

PRESENCE

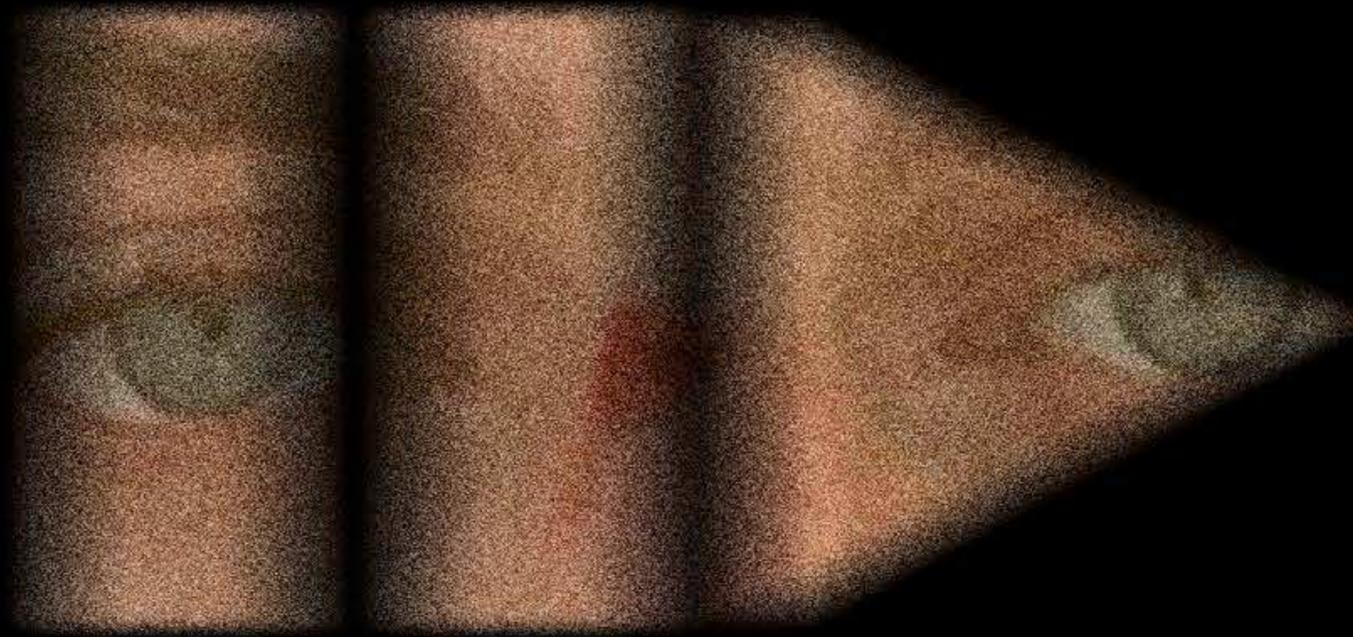
*A TEMPORARY ALTERNATIVE
TO THE MODERN CLUB EXPERIENCE*

A
PRESS

CONCEPT

BY
PLAY

NON-PROFIT
OPEN-SOURCE
PARTYING
SINCE 2026



WHAT

A temporary alternative to the modern club experience

PRESENCE is a music and nightlife experience

It moves between locations.

It is not tied to one venue.

Each space becomes part of the journey.

PRESENCE is not a club.

It is a way of experiencing music and dance.

WHY

*PRESENCE exists for one reason
to return dance music to its roots.*

REAL

RAW

UNFILTERED

To create temporary spaces where sound, movement, and human connection matter more than screens, status, and performance.

THE PROBLEM

Contemporary club experiences are increasingly shaped by

PHONES ON THE DANCE FLOOR

PERFORMATIVE CROWD BEHAVIOUR

CONSTANT DOCUMENTATION

ATTENTION SPLIT BETWEEN THE MUSIC AND SCREENS

DJS PLAYING TO THE ROOM INSTEAD OF SHAPING IT

The result is less immersion, less connection, and less presence



OUR

RESPONSE

PRESENCE removes what stands between people and the moment.

Phones are sealed away.
Not to punish – but to free.

