



# tropikulture

## Culture That *Moves*



## INTRODUCTION

# Tropikulture is a rhythm-rooted collective.

**TropiKulture** is a cultural collective and lifestyle brand that builds and nurtures a **community of expressive, experience-hungry youth**.

A space where DJs, dancers, and fashion heads come together to build a culture-first, meaningful social experience — grounded in house, hip-hop, and **heat**, backed by conscious design and a sincere love for ART.

It's more than a party. It's movement, mood, and memory.

THE ENERGY

# Infusing tropical underground vibes into creativity

- Curated **for Culture**, by DJs, shaped by dancers, **amplified by community, art and design**
- No fluff, just fire — every set, every step, every fit is **intention**
- We don't host events. We host **energy**.
- Built for those who feel Culture is everything.
- Based in **Delhi**. Rising everywhere.
- Creative IPs to promote culture and **engage a niche crowd**

# Our Roots

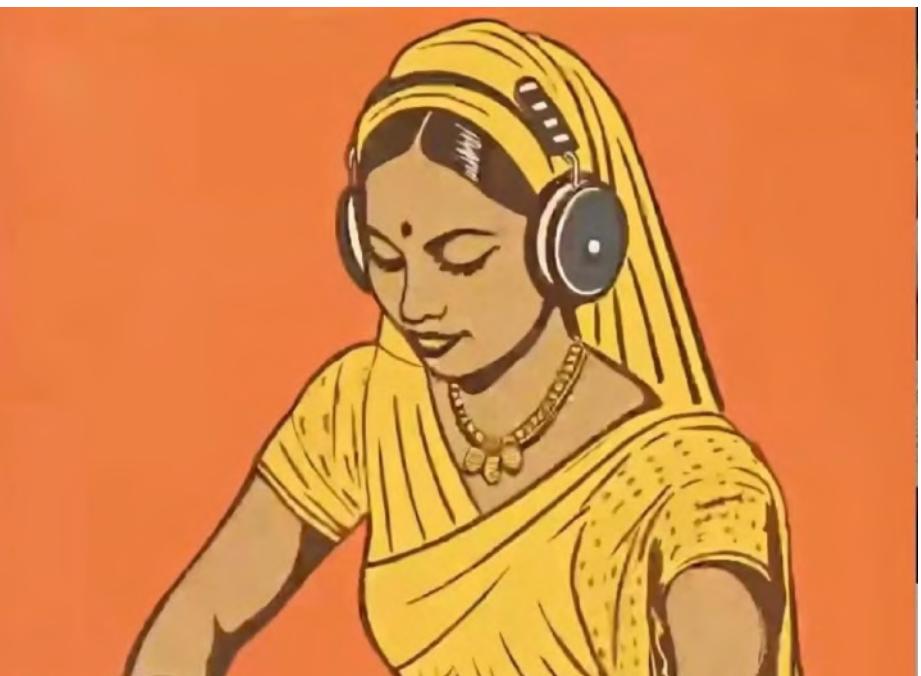
Think PLUR, but true to us. **HEAT = Hip-hop. Expression. Art. Tribe.**

This isn't just a value code — it's how we move.  
Everyone's welcome — as long as you respect the floor.



## FASHION

Style is language. Through curated thrift, streetwear pop-ups, and creator drops, we bring fashion that speaks. Whether it's bootlegs, block prints, or bodega-core, we turn fits into flags.



## MUSIC

From house to hip-hop to jungle, we curate genre-fluid lineups that move bodies and minds. The sound is the soul — not background noise. No EDM hype drops — just groove, rhythm, and underground energy.



## COMMUNITY

We're a tribe of dancers, DJs, freestylers, and feelers. At Tropikulture, expression is celebrated, connection is currency, and everyone's welcome — as long as they respect the floor.

MUSIC

# The Sounds of Tropikulture

A genre-fluid mix of:

- Hip-Hop
- Funky House
- Afro House
- Jungle / DnB
- Baile Funk
- Garage / UKG
- Indowarehouse + Desi Bass + Global rhythms

***No rules, just groove.***



## COMMUNITY

# IRL Activation; Events

### 1. Pop-Up Jams- FWDfridays

- Streetwear thrift racks
- Tattoo booths/pop-up artists
- Movement zones (freestyle, cyphers)
- Wellness add-ons: mocktail bar, tea cart, juice blends

### 2. Drop Sessions/Launch Parties- saturday

- Fashion or art-focused drops with music, visuals & panel convos
- Small 40-60 people curated rooms

### 3. Open Culture- Sundays

- Monthly free community jam in quirky spaces eg. kitchenrave
- Bring-your-own-vibe: dancers, DJs, thrift stalls, live art can register to setup activities to put others onto their hobbies.



