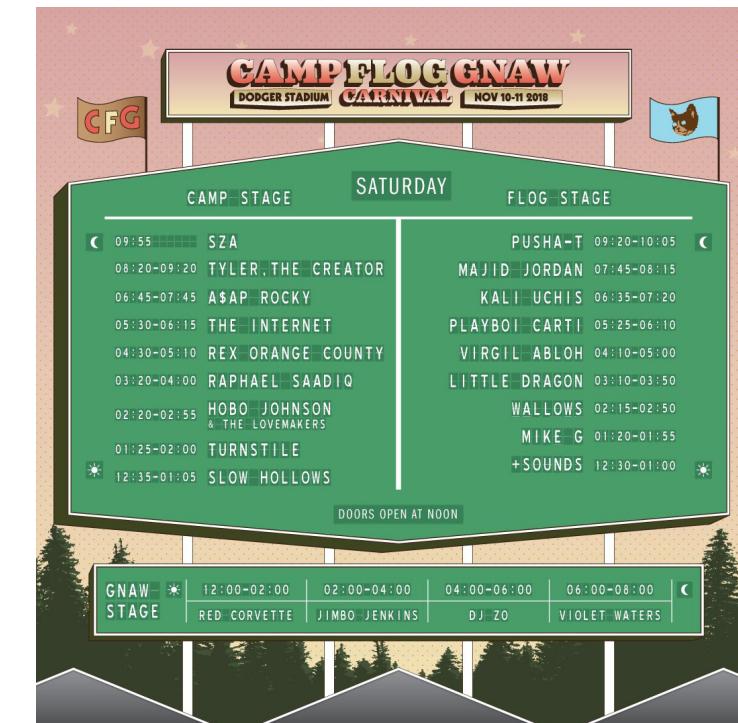
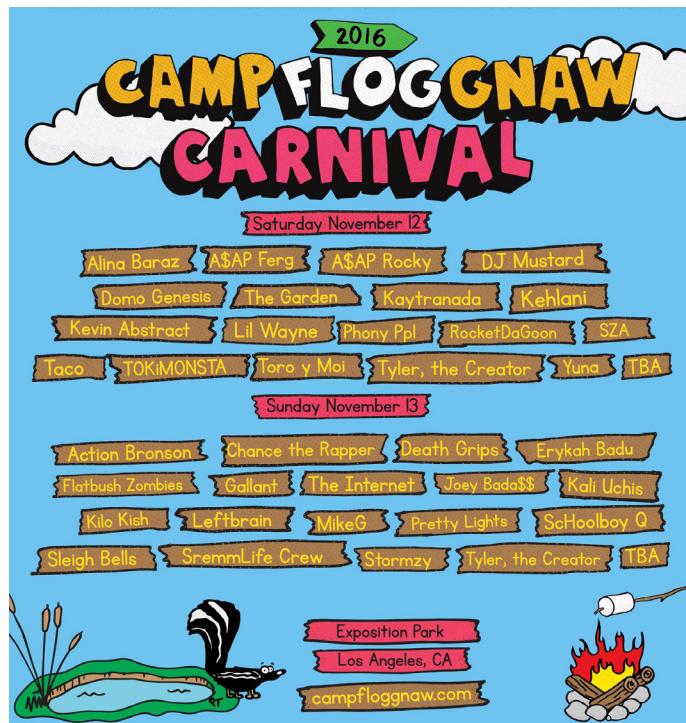
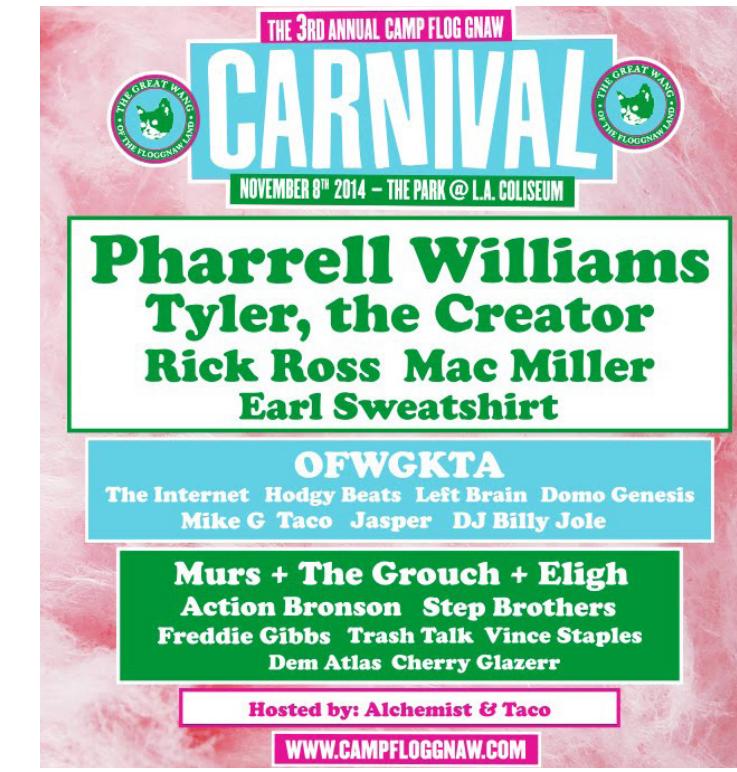


MUSIC FEST RESEARCH

CAMP FLOG GNAW

CAMP FLOG GNAW CARNIVAL

The entire style of Camp Flog Gnaw Carnival has changed in many ways throughout the years since it started in 2012 in a parking lot, to dodger stadium in 2023.



CAMP FLOG GNAW

Association Activity

Photos:

Dreamlike
Exciting
Blurry
Movement
Rushing
Adrenaline
Filmy
REALLY Filmy
Colorful
Heavenly
Polaroid
NFL
A e s t h e t i c
Hazy
Polaroid
Athletic

Carnival:

Fun
Colorful
Flashing Lights
Dreamy
Arcade
Exciting
Adventure
Thrilling
Cotton Candy
Red Cups
Drapes
Stalls
Street Food
Sunset
Cotton Candy
Ferris Wheels
Carousel
Baloon Animals

Camp:

Forest
Scouts
Green
Butterflies
Animals
Tents
DIY
Hats
Khakhi
Badges
Bright
Chunky
Murky
Wolf
Grass

Music:

Rap
RnB
Hip Hop
Rock
Pop
Soulful
Strings
Jazz
Summer
In the feels
Textured
Black culture
Dreamy
Emotional
Relaxing
Sparkly
Filmy

Target Audience:

Young 18-30
Rich
Gen Z
Artists
Expressive
Enthusiast
Soulful
Emotional
Modern
LGBT+
Exploration
Multicultural
Fashionable
Free Spirited
International

Character:

Curly Hair
Braids
Colored hair
Tattoos
Chains
Braces
Rings
Nailpaint
Piercings

CAMP FLOG GNAW CARNIVAL



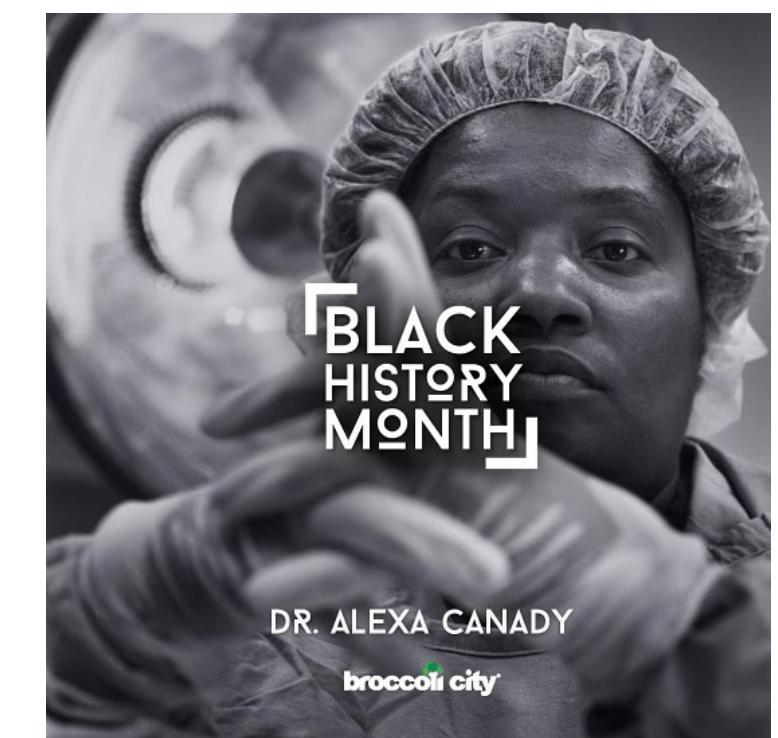
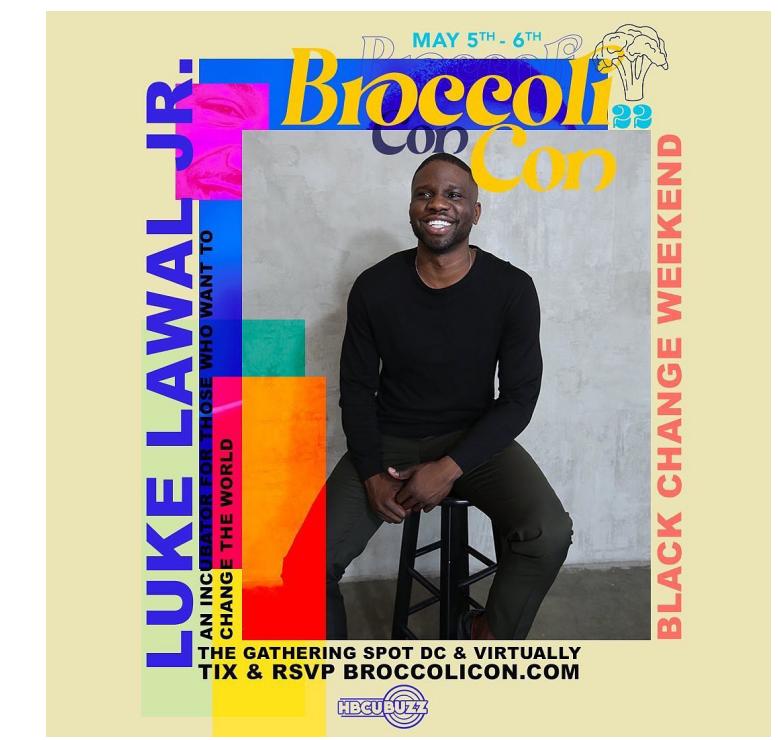
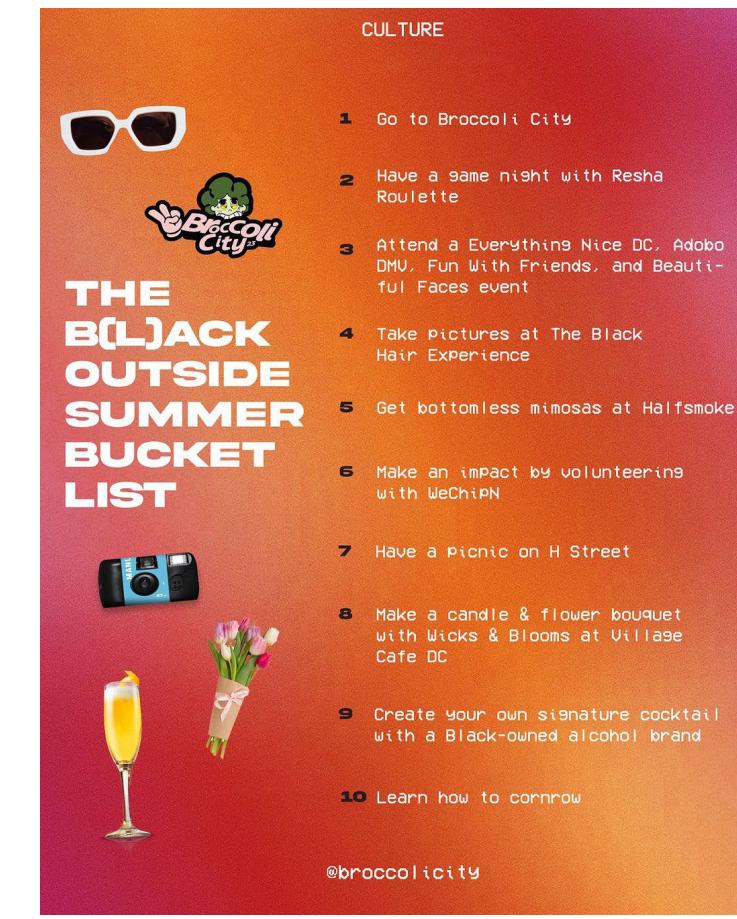
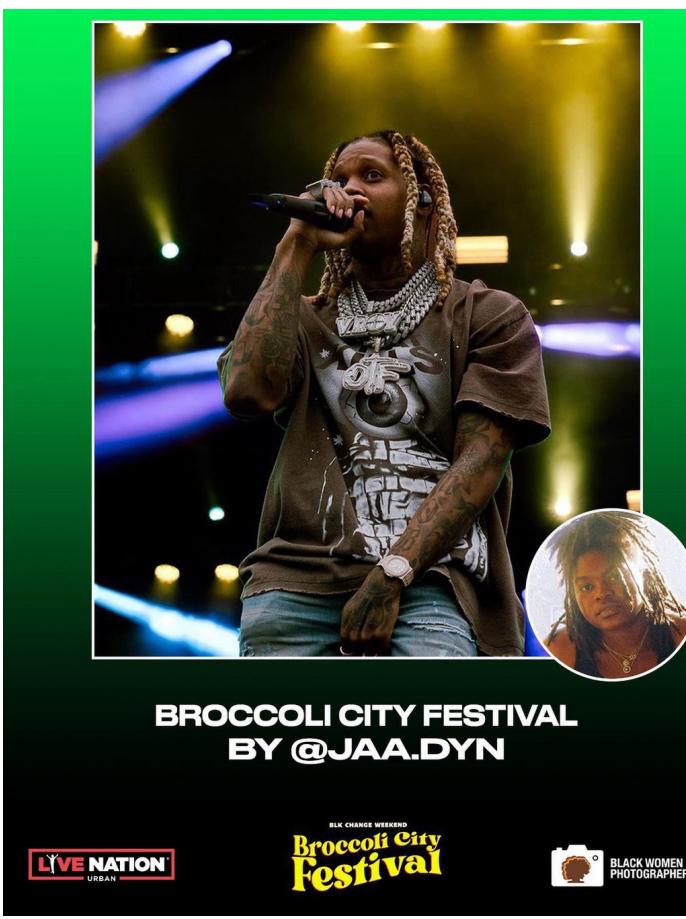
- 1 HEADCOUNT 2 END OVERDOSE 3 r.CUP 4 KULTURECITY 5 CONVERSE 6 TOYOTA MIRAI 7 CAMP NFL & STARTER
 8 WHITE CLAW 9 COCA-COLA 10 JOSE CUERVO 11 COOLER CLUB 12 LAGUNITAS HOPPY REFRESHER 13 MARTELL COGNAC 14 TACO BELL i INFO/LOST & FOUND
- MEDICAL ADA LOCKERS GAMES
- Watch LIVE on prime & twitch

