnectedness of music and cuisine, showcasing the evolution of cultural traditions worldwide.

In addition to the one-hour finished episodes, each installment is preceded by a live, two-hour streaming event called *GAIA Fest*, where social media audiences can participate in real-time engagement. These live streaming events bring an added layer of interactivity, allowing audiences to connect with the series in real-time and fostering deeper community interaction.

This dynamic layer enhances the overall viewing experience, making it more immersive for audiences around the globe.



**IRON CHEF
AMERICA**

with host
kevin brauch

the
**Thirsty
Traveler**

Key Synergies with Renowned Productions:

- **Anthony Bourdain: Parts Unknown** (CNN) – Like *Parts Unknown*, *Faire Wind & Song* journeys across the globe, exploring cultures through food, history, and human connection. What makes *Faire Wind & Song* unique is its deeper integration of music as a cultural expression, offering a more multifaceted exploration of each destination's heritage.
- **Pirate Radio** (Feature Film) – *Faire Wind & Song* shares *Pirate Radio*'s sense of adventure and celebration of music as a unifying force. While *Pirate Radio* focuses on a fictionalized story set in the 1960s, *Faire Wind & Song* blends real-world exploration with cultural storytelling, offering an authentic, contemporary perspective on how music brings people together.
- **James May: Our Man in Japan** (Amazon Prime Video) – Similar to James May's cultural exploration of Japan, *Faire Wind & Song* takes a wider approach, immersing viewers in the diverse cultures of the world through food, music, and human connection—offering a broader global perspective.
- **Top Chef** (Bravo) – Both series highlight culinary talent, but *Faire Wind & Song* emphasizes the cultural and human aspects of cooking, inviting viewers to explore food as a medium for connection, rather than competition
- **National Geographic – The Long Way Up** (National Geographic) – Like *The Long Way Up*'s journey into remote cultures on a motorcycle, *Faire Wind & Song* uses its 170' expedition sailing vessel as a vehicle for connecting with diverse global communities. Both series emphasize authenticity and immersive experiences.
- **Salt, Fat, Acid, Heat** (Netflix) – Both series explore the roots of global culinary traditions, but *Faire Wind & Song* broadens the experience by incorporating live music, cultural storytelling, and adventure-driven explorations of food's significance.
- **The Traveling Chef** (Food Network) – While *The Traveling Chef* embraces global cuisine, *Faire Wind & Song* takes it a step further by blending music, culture, and history, offering a comprehensive, immersive exploration of global communities.
- **Mark Wiens** (YouTube) – Like Mark Wiens, *Faire Wind & Song* offers an immersive experience into local cultures through food and music. However, *Faire Wind & Song* focuses more deeply on the human connections that food and music foster, emphasizing authentic cultural exchange.
- **Martha Stewart's Cooking School** (Food Network) – While Martha Stewart teaches culinary techniques, *Faire Wind & Song* goes beyond by showcasing how food serves as a cultural expression, integrating music and history for a deeper exploration of global cuisine.



The Distinct Advantages of Faire Wind & Song's Production Model

When comparing *Faire Wind & Song* to traditional production models employed by groups producing content for platforms like Amazon, Netflix, YouTube, Roku, and others, several unique, positive, and highly beneficial attributes emerge. These advantages position *Faire Wind & Song* as an innovative and efficient production that offers unmatched flexibility, authenticity, and depth.

1. Mobility and On-Site Versatility

Under typical production conditions, producing an episode involves a series of logistical steps that are both time-consuming and resource-intensive. These steps include:

- **Planning and Travel:** Crew members board an aircraft, potentially requiring multiple connections depending on the remoteness of the destination, and fly for several hours.
- **Arrival and Logistics:** Upon landing, they retrieve production gear, rent vehicles, and drive to hotels.
- **Daily Setup and Travel:** Each day involves loading equipment into vehicles, driving to the filming location (which may require hours of travel), and repeating this process until the shoot is complete.

By contrast, *Faire Wind & Song* eliminates much of this complexity by leveraging the unique mobility of *The Faire Wind*, their 170' expedition sailing vessel.

- **Flexibility to Stop Anywhere:** The ship can anchor along ocean, sea, or river shorelines at locations that are virtually inaccessible to traditional productions. This provides the freedom to explore unplanned opportunities and uncover hidden stories.
- **No Hotel or Local Daily Transport Required:** The ship serves as both lodging and base camp for cast, crew, and equipment, allowing for immediate deployment to nearby locations without the need for external accommodations or daily commutes. FWaS also has electric vehicles (trikes & bikes) aboard for all local travel needs. Greater distances require traditional methods or sponsored electric transportation (Volkswagen, Rivian)
- **Embedded Filming:** Rather than simply visiting a location, the crew lives and works within the environment, fostering a deeper connection to the communities and cultures being explored.



