



Drag King Kollektivet – Brand strategy 2026

Purpose

The art form of drag performance has long played a critical role in challenging gender norms, celebrating queer identities, and fostering LGBTQ+ community.

We experience that the drag scene in Denmark is heavily dominated by drag queens and female impersonation performers, with limited visibility of local drag kings and male impersonation performers. We believe that this is not due to a lack of public interest, but rather a lack of resources dedicated to the drag king scene and a lack of collectivity within the community. Currently, there exists no formalized community for drag king performers in Denmark.

Drag King Kollektivet addresses this gap by formalizing the community and by sharing and (re)directing resources and attention toward upcoming and established drag kings. We believe in the power of creating space for communal action and culture-creation for queer women, gender-nonconforming, and trans people, and in the value of bringing the art form of drag king performance to a wider Danish audience.

Mission

Our mission is two-fold:

- To organize and strengthen the Danish drag king community, and
- To expand the space for queer performance art in Copenhagen, specifically, space for exploring, interrogating, and refining the art form of drag king.

Vision

Our shared vision consists of a world in which:

- The art form of drag king performance is a well-established tradition in (queer) art performance.
- The concept of drag king performance is refined, (re-)defined, and expanded.
- We create a safe(r) and empowering space for individual exploration of gender expression.
- We catalyze change in favor of queer rights and liberation, drawing from the heritage of drag king history.
- Queer joy is celebrated not only by the queer community but also by the wider community.

Values

External values

- Celebration of queerness
- Queer rights and liberation
- Community
- Creative expression
- Queer history

Internal principles

- **Daring:** We encourage our community to dare to express themselves, dare to take space, dare to speak up for what we believe in. Dare to be you, and dare to show it to the world.
- **Integrity:** We encourage our community to have integrity towards the political and historical context from where our art form originates, a critique towards oppressive structures, and to fight along with marginalized groups, whether it be our trans siblings, people of color, people with disabilities, etc. Integrity keeps us mindful of our messaging and our craft.
- **Charm:** We encourage our community to move with charm, a playful spark in the eyes, a wink at the next person, and to capture the audience with your charm. To be king is a magical and charming experience.
- **Kindness:** We encourage our community to move with kindness, to expect kindness from each other, and to give kindness back generously. The community is not built on competitiveness and should not uphold any type of hierarchy in terms of status.

Members and target audience

Drag King Kollektivet formalizes the community of existing drag king performers in Denmark, as well as encourages new talent and recruit new drag kings to the scene.

Members

We want every drag king in Denmark to be a member of Drag King Kollektivet. We aim to build, strengthen, and organize the community through mutual effort, collaboration, creativity, and the sharing of resources, skills, and knowledge. We wish to make the art of drag king more accessible, especially to younger audiences, as there is little to no representation of queer women, gender-nonconforming people and trans people as is in the Danish drag scene or even in media.

Organisation type

Drag King Kollektivet is a volunteer-based organisation, which is not the same as a house. A house is usually a hierarchical family, where the head of the family leads the children, and the family is often a small and exclusive group. Drag King Kollektivet is an inclusive organisation aiming to flatten the hierarchy in the Danish drag scene, and with a specific focus on fostering drag king-ness.

Wider community

The collective is not limited to performing drag kings, but also the wider non-performing queer community within arts, theater, and activism. For skills such as photography, stage management, light, sound, music, sewing, etc., we rely on our larger community of queer women, gender-nonconforming, and trans individuals.

Target audience

Shows produced by Drag King Kollektivet aim to engage the general public with queer art to heighten the representation of young, queer artists. The general public entails anyone who respects 'safer space' guidelines, including but not limited to racism, colourism, xenophobia, sexism, transphobia, islamophobia, antisemitism and all form of religious discrimination, homophobia, classism, ableism, fatphobia, ageism, casteism, and harassment.

Our target audiences take 3 primary groups:

- Queer people who would like to perform (performing members)
- Queer people who would like to take part in the community one way or another (production and community members)
- The general public (audience)

Drag King Kollektivet hosts workshops - some for members only, to enforce the feeling of a safe(r) space, some open for the public to 1) make "drag king"-ness less scary to approach especially for soon-to-be members, and 2) to educate the wider public in drag kingness and everything it entails from the art form and artistic expression to queer identity and politics.

Activities

What we do

- Workshops & knowledge-sharing
- Rehearsals & shows
- Community-building activities

Workshops & Knowledge-sharing

- Concept - from idea to look to performance
- Makeup
- Costumes
- Prop making
- Lipsync, dance, and movement
- Acting
- Comedy
- Editing and music
- Drag king history
- Fashion history
- Drag and queer media
- Danish queer history
- Guest spots: Invite someone to share their story
- Guest spots: Invite someone to share their craft

Hangouts

- Picnic
- Bar
- Games
- Quiz
- Karaoke
- Protests
- Themed hangout (Sailor's party)
- Outing: See a show
- Watch together: RuPaul's Drag Race, King of Drag, Dragula, Pose, Paris is Burning, Priscilla: Queen of the Desert, Pink Flamingos, Rocky Horror Picture Show, Queendom, etc.

Rehearsals & shows

- Practice individual numbers
- Practice ensemble numbers

Our first production - It's Raining Drag Kings!

The show is called *It's Raining Drag Kings*, and it is a variety show. It consists of an opening act, a number of solo acts, and a closing act. The show's purpose is to show the variety of drag king artistry, and through this, create a potpourri of KING+ representation.

The opening and closing numbers are set in place to strengthen the KING+ community and show how many kings we are and how strong we are when standing together. It is expected that performers with solo acts also perform in the two group acts (*except if you're from the other side of Storebælt or elsewhere far away).

