

OFFLINE PROJECTS

MEDIA KIT



OFFLINE PROJECTS is an experiment exploring the intersection between new media art and nightlife.

OFFLINE PROJECTS is a new media experiential series, showcasing progressive underground talent in untraditional spaces.

Every OP experience follows a simple formula: forward-thinking **musician** + new media **artist** + unique **space**.

Our vision is to bridge the gap between art and nightlife using popup site-specific experiences.

Each iteration is a distinctive onetime event – never repeating, always innovating.

We create 4 tentpole OP experiences a year, one per season.

These are serialized as 'OP00#'.

Each OP00# experience is a passion project - Offline Projects in its purest form.



ONLINE PROJECTS is our experiential creative agency.

We partner with select clients to create innovative experiences with the spirit of Offline Projects.

Using the same OP formula, we bring to life groundbreaking experiences
in a full 360 degree process – from creative to production to amplification.



SELECTED PRESS

DAZED

FADER

i-D

billboard

OUT



thump



OP001

City: Brooklyn, NY

Attendees: 400+

Overview:

We transformed a furniture warehouse into a popup audio-visual playground, bringing together a slew of international artists & performers for a onetime experiential event.

Musicians:

NONOTAK
Lee Bannon b2b Dedekind Cut
Sporting Life
Volvox
Aquarian
Cry Baby

Artists:

NONOTAK / LATE SPECULATION
NON Visuals
YOU

Venue:

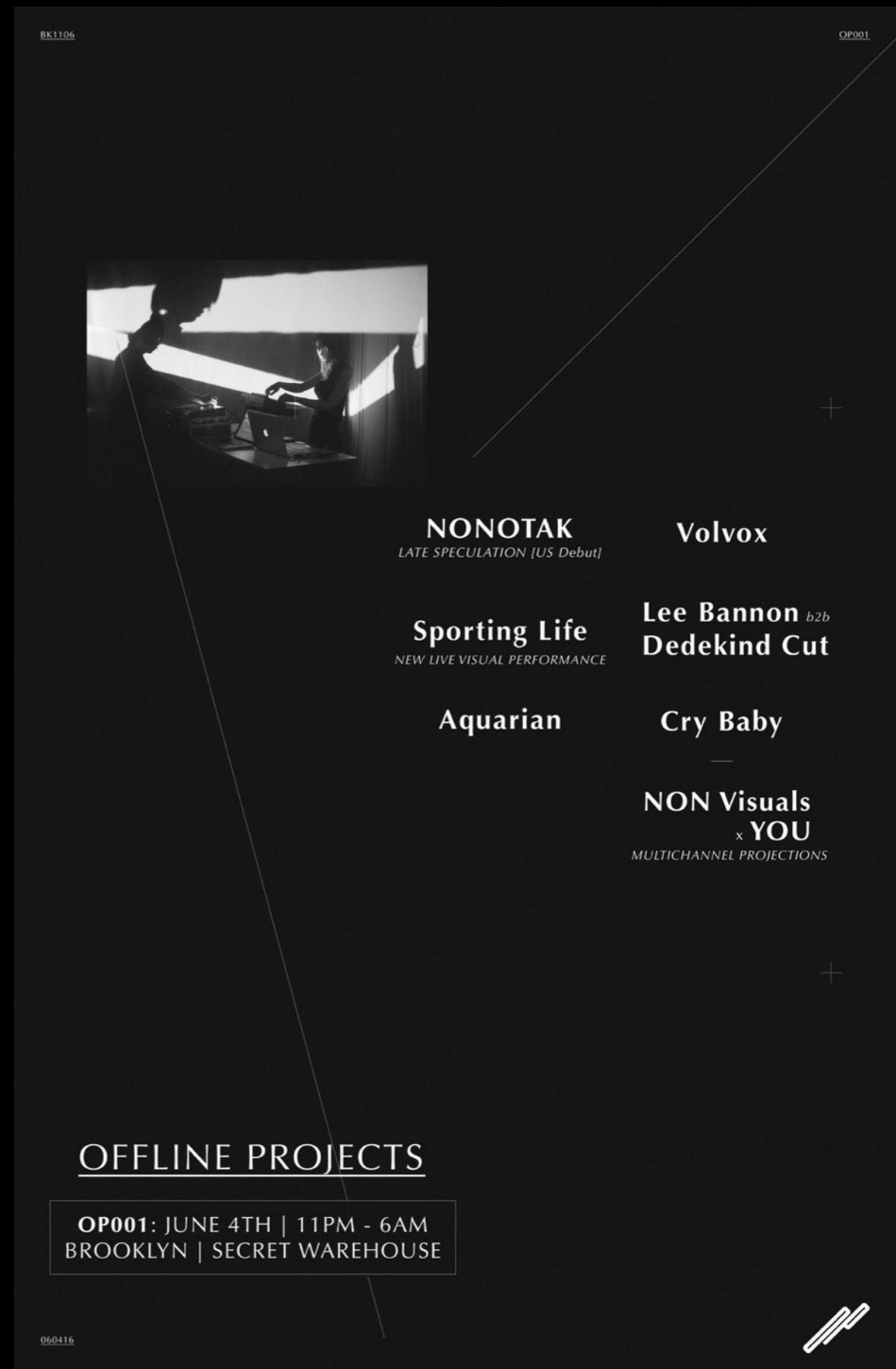
Mona Lisa Furniture Warehouse