Broccoli City

Black Culture
Tier 1
Washington DC
Social impact
Culture
Community
Inclusive
Empowering
Modern
Ethnic
BLM
Strong

Summer
RnB
Blues
Playful
Comic
Cartoonish
Floating
Environmental
Nature
Charitable

Powerful
Millennial
Gen Z
Curly Hair
Sky
Patterned
Illustrative
Heavy
Powerful
Strong

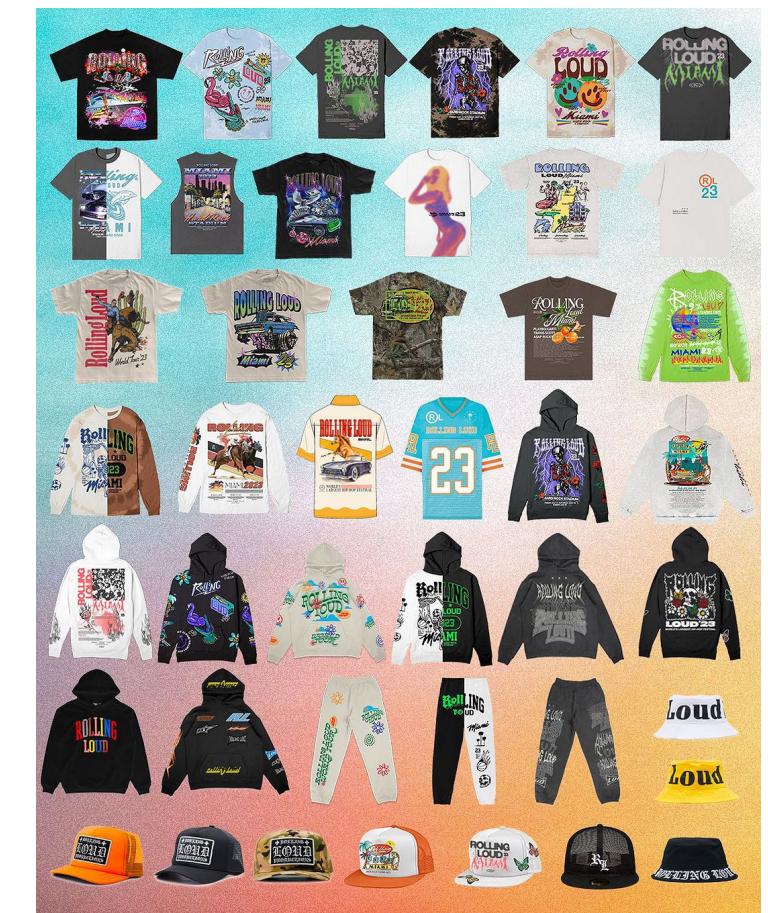
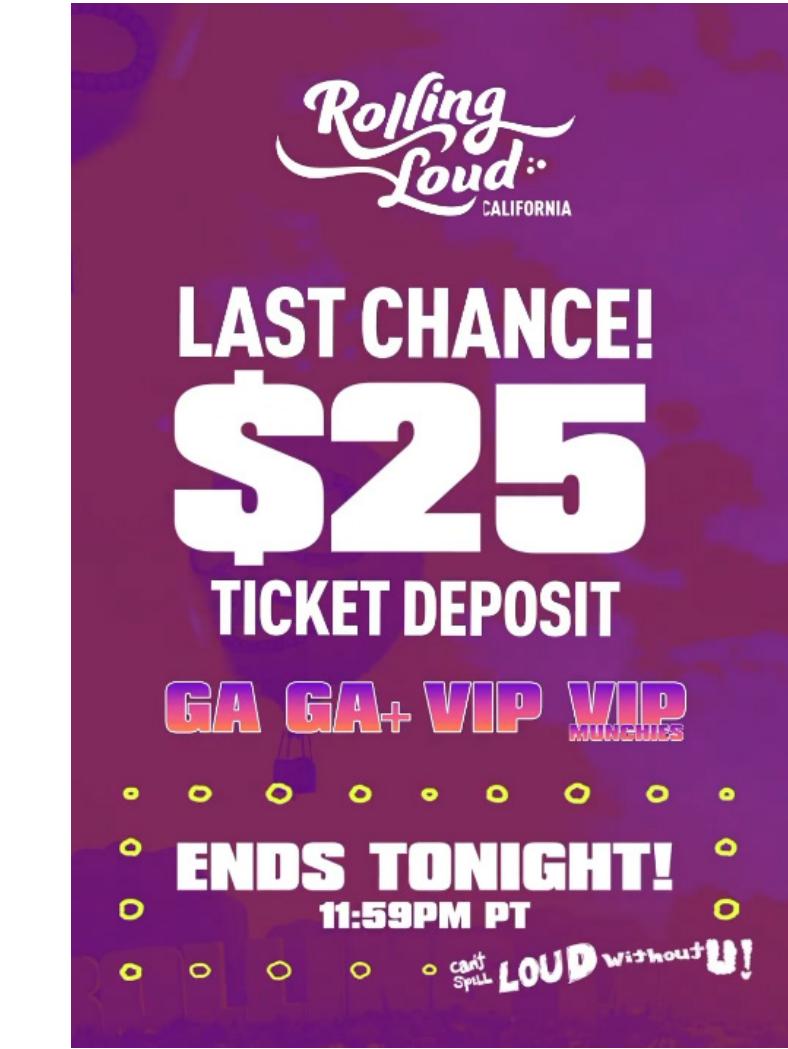


Rolling Loud

Largest Hip Hop Fest
International
Popular
Loud
Hard Rock Stadium
Hard Rap
Chaotic
Violent
Online
Social
Activism
Philanthropic

Bright
Colorful
Purple Yellow
Sunset
Aesthetic
Sky
L.A.
Cityscape
Party
Flashing
Swooshy
Chunky

Illustrative
Bright Stars
Harsh / Loud
Modern Design
Capitalist
Branded
Cohesive
Synthwave