2. Opportunities for Deeper Collaboration and Immersion

One of the most compelling aspects of *Faire Wind & Song* is its ability to go beyond traditional interviews and location shoots:

- **Inviting Subjects Aboard:** After filming interviews in locations such as homes, offices, restaurants, or rehearsal spaces, *Faire Wind & Song* can invite participants to *The Faire Wind* for extended collaboration and interaction. This creates a unique, intimate environment where deeper stories can emerge on camera.
- **Camera-Ready Facilities:** The ship is outfitted with purpose-built spaces that enrich the storytelling process:
 - A **camera-ready galley (kitchen)** for culinary demonstrations and discussions.
 - A **music rehearsal space** for spontaneous performances and cultural exchanges.
 - A **digital audio recording studio** to capture high-quality soundtracks, voiceovers, and musical collaborations.
 - **Multiple complete post-production suites** for real-time editing and creative refinement.

These facilities enable the production to go beyond surface-level narratives, offering a richer and more authentic exploration of the subject matter.

3. Cultural Authenticity and Responsiveness

Traditional productions often face constraints that limit their ability to adapt to unexpected opportunities or engage fully with local communities:

- **Rigid Schedules:** Pre-set itineraries and tight shooting windows can prevent productions from capturing unplanned yet compelling stories.
- **Surface-Level Interaction:** The need to move quickly from one location to the next limits the depth of engagement with local cultures.

Faire Wind & Song, by contrast, thrives on flexibility and immersion:

- **Dynamic Storytelling:** The ship's mobility allows the crew to adapt to unfolding events or leads, ensuring that the most compelling stories are captured.
- **Embedded Cultural Exchange:** By living within the communities, they explore, the crew and cast can form genuine connections with local residents, fostering trust and enabling a more nuanced portrayal of their traditions.



4. Sustainability and Efficiency

The production model of *Faire Wind & Song* is not only innovative but also environmentally conscious:

- **Reduced Carbon Footprint:** By minimizing air travel and relying on wind power for much of its journey, the production significantly reduces its environmental impact compared to traditional models.
- **Efficient Resource Utilization:** With all facilities consolidated aboard the ship, the production maximizes efficiency and minimizes waste.

5. Streamlined Production Workflow

Traditional productions face logistical hurdles in managing and transporting media from remote locations to post-production facilities:

- **Data Offloading and Delivery:** Camera and sound data must be downloaded to external media and sent to post-production teams via internet upload and/ or physical shipping services like FedEx or DHL.
- **Time Delays:** These processes often introduce delays in the production schedule.

Faire Wind & Song revolutionizes this process by integrating advanced post-production capabilities directly aboard *The Faire Wind*:

- **On-Board Post-Production Studio:** Equipped with professional editing systems and staffed by a seasoned team, the ship allows for immediate ingestion, editing, and backup of footage. This not only reduces turnaround times but also enables faster creative decision-making.

6. Market Penetration and Growth

Through its diverse and inclusive content, *Faire Wind & Song* will establish strategic promotional partnerships with carefully curated influencers, leveraging their established audiences to rapidly grow and sustain a loyal fan base.

Our organic approach to content acquisition and story development, complemented by our unique, groundbreaking, and real-time delivery system, ensures the ability to create compelling and meaningful storylines that resonate with people.

By consistently offering engaging and high-quality content, *Faire Wind & Song* provides a unique platform that delivers value to both its community and its sponsors, ensuring honest and impactful representation of partner brands.



7. Corporate Sponsorships and Global Partnerships

Faire Wind & Song offers unique opportunities for corporate sponsorships that go beyond traditional product placement. As we sail around the world, our project provides a platform for brands that wish to authentically align themselves with positive global initiatives and projects that emphasize cultural exchange, sustainability, and social impact.

- We believe that the right partnerships—with international organizations that share our commitment to global community-building—will provide mutual benefit. Unlike conventional sponsorship models that focus solely on exposure or transactional relationships, we are focused on providing our sponsors with genuine, sincere representation. This is not about placing products in the background or simply promoting logos; it's about building a lasting, authentic partnership where the products and services we represent are integrated into the fabric of the *Faire Wind & Song* narrative in a meaningful way.
- We see sponsorship as a two-way relationship. By partnering with brands that exhibit values such as sustainability, innovation, and social responsibility, we can offer them authentic representation on screen and in the real-world communities we engage with. Whether it's using a product on camera or engaging with it in our day-to-day lives aboard the ship, the sponsorships will be woven into the story in a way that highlights the functionality and quality of the products we use, making them an integral part of the experience.
- We are not looking for transactional relationships but rather long-term, meaningful partnerships that resonate with both our audiences and the partners. Our model places an emphasis on building brands' positive imagery and aligning them with initiatives that promote a global village mentality. Companies that share our vision for a more connected, sustainable, and thoughtful world will benefit greatly from being associated with a project like *Faire Wind & Song*. This approach provides a high return on investment (ROI) because it is grounded in authenticity—and we believe that this sincerity is the key to delivering the most effective outcomes for our sponsors.
- We see potential for collaboration with brands such as 3M, Adidas, Air Canada, Amazon, AMD, Bombardier, Canadian Solar, Carlsberg, Cigna, Cummins, Danfoss, Diageo, Dell, DHL, DuPont, FedEx, GE, Google, Haier, HP, IKEA, Intel, Johnson & Johnson, LG, Lenovo, MasterCard, Microsoft, Nvidia, Patagonia, Rivian, Samsung, The North Face, United Airlines, UPS, VISA, Volkswagen, and Volvo Marine—just to name a few. Many of these companies already have products that would not only enhance our journey but would also be authentically represented on a daily basis.
- By partnering with these types of brands, we are not simply placing their products in our narrative; we are offering them a chance to become part of the story. We are bringing real-world products into the global community through the lens of travel, cultural exploration, and a deep respect for the way people live and work around the world. We believe that the combination of patronage and product—integrated seamlessly into the documentary—will provide the necessary funding for the project while maintaining the integrity of our message.



