

# goodvibepeople

Artist Agency | Creative Events

P O R T F O L I O



# INTRODUCTION

# Overview

Good Vibe People is a creative events agency that produces festive & artistic social gatherings. Our values are comprised of positivism, collaboration and artistic freedom in creating original experiences for the public to enjoy.

Our agency produces multi-dimensional events such as concerts, partys, festivals and art expos that present imaginative themes and concepts. We vow to create moments that inspire, uplifts, connects and energizes audiences.

We have built a loyal following of thousands of open-minded individuals and manage an artist roster of hundreds of musicians and visual artists.

In short, we create good times for people that seek special event experiences.



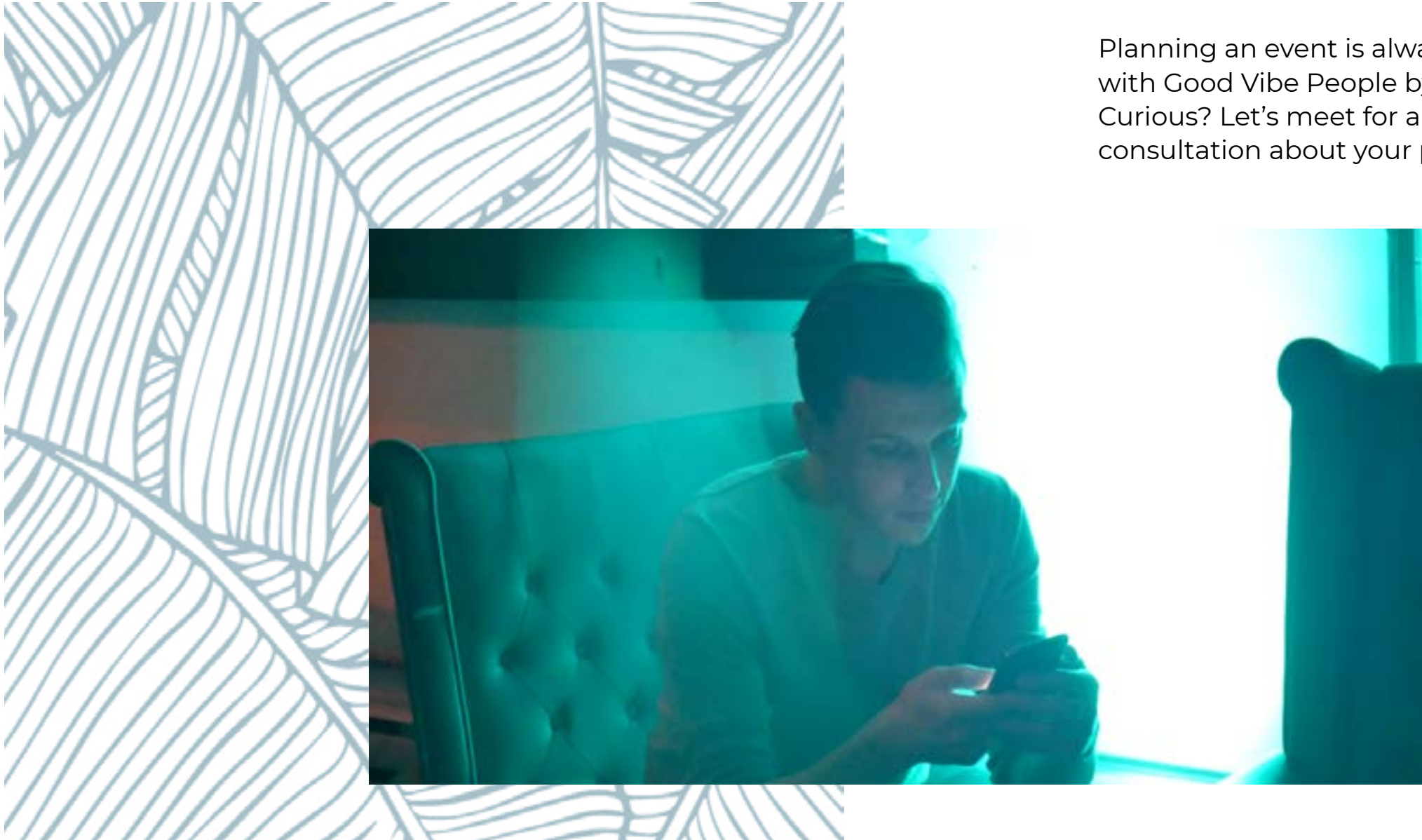


# What we offer

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- 360 Event Productions
- Collaborative Partnerships
- Artist Bookings (art, music, circus)
- Advertising & Promotional campaigns

Planning an event is always better with Good Vibe People by your side. Curious? Let's meet for a free consultation about your project.