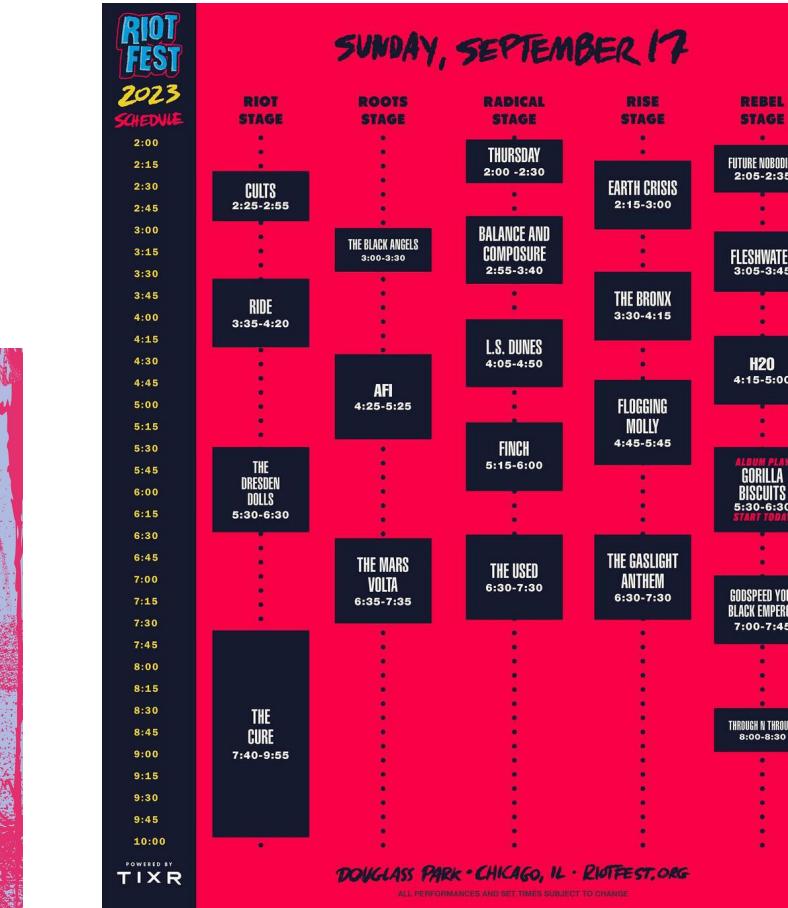
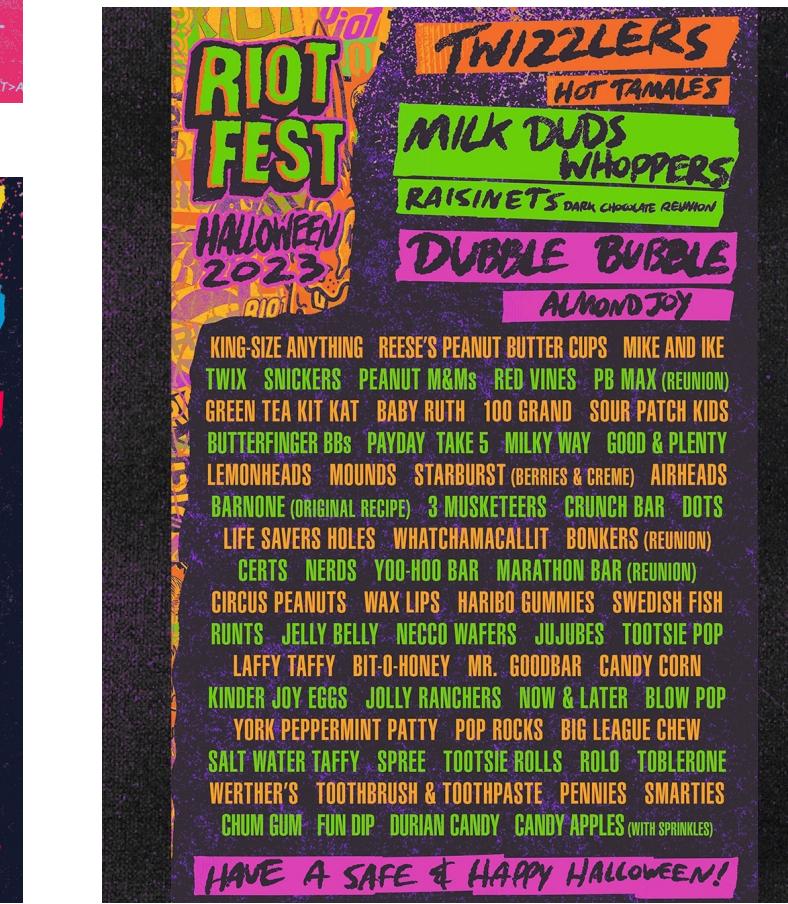


Riot Fest

Violent
Goofy
Grungy
Cartoonish
Funny
Whacky
Wholesome
Modern
Cartoon
Textured
Groovy
Surreal
Bold

GenZ
Millennial
Harsh
Humorous
Culturally aware
Memes
Oddball
Strong
Illustrative
Contrasty
Stroked
Sharp
Socially Present

Heavy
Graffiti-esque
Adaptave
Detailed
Rich
Involved



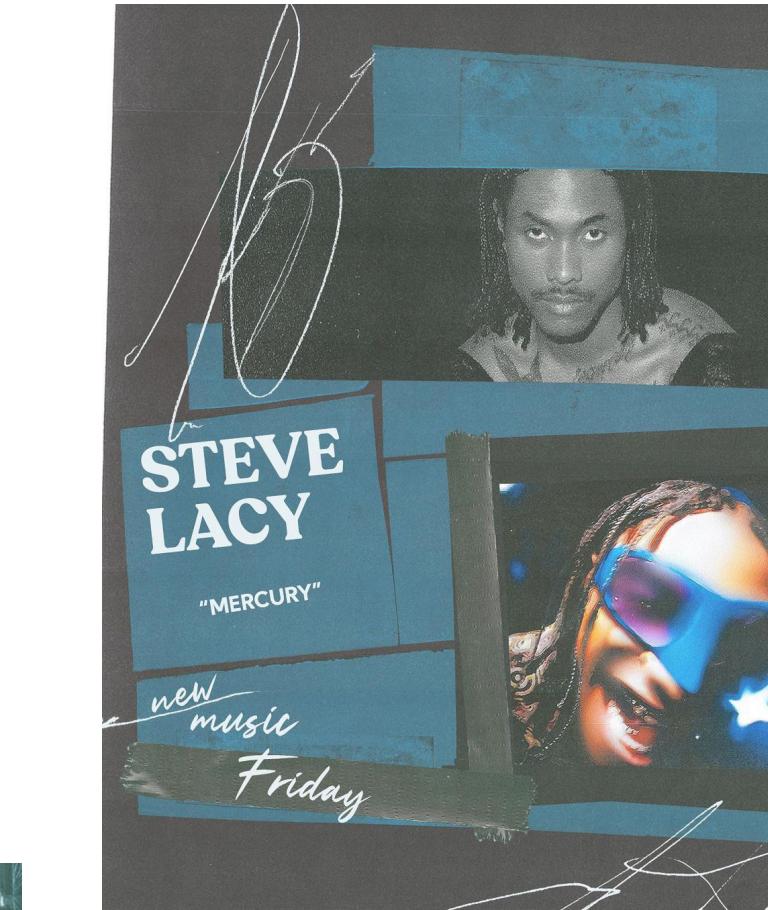
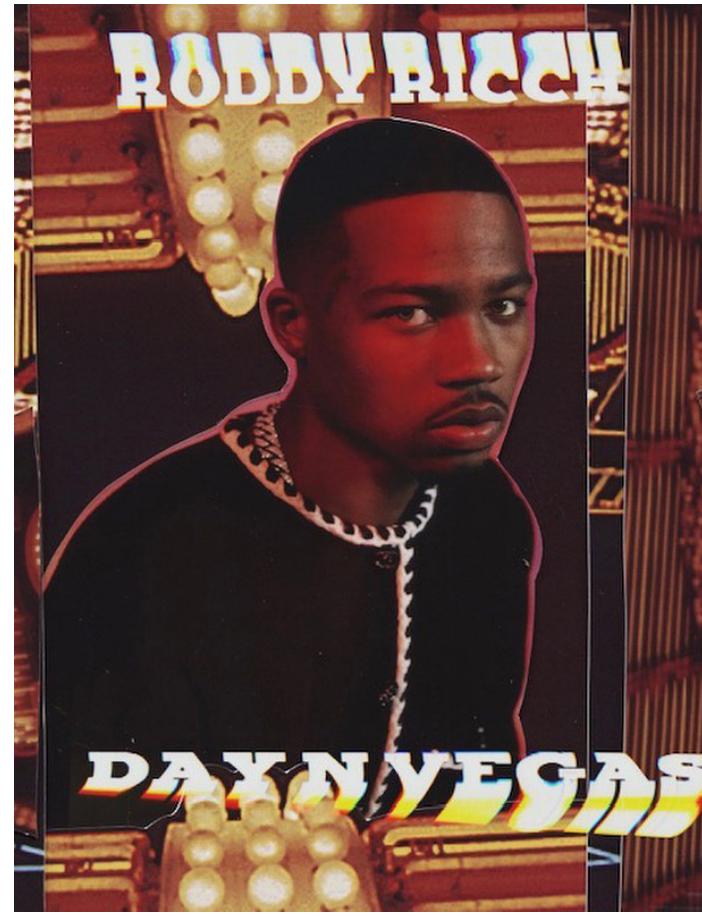
1

Day N Vegas

Dreamy
Textured
Greyy
Filmy
Shiny
Sparkly
Pretty
Clean
Blurry
Aesthetic
Synthy

Stringy
Soulful
Bloom
Glossy
Fire
Halation
City LV
Rap
RnB
Ambient
Grand

Casino
Cutout
Flashy
Lofi
Psychedelic
Emotional
Experimental
Volume
Glitchy
Chromatic



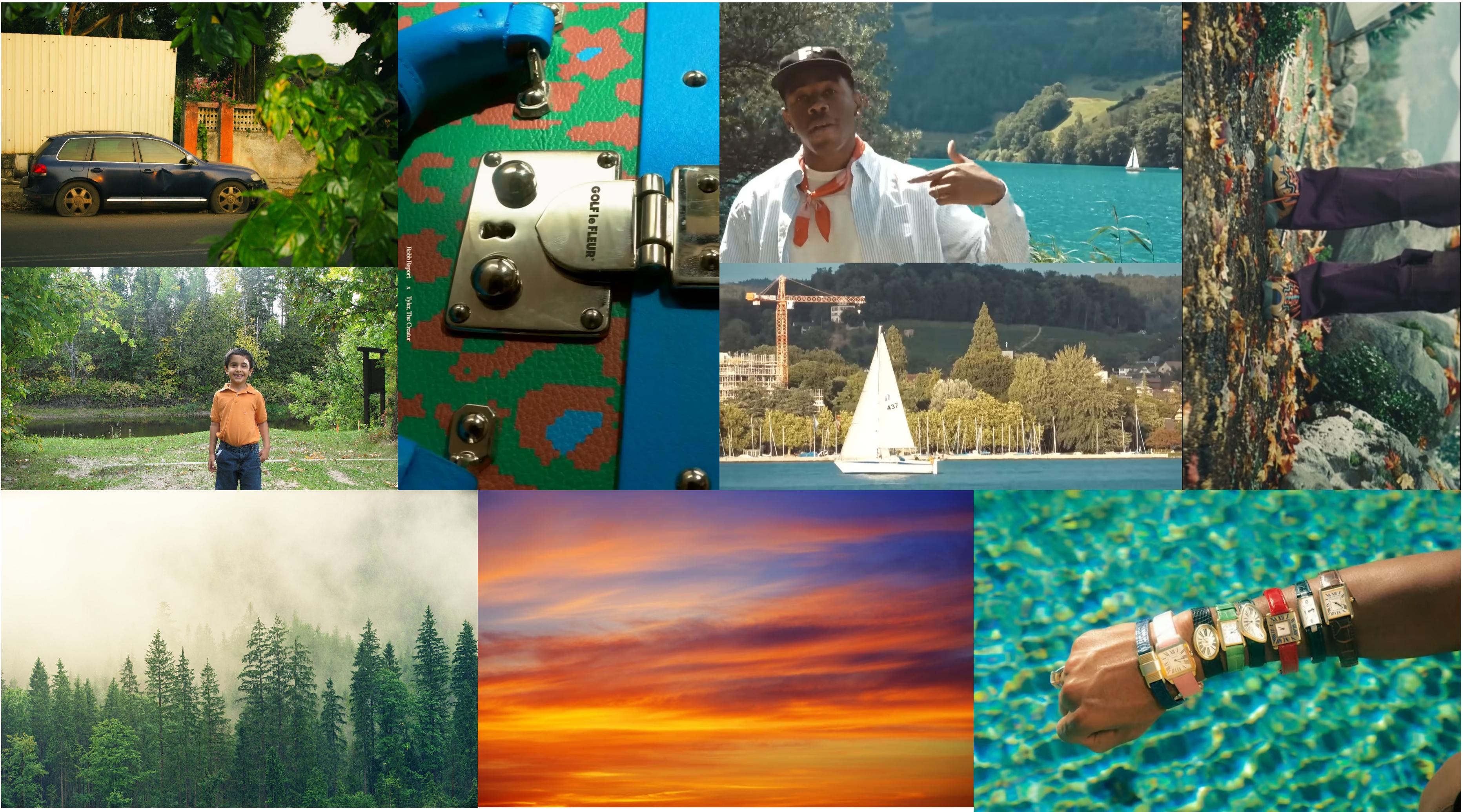
What makes a CFG

By the artists, for the artists
Forest & Camp themed
New and upcoming artists
International & Inclusive
Tyler, The Creator
Carnival Rides
Stalls
Arcade
Expert musical taste

