



LOFT STORY
PRESENTS

THE PARALLEL
CONVERGENCE

A DUEL OF DUALITIES

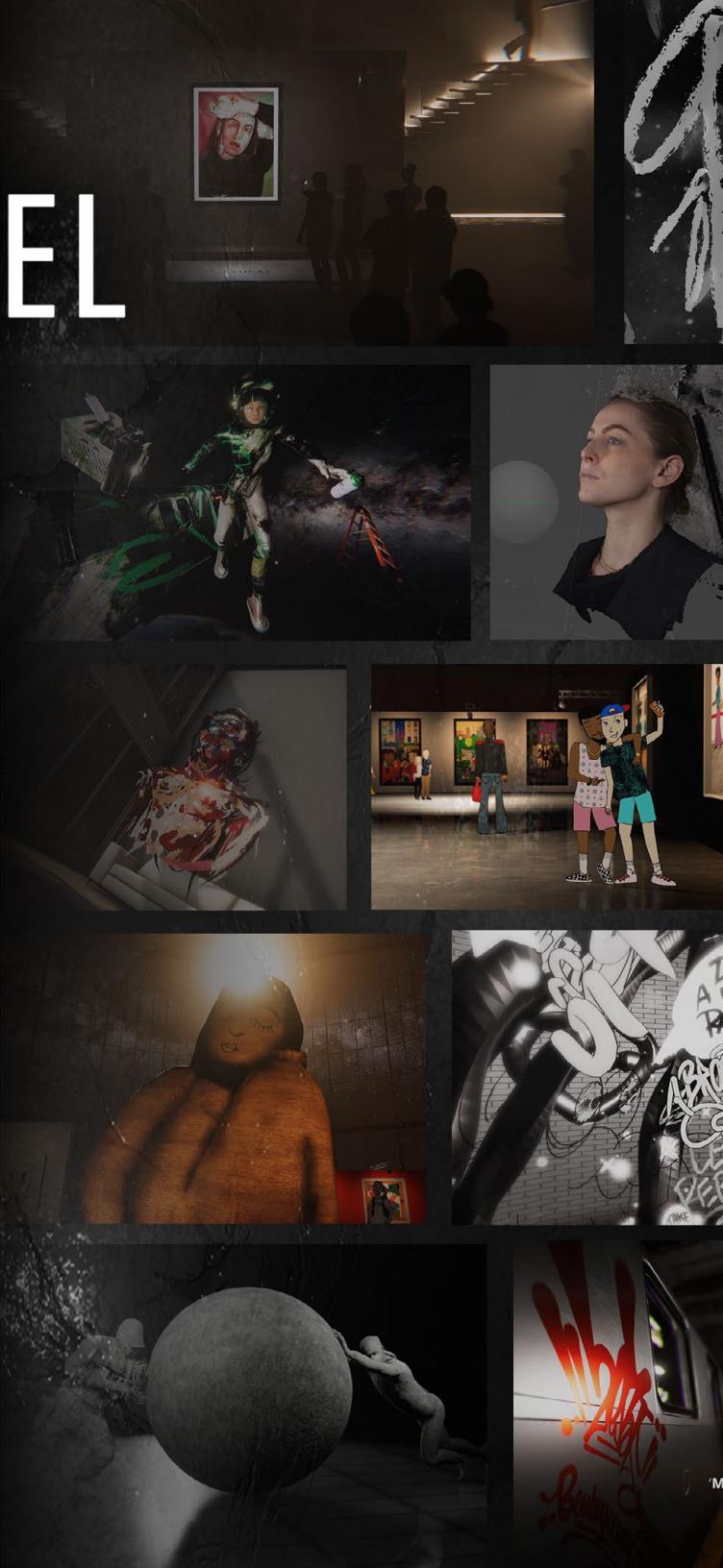