## 360 EVENTS PRODUCTION



Full conceptualisation and realisation of the event you want for your brand activation, or company party. Offers range from key in hand activations to fully customised event planning. We offer creative, innovative and interactive event production services designed to inspire, uplift and energize audiences.



## COLLABORATIVE PARTNERSHIPS

We offer to partner up for the realisation of your event by putting forward resources and expertise to bring it to the next level. Good Vibe People becomes a shareholder and ambassador of the event for long term expansion.

## ADVERTISING & PROMOTIONAL CAMPAIGNS



Hire us to create a campaign to let people know about your event. Services include consultation, marketing campaigns, video and graphic design work and content creation.



## ARTIST BOOKINGS

Choose from a wide range of talented performers to book at your next event. Can't figure out what to choose? Let us propose the best fit for your public and setting.



# PARTIES

We create original happenings of themed social events that are comprised of artist performances, installations, and special features offering a multi-sensory experience.



# CONCERTS



We produce concerts of various genres of music such as Indie, Funk, Folk, Hip Hop, Rock, Pop, Jazz and Electronic music. We have a roster of over 100 acts to choose from and can execute anything from intimate settings to album launch campaigns.

# ART EXHIBITIONS

We have developed close relationships with a variety of visual artists with the production of art expos, vernissages, and installations.



# EXPERIENCES



From circus performances to athletic feats, we integrate the action directly within the event setting to create an element of surprise and wow moments.



# ORIGINAL PRODUCTIONS

# Artjam



Consider ArtJam as Goodvibepeople's brainchild. With over 20 editions deep with no signs of slowing or decrease in popularity, ArtJam is by far our most successful monthly event yet.

The concept of this event is to bring people from different creative backgrounds to perform their art in front of the public to push the limits of art and innovation in a collective jam that is both social and interactive.

Under the same roof you typically see a lineup of 3-4 bands, 6 live painters, 2 tattoo artists, 1 station of culinary art, 1 video project, 1-2 DJ's & VJ's, one large cava open to the public, and every now and then a special feature such as a massive art installation or circus act. The event's popularity is always growing and literally bursting with new talent and opportunities.





# Folk Fests

The folk fests are a tradition of sorts, organized with the local CJLO radio station, the folk fest brings the best local folk acts together in two rotating stages, outdoors and indoors.

Very cosy and intimate, the event is filled with comfortable features such as bean bags, self serve Tea stations, barbecued food and more.

Happening in autumn and fall to get a authentic folk feel with the changing seasons, this is considered a favorite by some of our enthusiasts.



# Lush Series

The Lush series (Summer Lush, Winter Lush, Spring Lush) are a collection of seasonal themed parties occurring at the season's solstices. For each season, we create a decor and ambiance that fits the setting.

For example, the summer lush was filled with palm trees, tropical projections, warm coloured lights and fitting music whereas winter lush was filled with artificial snow, a christmas tree, snowboard videos, and a maple toffee station. Of course, our bar also had a twist depending on the season with fruity slush drinks in summer and warm maple whisky drinks in the winter.





# Art expositions



We see art exhibitions as events that are a work of art in themselves. We make sure to convey a setting that is in line with what the artist is trying to portray to give the audience an experience that is beyond visual.

One of our favorites was Legends Never Die with artist and friend Brian Finn. The expo portrayed pencil drawings of legendary icons that passed away. We helped with the disposition and aesthetic of the event, adding a auditory element with the use of headphones, playing snippets of songs or quotes from the people in the portraits, the effect being of transporting the listener in their greatness.

Furthermore, since all portraits were in pencil, we made sure everything was in a black and white aesthetic from the projections to the clothing worn by the organizers.



# Album launches



With hundreds of albums being put out every day, it is hard nowadays for musicians to get attention. That is why many of them are turning to Good Vibe People to gain traction with an album launch that feels out of the box, giving the media something to talk about.

Apart from the fact that we can deal with all logistical aspects of a launch (booking, merchandising, marketing, etc) we also make a point to add a creative twist to it.

For example, a band called Kolas Experiment happens to come from a family that herds sheep, so we decided to make one the mascot of the night, adding a mechoui to the album launch to bring people together over something more than just the music. For an album called cold nights by Edwin Raphael, we made allusions to the album title by covering the venue with blankets, small table lamps and other subtle allusions to the album's name.