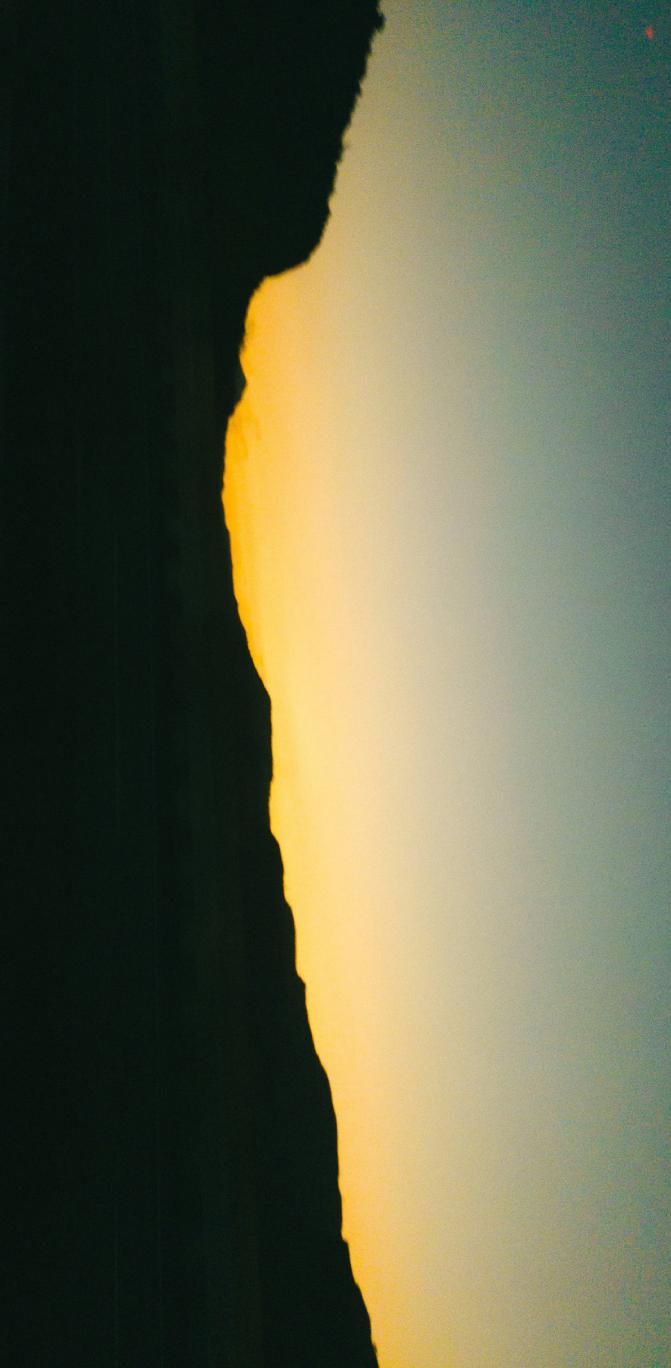
Intimate
Alternate
Explorative
Connecting
Odd Future

Concept: Camp Moodboard

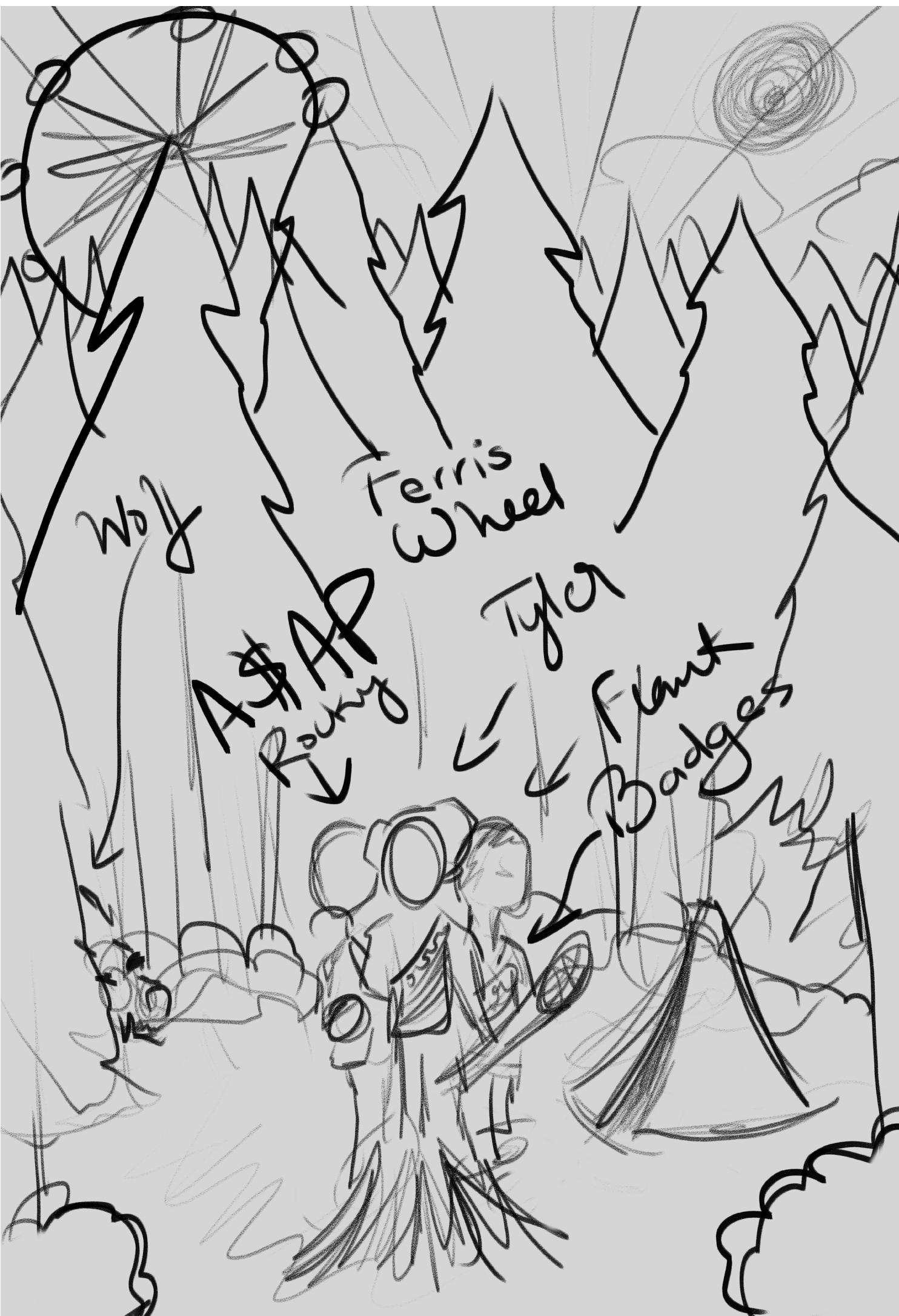
One of the biggest things that make Camp Flog Gnaw unique are the Campy & Carnival motifs. Camp Flog Gnaw has been running annually since 2012, and this illustration shows the biggest headliners with badges in a forest with a beautiful sunset.



Reference Board



Concept Sketches



Concept: Carnival

This concept encapsulates the feeling of being at a carnival. Full of excitement and adventure, it tries to capture childishness of a carnival with your favorite artists and creators.

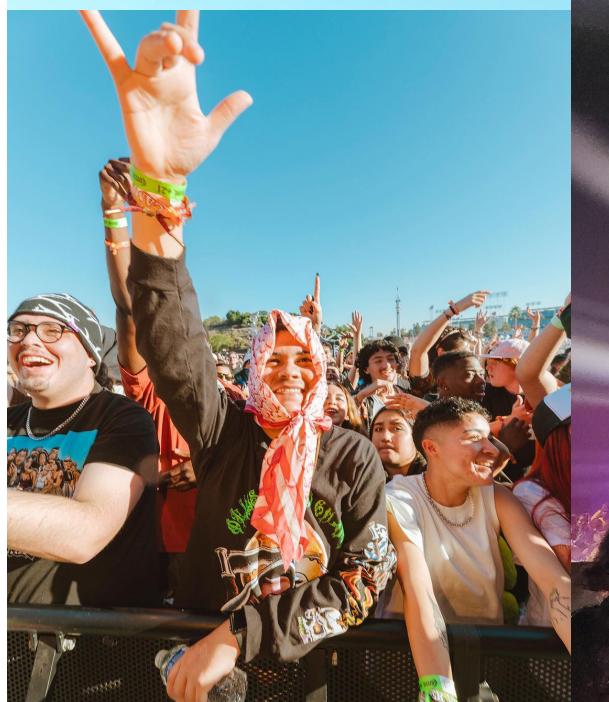
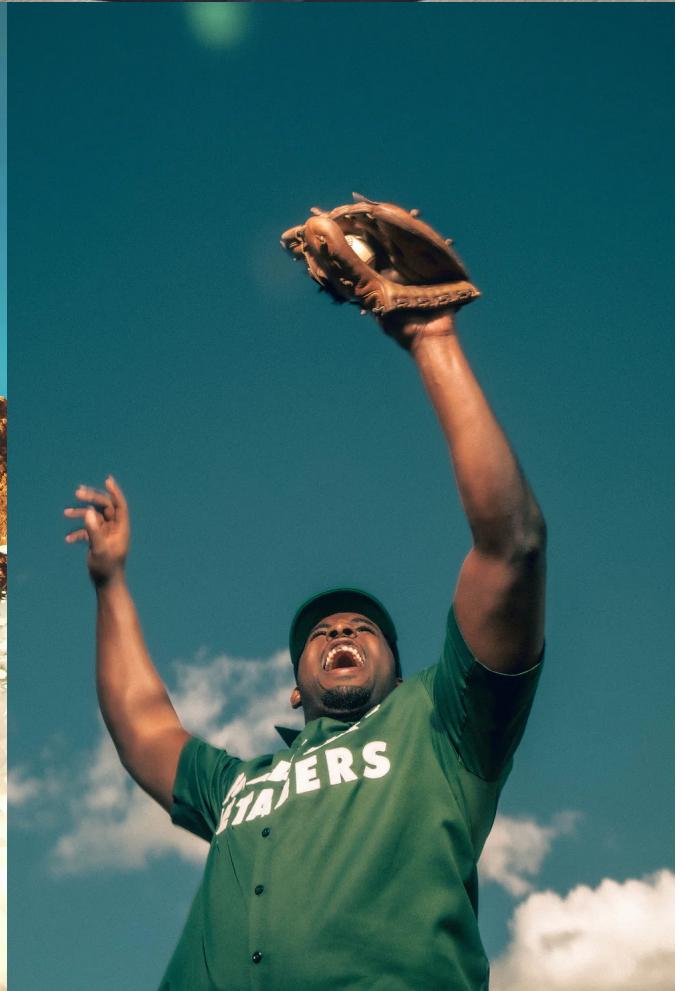
Styleboard



