

# REFRACTION

Partnerships Overview  
Season 02-03

# We Believe

World-class curated experiences can transform web3 into something  
tangible, communal, and unforgettable.

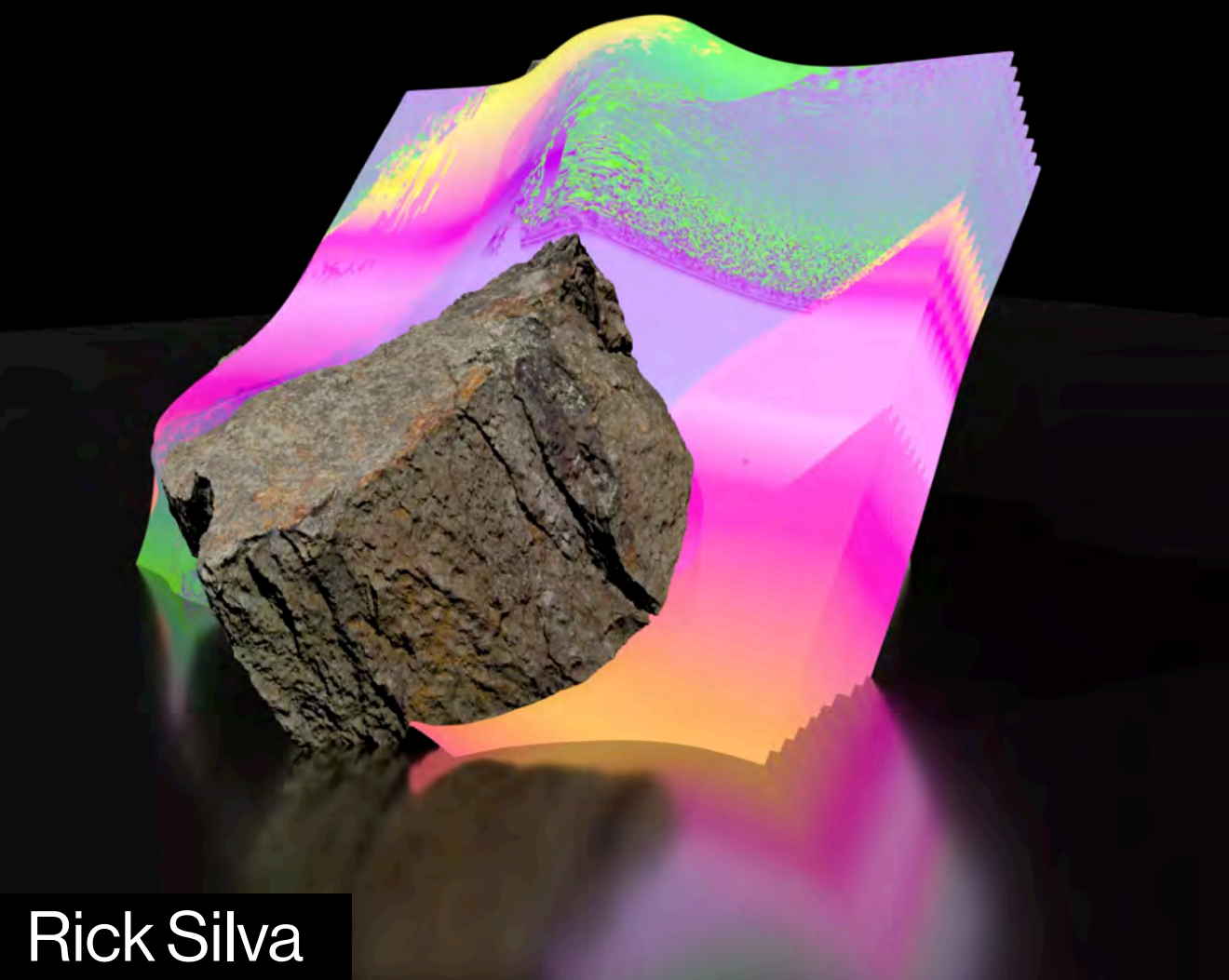


Chuck Anderson

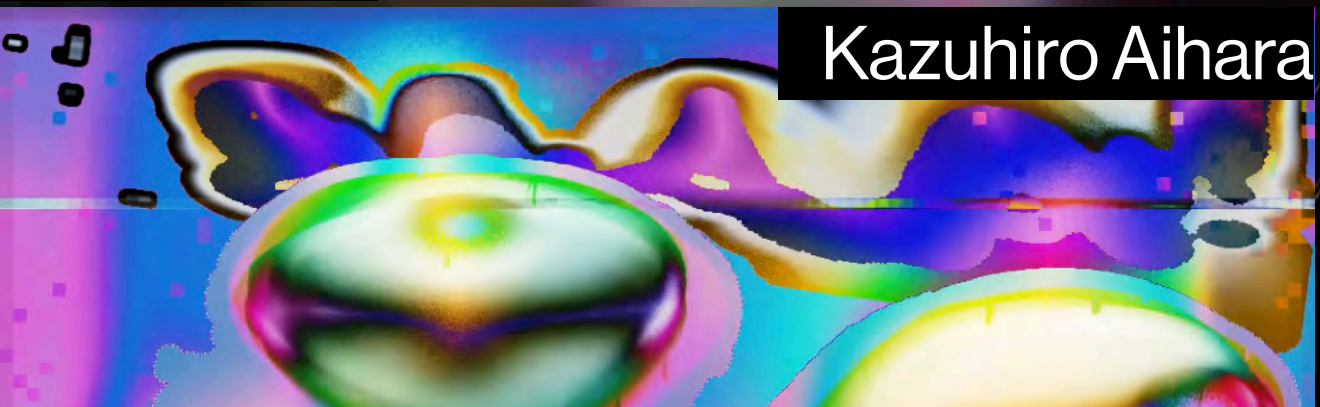
# We Are...

A DAO for the future of live visual art and performance experiences.