It's always about more than just the music, why not reflect it with a creative and immersive album launch?



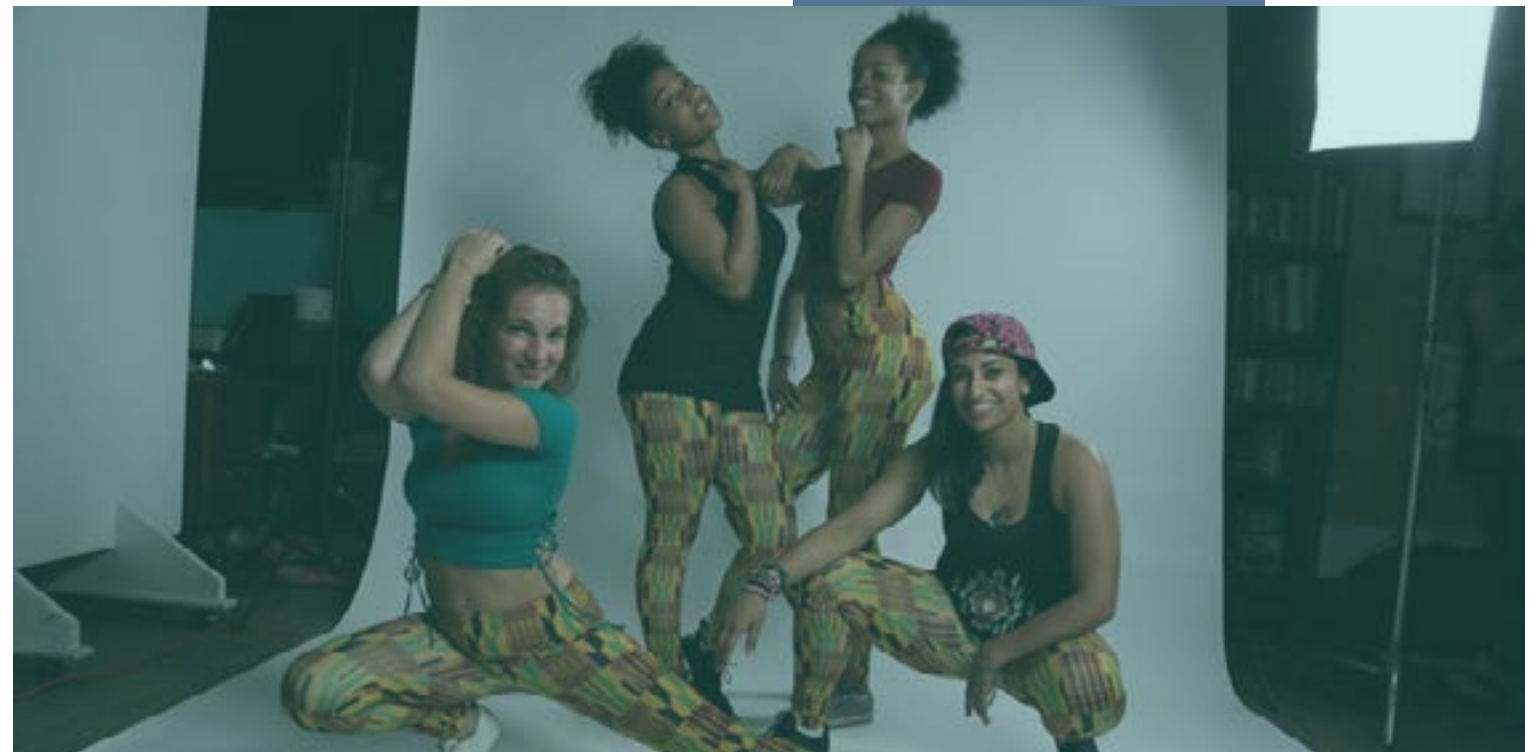
# Fashion pop-up shops

Most hip millennials can claim to have attended a pop up shop of some fashion brand at some point in their life. What's the problem with most pop up events?

Most of them seem dry and too self promotional, where most attendees will skim through the clothes and be on their way within less than an hour.

We've re-invented the pop up shop concept with styles and motion, bringing together a selection of brands with cool features during the night such as a live open photoshoot, a break dance demo, and our main event : an exclusive piece-auction at midnight.

This makes attendees stay longer to interact with the brands and associates them with a positive memory.