When distractions disappear, attention returns to

THE SOUND

THE BODIES

THE ROOM

EACH OTHER



THE

The PRESENCE format is simple and intentional

DJ STANDS FACING FORWARD

THE CROWD STANDS BEHIND THE DJ

NO FRONT-FACING AUDIENCE

NO PHONES ON THE FLOOR

LIGHTING HELPS CREATE THE SPACE

INTIMATE CAPACITY

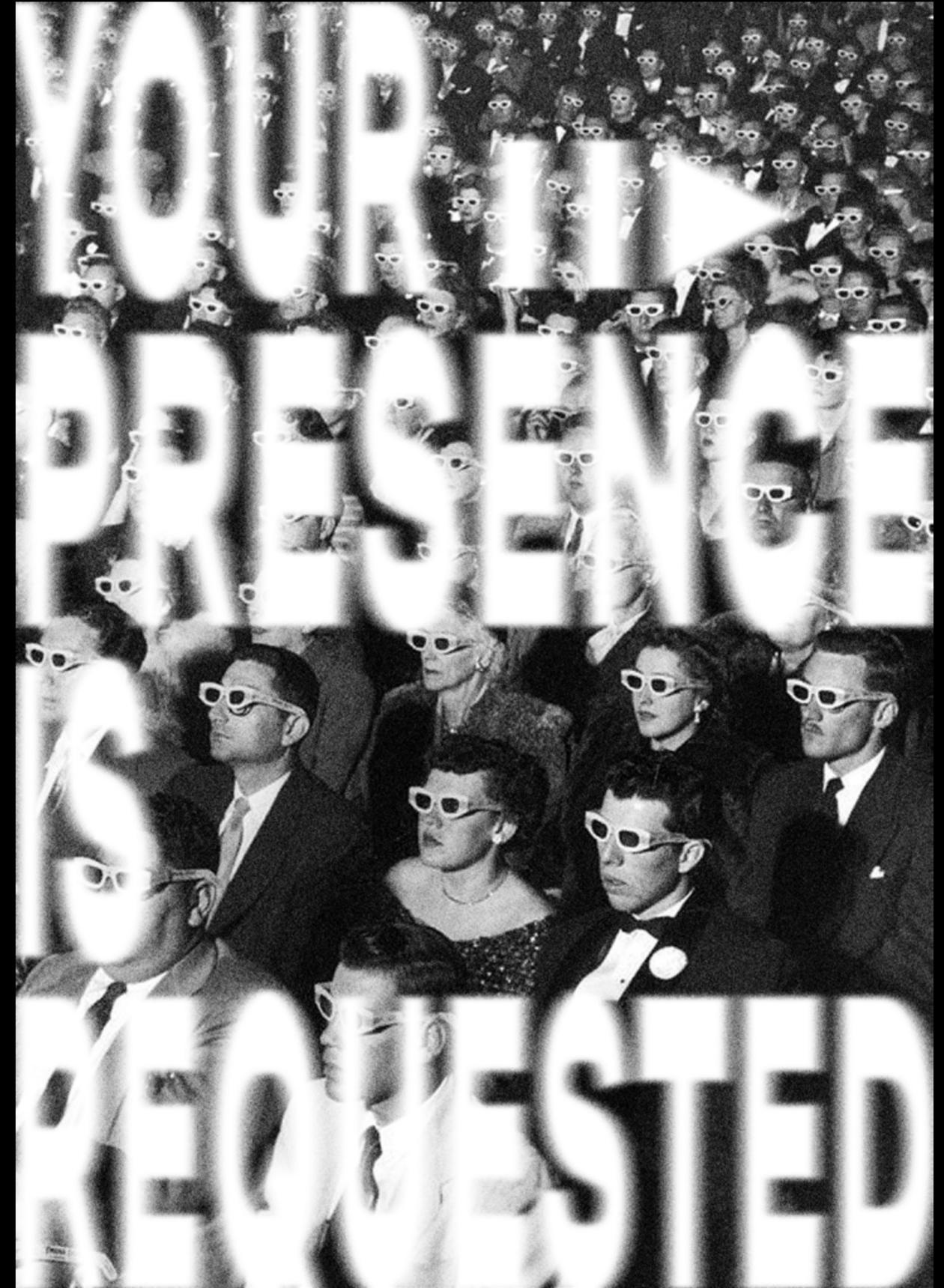
EACH NIGHT; A CLEAR THEME

FORMAT

No one watches

No one performs

Everybody contributes



THE LOCATIONS

PRESENCE adapts to the room, not the other way around

Each location...