8. Enhanced Security and Control

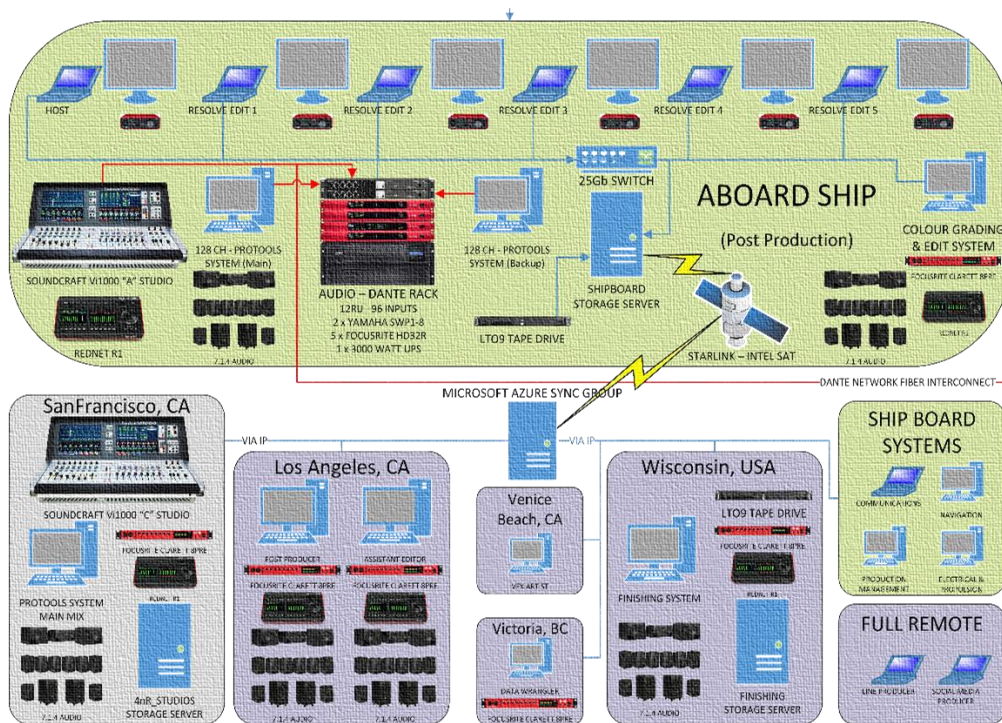
FWaS places a strong emphasis on data security and disaster preparedness:

- **LTO Backup Creation:** All video and audio data are backed up onto LTO tapes, which are physically transported to the home production office via FedEx or DHL for safekeeping. While these backups provide an extra layer of security, they are not required for the delivery of the final product.
- **Cloud Integration:** All current project files are uploaded to the cloud using Starlink, DigiSat, or Inmarsat, (or hardwire when available), leveraging platforms like Azure or AWS.

This ensures:

- Data redundancy.
- Easy accessibility for team members and collaborators worldwide.
- Reliable delivery to distribution partners.
- Continuous, regular, real-time social media interaction for P & A.
- Preparedness against potential disasters such as equipment failure or adverse weather conditions.

This meticulous approach to data management underscores our commitment to safeguarding the project's integrity at every stage.



Conclusion

Faire Wind & Song is not just a documentary series—it's a transformative approach to cultural storytelling. By leveraging the unparalleled mobility and versatility of *The Faire Wind*, the production eliminates many of the logistical challenges faced by traditional models while unlocking opportunities for deeper collaboration, cultural immersion, and real-time creative development.

This innovative approach not only enhances the storytelling process but also ensures that the series remains authentic, sustainable, and uniquely engaging for global audiences.

In essence, *Faire Wind & Song* offers an opportunity to expand horizons with high-quality, culturally rich content that emphasizes human connection through music, food, and storytelling. The series aims to create an immersive, global platform for shared experiences.

Please take a moment to visit <https://fwas.us> for a deeper look at *Faire Wind & Song*.

We'd be delighted to discuss how we might collaborate.

We are based in Southern California and available at your convenience for a conversation.

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