We're so excited to have you and to create this historical moment with you - It's Raining Drag Kings is going to be the first ever KING+ drag show in Denmark! As well as the first ever production of Drag King Kollektivet.

**KING+: kings, quings, things, GNC performers, male impersonators, etc.*

Solo acts

Your solo act will be between **min. 3:00 minutes and max. 5:00 minutes.**

Deadline music: Friday, August 14, 23:59

- *This includes your one (1) file with sound + backdrop, a detailed description about what you need on stage before your performance, what you leave on stage for the stage hand to pick up, directions on lights/sound, do you start on stage or off-stage, enter from door beside stage or from behind the audience.*

Deadline introduction for host: June 18, 23:59

- Backdrop: Yes
- Microphone: Yes (x4 wireless)
- Pole: Yes (we have one)
- Smoke machine: Yes
- Glitter/confetti: NO
- Soap bubbles: NO
- Water/fake blood: ASK

Group numbers

There will be 2 group acts at the beginning and ending of the show, to show the King+ community and togetherness. The group rehearsals are set in place to rehearse the choreography for these numbers.

- Opening act: It's Raining Men + Thunderstruck (mix)
- Closing act: Singing in the rain + Rock you like a Hurricane (mix)

Show structure

- Opening act
- ACT 1: 7 solo acts
- Break
- ACT 2: 6 solo acts
- Closing act

Financials

The show is a free event with the possibility and encouragement of receiving donations. We are also looking into funding opportunities. TBC.

Tell everyone to donate to our MobilePay box: **7340AN**

All donations will be shared evenly between performers and crew.

We also made tips that people can buy to tip y'all.

Cast

- Beano Serahino (he/him)
- Cecil Smokes (they/them)
- Critter Us (he/they)
- Cynna Moon (they/them)
- Hunky Berry (he/him)
- Jack King (he/him)*
- Luke Ravens (he/him)
- Randy Manwhore (he/him)
- Sir Cumference (he/him)
- Spina Bifida (they/them)
- Tore (he/him)
- Valentino Divine - host (he/him)
- Will Sin (he/him)

*NOTE: *not part of ensemble/group numbers*

Can I bring a helper?

Yes, each performer can bring 1, however we will have 2 backstage helpers with us. If you do bring 1 helper, they must stay backstage as much as possible. They are allowed to go out through the back and stand and see the show behind the audience.

Important dates:

Ensemble only:

- Short rehearsal: Thursday, June 11, 2026, ca. 18:00-20:00 (ensemble) at *tba*
- Short rehearsal: Thursday, June 18, 2026, ca. 18:00-20:00 (ensemble) at *tba*
- Short rehearsal: Tuesday, June 23, 2026, ca. 18:00-20:00 (ensemble) at *tba*
- Full day group numbers: Sunday, August 9, 2026, ca. 10:00-18:00 (ensemble) at *Ungdommens Demokratihus*
- Short rehearsal: Tuesday, August 11, 2026, ca. 18:00-20:00 (ensemble) at *tba*
- Full day rehearsal: Sunday, August 16, 2026, ca. 10:00-18:00 (ensemble) at *Ungdommens Demokratihus*

All:

- (Dress rehearsal: Friday, August 21, 2026, ca. 18:00-21:00 (all) at *Ungdommens Demokratihus*)
- Show: Saturday, August 22, 2026, 12:00-24:00, **CALL TIME: 15:00**. Show start 20:00 (all) at *Ungdommens Demokratihus*
- Debrief and feedback session: Monday, August 31, 2026, ca. 18:00-20:00 (all) at *tbd*

Locations

- We aim to meet at Ungdommens Demokratihus for rehearsals. Info will be shared in good time before each meeting.
 - *Ungdommens Demokratihus (Kødbyen), Slagtehusgade 10A, 1715 København V*
- We will also be sending out calendar invites shortly. Please be on top of clicking "participating" or "not participating". Thank you ♥

DATE	REHEARSAL	FOCUS	LOC.
Thursday 11/6, 18:00-20:00	1st rehearsal	Intro + vision + early choreo	Off-st
Thursday 18/6, 18:00-20:00	2nd rehearsal	Opening choreo focus	Studi
Tuesday 23/6, 18:00-20:00	3rd rehearsal	Closing choreo focus	Off-st
Sunday 9/8, 10:00-18:00	4th rehearsal FULL DAY	10-12 Tech 12-17 Opening choreo focus	Ungd Dem
Tuesday 11/8, 18:00-20:00	5th rehearsal	Closing choreo focus	TBA
Sunday 16/8, 10:00-18:00	6th rehearsal FULL DAY	Rundown of both choreos	Ungd Dem

Short overview: Show rundown

Call time	15:00
Doors open	19:30
Show start	20:00
Opening number	20:01
Solo acts	20:07
Break	21:00
Solo acts	21:15
Closing number	22:00
End of show	22:06

Full programme - Work in progress

NOTE: Programme will be finalized when all performers have handed in their music or other files.

			Tech
TIME	ACT	PERFORMER	FILE
15:00	Sound check	-	All
15:00	Call time	All	-
19:30	Makeup done		

19:30	Doors		
19:50	In opening number costume		
20:00	ACT 1		
20:00	Opening number	All	It's Raining Thunderstr (5:15)
20:06	Host introduces show	Valentino Divine - he/him	-
20:10	(name of act)	Beano Seraphino - he/him	
20:15			
	(name of act)	Hunky Berry - he/him	
	BREAK		
	ACT 2		
	(name of act)	Valentino Divine - he/him	
	Closing number		MIX: Singin Rock You L
	Closing of show	Valentino, Hunky, Beano Then every performer on stage	
	END		

