# 

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



KNOW will be 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 creators, sharing insights to their creative processes.

KNOW will engage in interdisciplinary and dynamic collaborations with a large variety of artists. 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.



# SPECIAL FEATURES

- -Diversity of interdisciplinary artists
- -Exclusive cinematic film content
- -Insight to the artists' processes
- -Animated content to enhance the users' experience
- -Striking architectural spaces and landscapes
- -Unique collaborations





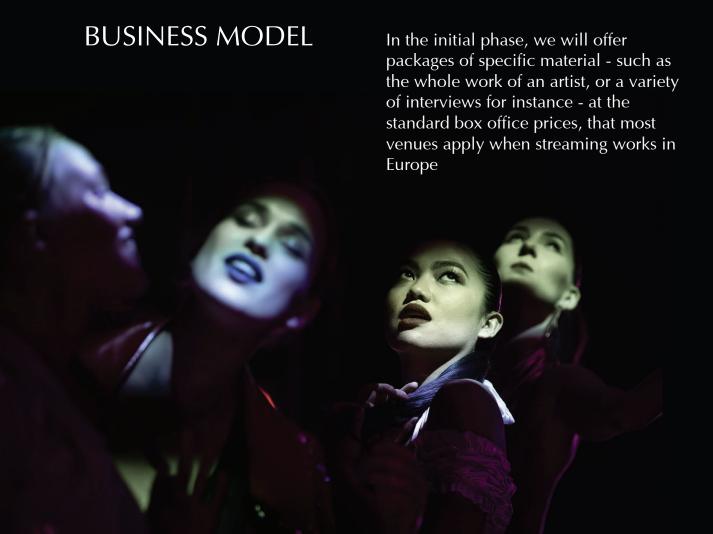
## **DIGITALISATION**

During the pandemic, the art world has had to rethink its means of communication and create new strategies for how they interact with their audiences through means of a digital interface.

Our participation on digital platforms resulted in the possibility of immediate access to a much wider audience, indifferent to geographical distances and socio-economic divisions. This increased availability contributes to a further democratisation of the arts traditionally connected with economic and/ or intellectual elitism.

The pandemic has exposed the lack, need and potential of platforms like ours and we intends to use the strong momentum that the pandemic brought to digitalisation in all areas of our life.





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

Our intention is to provide the artists with a strong online presence and a large exposure to their work - but beyond promotion and visibility, our platform will provide the artists 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 will also be a great place for art historians, critics, dramaturges and academics to research and study some of the greatest artists 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 artists 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 people with lesser means.





# FILM & ANIMATION

The artist's works and their artistic 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.

A key feature of the platform is the way in which the content will be filmed. To create an immersive experience for the user we will use filming techniques that are unorthodox in traditional ways of capturing performing art on film.

We will ask the artists to reexamine the presentation of their work and encourage seeing them from a new perspective, which will be exclusive to KNOW for a period of time. Choreographing the movements of the camera around the subjects, placing it in the middle of the action on stage, playing with different angles and extreme close ups are examples of how we will want to achieve this.

3D Animation will be also added to the videos to help illustrate the artists techniques and as a tool to visualise the creative processes behind the work. This will be a signature feature to the platform, which will offer the users a richer understanding of the artists' processes and imagination.







# **CURATION**

In the initial phase we will present a diverse group of acclaimed artists, including award winning theatre maker Alan Lucien Oeyen, renowned British choreographer Russell Maliphant and one of the most powerful voices in the French dance scene Francois Chaignaud.

To perform their works we are inviting high profile actors such as Japanese movie star Mirai Moriyama and world class dancers such as the Paris Opera ¤toile Ludmila Pagliero and the internationally acclaimed Cubans Yolanda Correa and Osiel Gouneo. They all have vast experience working across various disciplines to large audiences in different areas of the world. This could boost he promotion of one another in the platform to access places that usually don't showcase their work.

The second phase will expand our diversity further by including masters of international traditional art forms like Kuchipudi dancer Shantala Shivalingappa, who is also a very established name in the French experimental dance scene, and Kanjuro Fujima VII one of the most prominent Kabuki directors today.

Other established names we would like to include are Damien Jalet, Sidi Larbi Cherkaoui, Ina Christel Johannessen and cutting edge artists like Ludwig Daae or experimental visual artists like the duo Lolo and Lauti, to name a few.