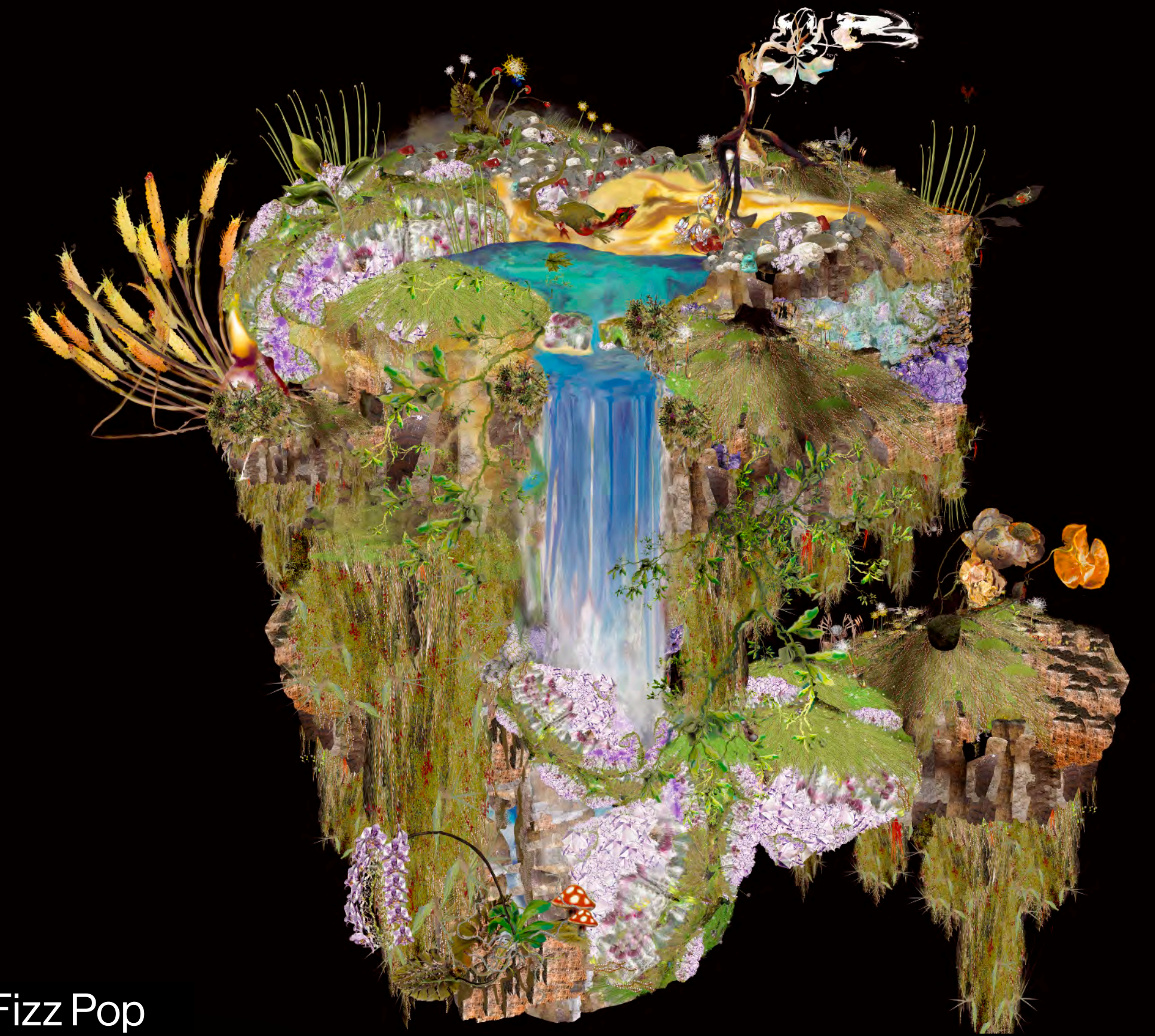
Our collective of 600+ leading visual artists, DJs, curators, programmers, producers, and technicians are singularly positioned to [connect the world](#) to web3 through [culture](#).