# COMMUNITY

# Cultural Activation; Creatives

- Zines for every event at gate (branded memoirs to remember the brand forever)
  - Local Artist collab merch at gate (make the event special)
  - Use Instagram as a living, breathing culture feed.
    - **Content pillars:**
      1. **People of the Party** – Snaps & reels from events capturing style, dance, vibe.
      2. **Sound & Scene** – DJ mixes, music snippets, setlists, discovery reels.
      3. **Culture Talk** – Meme-y, editorial voice on street culture, style, and opinions.
      4. **Behind the Scenes** – Event prep, artist curation, crew moments.
      5. **Drop Culture** – Partnered drops, thrift finds, community collabs





WYTE x FUTURE FUNK  
PRESENTS



# IP #1 **FWD FRIDAY**

*Hip-hop. Expression. Art. Tribe.*

## POPUPS

- Independent labels
- Streetwear brands
- Creative agencies

*We don't just slap logos — we build real synergy.*

## CROWD ENGAGEMENT

- Streetwear pop-ups
- Cypher zones
- Freestyle dance corners
- Fit checks & visual drops
- -Zines/Local Artist collab merch at gate (make the event special)

**MG - 100 - 150 PAX**



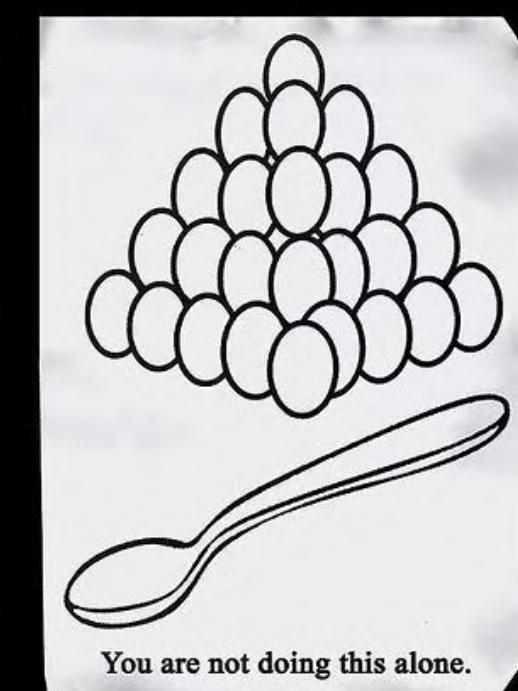
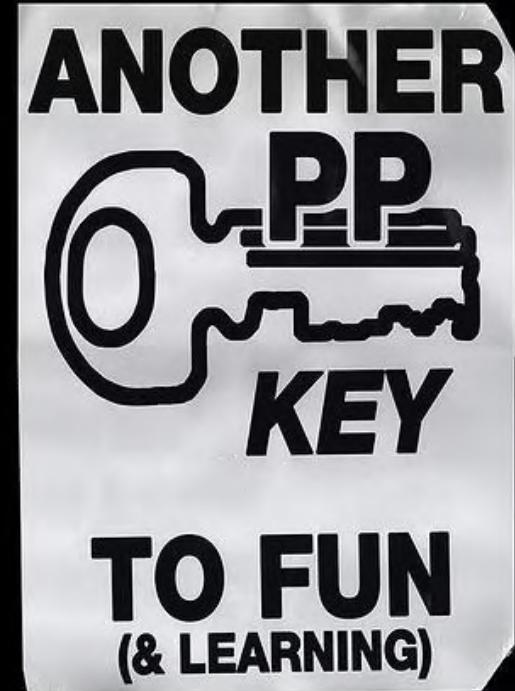
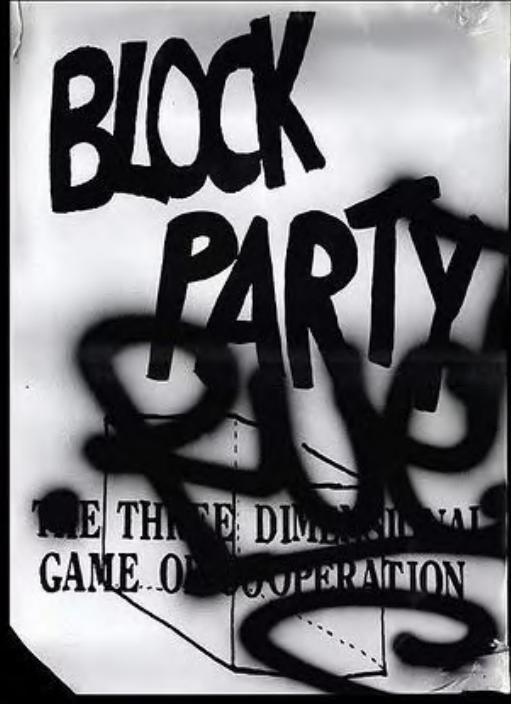
**DATE**

20 June 2025

**LOCATION**

Thalavia

## VISUAL IDENTITY



## CULTURE SHOWCASE- COLLAB IDEAS



### INDEPENDENT LABELS

-BUYTHEVINTAGE  
MORE IDEAS



### DANCE CREWS & FITCHECK BATTLES

-nameof CREW  
-FITCHECK BATTLES W INFLUENCER JUDGE



### ZINES/MERCH

we plan to give guests memoirs/ merch that we make in collab w local artists to commemorate each event and make it special for anyone that shows up.

DJAYS



RISHABH

about rishabh



AGAM

about agam



TBD

about tbd

# Why It Matters

Creating a real space in the city where hip-hop,  
house, fashion, and freedom intersect.

With respect for the roots and fire for the future.

Our events spotlight emerging talent, nurture  
scenes, and offer brands real community access.

## Our goal:

- Spotlight homegrown talent
- Build scenes, not just sets
- Connect brand partners to real culture
- Curate events that actually *move people*

**If this feels like  
home, reach out.**