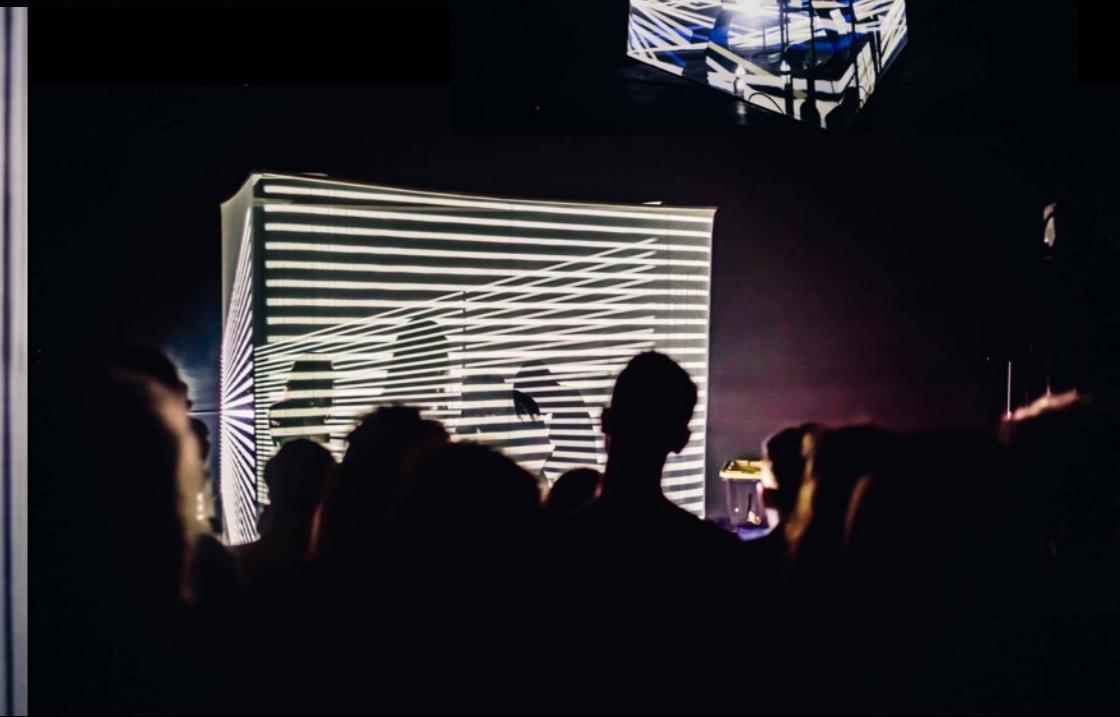
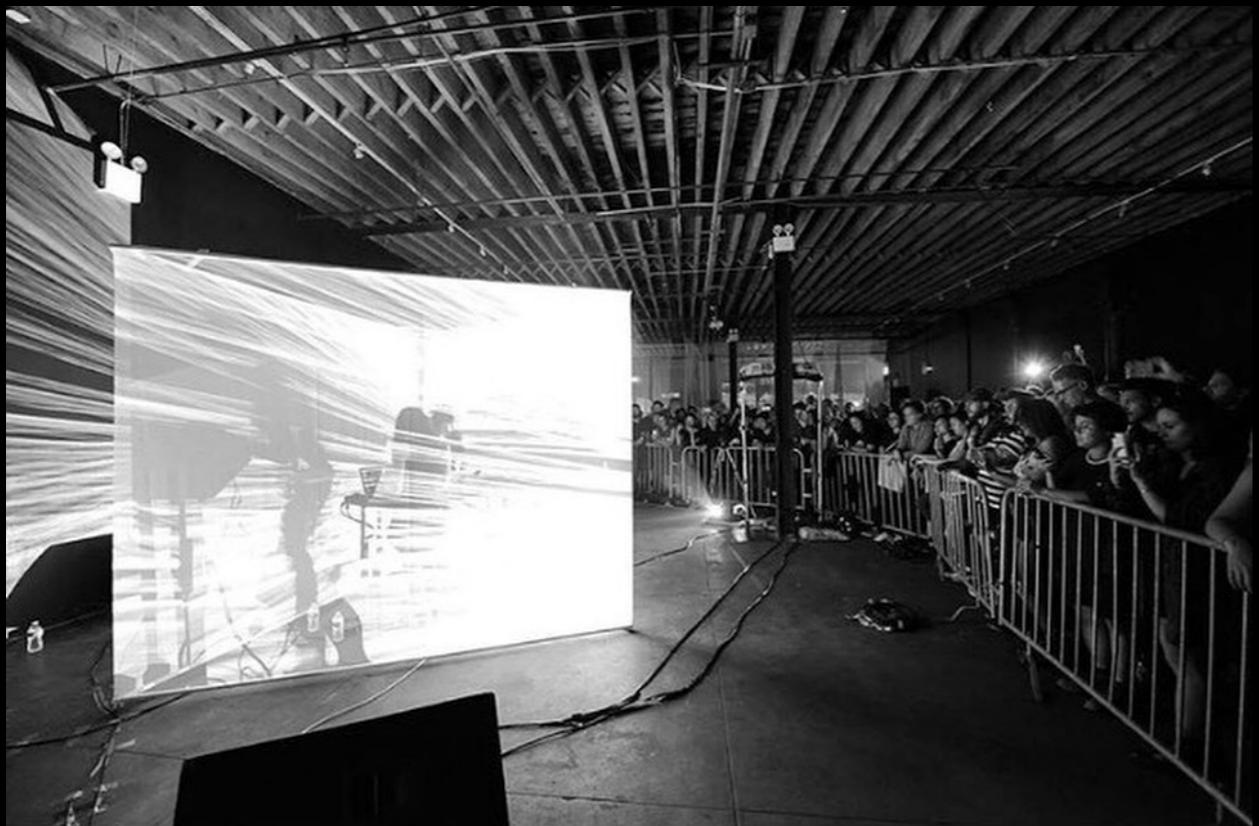
Summary:

Set in a Brooklyn furniture warehouse, we launched OP with a massive event featuring NONOTAK's debut US of LATE SPECULATION – an audio-visual performance with 2 projectors on 3D mesh screens.

We curated an eclectic lineup of underground musicians, moving from Aquarian, Lee Bannon/Dedekind Cut & Sporting Life's bass deconstructions to Volvox and Cry Baby's techno explorations.

NON Visuals provided a 3 channel, live VJ performance throughout the event, projecting onto mesh strips and a screen flanking the dance floor.





OP002 & OP002+

City: Manhattan, NY / Brooklyn, NY

Attendees: 200+

Overview:

We transformed a 124 year-old Russian bathhouse into a one-time intimate immersive venue, featuring two floors of lighting / video installations & a functioning pool with saunas.

We followed up with an afterparty in collaboration with RINSED, featuring a live lighting experience.

Musicians:

Jacques Greene

Hank Jackson

HD

JON

Artists:

Nitemind

YOU

Ocular Presence

Venues:

Russian and Turkish Bathhouse

The Umbrella Factory

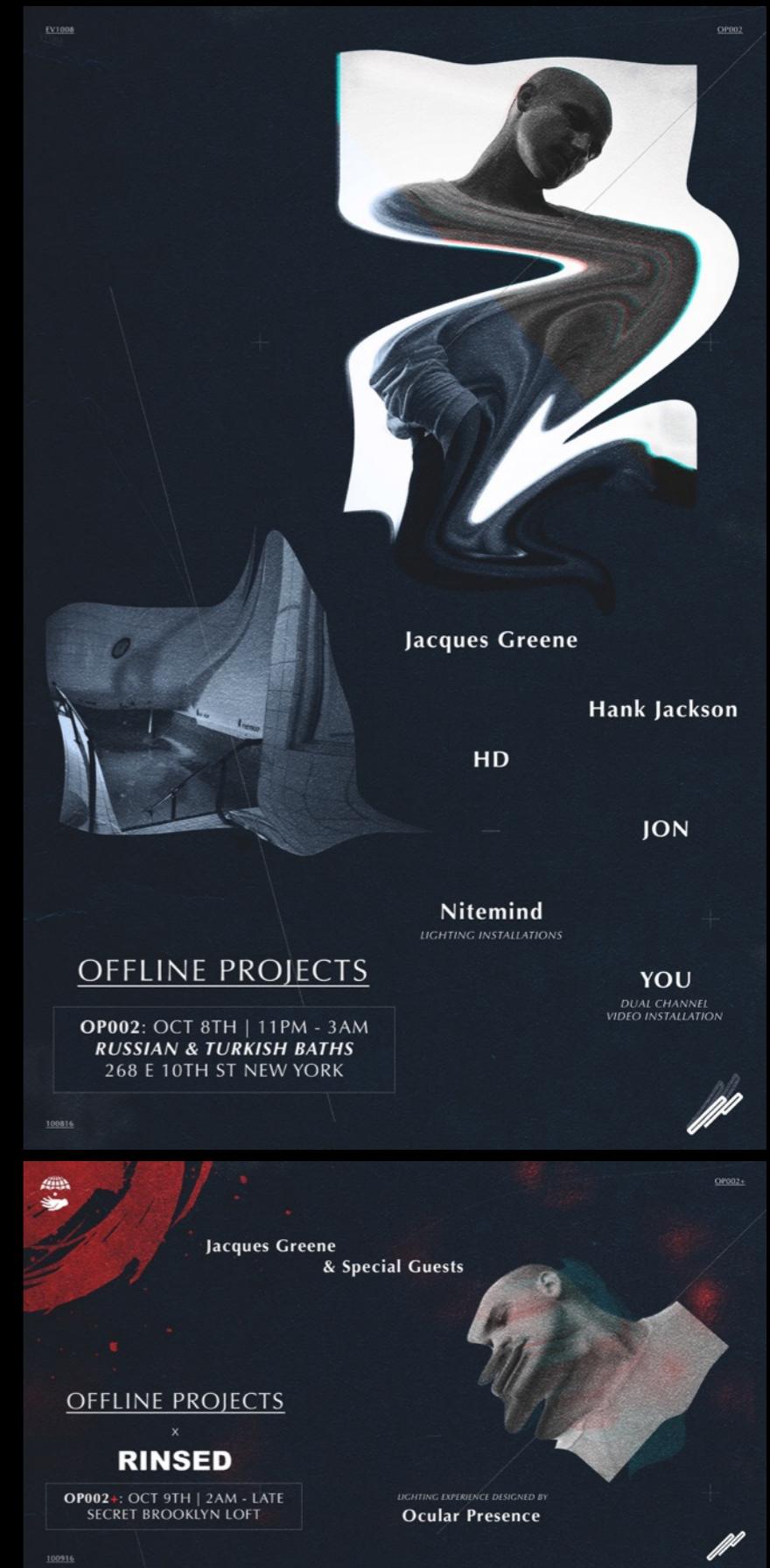
Summary:

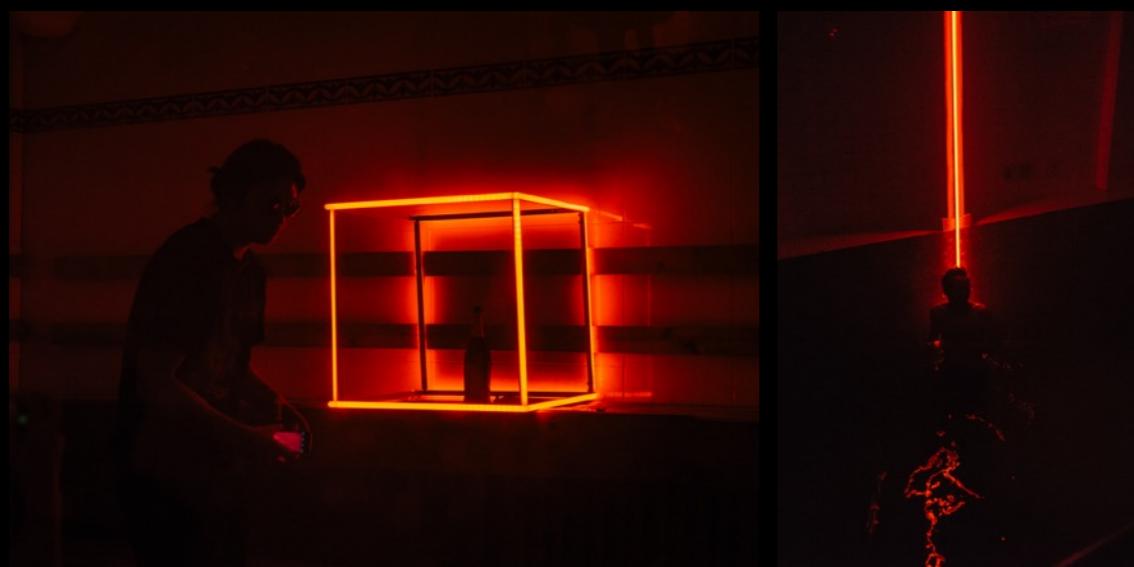
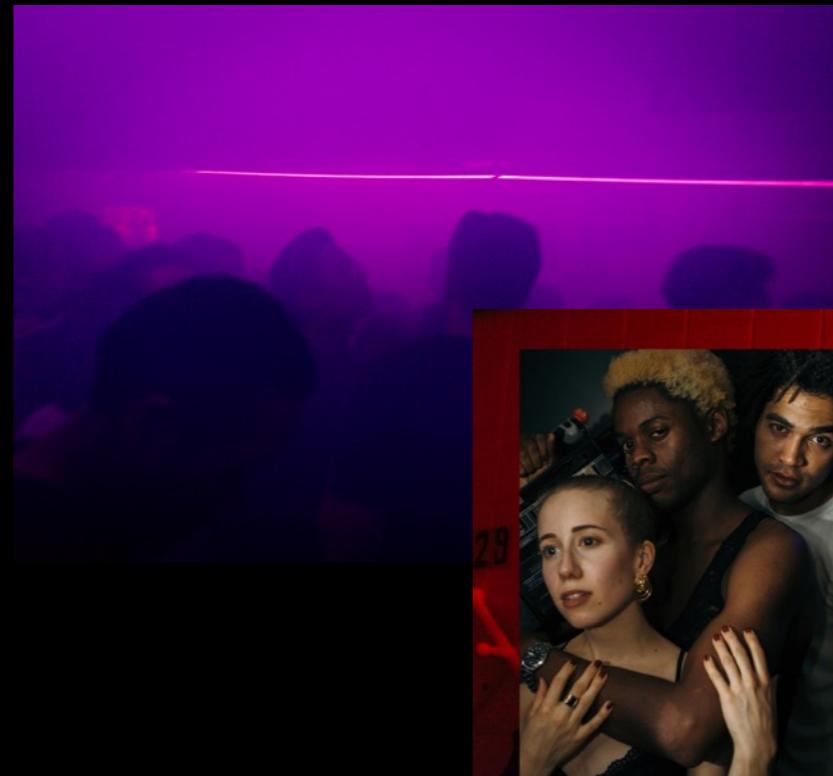
We took over the Russian & Turkish Bathhouse in East Village and transformed it into an intimate immersive neon playground.