# Vegan pop-up shops

An event made to sensitize and discover.

This series is more than just a vegan market made to showcase local cruelty free products, it is also a hub of well-being activities such as yoga and meditation. With local celebrities such as George Laraque becoming involved, it has gained a lot of traction online and in media outlets.

The motto is simple: Eat good, make good, feel good.





# Industry night



The restaurant and bar industry are usually the ones fueling the nightlife scene and serving the rest of us that are having a good night, but what about them? That is why we created a monthly industry night for the restaurant and bar staff of Montreal.

What's on the menu? A featured famous chef, an open bar, private wine importers and local industry DJ's.

Now that's a Monday to look forward to.



# Intimate concert

A good way to fill out the week on a tuesday or wednesday is with our intimate concert series called Mellow Mood & Moodlifters.

Rotating amongst different low-key venues in the city, these concerts provide a good way for up and coming musicians to test their chops.

As for Goodvibepeople, it provides a great way to hear and test out new talent, showing valuable information such as how many people they bring out, what is their level of professionalism, how active they are on social media, and most importantly how they sound live.

All this is noted in regularly updated database with a point system and is communicated with the band in order for them to improve on these aspects.





# Beatopolis

This event hits home for fans of urban culture; a competition that combines the various elements of Hip Hop: Beatmaking, MCing, Beatbox, DJ, and Dance.

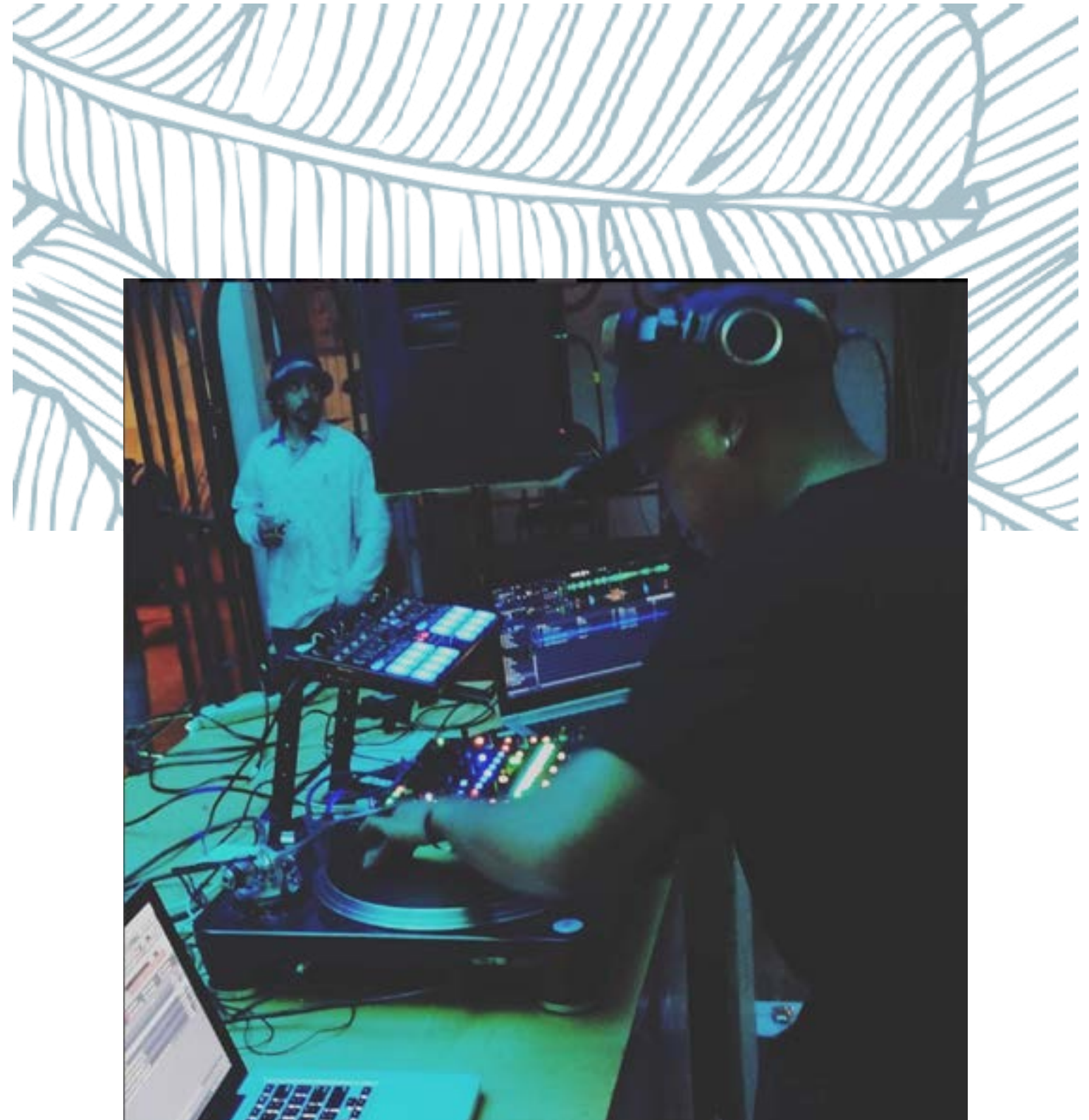
The event goes as follows; for each category we pick out 2 names at random, the chosen artists will go on stage to perform against their opponent in a battle of creativity. With the help of a Decibelmeter we measure the reaction of the public, the one that generates the most noise wins and moves on to the next round.

