

BUTCH

VISUAL IDENTITY & ALBUM CAMPAIGN 2022

BUTCH LINKS:

Resident Advisor

Spotify

Facebook

Instagram

Soundcloud

INTRODUCTION

Butch is a house and techno DJ/producer that has been active in the electronic music scene for nearly 20 years. He is widely respected as a quality artist that has the ability to navigate many corners of the underground electronic scene with style and credibility. He has DJ'd all over the world playing alongside the biggest names in house and techno and appearing at clubs and major events such as Ibiza's Circoloco (where he is resident), Solomun+1, Resistance and festivals such as Awakenings, Ultra, BPM and many more internationally renowned events.

His music ranges across multiple styles of electronic genres, from house (classic, deep, tech and minimal) to techno and breakbeats, combining with flavours of disco, soul, jazz and pop. He has released music on labels such as Rekids, Diynamic, Watergate, Circoloco, Running Back, Cocoon, Drumcode, Visionquest, Hot Creations and many more, as well as his own labels Bouq and Otherside. He has a collaborative project with Ricardo Villalobos as 'Butric', and has remixed the likes of Howling, Basement Jaxx, Faithless, Damian Lazarus, Tiga, wAFF, John Digweed, Alan Fitzpatrick and many more.

Ultimately, Butch cannot be pigeonholed as a particular type of artist and does not represent any one sound or style. He has the ability to connect and associate with multiple genres, artists, labels, brands and networks within the electronic scene, always maintaining a strong level of credibility and respect.

ESSENCE

Butch is seen as a lovable and fun character within the electronic music scene, in part due to the nature of his social media content. His ability to not take himself too seriously comes through in his online presence. His sense of humour seems dry and ironic and this often comes through in 'tongue in cheek' videos, captions or memes on social media.

On the outside, Butch has an eye for the flamboyant, the luxury and at times excessive, sometimes posting photos in front of private jets, nice cars and wearing expensive shirts. However, Butch's artistic character in terms of his music is much less playful. When producing or DJing, his character is serious and concentrated, reflecting the focus and commitment with which he treats this artform and his own artistic integrity. His character in these settings, and in general 'in real life', is more reserved. He is extremely hard-working, a strong family man and comes from humble roots. When not touring, Butch spends time relentlessly working in the studio and absorbing sounds and styles from his surroundings, taking on influences from other music, art and especially film.

OBJECTIVE

Up until now, Butch has not had a clear visual identity or particular aesthetic, either for himself as an artist or his individual campaigns (releases, events, labels etc.). His press photos have always been simple and modest, but with a hint of humour. He now requires a new Visual Identity which will represent his status as a high profile artist and accompany his entire online/offline presence. This should include social media content, event artworks, press photos, marketing & promotional assets and possible brand collabs and more. This identity should project Butch as a major artist; creative, artistic and credible, as well as stylish, forward-thinking and globally successful. Most importantly, this should reflect Butch's 'larger than life' character - it should present him outside the realm of underground music and even electronic music, transcending his reputation as a DJ and establishing him as a renowned musician and producer.

At the core of Butch is his humour, and this should always have a place or reference. Butch also has a tendency for the 'cinematic' - he could envisage himself as a character in David Lynch or Quentin Tarantino film. For example, a recent video for his track 'Abandonne-Toi' was inspired by a scene from the film The Neon Demon, with Butch appearing as a character from the film.

WHO IS BUTCH?

BUTCH IS SOMETHING OF AN ENIGMA. HIS JETSET LIFESTYLE MAKES HIM APPEAR ILLUSIVE AND HARD TO REACH, TRAVELLING BETWEEN COUNTRIES AND PLAYING ALL OVER THE WORLD. BUT THE REAL BUTCH IS HARDWORKING, DOWN TO EARTH AND HUMBLE.

HE PRESENTS HIMSELF ONLINE AS A CHARACTER & ENTERTAINER - HE COMMUNICATES WITH HUMOUR AND IRONY, AND YOU'RE NEVER QUITE SURE IF YOU'RE SEEING THE REAL BUTCH.