Rick Silva



Kazuhiro Aihara



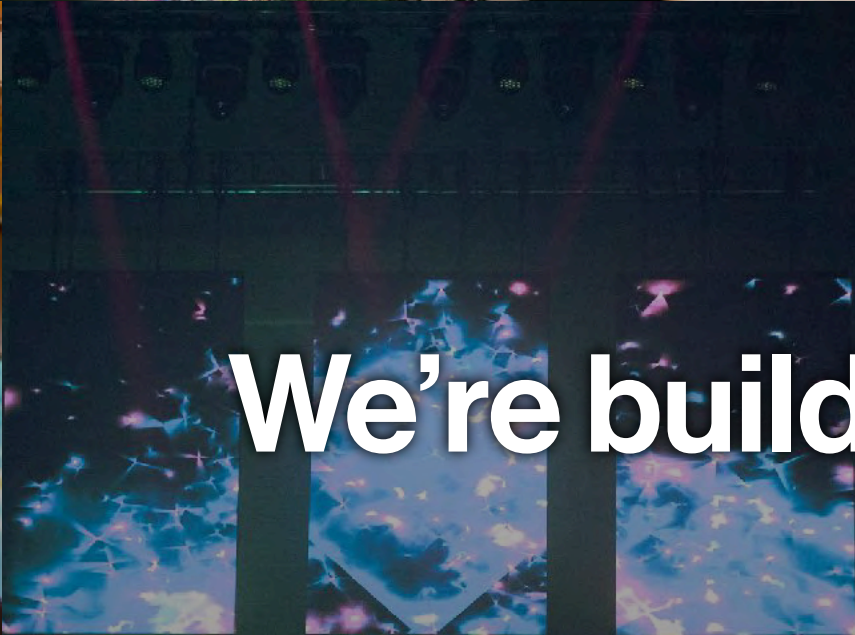
Fizz Pop



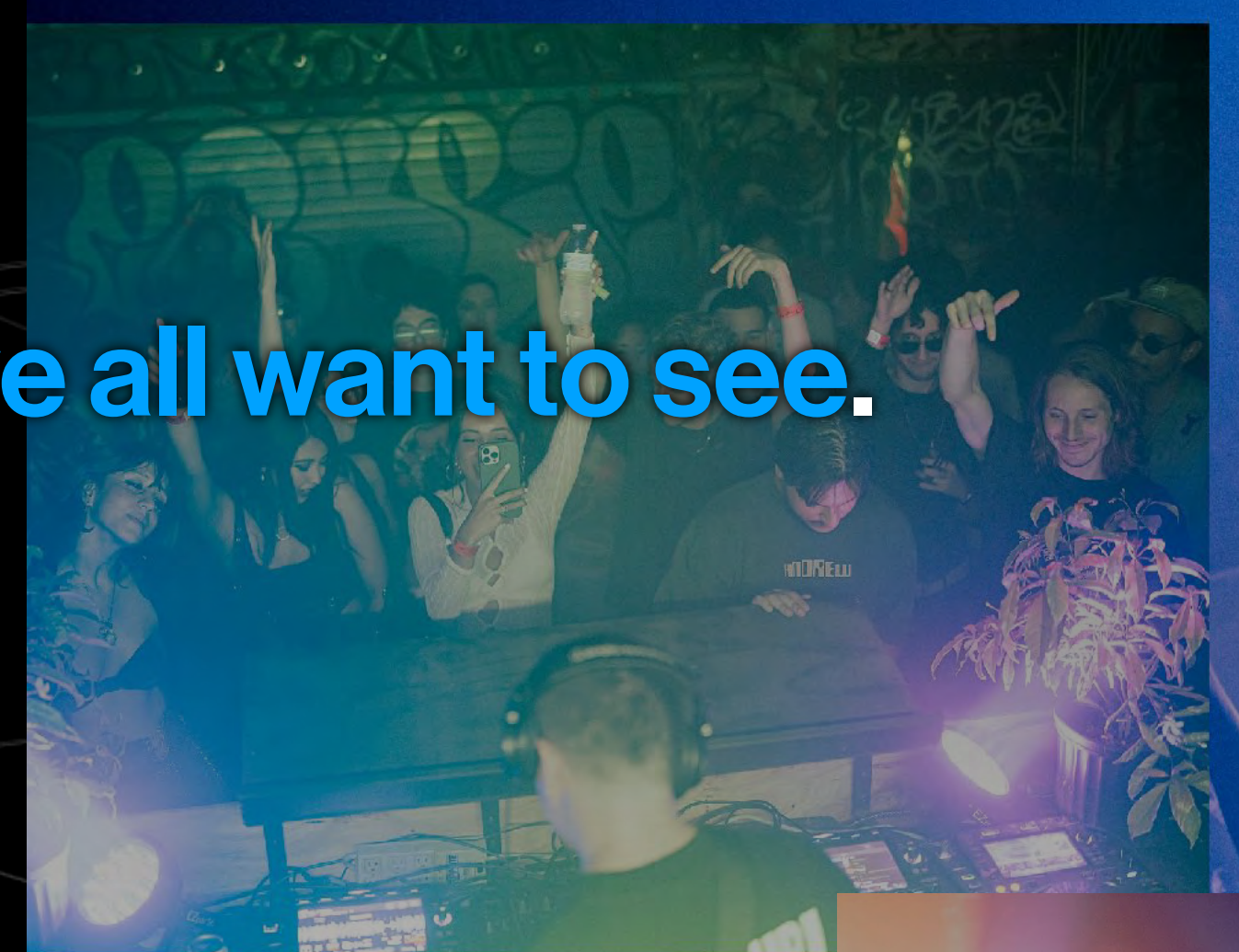