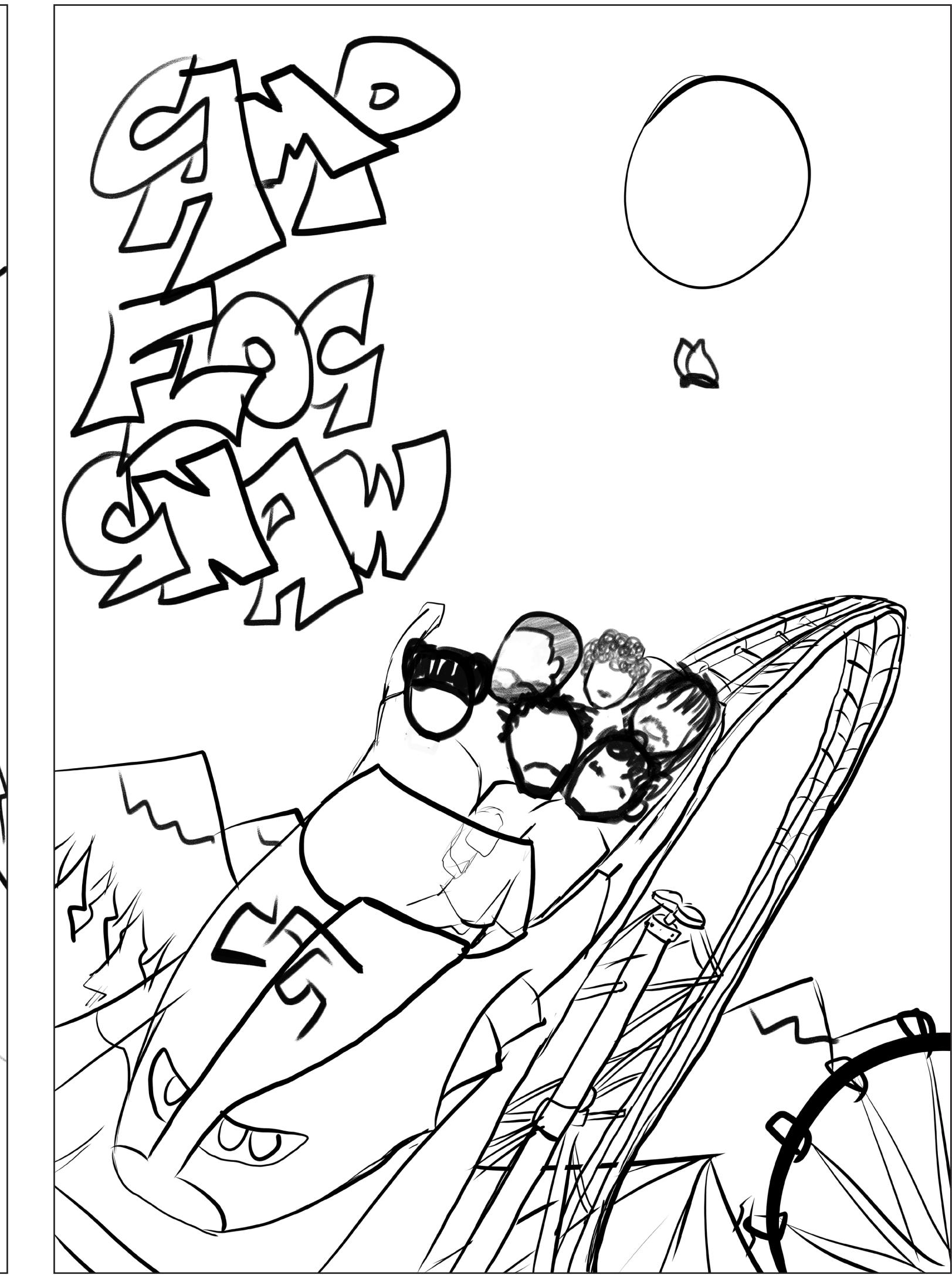
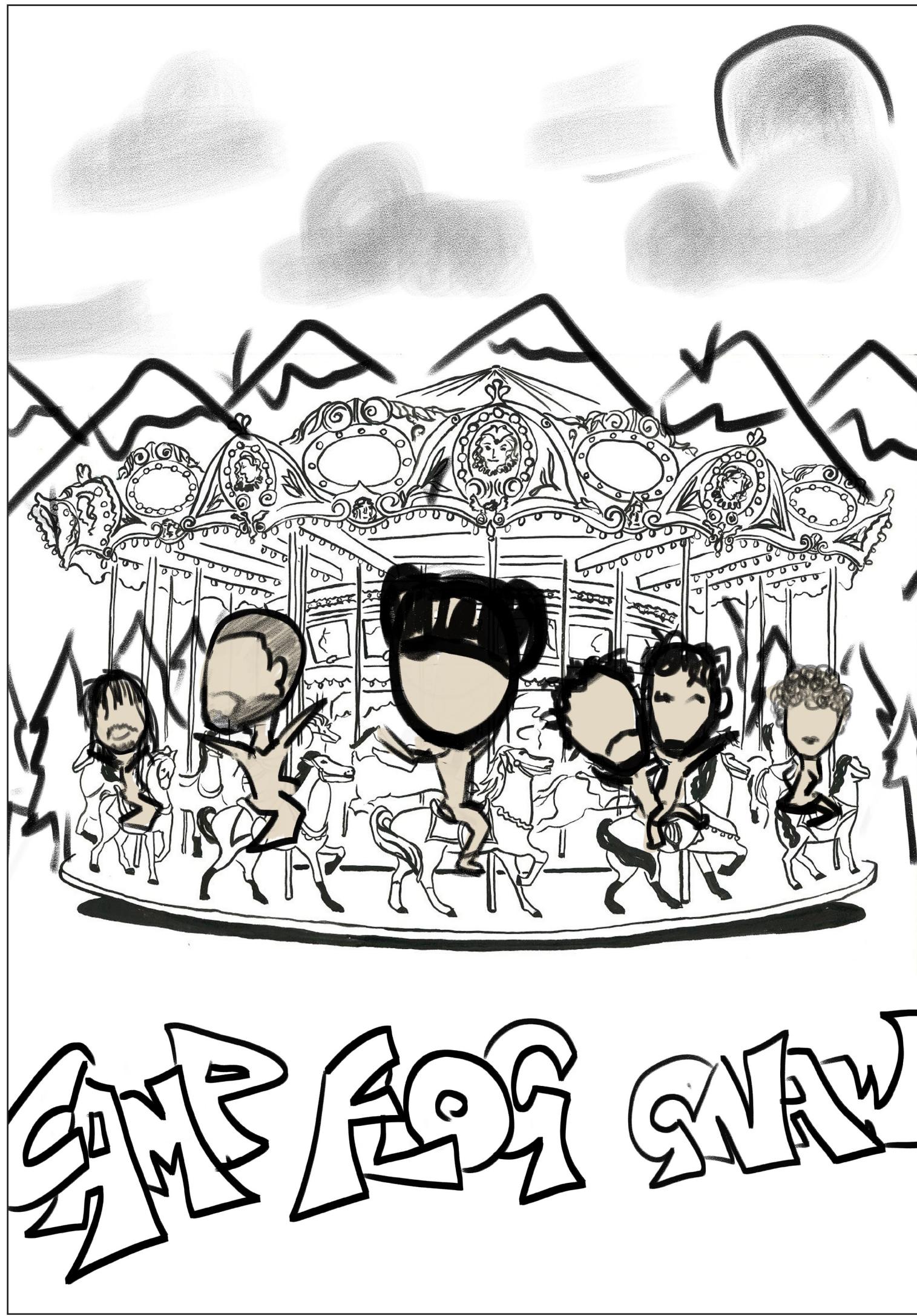
Moodboard