BUTCH IS A DJS DJ - OTHER DJS LOVE HIM BECAUSE HE IS FUN TO BE AROUND, BUT ALSO BECAUSE HE IS RESPECTED IN ALL MUSICAL CIRCLES, FROM EDM ARTISTS TO THE MOST CREDIBLE UNDERGROUND ARTISTS

HIS DISTINCTIVE APPEARANCE IS UNMISTAKABLE; HIS MOUSTACHE, HAIR AND GENERAL STYLE HELP FORM AN ICONIC LOOK THAT IS INSTANTLY RECOGNISABLE. BUT THERE ARE MANY SIDES TO BUTCH.

WHO IS THE REAL BUTCH?

KEY WORDS:

ARTIST / ICON / DJ

BOLD / FUNNY / CHARISMATIC / IRONIC / CONTROVERSIAL

STYLISH / SUAVE / CHIC

JETSET / EXTRAVAGANT / EXCESSIVE

ARTIST ENVIRONMENT - CURRENT



LOCO DICE



LUCIANO



PAUL KALKBRENNER



NICK CURLY



MATTHIAS MEYER

ARTIST ENVIRONMENT - FUTURE



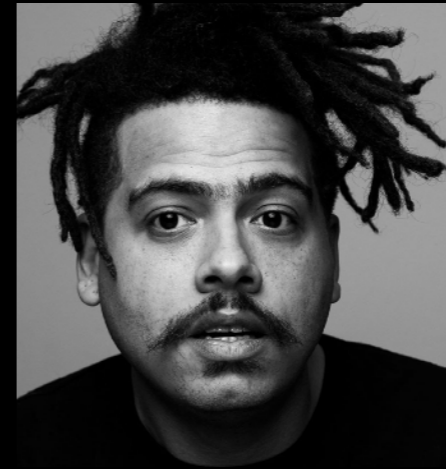
DIPLO



SOLOMUN



&ME

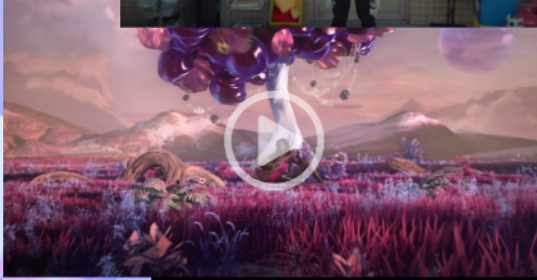


SETH TROXLER



GERD JANSON

ARTIST ENVIRONMENT (ARTISTIC/AESTHETIC)



REFERENCES:
LIL NAS X
GESAFFELSTEIN
TIGA
FLYING LOTUS
DIPLO
SEVDALIZA



THINGS WE LIKE...