Selling out in less than 3 hours, OP002 brought together an international selection of DJs, moving from HD's club deconstructions to Jacques Greene & Hank Jackson's house & techno.

Nitemind and YOU designed two floors of installations, splitting the experience into two: the cafe became a purple-hued dance floor with lasers and neon, while the underground spa became a red-hued rave dungeon with functioning saunas and pool.

Following, we collaborated with RINSED to throw the OP002+ afterparty at the Umbrella Factory loft – featuring Jacques Greene and RINSED residents, along with Ocular Presence performing a live lighting experience.





DEF JAM: BIBI BOURELLY EP LAUNCH

City: Los Angeles, CA

Attendees: 300+

Overview:

We launched Bibi Bourelly's highly-anticipated EP "Free the Real (Pt.2)" by transforming a famed 150 year-old Chinese restaurant into a neon-line opium den.

Musicians:

Asmara

Astronautica

Hayleau

Artists:

Volt Lites

Venue:

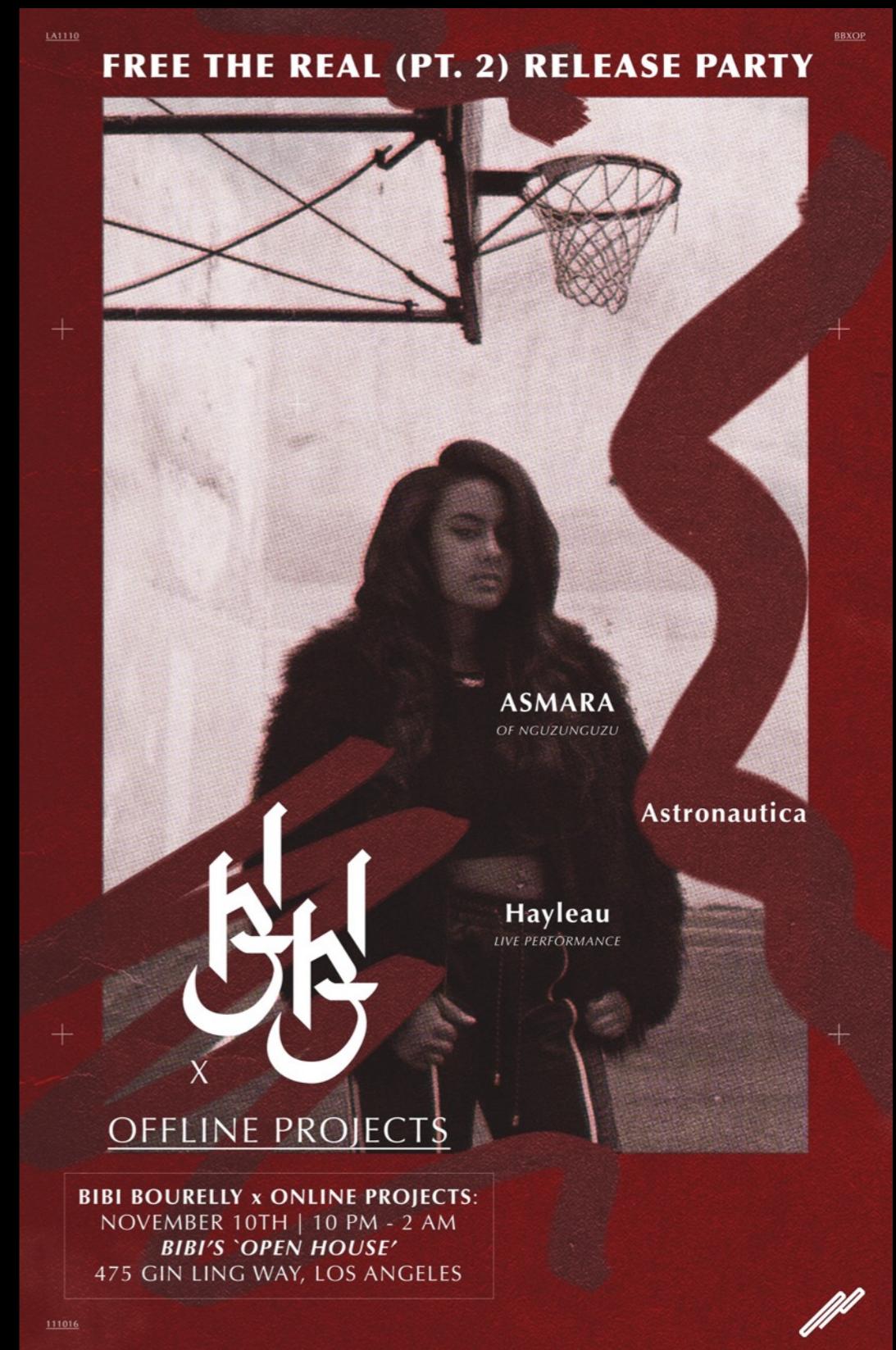
General Lee's

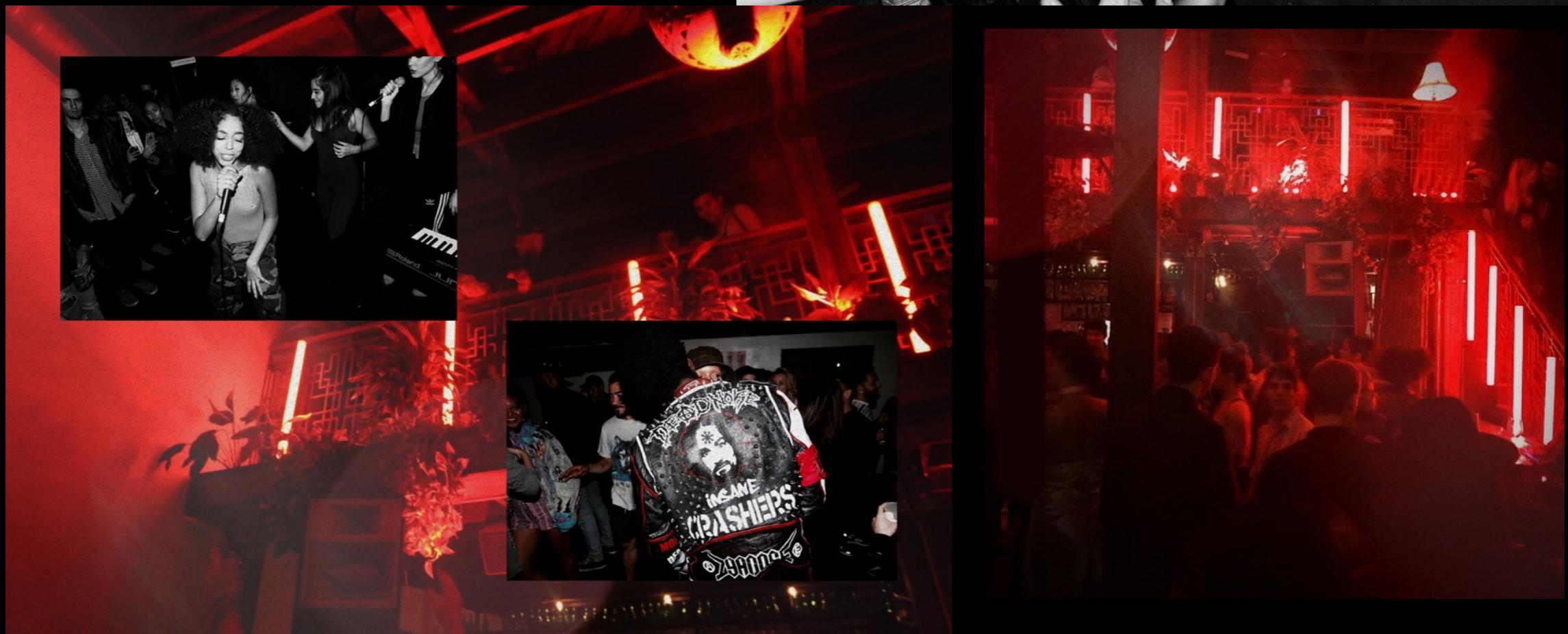
Summary:

Def Jam x Offline Projects celebrated the release of Bibi Bourelly's EP 'Free the Real Pt. 2' with an Open House party, transforming an old den in Historic Chinatown into a pop-up immersive venue for Bibi's friends and family.

We assembled a slew of performers from diverse corners of underground hip hop and world club music to bring the spirit of Free the Real to life – including Fade to Mind's Asmara of Nguzunguzu, Alpha Pups's Astronautica and a live performance by post-R&B up-and-comer Hayleau.

