



# KNOW NATION

"Inspiration, art and knowledge accessible any time, anywhere"

# VISION

KNOW NATION is both an online venue and a resource centre for the arts - a streaming platform permanently hosting works across various disciplines alongside exclusive material from the artists, sharing insights to their creative processes.

Together with Snøhetta, KNOW NATION will engage in interdisciplinary and dynamic collaborations.

Our goal is to promote the performing and visual arts, as well as architecture and design while reflecting and celebrating the great diversity that art can offer today.

Our vision is one of partnerships and creativity - exploring new and exciting ways of promoting the arts in the digital era.







## FEATURES

- Diversity of interdisciplinary artists
- Exclusive cinematic film content
- Insight to the creative processes
- Animated content to enhance the users experience
- Striking landmark architecture and landscapes
- Unique and dynamic collaborations



A theatrical performance scene. In the foreground, a ballerina in a red and white tutu and a red mask with white face paint is captured mid-air, splashing water. She has a star tattoo on her left arm. In the background, several other performers are visible, some in traditional or tribal costumes, others in modern attire, all in various poses on a dark, industrial-looking stage. The lighting is dramatic, with strong red and white highlights.

## ARCHITECTURE & NATURE

The content will feature iconic landmark architecture and landscapes by the world class studio Snøhetta.

Their philosophies and principles will serve as foundations in the dialogue between art and architecture.

Immersing highly theatrical works in nature, we will invite the audience to reflect on their own relationship with the earth.

Highlighting Snøhetta's relationship with nature and their great commitment towards a sustainable world.

# FILM & ANIMATION

The works and the creative processes will be captured with state-of-the-art camera systems provided by film production partner M12 Kultur. The M12 group has quickly become one of the leading companies in producing performing arts for the screen, utilising cameras and lenses previously only used in major motion picture productions. The upgrade in quality is stunning.

To create an immersive experience for the user we will use filming techniques that are unorthodox in traditional ways of documenting performing art on film.

We will ask the creators to reexamine the presentation of their work and encourage seeing them from a new perspective, which will be exclusive to KNOW NATION.

3D Animation, a signature feature to the platform, will help illustrate the techniques and will offer the users a richer understanding of the creators processes and imagination.





## BUSINESS MODEL

In the initial phase, we will offer packages of specific material - such as the whole work of an artist, or a variety of interviews - at the standard box office prices, that most venues apply when streaming works in Europe.

At a later stage we are going to present new content to the platform and a membership revenue model in which the user will access our entire catalogue.

Our intention is to provide the creators with a strong online presence and a large exposure to their work - but beyond promotion and visibility, our platform will provide them with a regular source of income based on royalties.

The possibilities of business expansion in a time of such a high demand for digital consumption could prove a long term source of revenues for the artists.



# TARGET AUDIENCE

Our goal is to have a wide international audience and reach out to areas with little or no access to the arts - to inspire and nourish students, young professionals, art lovers and the society at large.

KNOW NATION will also be a great place for art historians, critics, dramaturges and academics to research and study some of the greatest creators of our time.



# OUTREACH

The nature of the platform will serve as a bridge between higher education and the professional environment, offering students and young professionals the opportunity to receive first hand information from creators at the peak of their career.

We will collaborate closely with cultural associations for people with disabilities to create suitable programs from our materials, specifically put together for their needs.

Furthermore, through collaborations with sponsors and foundations, our intention is to offer free access to the platform to underprivileged people.







## CURATION

KNOW NATION's founding artists include the renowned choreographers Alan Lucien Øyen, Russell Maliphant and Daniel Proietto and world class performers including Japanese movie star Mirai Moriyama, Paris Opera Ballet stars Ludmila Pagliero and Marion Barbeau and the acclaimed Cubans dancers Yolanda Correa and Osiel Gouneo.



# DAILY MANAGEMENT & OPERATING BASIS

KNOW NATION will operate from the company's main office in Oslo - in Bjørvika's vibrant new fjord area, close to the Munch Museum and the Opera House.

The technological infrastructure, mostly automated, will be developed and delivered by white label services.

Our marketing agency, business management advisor and conversion rate expert will be in charge of analysing our data analytics and improving our product sales and proficiency.

KNOW NATION has a team of very experienced and successful business entrepreneurs that are in charge of the areas of technology as well as business management and development. Also, an intellectual property law expert will help us navigate the complexities of managing IP for digital distribution.