VERSACE - LE GRECA

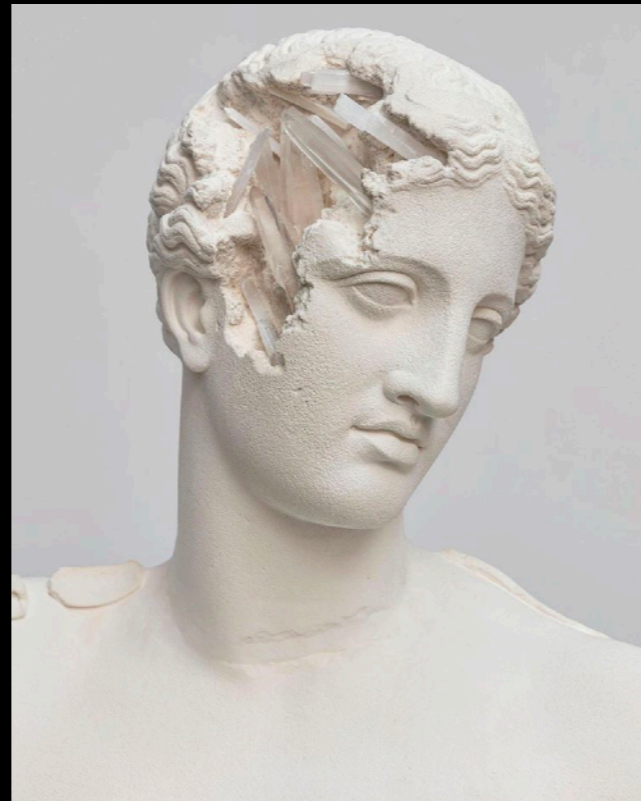


FRILLS

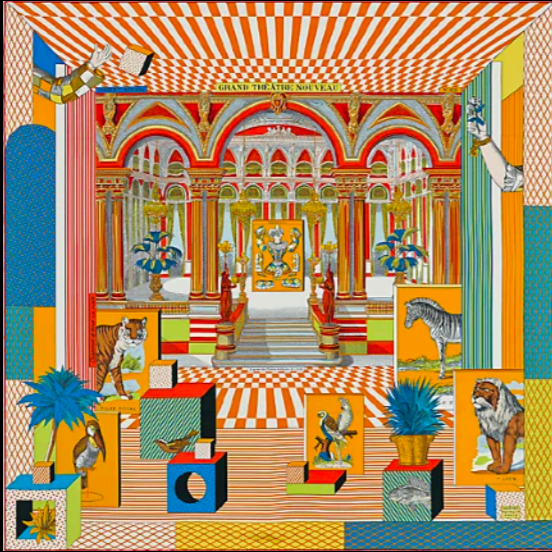
FASHION IN GENERAL
VERSACE STYLE ESPECIALLY



RETRO FUTURE



SURREAL DESIGN & IMAGERY



CARS



FILM: THE HOLY MOUNTAIN

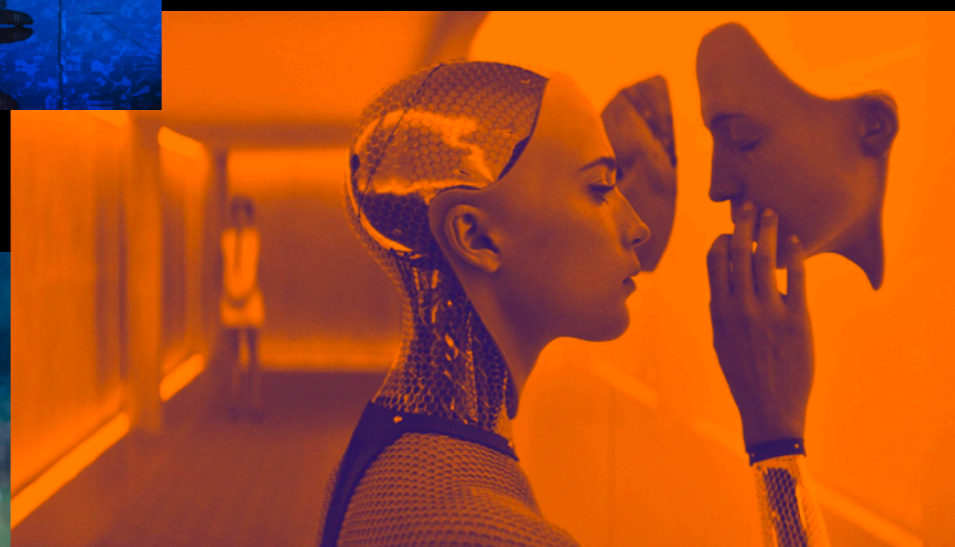


<https://www.youtube.com/watch?v=qmR0vi0ifzE>

MUSIC: FLYING LOTUS - MUSIC, AESTHETIC, ARTISTRY

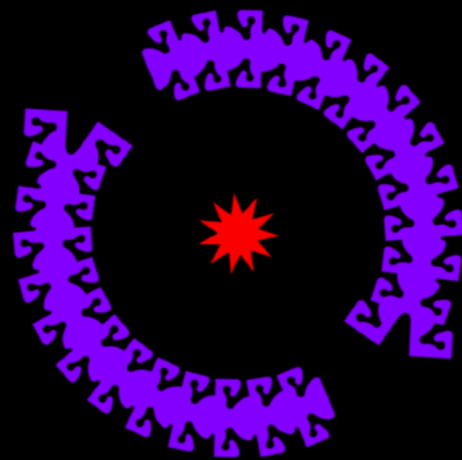


CINEMATIC STYLES IN GENERAL



REFERENCES:
FEAR & LOATHING
THE NEON DEMON
YASUKE
DUNE (1984)
THE ROYAL TENENBAUMS
EX MACHINE

ANIMATION / 3D GRAPHICS



Uses:
Track teasers
Idents for videos (YouTube,
streams)



FRILLS

THANK YOU FOR YOUR TIME.
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