



# WHAT:



“Sofar Sounds is a community of thousands of artists, hosts, fans, travelers and more, putting on hundreds of secret, intimate events per month, across 325 cities around the world.”



# WHY:



“At Sofar, we like to ask: who’s ever been to a bad gig?

For some, the crowd was too loud or maybe the beer was warm. For others, the sound system wasn’t doing the artist justice. Or maybe someone was in the line of view, snapping selfies all night. Whatever the experience, it just wasn’t what you hoped or expected. The magic of a live event experience has been lost.

Sofar Sounds was founded to bring back that magic.”

# EXTENSION:

*Sofar*  jams

Sofar Jams extends Sofar Sounds to include musicians who want to play music with other musicians in their area. Musicians can select a jam session happening at a secret location near them, enter what instrument they would bring to jam with, and apply. Sofar Jams carefully picks musicians for each jam so there are a variety of instruments. If a musician gets into the jam session they applied to, they will receive an email and be able to purchase a ticket. More information will be emailed 24 hours before the jam.



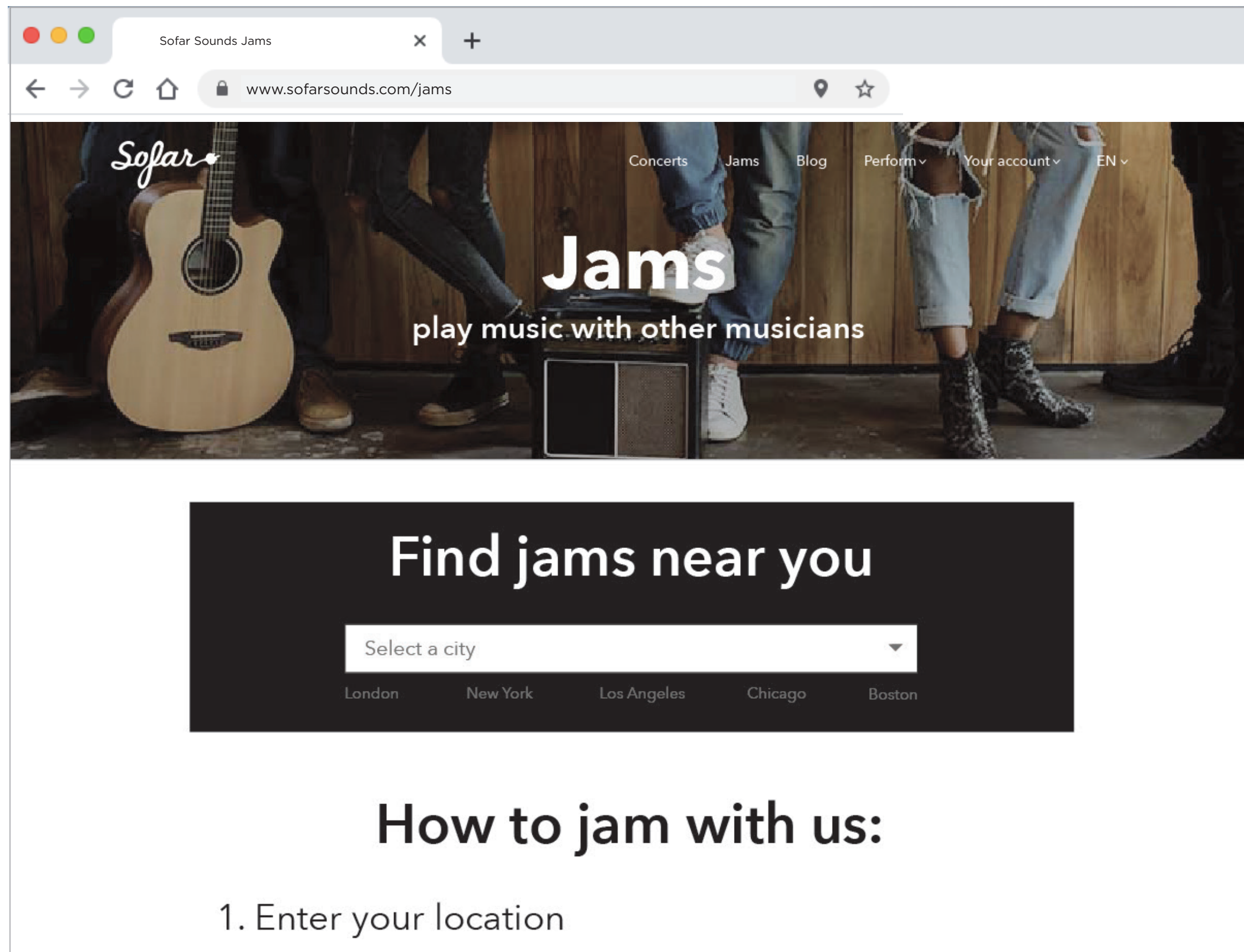
# ARTIFACT 1: AD



The Sofar Jams ads use photographs of musicians jamming in unique locations. The ads focus on the experience of playing music with new people in cool places.

