



KHROMA
KON AN EXPERIENCE
IN FULL COLOR

PRESS KIT

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Introduction

KhromaKon is a brand new pop culture convention coming to the Hilton Baltimore Inner Harbor March 1st -3rd, 2024.

The meaning behind the name KhromaKon is rooted in the definition of Khroma which is color in Greek. KhromaKon comes from our con chair's love and passion for color as an artist.

The mission of KhromaKon is “An Experience in Full Color,” a triple entendre encompassing inclusivity and diversity that’s embraced by everyone on the board, pays homage to the directors who are melanin-infused/BIPOC, and alludes to the desire we have to hit all the sub genres of pop culture through art - from anime, comics, music, videogames and more.



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Purpose of KhromaKon

KhromaKon was a natural progression after seeing a lot of nerd culture and entertainment events either leave or cease operations in Baltimore. To no fault of their own, this created a major vacancy in the nerd scene.

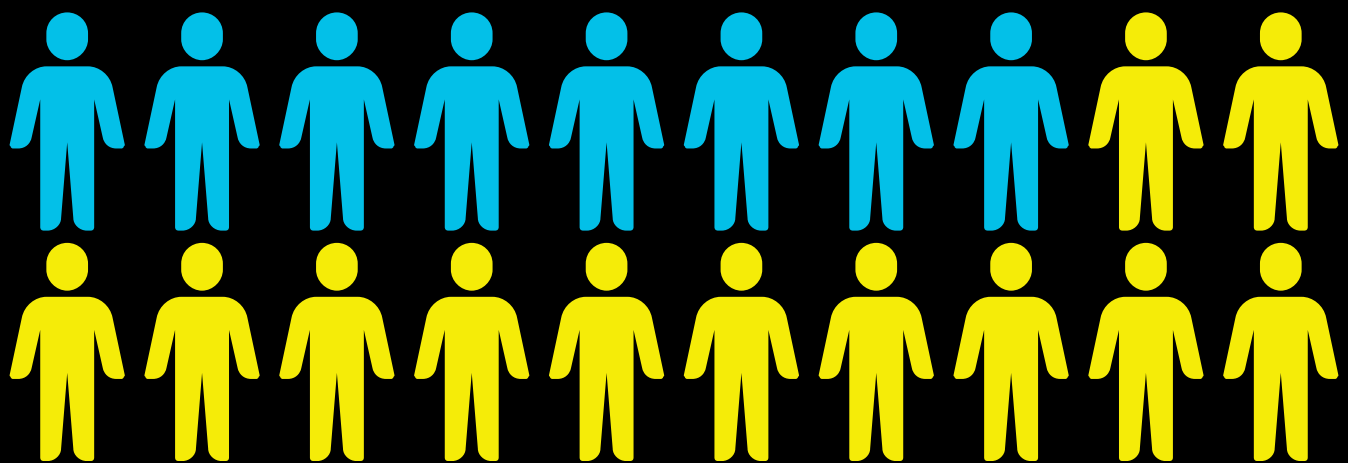
We want to give back to the community with a focus on the people, progression, and reputation of the city as a whole. Regarding conventions, there are aspects that we both enjoy and miss. The sharing of art, bonding over obscure shows, anime, comics, and more. Our aim is to bring life back to artsy and nerdy community here in the place we call home.



@khromakon

Audience and Market Analysis

In regards to age range, 25 years and up. That is the demographic we get the highest reach and engagement with on our socials. We want to aim for those who are of the working class, those who have the income and availability to participate in nerd events and culture, but we are keeping our reach open to everyone who enjoys nerd entertainment and culture.



Children Demographics aka KhromaKids

We will have an entire S.T.E.A.M based entertainment track dedicated to children that is run and operated by Art Way Alliance whose mission is:

- 1) to educate students in various subjects by merging education with popular media art techniques and tropes.
- 2) to provide everyone with the tools and techniques needed to produce their own creative work.
- 3) to support artists in the advertisement and marketing of their own work.