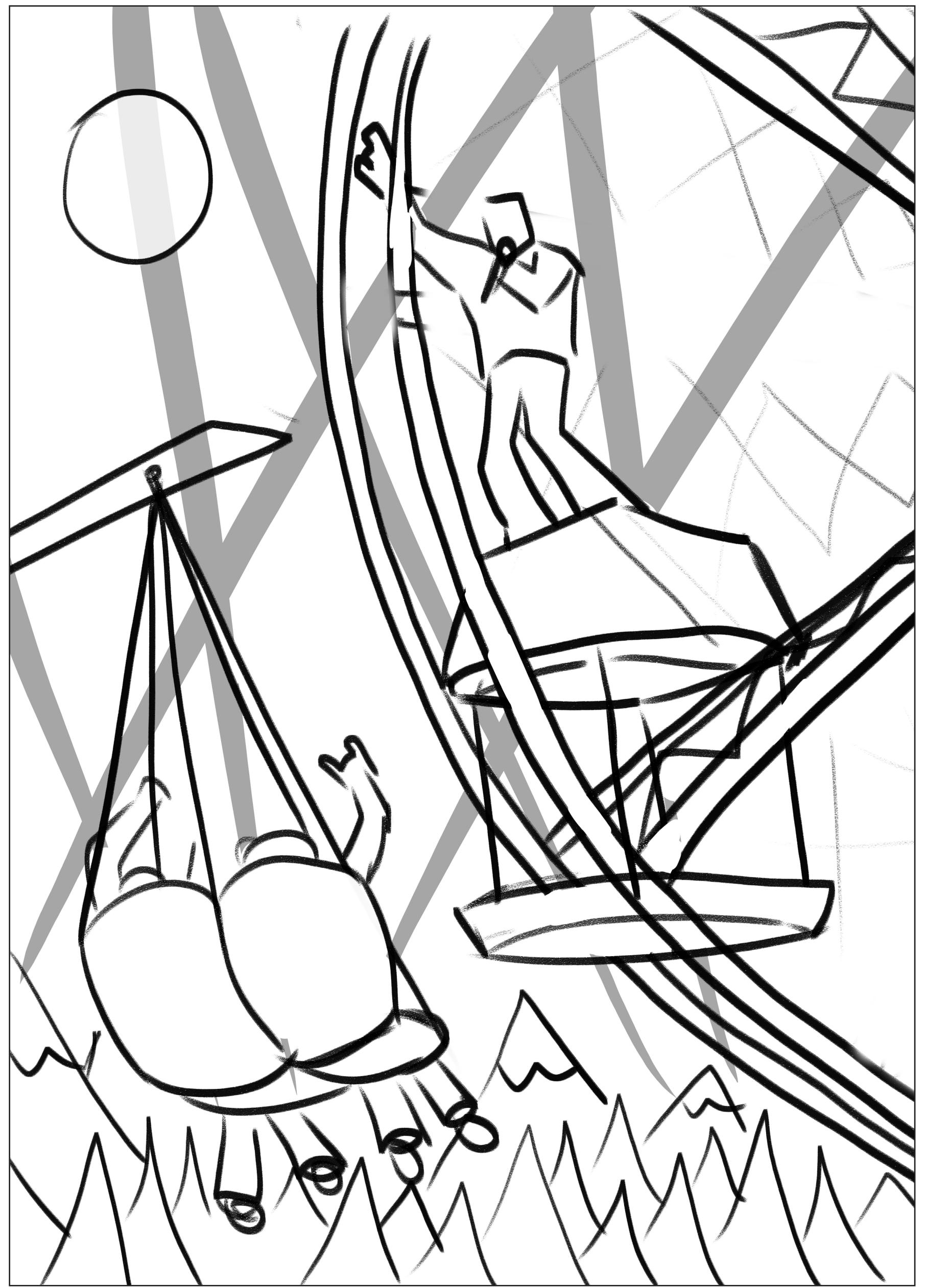


Reference Board



Concept Sketches





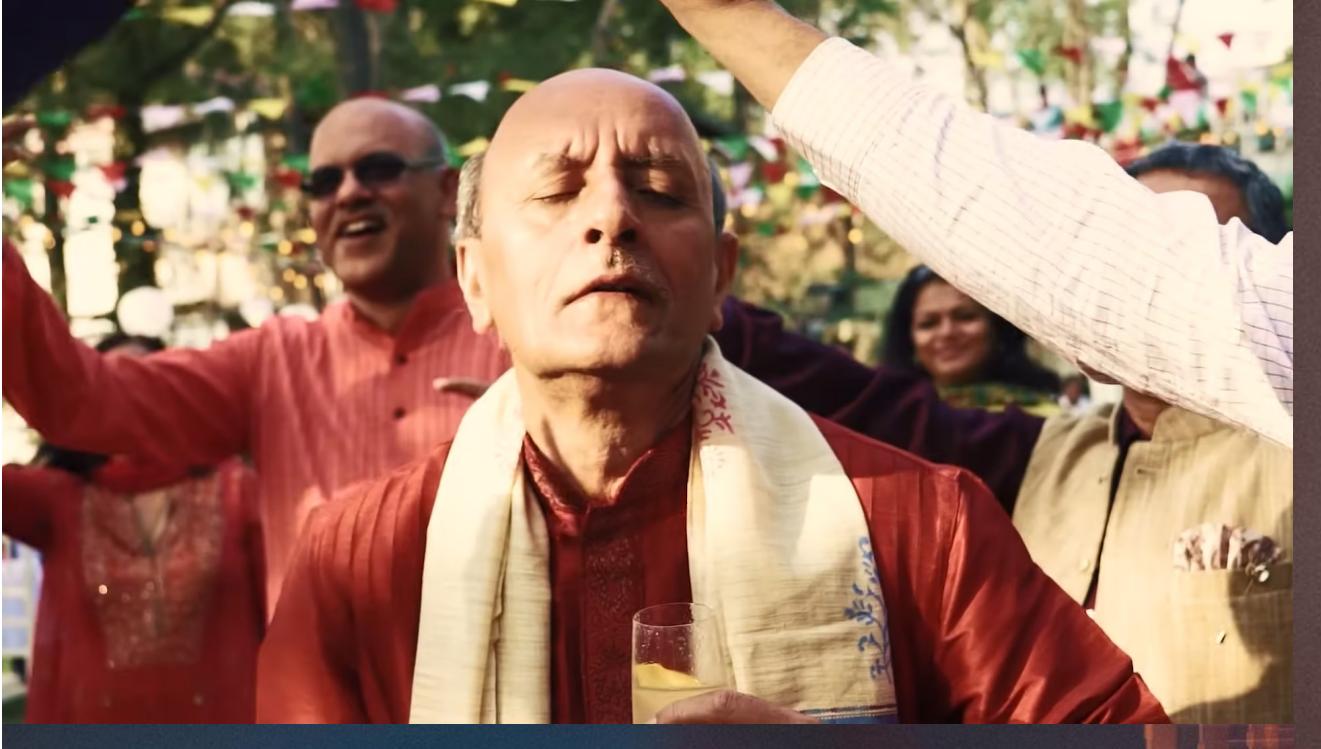
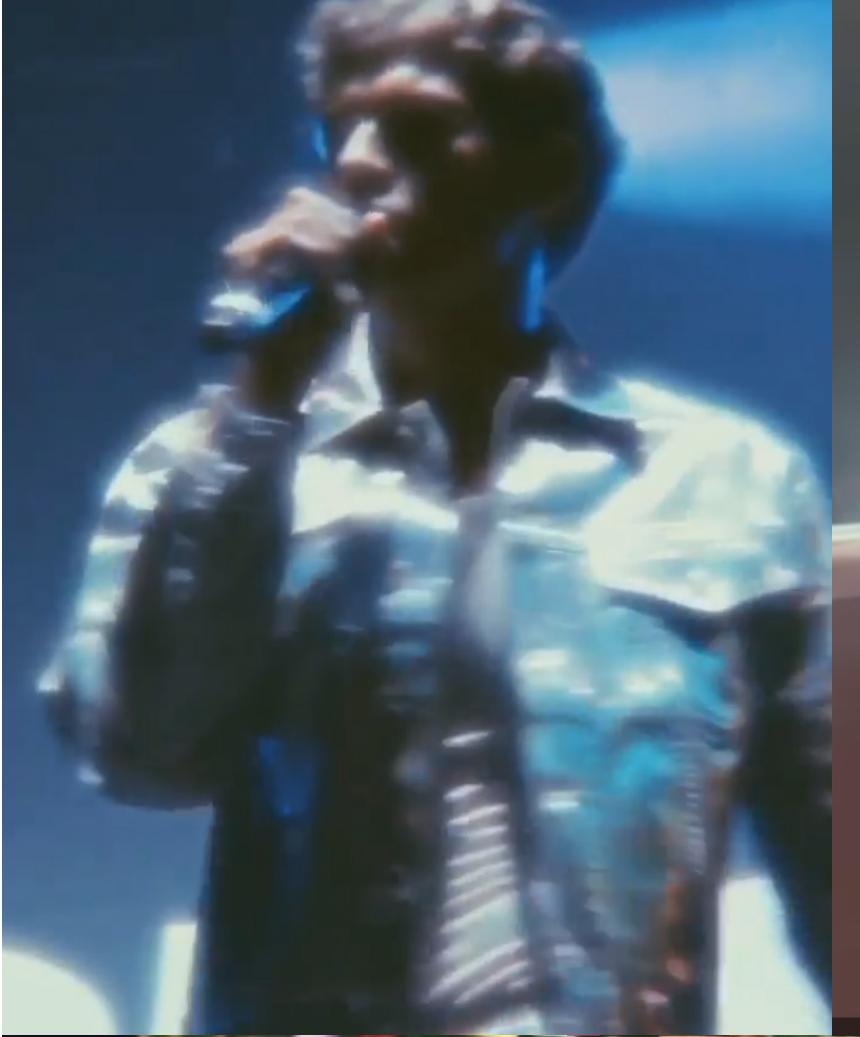
Concept: By the Artists for the Artists

Camp Flog Gnaw Carnival is a beautiful journey for a lot of people. Everyone who creates is an artist, and this portrays the fest as an interaction between the artist and the artists, which are the viewers. Showcasing the niche and still multicultural and all inclusive audience at Camp Flog Gnaw