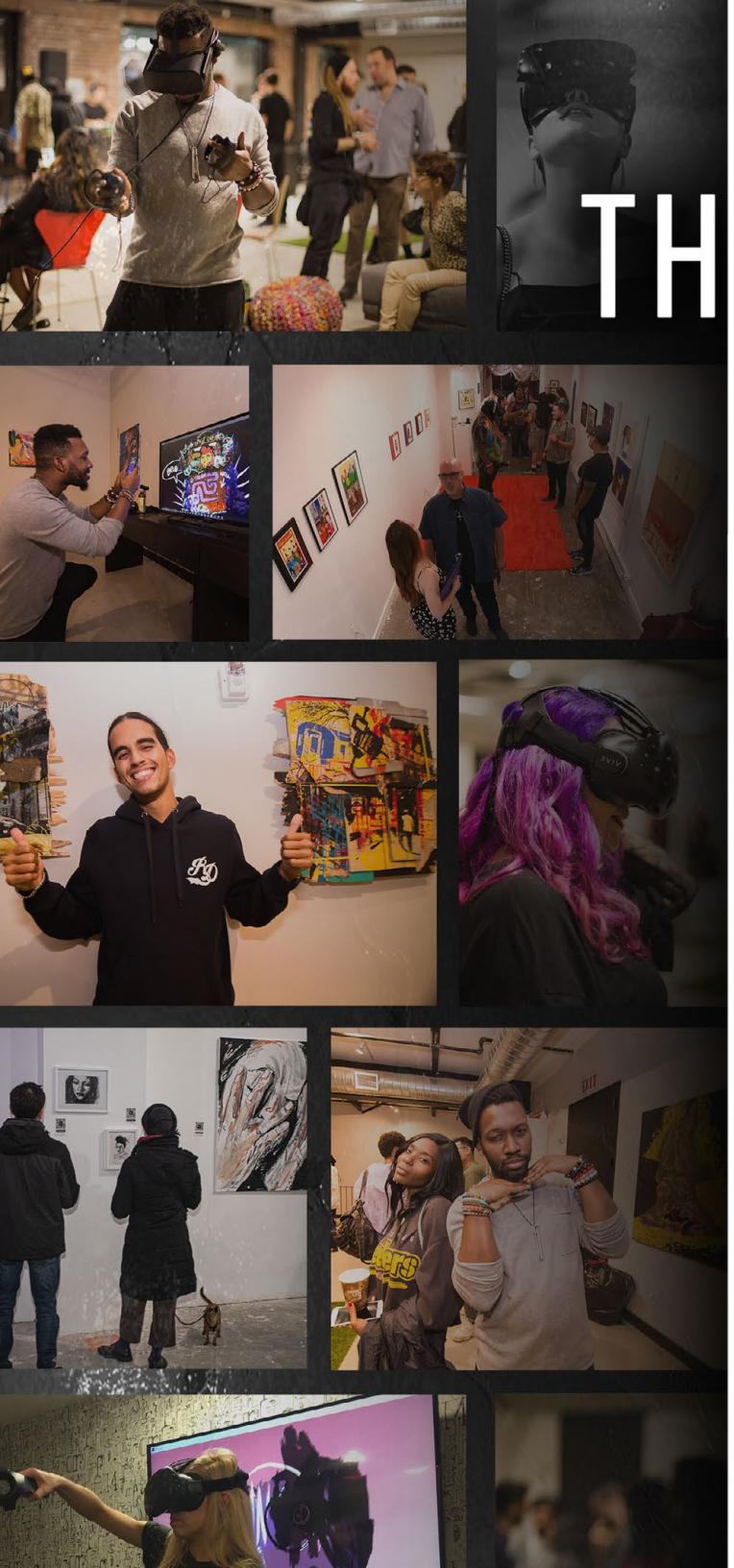
A MULTIDIMENTIONAL EXHIBITION THAT SPANS
VIRTUAL REALITY, FINE ART, LIVE PROJECTION MAPPING & NFTS