MC: Best track battle, head to head song duel laid on original instrumental beat.

Beatmaker: At the beginning of the event, Beatmakers will be given samples on a USB key. During the evening, they will retire in a reserved space to work on their tracks, while integrating a minimum of two designated samples. At midnight, the beatmakers will come on stage in a head to head battle for the best beat challenge. The track that makes the most noise wins.

Beatbox: Two rounds of 1:30, classic format with possibility of overtime, 30 additional seconds.

DJ: Best mix of 5:00 wins, everything is allowed in terms of styles, mash ups and remixes.

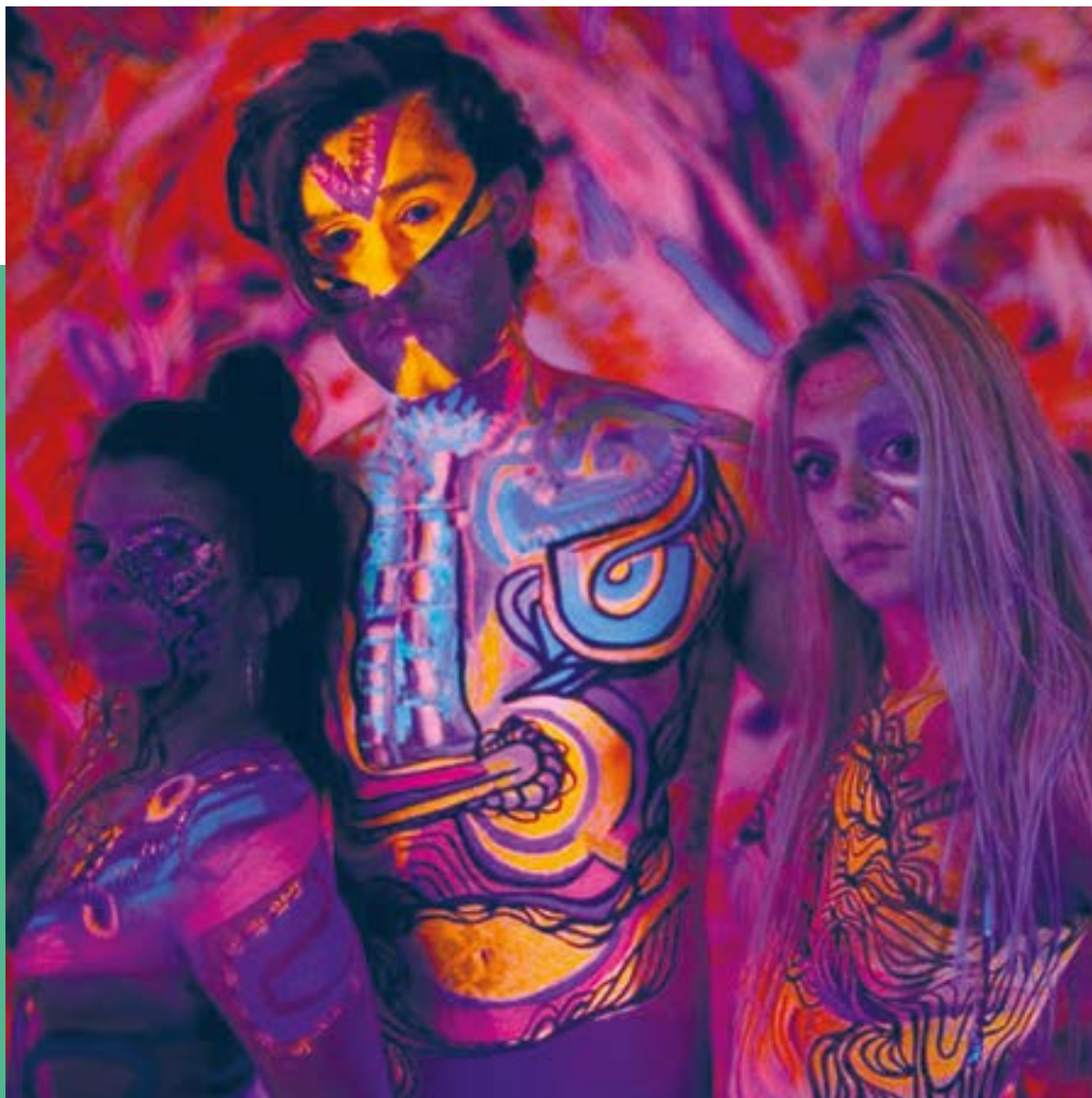


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# **CO-PRODUCTIONS & COLLABORATIONS**



# Easter party



What's the recipe for a smashing party? Get a good date, with the right setting and location, an interesting theme and a promise of a good time on a holiday everyone has off.

This Easter collaboration with the DJ collective Bad Society did just that, and what a night it was.

Entitled Good Easter Bad Coco, rare are the moments where we can boast to having the biggest party in the city. Selling out a 10,000 Sq ft loft space with full capacity from 7pm to 4am, the party's success was due to killer aesthetics and a promise of decadent fun.

The night was divided in two, with the first part (Good Easter) featuring an art gallery from 7-10, RnB performances, culinary creations, and a decor that was covered with video mapping and candy pink lighting. The second part (Bad Coco) featured naked black light bodypainting, a musical selection of Trap and hardcore Hip Hop, and a switch of decor to more grimy projections until late in the morning.

Needless to say, it was a home run that put us on the map for wildly creative happenings.

# Digital Dharma

A Collaboration with Majilis, Dharma can be described as positive karma or known as the cosmic order.

This special event aimed to bridge the gap between arts and technology, with ancient aesthetics made possible by modern technologies.

An immersive electronic music experience, for this event we created dualistic environments. The main floor being a Desert Cavern with projections of migrating camels, desert landscapes, bellydancers, and a decor of persian rugs and arabic paraphernalia. The other being Cosmic oceans, with projections of oceanic content and an oasis of waterfalls and lush vegetation.

