

# ART. MUSIC. COPENHAG EN. AUGUST.

## Project description - AUGUST.CPH

### 1. Introduction

AUGUST.cph is an organization of creatives for creatives. A group of people organizing events to provide a place for connection with what is new in the culture of Copenhagen. As such, we would have live music concerts in the afternoon and DJ sets from sunset onwards, with lounge and house music where people can dance until early hours. Alongside this, we are looking to collaborate with photographers, designers, and fashion designers to give them a platform to showcase projects in the multiple rooms available on the Island.

Our goal is to get the most out of the artistic strengths of each individual creative and elevate the whole group while providing a place for enjoyment and connection. This

event would be directed towards young people in Copenhagen who have a passion for a creative field and want to showcase it, for people who want to meet other like-minded creatives in their field or for people who just want to enjoy music and art and have a good time. We thought of a max capacity of 120 people (the number of beds available on Ungdomsøen) would be a good sweet spot. We have had this idea for about a year now, and we are excited as this seems to be the best time and place to start.

On the 3rd weekend of May we're planning AUGUST.cph's first major event and in order to be pragmatic about art, we need a space to explore and try our approach. All of the artists and founding members of AUGUST.cph are in their mid twenties and at the start of their careers. We have some great talents in our circle that need room to express themselves, since the start is particularly difficult in the creative field. The event will be open to everyone, from artists showcasing what they do best, creatives who want to talk and meet like-minded creatives, and to anyone looking to enjoy music.

An island as a separate entity beyond the mainland and physical detachment from common rules, norms and ways to do things. It gives artists a lot of space and different spots on the island to explore ideas instead of simply playing in a bar. We feel like us Millennials/Gen-Zers who live in a stressful capital often lack time, energy and space to creatively follow our passions besides the job/career that people follow. We want people to experience art instead of consuming it like a fast-fashion t-shirt or an Instagram reel. The unique location gives more creative options and opportunities for people who depend on such an environment.

We want to break the barriers to entry in creative industries, promoting what is new and exciting. All this because when creatives come together, great things happen. That is how it all started and something we live by.

## **2. Detailed plan for 20th/21st of May:**

### **19th of May:**

Team and volunteers go to the island and setup everything as much as possible the day before

### **20th of May:**

Ferry: 1:30 1.

1st Concert 3:00 - 4:00

2nd Concert 4:30 - 5:30

3rd Concert 6:00 - 7:00

Dinner - Exhibition presentations 7:00 - 10:00

1st DJ 10:00pm - 00:00

2nd DJ 00:00 - 02:00

3rd DJ 02:00 - 04:00

### **21st of May:**

Breakfast: 9:00

Cleanup: 10:00-14:00  
Take down equipment 10:00  
Ferry leaves with guests: 12:00

### 3. Resources (What do we need considering materials, time, people and economy)

**Food** - Island catering if possible, snacks and other foods through partnerships - potential collaboration with **PAELLA CÓSMICA**  
(<https://www.instagram.com/paellacosmica/>)

**Beds** - 120 people as that is the max capacity we were pointing to

**Ferry**- covered by visitors/included in the ticket price

**Beverages and food** - potential sponsorships with breweries or/and payed by visitors

**Artists** - ferry coverage + small honorar ~ 500dkk for photographers/fashion designers and 1000dkk per dj/musician

**Stage equipment** - (depends what's provided) - PA system, instruments, amps, sound engineering gear, DJ setup, cables - mostly already available on the island

**Physical banners/posters** - for advertisement in the city centre, as well as event schedule/ branding of the musicians on the island

**People** - 3 musicians/bands, 3 DJs, 3 visual artists (photographers, fashion designers and illustrators)

*Potentially:*

**Instagram ads** - *Might not be needed if we reach the maximum capacity beforehand. This acts as a last reserve.*

### 4. Target group, ticketing & marketing

As described earlier, our target audience is the youth of Copenhagen, youth in the sense of all 18-28 year olds, roughly speaking. The event will be open to everyone, however.

As seen in our budget description, we aim for a ticket price of 250dkk, which includes the stay and the ferry. We are very optimistic that people will be up for paying this price, since the value besides our great artists lies in the event location and setup.

The ticketing system will be supplied by Ungdomsøen, whose people are a big supporter of this project.

Concerning marketing, we thought of our own social/professional circles first, where we expect to get around 50-60 attendees, so around 50% of the maximum occupation. We are all very well connected, if it's through our workplaces or through creative projects we did before outside of AUGUST.CPH. Moreover, we want to print a few posters and set them up throughout the city center. Therefore, and for the possibility of Instagram advertising, we also require some funding.

**CONTACT INFORMATION** (name, e-mail, phone)

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