SEPTEMBER 22ND & 23RD 2022

THE | PARALLEL

Blurring the divide between the physical and the digital, The Parallel is a platform for artists to expand their work across dimensions.

Founded in 2018 by VR/AR/XR Designer Justin Muñoz along with fine artist and curator Keli Lucas, the vision of The Parallel is to use emerging digital technologies like NFTs and Virtual Reality to create new opportunities for artists and expand the realms of creativity on limitless platforms.



THE|PARALLEL



Keli Lucas is an expressionistic / impressionistic portrait artist, activist and humanitarian born and raised in a Syrian Jewish community in Brooklyn, NY.

KELI LUCAS

As a student that later taught at NYC's School of Visual Arts, she honed a deeper understanding of art and its place in not only history, but the human psyche across the emotional spectrum.

Her work focuses on depicting the soul behind the eyes of people who she feels enlighten her. With each brush stroke, she draws inspiration from the cacophony of light and color of the environment around her, expanding on the emotions that make up the human experience.

Justin Munoz is a multidisciplinary digital artist, born New Yorker and an autodidact who pushes what's possible with visual tech.

JUSTIN MUNOZ

Seeing technology as a limitless sandbox for creativity, Justin specializes in building interactive experiences across the latest digital platforms. Creating under the pseudonym BECOME, Justin is a seasoned fine art 3D visual artist, AR/VR developer, event producer, photographer, filmmaker, graphic designer and music producer.

Whether creating projection mapped visual experiences in venues or entire 3D virtual reality environments for viewers to escape into, Justin brings an innovative perspective to whatever experience he is challenged to bring to life.



Created by The Parallel, Convergence is a 3D High Art Virtual Reality Experience

that pulls the viewer into a larger than life push and pull between light and dark energies embodied in two contrasting characters whose story plays out before the viewer's eyes. From the minds of **Keli Lucas** and **Justin 'Become' Muñoz**, the scene is an evolving world of white and black marble with grand designed environments of historical art remnants and sets that evoke distinct emotions. Viewers will watch as the world is visually transformed around them through darkness and light. Left in inspiring awe, viewers are left with feelings of love and kindness rather than fear or hatred, as one overpowered the other.

Accompanying the experience is an exhibition displaying physical and NFT works of 3 or more fine artist's that embody the themes of duality, as well as a room-scale video projection-mapped experience that pulls guests of the exhibition and even the event space itself, into the Convergence.

THE | PARALLEL
CONVERGENCE

FEATURED ARTISTS

The artist "Not Your Muse" may be young in years, but her attention to her surroundings, which she draws inspiration from, displays a maturity unveiled by her artwork. The meaning behind the pseudonym "Not your muse" is rooted in the ideology: every woman should be her own muse and creative force.

NOTYOURMUSE

Muse works hang in major galleries and auctions platforms. Her canvas manifests this creative's imagination and courage, attracting anyone with tastes from trending pop culture sensations to timeless aficionados of affluence. She receives international recognition as her audience expands ranging from Dubai to Australia.



73.8K FOLLOWERS

Lady Jday is a French street artist, based in New-York, who draws her influence from women struggling and bases her work on the principles of feminism. More than a simple guidance, she fully incorporates engagement and fighting in her art. She is also involved in the women's rights movement and social justice, and her paintings strongly reflect her stance.

LADY JDAY

Her work is colorful and lively, with expressive features, capable of relaying emotions. She has exhibited her artworks in Paris, Los Angeles, and New York and participated in international street art performances in Paris, Dubai, New-York, Los Angeles, Bruxelles, Seoul, Busan, Beijing, London and San Francisco.



10.7K FOLLOWERS

ATTENDEES

TICKETS

200+ attendees

Ages 21-35 Art Enthusiasts Artists Art Collectors Musicians
NFT Collectors NFT Creators Tech Creatives Web3 Creators

General Admission

\$40

Art Exhibit (Physical Artwork and NFTs) · Projection Mapped
Art Installation · Musical Performances · Rooftop Access ·
Live DJs

General Admission + VR Experience

\$50

VIP Full Access

\$100

All General Admission Offerings · Access to Our Hidden
Speakeasy · Premium Scheduled VR Experience Viewing

VIP Full Access with Bottle Service

\$250

All Full Access Offerings · 1 table seating four and 1 bottle
of premium liquor



LOCATION

§ LOFT STORY

A GREENPOINT BROOKLYN VENUE WITH A CENTRAL EVENT SPACE WITH PROJECTION MAPPING, AN INTIMATE SPEAKEASY AND A ROOFTOP WITH A VIEW.