Art Way Alliance accomplishes this mission by teaching students how to conceptualize, create and market their own original content. Whether in a classroom, library, or convention space, Art Way Alliance emphasizes the educational value of comic books, anime, video games and other creative content by using art integration and STEAM (Science, Technology, Engineering, Art, and Math) techniques to educate on common core elements through age appropriate curriculums.

Art Way Alliance is a collection of artists, under the leadership of Eric Suggs Jr., who travels to different schools, libraries, and other events to host classes and programs dedicated to educating children on how to create their own comics, crafting items like costume props, etc.



KhromaKon is Community Focused

Everyone on the KhromaKon board is either a staffer/volunteer at conventions, a vendor at conventions, or a regular attendee. We know what we enjoy and want to keep alive in nerd entertainment regarding conventions. We are thinking about the communities we participate in, such as the nerd community in and outside of Baltimore. All of us at KhromaKon have a story about what our first convention was like, making friends who also knew about the nerdy things we enjoyed like cosplay and fanart, and how that led to us making long-lasting memories and friendships that survived being states away and communicating though AIM/YIM.

Those are the kind of connections and memories we would like to keep while inspiring new connections with those who travel to our convention. We want to give back to a community that has given us just as much support and positive memories. We know that sometimes, attendees can feel like a “little fish in a big pond” at some of the larger conventions, and we want to retain the intimacy that conventions used to have. We're committed to making sure that everyone who attends will be seen, felt, and validated.

KhromaKon is Community Focused (cont.)

This includes the guests and presenters at KhromaKon whose presence enhance and highlights the energy we want for our convention. The guests we chose are personable, they interact with their audience on social media, they believe in creating positive memories and showing support to those who love the fandom or area of nerdiness just as much as them. We want to cultivate a safe space where our attendees can experience those memorable moments with friends, family, and celebrities alike.

The team is passionate about what we can do to help the culture and economy. Over the years, Baltimore has acquired an eclectic reputation and we want to remind people that this is a thriving and vibrant city; filled with creatives who help shift the climate one day at a time.

Conclusion

Distinguishing KhromaKon from our Peers

There is a trend in conventions where their focus is celebrity events and attractions, and they tend to lose sight of the artists or vendors who participate in their events. To artists and those who vend at conventions, this is their job and livelihood. The gap between conventions and the artists is growing and we would like to close that gap at KhromaKon. We want to make sure that artists and the nerd community know that they are our focus.

Takeaways about KhromaKon

Warmth, fun, and safety. We at KhromaKon want to be viewed as the neighborhood convention. We want people who encounter our work to feel safe, welcomed, and cared for. Whether you meet us at another convention when we are boothing or if you come up to us around the way, we want you to know that we see you and value you as a member of our community.



Meet the Team



Kurenai Kiba (she/her), **Con Chair**

Kurenai is a New York born, Baltimore based cosplayer, self-published writer, podcaster and artist, all done through her self-titled company. Kurenai's knowledge stems from her background in the Sales, Marketing, Arts, Comic History, and Graphic Design. After leaving event sales and marketing, she currently is a full time artist and seamstress, making custom commissions for her clients or participating in Artist Alley's all year round. With her motto "Creating Fantasy and Altering Reality", she working tirelessly to expand Baltimore's nerdy community and aiding in creating more inclusive arts events.

info@khromakon.com



Moneca Pinkett (she/her), **Registrar**

Moneca is an experienced project manager with extensive experience in information resource management. As a Baltimore native and master organizer, Moneca wears many hats including IT entrepreneur, web strategist, content creator, and S.T.E.A.M. advocate. She has been volunteering at conventions for a while helping writers, artists and other creatives promote and sell their works. In her spare time, Moneca is an active Star Trek Discovery fan girl and podcaster. #TrekkieAndBeyond #BlackGirlMagic

registration@khromakon.com



Nyx Wolff (she/her), **Cosplay Cafe Department Head**

Nyx is a cosplayer who writes and has a passion for Kawaii Culture and J-fashion as well as geek life. She advocates for disabilities and mental health. She has been working cons since 2014 as both a staffer and panelist.

cafe@khromakon.com



Jade Gee (she/her), **Graphic Design Department Head**

Jade is a graphic designer, artist and writer and has been an anime fan since the late 80s and a congoer since the early 2000s. The resident OC mom, you will usually catch her designing merch or wearing her OCs if not writing about them. Currently overloading her Samsung Notes with writing snippets for several future light novels.