Teaming up with Volt Lites, we lined the space with harsh red neon and fogged it up, creating a hazy atmosphere as woozy as Bibi's latest record.





ARTSY: PALAZZO CHUPI

City: Manhattan, NY

Attendees: 150+

Overview:

Teaming up with Artsy's team, we took over Julian Schnabel's famed pink home Palazzo Chupi for an intimate, hazily lit carnvale.

Musicians:

Muffs b2b Mykola

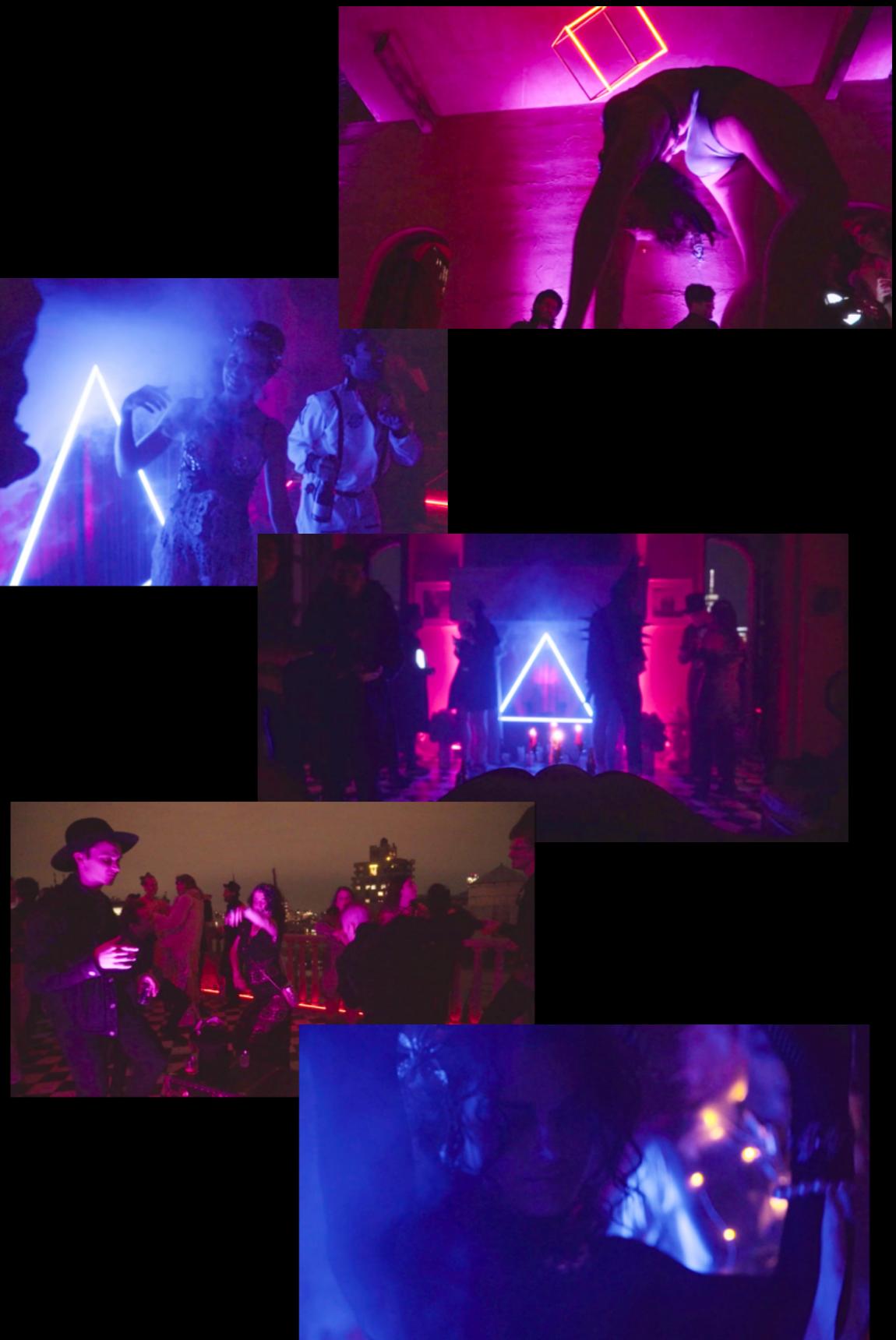
Mateo

Artists:

Nitemind

Venue:

Palazzo Chupi



Summary:

To kick off Halloween, we teamed up with Artsy's team to create an intimate carnvale at the penthouse of Julian Schnabel's Palazzo Chupi building in Chelsea.

Spread across two floors and two balconies, we brought together deep house acts Vyvn's Muffs b2b Mykola and Akumandra's Mateo to perform overlooking downtown Manhattan.

We set the atmosphere with Nitemind's eerie lighting design, contouring the space with geometric light sculptures.

A wandering team of contortionists hidden in secret containers throughout the penthouse improvised performances at unexpected moments throughout the night.