The event was met with critical acclaim from the public and industry insiders, and more editions are to be expected.

The future looks bright for this event, with plans of adding a workshop dimension and integrating a creative hackathon, partnering up with companies and universities.





# Mural Festival

Goodvibepeople co-produced a dance competition in collaboration with Clean Fresh Air within the famous Mural Festival at Parc du Portugal on the main Saint-Laurent boulevard.

Our involvement included setting up the space with various kiosks and decor, booking artists and bands from our roster to perform, marketing and promoting the event, and creating a relevant brand activation that involved spray painting in virtual reality, a well-received feature in a festival of graffiti and urban culture.





# Art battle

The success of our monthly ArtJams got us on the radar of the Art Battle's Montreal division coordinator.

Now, the famous event series is co-produced by Good Vibe People, facilitating promotion, artist recruitment, sponsorships and much more, ensuring the longevity and monetization of the event.

Yet another monthly artistic happening to add to the repertoire.





# NOTABLE MENTIONS

# PRE-PARTY & AFTER-PARTY

What's the goal of a festival's second party ?

For Good Vibe People, we transform these side-events into bold, strategic marketing moves.

Consider our partnership with Ancient Future, an electronic music festival we partnered up with to create their official pre-party. As the festival was approaching , the organisers were overwhelmed with tasks to do and noticed their "Passport" sales (full access tickets) were stalling.

So we agreed to produce their pre-party that would be free of charge to Passport ticket-holders and would also act as a point of sale for the festival.

What did this mean for attendees and organisers?

It meant that buying a Passport now meant 3 days of festivities instead of 2, and that the organisers would be able to focus on set-up and execution while we were acting as a promotional machine for their festival, boosting ticket sales and promotion of their event online as well as in our physical and partnership locations.

The best part? This was actually free of charge for them, as they provided DJ's and decor while we took care of all the rest.

Talk about an inexpensive secret weapon.





# Contact

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