

KNOW

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

VISION

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





MISSION

KNOW's first mission is to promote and disseminate the works of choreographers, theatre makers, performing and visual artists - capturing important pieces from their body of work with state-of-the-art technology, presenting a highly evocative, cinematic digital reworking of their pieces.

KNOW will also feature interviews with the artists sharing their knowledge, vision and offer an insight of their creative process to further ignite the curiosity and interest of the general public towards the arts.

Focusing on important international artists, the aim is to grow a wide international audience.

Our intention is to place the platform at the forefront, worldwide, as a leading player in the digitalisation of the arts.

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.





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 for instance - at the standard box office prices, that most venues apply when streaming works in Europe

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.





USER EXPERIENCE

Accessing the platform via a pay per click, on-demand or annual membership in the future, the user will be able to view the material through different packages focusing on an artist's work as well as other aspects pertaining to the creation of the work.

Through additional content, the platform will offer insight into the creative processes, design and innovation, use of technologies and the creative dialogues with light/ set/ costume design, among others.

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.





LOCATIONS

The works will be filmed in M12 Kultur new Film Studios in Oeygarden outside Bergen and the interview content on locations featuring iconic International architecture and landscapes.

We are in dialogue with important architectural firms about showcasing their striking signature buildings and to become potential collaborators of KNOW.

Our wish for the future is to include interviews of the architects in their buildings as part of a special series featuring contemporary landmarks of future cultural heritage.



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 étoile 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 the 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 Dae 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.



A person with short brown hair is captured in a dynamic, expressive pose on a stage. They are wearing a full-body, shimmering, sequined outfit that catches the light, creating a sparkling effect. Their right arm is raised high, and their left leg is extended forward in a wide, low stance. The background is dark, making the person stand out prominently.

MARKETING STRATEGY

- The nature of our platform will appeal different niches
- Our product and services will target supporters and consumers of the performing and visual arts as well as architecture and design
- Our main target audience, demographically, will consist largely of students and young professionals who can benefit the most from the knowledge and experience of the renowned artists they look up to

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.

IP

The rules of intellectual property in the digital era are not properly defined. This is why we are working closely with a lawyer specialising in IP, to draft fair contracts with the artists.

Fairness hasn't been the norm of the popular streaming corporations but at KNOW we want to value the artists and their creativity, by offering the best possible terms and conditions.

We believe it's possible to care for the artists and still allow for the company's growth and functionality.

KNOW will provide the artists with a regular source of income based on royalties. We acknowledge the artists good will and trust, when licensing exclusively their work and image to KNOW.





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 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 Bjoervika
- Staff. CEO, daily and business management, tech experts and board of advisors
- Intellectual property and exclusive licenses by Daniel Proietto, Alan Lucien Oeyen, Francois 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



REALNESS

THE COMPANY

ADMIN

Founder & CEO: Daniel Proietto

Daily Manager & Producer: Pia Elton Hammer

Business Manager: Alexander Van Damme

Contracts & IP Law Expert: Jacob Jensen

Accountant: Silvia Edith Alvarez

Artists Launch Phase: Alan Lucien Oeyen,
Russell Maliphant, Francois Chaignaud, Mirai
Moriyama, Douglas Letheren, 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

Partners Launch Phase: EATOPS & M12 Kultur

FILM

Director of photography: Olafur Jonsson, Marius
Marthinussen (Kolibri Media)

Lights Design: Martin Flack, Sigve Saelesminde,
Silje Grimstad (M12 Kultur)

Sound Design: Mathias Grunsdal 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



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