HIDDEN VIP SPEAKEASY



TECHNOLOGY



IMMERSIVE PROJECTION
MAPPED SPACE



VIRTUAL REALITY

GET INVOLVED

PLATINUM SPONSOR **\$10,000**

Brand Takeover
in Speakeasy VIP room

Dedicated Brand Presentation Speaker Opportunity in Main Space

Exhibitor Space
Includes Table and Two Chairs

Exclusive Access to Early **Press Preview Event**

Team VIP Full Access Tickets for public event

Branding on all event assets:
Printed Marketing
Digital Marketing
Event Videos
Projection Sponsor feature Wall
Step & Repeat Banner

Access to **Guestlist**
Contact Data

GOLD SPONSOR **\$5,000**

Exhibitor Space
Includes Table and Two Chairs

Exclusive Access to Early **Press Preview Event**

Six (6) VIP Full Access Tickets for public event

Branding on all event assets:
Printed Marketing
Digital Marketing
Event Videos
Projection Sponsor feature Wall
Step & Repeat Banner

Access to **Guestlist**
Contact Data

SILVER SPONSOR **\$1,500**

Exclusive Access to Early **Press Preview Event**

Four (4) VIP Full Access Tickets for public event

Branding on event assets:
Printed Marketing
Digital Marketing
Projection Sponsor feature Wall
Step & Repeat Banner

BRONZE SPONSOR **\$500**

Two (2) VIP Full Access Tickets

Branding on event assets:
Printed Marketing
Digital Marketing
Projection Sponsor feature Wall
Step & Repeat Banner

Media Sponsorship, In-kind Sponsorship and Promotional Partner opportunities are also available!

NFT INDUSTRY SPONSOR TIER

\$20,000

Time Slot for **Projection Wall Takeover**
in Main Space

[NFT Marketplaces] **Featured Artist NFTs**
Will Be Listed On Your Marketplace During
The Day of the Event and Press Preview

Brand Takeover in Speakeasy VIP room

Dedicated Brand Presentation Speaker
Opportunity in Main Space

Exhibitor Space

Includes Table and Two Chairs

Exclusive Access to Early
Press Preview Event

Team VIP Full Access Tickets
for public event

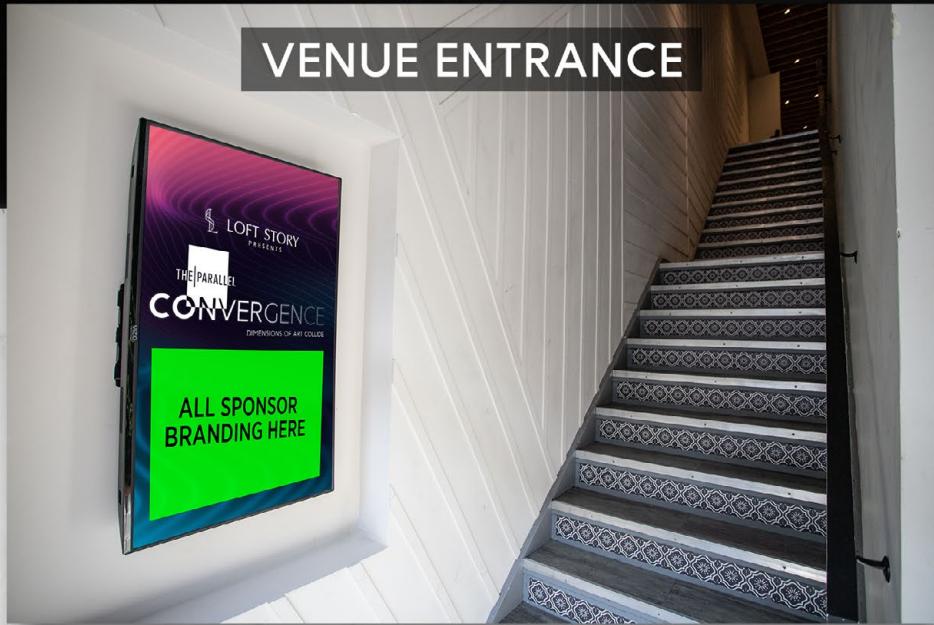
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BRAND OPPORTUNITIES

VENUE ENTRANCE



BRANDED COCKTAIL MENU



STATIC SPONSOR WALL



SCHEDULED SPONSOR TAKEOVER



YOU'RE IN GOOD COMPANY

We love what we do for our clients!



AS SEEN ON



The Motion Awards *by Motionographer*

**BUSH
WICK**
FILM FESTIVAL

Noah Becker's

**WHITEHOT
MAGAZINE**
of contemporary art



QUIET LUNCH
FOR THE QULTURE



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THE PARALLEL
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THANK YOU!
WE WILL SEE YOU AT
LOFT STORY!