SHAPES THE ATMOSPHERE

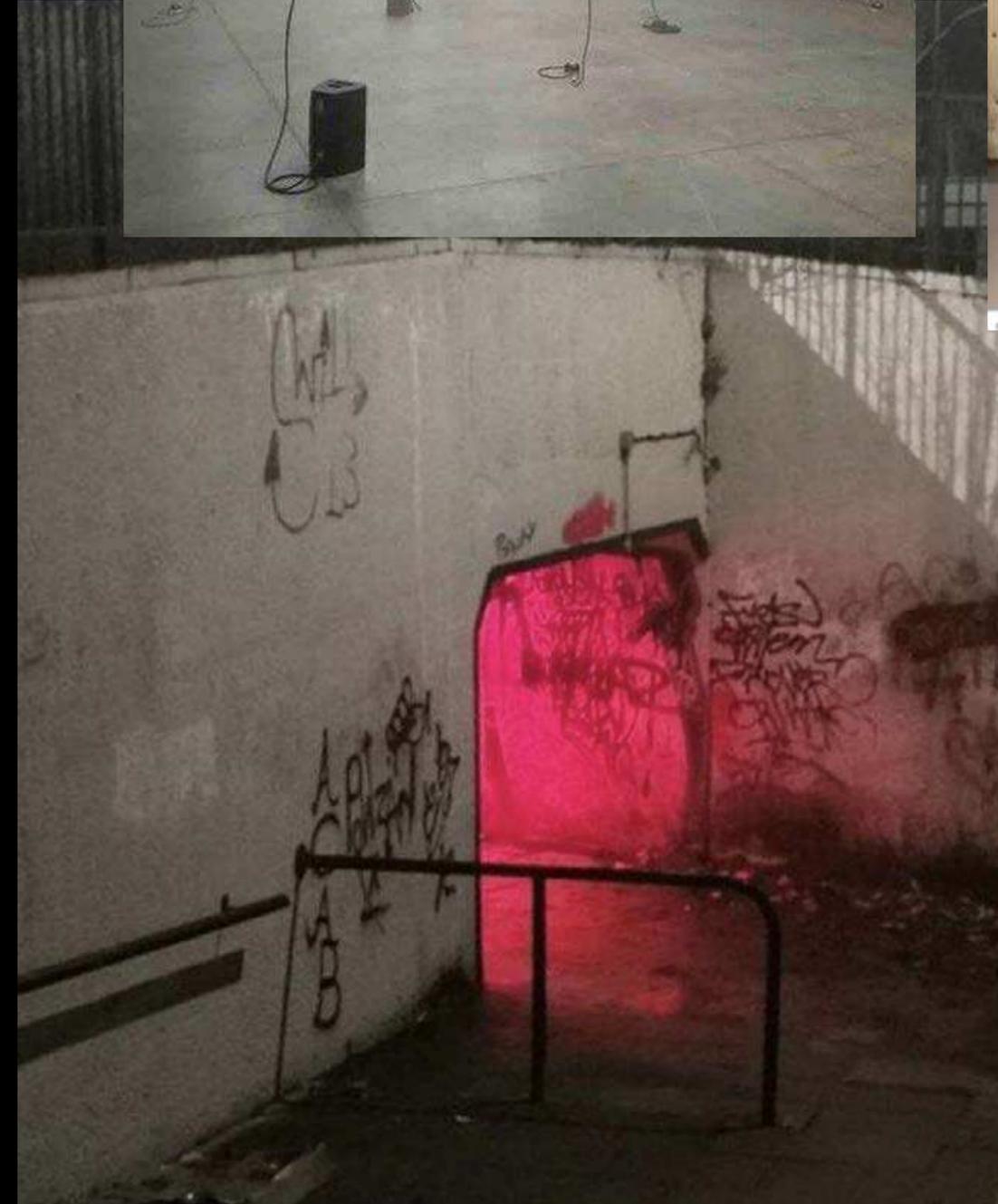
INFLUENCES THE EXPERIENCE

BECOMES PART OF THE NARRATIVE

The format stays consistent

The space changes every time

This keeps the experience alive, site-specific, and intentional



THE COLLABORATIONS

PRESENCE is not repeatable
It changes with every participants contribution - DJ, Special Designer, VJ,
volunteers and audience members alike.

Every time, creatives are invited to participate in shaping the evening, within
the given theme, and shape the feeling and story.



THE EXPERIENCE

A PRESENCE night is designed as a journey...

Entry without distraction
Gradual immersion
Collective movement
Raw, shared intensity
A slow release

Guests don't come to be seen
They come to feel

THE CROWD

PRESENCE attracts

Music-first audiences
Underground-leaning guests
Respectful, engaged dancers
People comfortable without phones
A calm, focused crowd

This is not a party crowd
It is a listening and movement crowd



HOW IT WORKS (PRACTICALLY)

Capacity: 120-300 people

Duration: 4-6 hours

2-3 DJs depending on theme

Standard club equipment + vinyl

Other instruments for more immersion

Small phone-sealing station

Self-produced visuals (e.g. via projector)

WHY IT WORKS FOR VENUES

Low operational risk

- Controlled capacity
- Clear behavioural framework
- Respectful crowd

High experiential value

- Strong atmosphere
- Distinct identity
- Cultural credibility
- High-quality recordings from the space

PRESENCE complements existing programming rather than competing with it