A photograph of a person in a dynamic, expressive pose, possibly a dancer or performer, against a large, vertically-paneled wooden wall. The person is wearing light-colored clothing and is captured in a moment of movement, with their arms raised and hands open. A large, dark shadow of the person is cast onto the wall behind them, emphasizing their form. The lighting is dramatic, creating strong contrasts between the person and the wall.

## THE FUTURE

The ambition for this project is very high as we intend to regularly grow our platform to become a large and comprehensive database of the arts, architecture and design.

An endless playground of creative possibilities that could become an example of collaboration for the future generations.

With the establishment of KNOW NATION we wish to continue to develop the platform showcasing the innovative dynamics of our venue, which are intrinsically connected with our view of the world, art and culture as a space for dialogue, acceptance and as a celebration of diversity.



# KNOW NATION

## Unique Value Proposition

- Inspiration, art and knowledge accessible anytime, anywhere

## Challenges

- There's a lack of online visibility and promotion of artists in various disciplines
- Various art forms are still subject to intellectual and economic elitism
- Geographical and social disadvantages in regards to access art and knowledge
- Few online venues producing work and/ or academic art content
- An ever growing digital market that demands action

## Solutions

- A digital platform hosting and promoting established and acclaimed creators, as well as experimental and cutting edge ones
- A socially conscious online venue that focus on interdisciplinary collaborations celebrating human diversity and acceptance
- A company disseminating art internationally 24/7
- A creative hub that inspires and nourish students, young professionals, art lovers and the society at large with exclusive first hand knowledge from a wide variety of artists at the peak of their careers
- A unique platform at the forefront of arts digitalisation

## Key Metrics

- Diversity of artists, works, collaborations and topics
- Number of members
- Partnership

## Advantages

- A funding team of experienced internationally acclaimed artists sharing exclusive insight to their creative processes
- A unique partnership with the world class studio Snøhetta and the Oslo Opera House
- Technology, marketing and business experts that brings high quality and credibility through years of experience in all fields
- A large international network of artists, promoters and institutions that can help us promote the platform
- A high demand for digital platforms promoting the arts as well as academic knowledge in an ever growing market
- The powerful combination of an award winning marketing agency and an expert of conversion rate optimisation to maximise sales

## Owned Channels

- Oslo Main Office in Bjørvika
- Staff. CEO, daily and business management, tech experts and board of advisors
- Intellectual property and exclusive licenses by Daniel Proietto, Alan Lucien Øeyen, François Chaignaud, Mirai Moriyama, Russell Maliphant, Ludmila Pagliero, Yolanda Correa, Osiel Gouneo (at initial phase)

## Mixed Channels

- Technology, app and conversion rate expertise by partner company EATOPS
- Venue and exclusive content filmed and edited by partner company M12 Kultur

## Indirect Channels

- Platform, marketing strategy, ads and exclusive animation by service provider Tron-co
- Graphic design by TFMauroleus
- Platform technology, hosting, security, customer service and payment methods by service provider Kajabi
- Freelance accounting and IP lawyer







# THE COMPANY

## ADMIN

Founder & CEO: Daniel Proietto  
Financial Manager: Silvia Edith Alvarez  
Business Manager / Sponsors: Yuiko Ikegami  
Office & Line Producer: Pia Elton Hammer  
Producer / Fundraiser: Tora de Zwart  
Contracts & IP Law Expert: Jacob Jensen

Partners: Snøhetta, DNOB&D & M12 Kultur  
Artists Initial Phase: Alan Lucien Øyen, Russell  
Maliphant, Mirai Moriyama, Marion Barbeau,  
Ludmila Pagliero, Yolanda Correa, Osiel Gouneo  
and Daniel Proietto

## TECH

Tech Advisor: Hedley Smith  
App and conversion rate optimisation: EATOPS  
Platform, Analytics, Security & Support: Kajabi

## FILM

Director of photography: Olafur Jonsson, Marius  
Marthinussen (Kolibri Media)  
Lights Design: Martin Flack, Sigve Saelesminde,  
Silje Grimstad (M12 Kultur)  
Sound Design: Mathias Grønsdal Johannesen  
(M12 Kultur)  
Set Design: Cecilie de Lange  
Editing: Kolibri Media/ M12 Kultur  
Animation and FX: Tron-co  
Venue & Equipment: M12 Kultur

## MARKETING & DESIGN

Social Media, Advertising, PR & Web Design:  
Tron-co  
Graphic Design: TFMauroleus





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Photo: Filip Van Roo