Skye Goodman



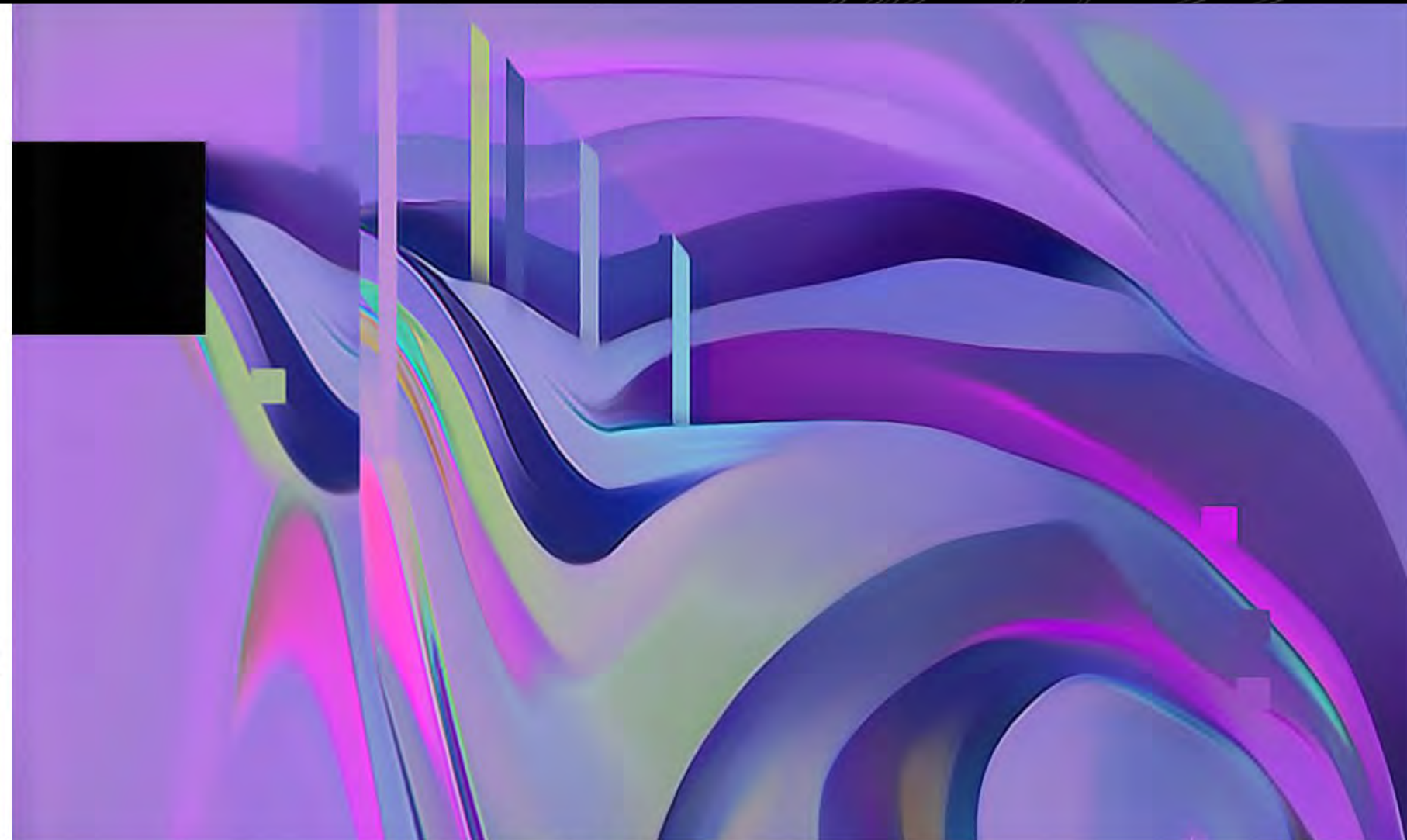
Saeko Ehara



We're building the inclusive, accessible web3 we all want to see.