# DAILY MANAGEMENT & OPERATING BASIS

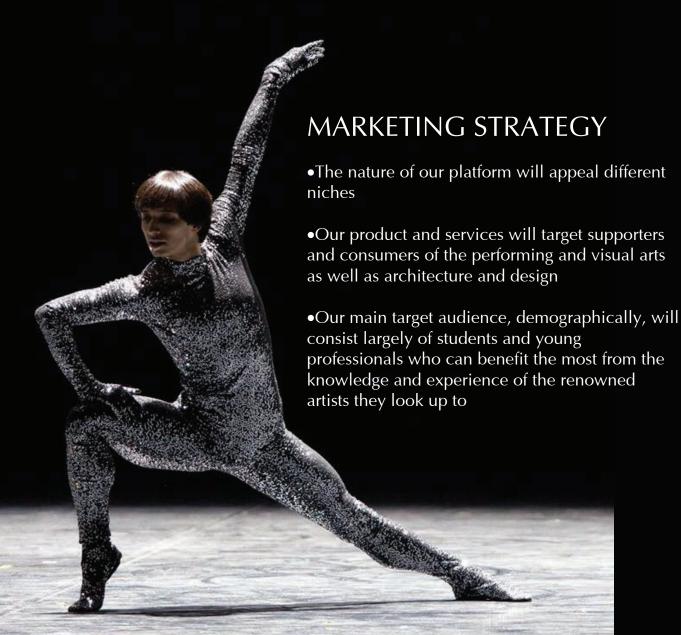
KNOW will operate from the company's main offices in Oslo - in Bjoervika's vibrant new fjord area, close to the Munch Museum and the Opera House.

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 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.



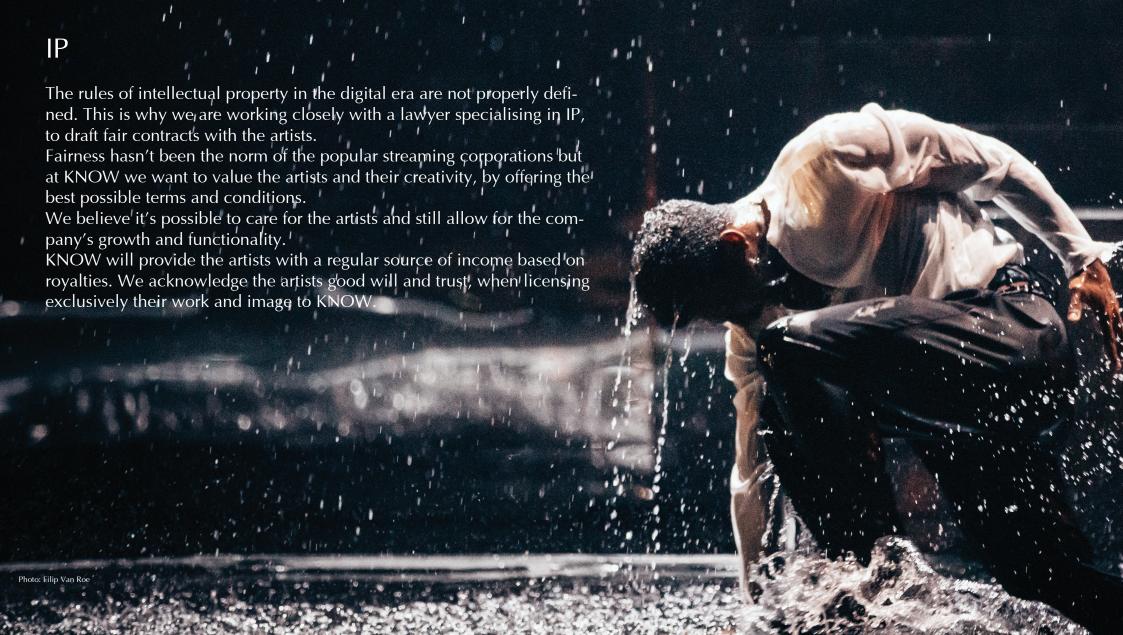


Our strategy is to build the platform, the design of the user interface and other products through economically viable white label services. This will allow us to use more economic resources in creative and aggressive marketing strategies.

As a marketing agency we've selected a company that will highlight the platform's interdisciplinary approach and vision. The agency's team of award winning creative designers, animators and visual artists create ads, that in themselves, are elaborate pieces of Digital Art.

Focusing on social media and YouTube we will develop various strategies for Europe and overseas specifically designed by an expert in digital conversion rates optimisation to maximise sales potential.

We understand the need to partner with influencers that can promote our platform, we are therefore reaching out and inviting personalities of the art world that can test, give their opinion and be ready to promote our product in its initial phase.





# THE FUTURE

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

Our plan is to continuously add other artists to our collection. Initially, KNOW will feature established and renowned artists in order to grow a wide international audience, but quickly we wish to include more experimental artists in the platform.

With the establishment of KNOW we wish to continue to develop the platform to include interdisciplinary collaborations that will showcase 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**

#### 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 artists, 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
- -Technology, marketing and business experts that brings high quality and credibility through years of experience in all fields
- -A large international network or 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 Bjoervika
- -Staff. CEO, daily and business management, tech experts and board of advisors
- -Intellectual property and exclusive licenses by Daniel Proietto, Alan Lucien Oeyen, 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

Daily Manager & Producer: Pla Elton Hammer Business Manager: Alexander Van Damme Contracts & IP Law Expert: Jacob Jensen

Accountant: Silvia Edith Alvarez

#### **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 Grшnsdal Johannesen

(M12 Kultur)

Set Design: Cecilie de Lange

Venue & Equipment: M12 Kultur

Post-production editing, colour correction and

graphics: Kolibri Media/ M12 Kultur

Animation and FX: Tron-co

#### MARKETING & DESIGN

Social Media, Advertising, PR & Web Design:

Tron-co

Graphic Design: TFMauroelus