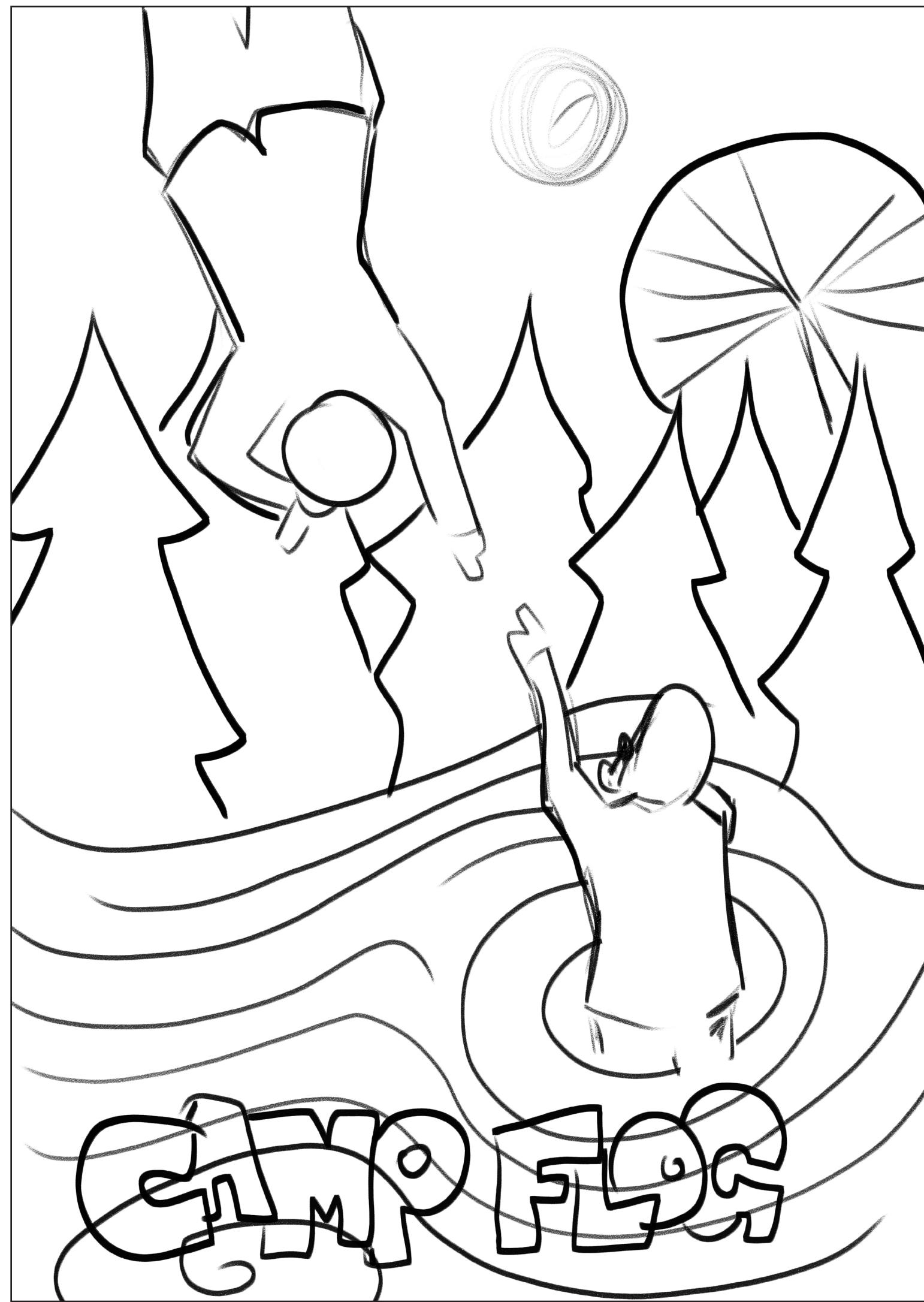
Moodboard



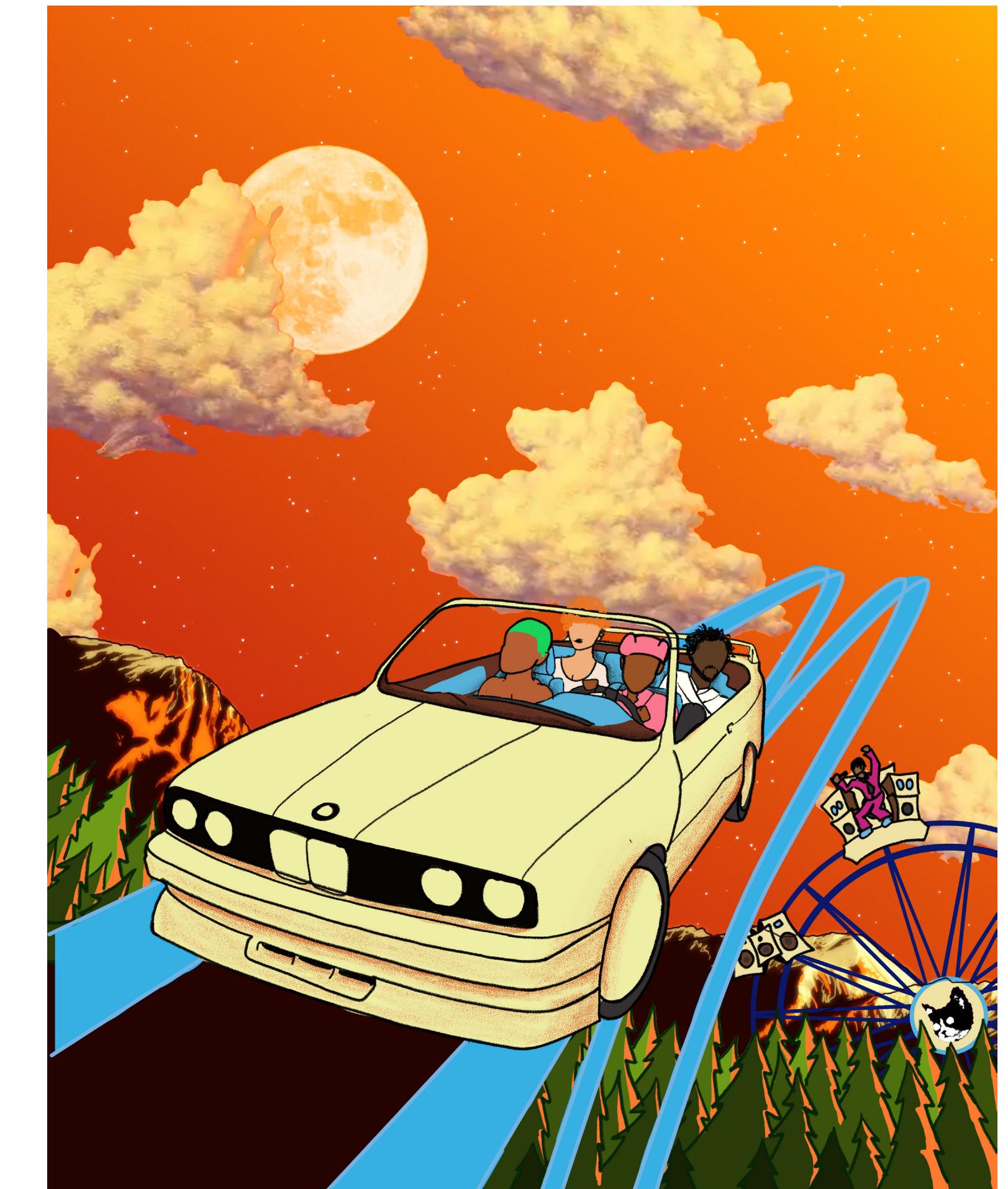
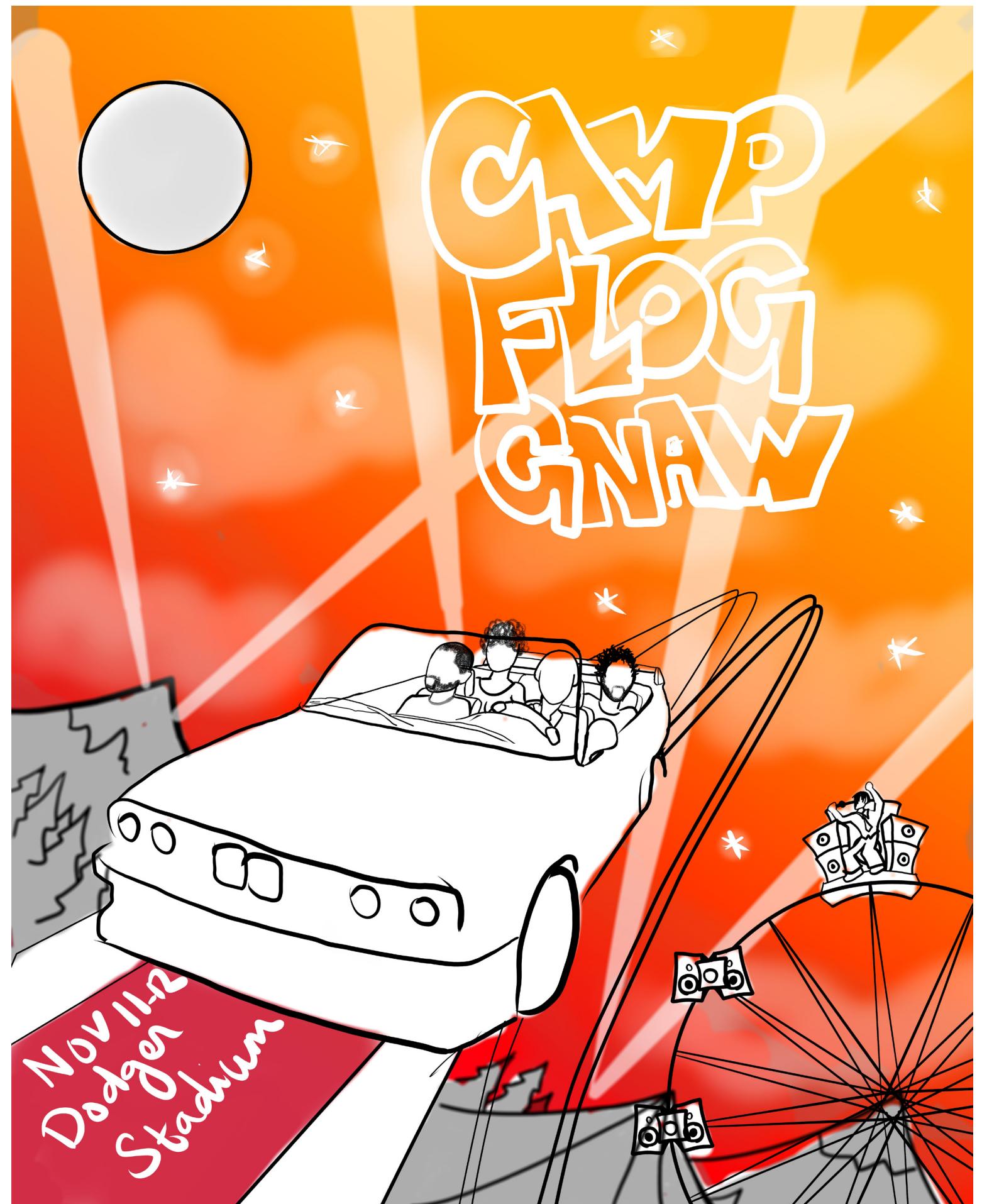
Reference Board