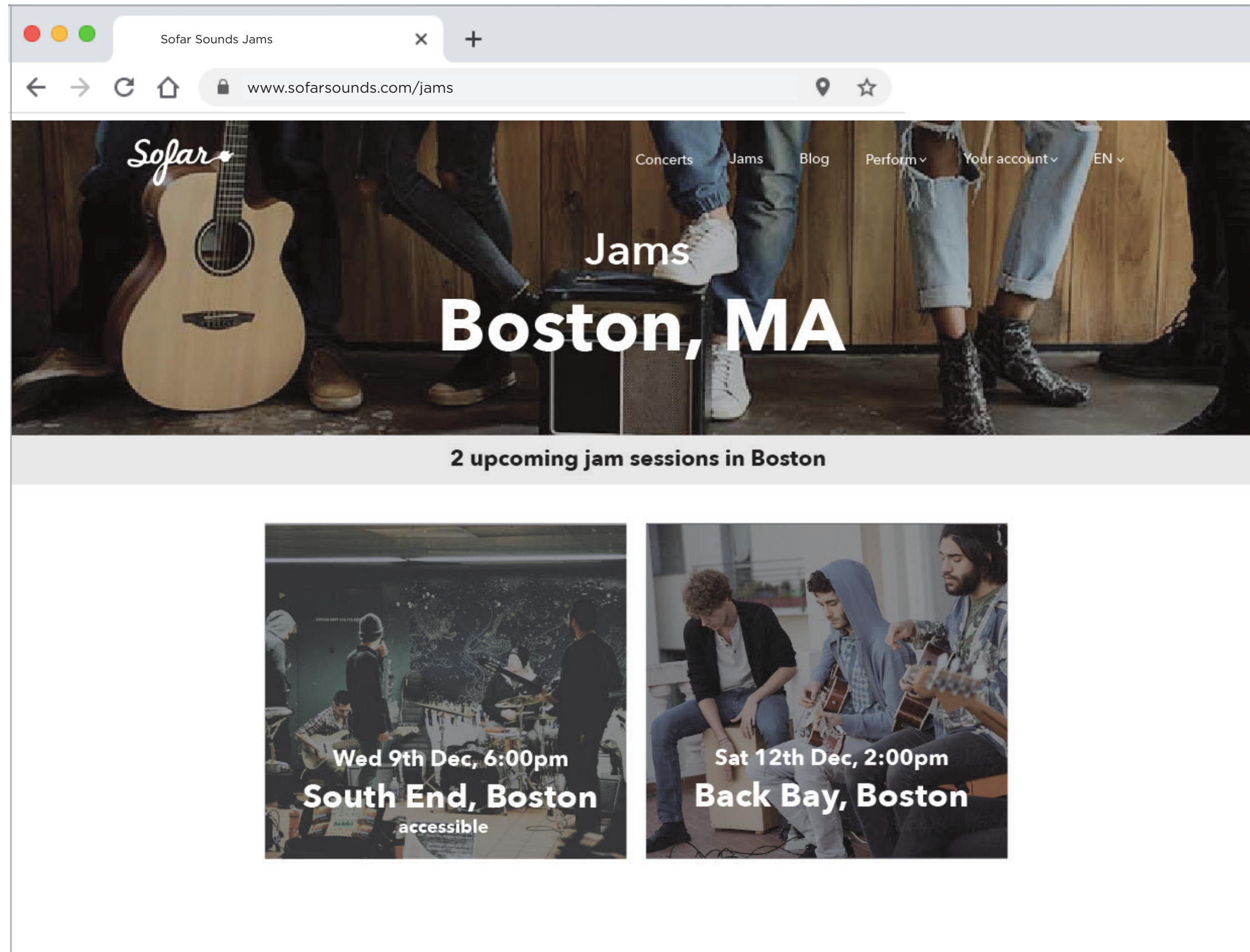


# ARTIFACT 2: WEB



The Sofar Jams website builds off Sofar's current website. It allows a user to search for jams happening near them, select a jam, select what instrument they are bringing to jam with, and apply to go to the jam.

# ARTIFACT 2: WEB







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Sofar Sounds Jams

www.sofarsounds.com/jams



ConcertsJamsBlogPerformYour accountEN

# Sofar Jams Boston

DEC 9th

Saturday, 12th December

A secret location in **Back Bay, Botton**. Closest station **Symphony**  
**Saturday, 12th December**. Arrival time: **2:00pm**.

Select the instrument you'll bring to jam with:

Select an instrument

GuitarKeyboardVoiceDrumsBass

Apply for Tickets

Enter Promo Code

We want a variety of instruments for every jam session and for everyone to have the opportunity to jam with us. It's free to apply and we'll send you an email if you get in.