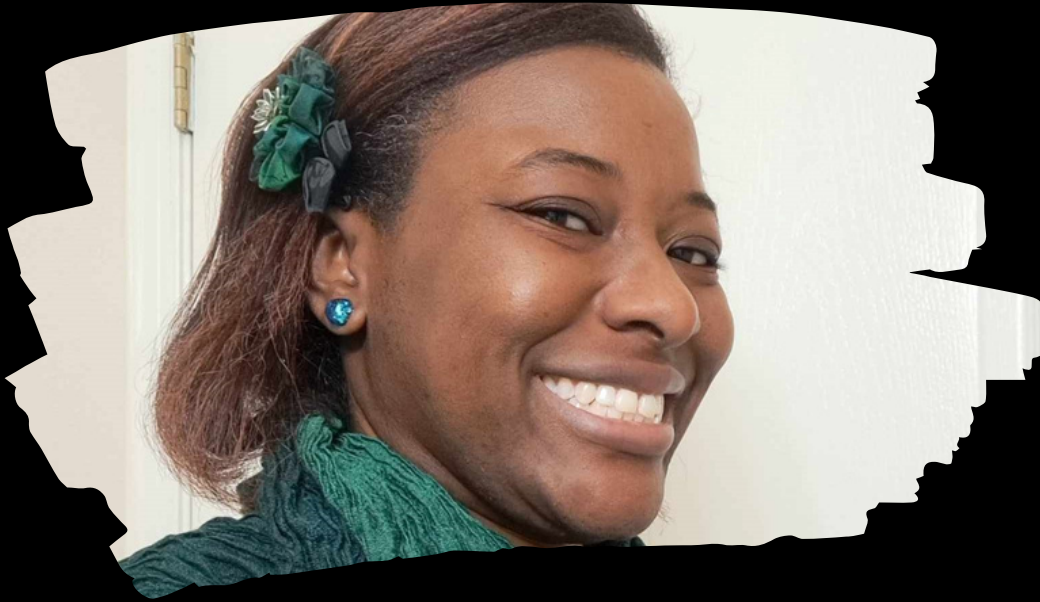
graphics@khromakon.com



Grace Jackson (she/her), **Marketplace Department Head**

Grace is a seamstress, resin crafter, and digital/traditional artist. She has attends conventions both as an artist and an attendee. She runs her own business, Matcha Parfait Productions. She is excited to work with KhromaKon vendors and be the advocate they never knew they needed!

marketplace@khromakon.com



Date Masamune (she/they), Paneling Department Head

Date Masamune began their convention & cosplay escapades back in 2004 starting with Otakon and has fallen in love with going to cons and cosplay ever since. After a few years of presenting panels & becoming more engrossed with con culture she began to staff conventions. While doing this she began to learn the ins & out of what it takes to work one as well as a myriad of other things relating to con logistics, networking, marketing, & the like.

Presently, in addition to staffing conventions, presenting panels, & cosplaying she has begun selling her wares in a variety of Artist Alleys & has also broken into the business of producing high quality art prints with their recently founded art printing business, DMP Resin & Print Works.

programming@khromakon.com



Cake Da Blerd (she/her), **Relations & Hospitality Department Head**

Cake is your friendly neighborhood lover of all things geeky and nerdy with a side of debauchery. When not doing research for panels, she is writing and psycho analyzing your favs. She is currently working on a master plan to merge her love of anime and geek things with her love of helping her community with mental health needs.

hospitality@khromakon.com



Lorenzo Gee (he/him), **Special Events Department Head**

When it comes to video games, music, and anime, Renzo's eyes light up like fireworks, so much so that he joined the Khroma Kon team to assist with coordinating special events and outreach to help create a very awesome and memorable experience that you won't soon forget.

events@khromakon.com



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