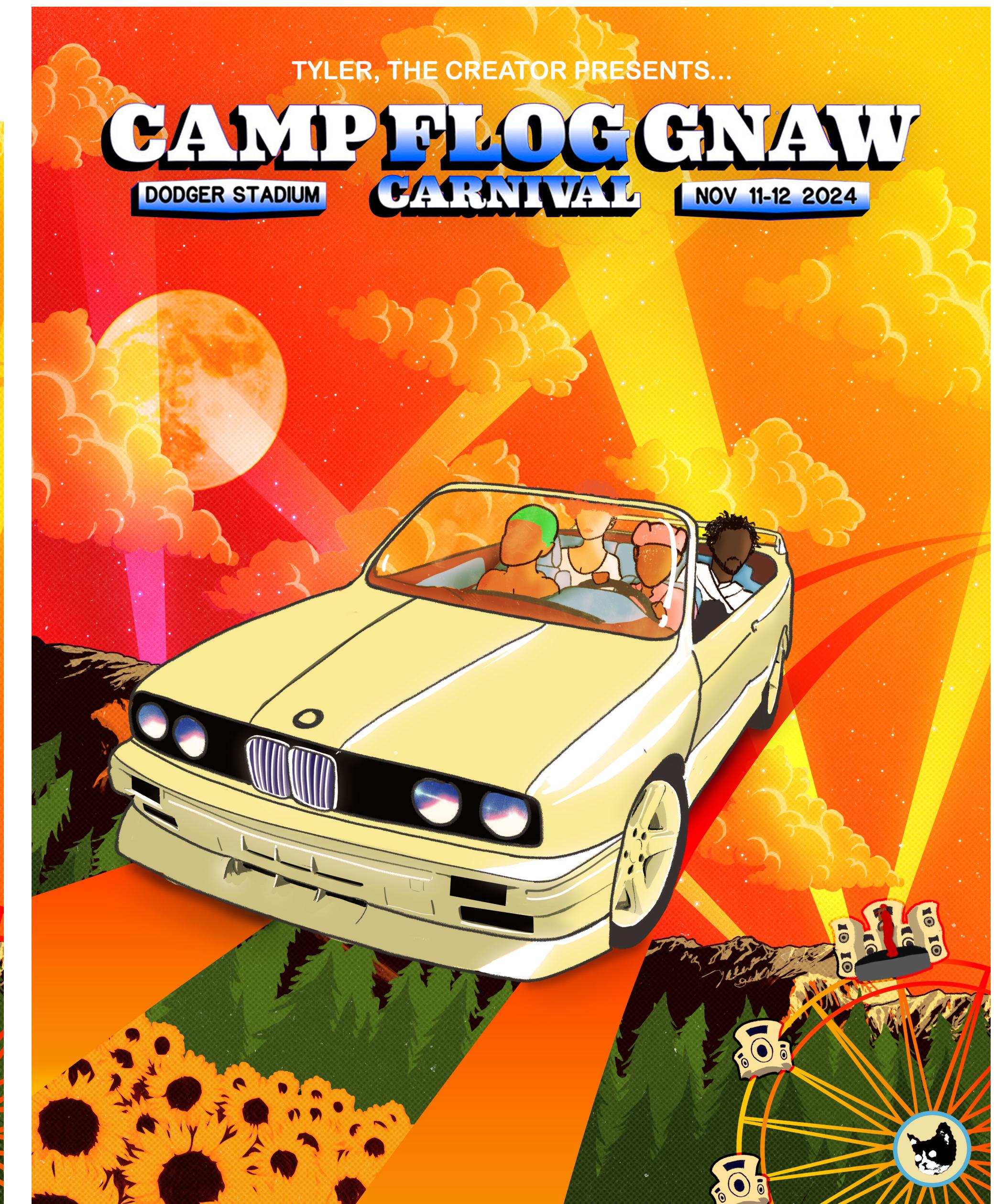
Concept Sketches



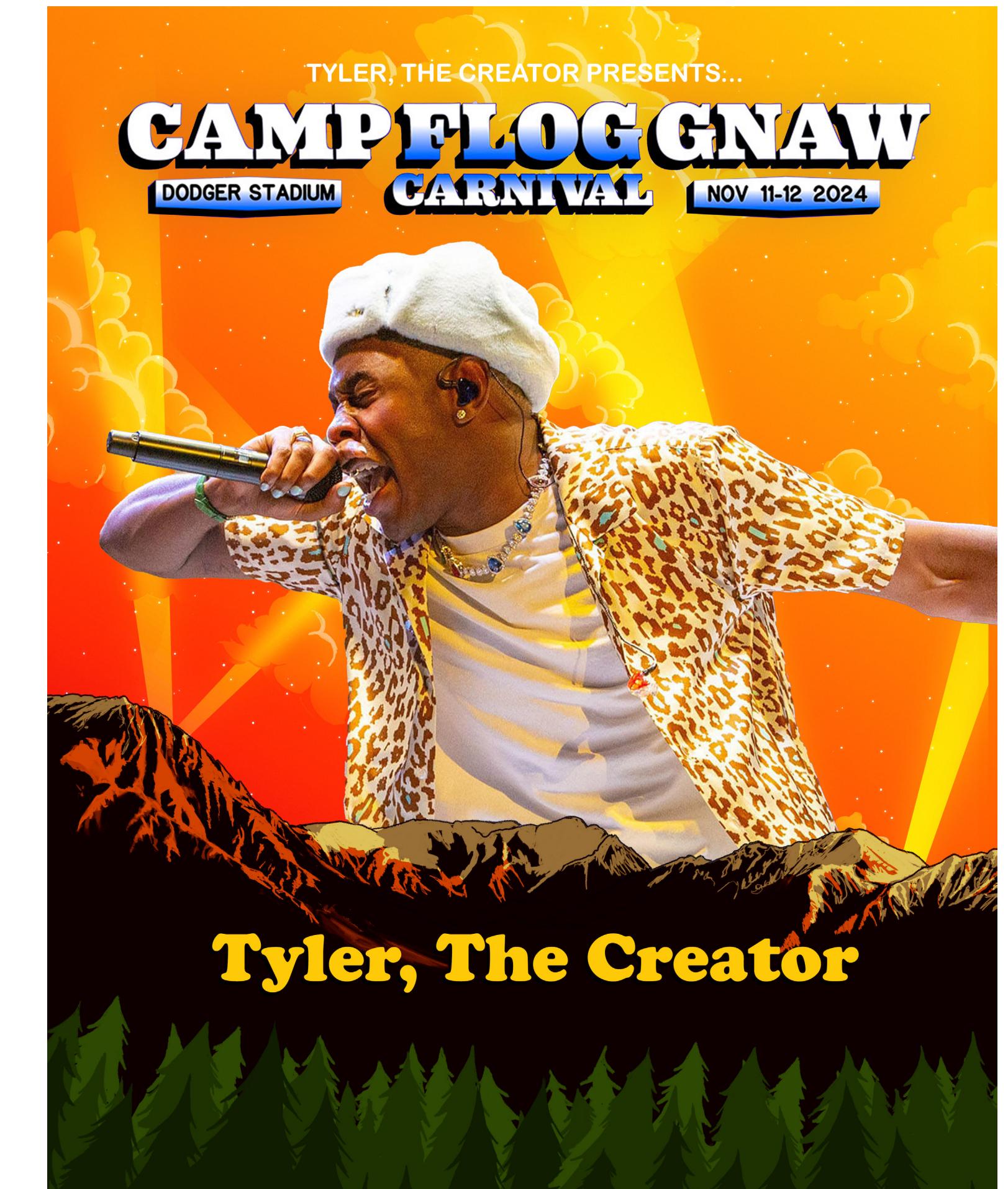
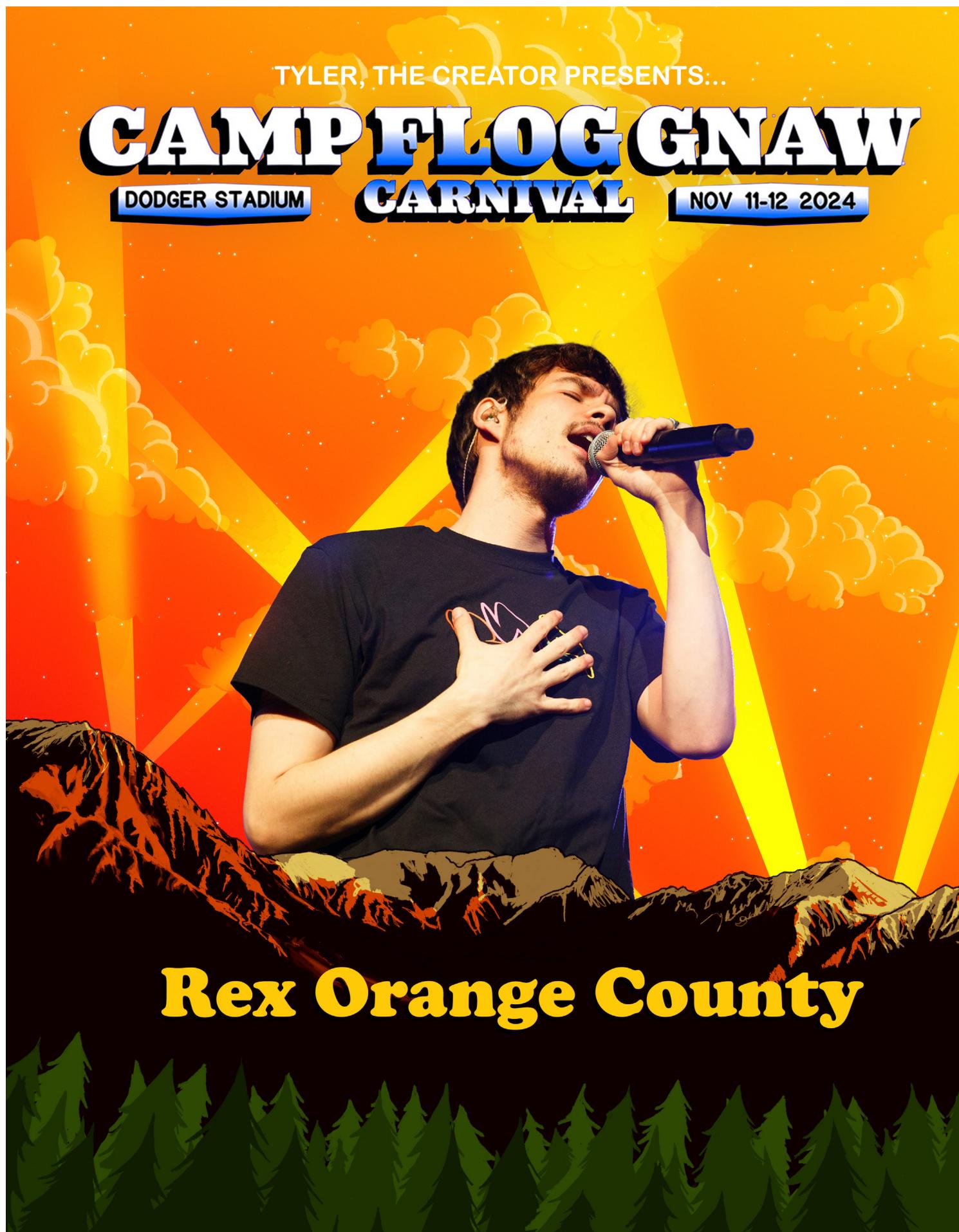
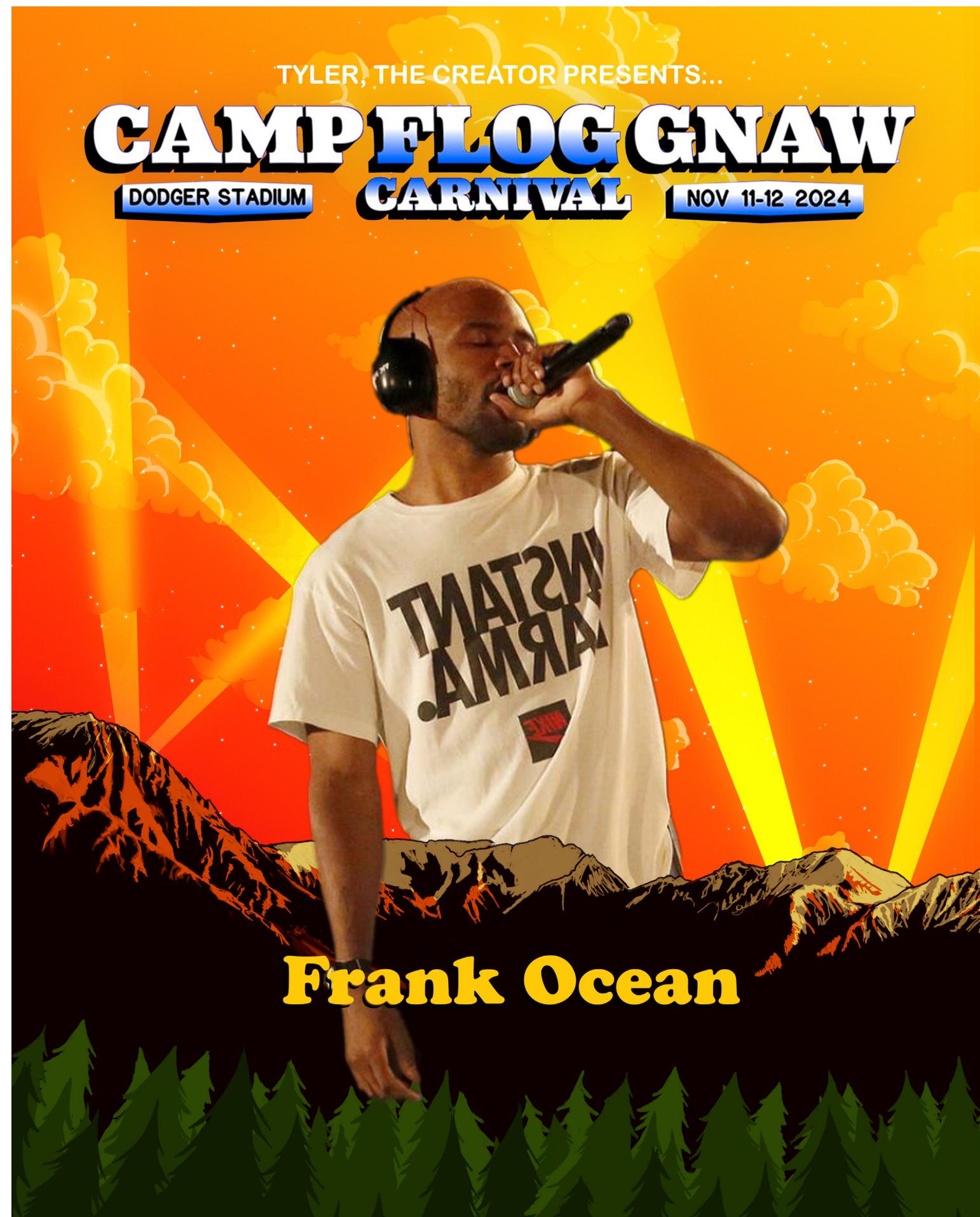
Progresssss



Final Key Visual



Artist Templates



Band Passes



Lineup



Annoucement Poster

