



## 2023 AWAL

### AWAL MISSION: **Partner with independent artists to tell stories that shape culture**

*AWAL has revolutionized the recording business by putting the creator at the centre of everything we do and transforming the way artists release music. Whether an artist is looking for the best digital distribution or a comprehensive global campaign, AWAL has become the partner of choice for innovative artists at all stages of their careers.*

### AWAL UK EVENTS MISSION:

- To provide a platform for AWAL artists and staff to tell stories that shape culture
- To profile AWAL UK as the home of greatest Independent Artists
- To provide hospitality opportunities for key music industry tastemakers and opinion formers, as well as business stakeholders

### AWAL 2024 Label Showcase (Nov 2023)

#### Overview

- Recreate the showcase event in 2022 at the same venue ([Aures](#))
- This year we want to make much more of the visual creative side, with separate visual artist for each artist, or the visual art to be included in the narrative or artist campaigns ahead of the event, or exhibited after the event in some way for example
- Date - 1st or 8th November
- 3 Artists (playing 30 - 45 min live sets)
- Industry guestlist - friends, media partners, artists, influencers, business stakeholders, AWAL staff
- Budget: £5k
- Short video of 2022 event [here](#) & videos [here](#)

#### Deliverables

- 3x separate sets of videos, one per artist, with these versions:
  - 2-3 minute mini documentary to be played on screens/projector outside venue throughout the day (tbc) and on AWAL & artist youtube channels
    - + 1 minute social social cuts for other social channels

- [No audio] footage montage, between 3-5 minutes, to be used on immersive screens during artist's performance, tech spec [here](#) - footage should be in line with the mini doc style, can be using the same footage
  - Footage for both of these deliverables can be newly shot and/or existing artist footage
- Complimentary static designs of artists name / AWAL logo / key pull out quotes from mini doc to use on walls outside the venue around the screens, and as social assets

#### **Initial ideas:**

- Consistent and distinctive video style throughout all deliverables (including style of footage, any animation/illustration, text)
- Throughout the day of the event and into the evening we'd like to have the 'mini documentary' for each artist playing on screens outside Aures, for passers by through the tunnel, and guests on arrival. TBC logistics of screen. These videos will also be used across AWAL and artist socials. Footage from this video (and any extra captured in development) will be contribute to the immersive video on screens during the artists performances
- Have an overarching theme/question to base videos on: e.g. 'journey to signing to a label based in London', to give an opportunity to talk about where they're from, the importance of that, how they've got where they are, the significance of London to them, etc.
- + one general AWAL video in the same style to be used on immersive Aures screens inbetween sets

#### **Timeline Summary:**

**Weds 6th Sept** - Visual creatives pitches submitted

**Fri 8th Sept** - confirm creative team

**w/c 11th Sept** - develop & confirm idea and plan (AWAL & creative agency)

**w/c 18th Sept** - Creative agency connect with artist

**Mon 23rd Oct** - final assets delivered

**Nov 2023 - EVENT** (Target dates **Wed 1st, Thur 2nd, Wed 8th or Thur 9th Nov 2023**)

#### **AWAL Showcase for 2023 Example:**

##### **AWAL Immersive Live Event - Oct 27th 2022 (This was our 'label showcase')**

On October 27<sup>th</sup>, Artist Services company **AWAL** set a new standard for audiovisual live music showcases with its special **AWAL x Immersive Live** event.

Featuring sets from next wave **AWAL** artists **Renao**, **Nieve Ella**, **grentperez** and **Hak Baker**, the showcase was hosted by the digital art space Aures London. The venue redefines the live experience by using immersive technology and dynamic programming to create a digital sensory immersion that brings an artist's vision to life in an entirely new way.

Each artist's set was accompanied by striking, ever evolving visuals which was created via a bespoke collaboration between each artist, **AWAL** and *Klub Artefakt*. The results were unforgettable, with highlights including an array of animated images of **Renao** performing backing vocals behind his own live set, and **grentperez** flying through an intergalactic digital backdrop.

The top tier audiovisual experience was completed with innovative 360 audio design courtesy of **Pioneer Pro Audio**. Their set-up amplifies the immersive feel and physicality of the music, by placing the listeners in the centre of an experience in which the audio can move in a sphere around them, with various aspects of the sound emerging from different locations around them.

The event was powered by **Pioneer Pro Audio** with a sound system comprised of **34 surround sound speakers** creating 4 sound planes. (20 x XY81s ,10 x XY115s and 4 x XY118s) The event was presented by the eco-conscious NFT platform built specifically for the music vertical, **OneOf**.

[Event video](#)