NY MUSIC MONTH: INTERLUDE+

City: Manhattan, NY

Attendees: 150+

Overview:

We launched NY Music Month's first ever hands-on music and art youth workshop series for & by the LGBTQ+ community, bringing together respected musicians, artists and industry leaders to inspire a new generation of creatives in a nontraditional educational environment.

Speakers:

Devonté Hynes	XL Recordings
Discwoman	Mixmag
Mixpak	Jules Gimbrone

Venue:

The Lesbian, Gay, Bisexual & Transgender Community Center

Artists:

Nitemind
From the Source

Summary:

To celebrate Mayor de Blasio's announcement of New York Music Month, we partnered up with the Mayor's Office of Media and Entertainment to create INTERLUDE+, a hands-on queer youth music and art program with three sessions and six guest speakers.

Hosted in two spaces we uniquely designed in collaboration with Nitemind and From the Source, we curated an interactive program that broke down the barriers between artist and audience. We replaced sterile seating, desks, and fluorescent lighting with astroturf, recycled wood tables, and neon lights, creating an experimental learning environment that kept youths engaged and relaxed.

Our one-of-a-kind curriculum included a lecture on dance and happiness with Dev Hynes, CDJ tutorials with Discwoman, live sound experiments with Jules Gimbrone, and more.

INTERLUDE+

A HANDS-ON MUSIC & ART YOUTH WORKSHOP SERIES FOR & BY THE LGBTQ+ COMMUNITY.

XL RECORDINGS / MIXMAG: JUNE 10
MIXPAK / DISCWOMAN: JUNE 17
DEV HYNES / JULES GIMBRONE: JUNE 24

FREE | FOR AGES 13-21 | REGISTER ONLINE:
[HTTPS://GAYCENTER.ORG/INTERLUDE](https://gaycenter.org/interlude)

INTERLUDE+ IS A HANDS-ON MUSIC AND ART YOUTH WORKSHOP SERIES CURATED BY OFFLINE PROJECTS. FOR & BY THE LGBTQ+ COMMUNITY, BRINGING TOGETHER RESPECTED MUSICIANS, ARTISTS, & INDUSTRY LEADERS TO INSPIRE A NEW GENERATION OF CREATIVES IN NONTRADITIONAL EDUCATIONAL ENVIRONMENTS DESIGNED BY NITEMIND & FROM THE SOURCE

THE CENTER | 208 W 13 ST NEW YORK, NY

OFFLINE PROJECTS **THE CENTER** **RUBIN MUSEUM OF ART** **SOUNHOUSE** **NYC Media & Entertainment**

INTERLUDE+ JUNE 10 SESSION 1
A HANDS-ON MUSIC & ART YOUTH WORKSHOP SERIES FOR & BY THE LGBTQ+ COMMUNITY
THE CENTER | 208 W 13 ST NEW YORK, NY
XL RECORDINGS - ON MUSIC AND INDUSTRY: LECTURE
A DISCUSSION ON THE INS AND OUTS OF RUNNING A LABEL, THE MUSIC INDUSTRY IN 2017 FROM AN INDIE PERSPECTIVE, AND HOW INDIE AND MAINSTREAM ARE STRANDING THE LINE BETWEEN MORE AND LESSER LOVED MUSIC FOLKS.
MIXMAG - ON MUSIC PUBLICATIONS & CULTURAL DIVERSITY: LECTURE
A DISCUSSION ON RE-SHIFTING THE FOCUS TO THE ASPECTS OF ELECTRONIC MUSIC & ITS IMPACT ON THE INDUSTRY.

INTERLUDE+ JUNE 17 SESSION 2
A HANDS-ON MUSIC & ART YOUTH WORKSHOP SERIES FOR & BY THE LGBTQ+ COMMUNITY
THE CENTER | 208 W 13 ST NEW YORK, NY
MIXPAK -
DISCWOMAN -
THE CENTER -
NYC Media & Entertainment -

INTERLUDE+ JUNE 24 SESSION 3
A HANDS-ON MUSIC & ART YOUTH WORKSHOP SERIES FOR & BY THE LGBTQ+ COMMUNITY
THE CENTER | 208 W 13 ST NEW YORK, NY
DEV HYNES for BLOOD ORANGE -
ON MUSIC & DANCE: LECTURE
A DISCUSSION ON THE BALANCE BETWEEN CREATIVITY AND POSITIVITY WHILE PRACTICING BOTH MUSIC AND DANCE.
JULES GIMBRONE -
ON MUSIC & ART: WORKSHOP
ON THE POWER OF SILENT PERCEPTION WITH GUEST JULES GIMBRONE
INTERACTIVE DANCE & DRUMMING WORKSHOP
ON THE POWER OF SILENT PERCEPTION WITH GUEST JULES GIMBRONE
PRESENTED IN PART WITH THE RUBIN MUSEUM OF ART
SUPPORTED BY THE RUBIN MUSEUM OF ART





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