# Verticals & Projects



## Creator Fund

Capital and creative resources that empower creatives, artists and collectors through funding across three tiers, totalling +100k \$USDC



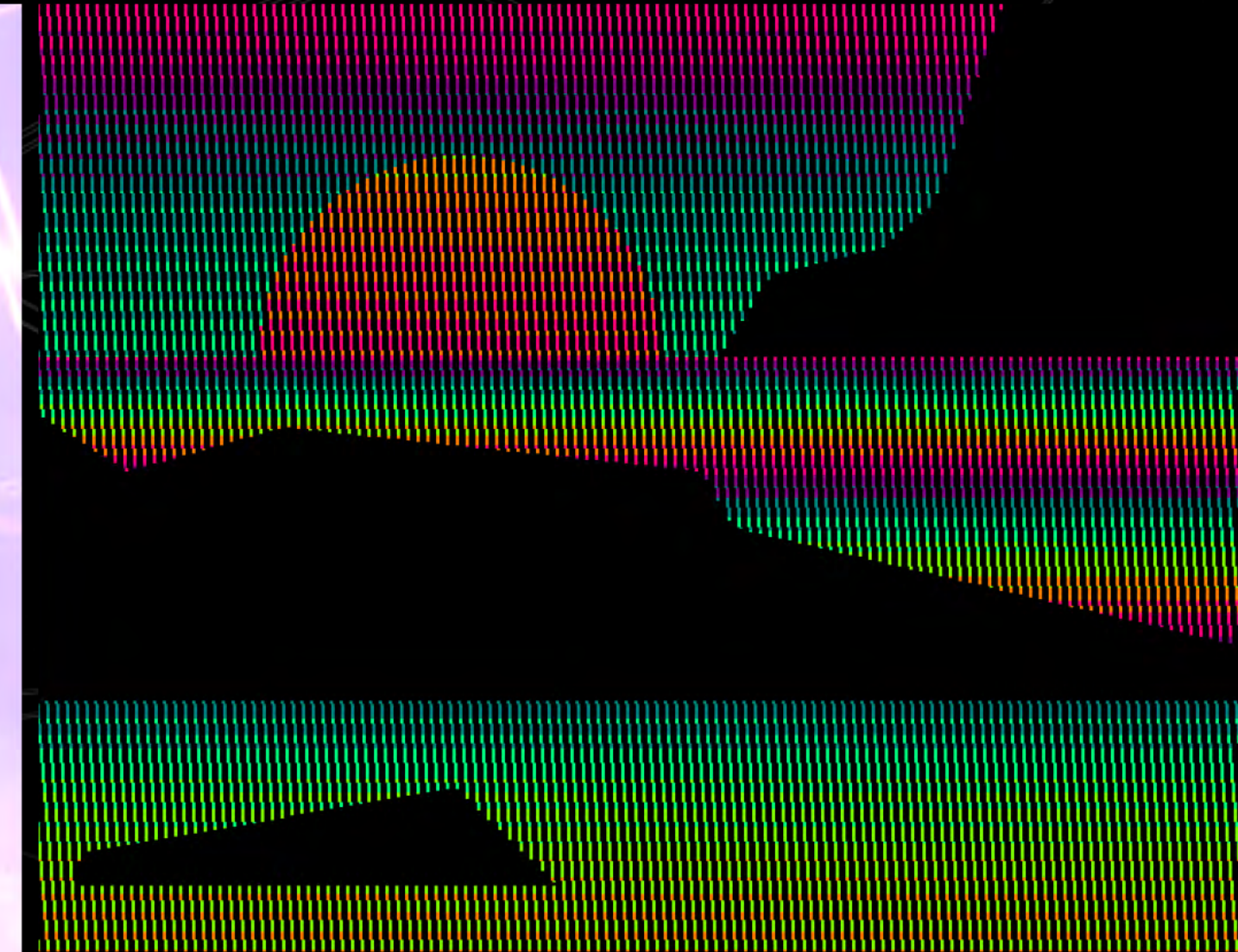
## Research & Education

Bespoke content, discussions and artwork exploring the intersection of web3, art and culture, curated for and by our community and audience.



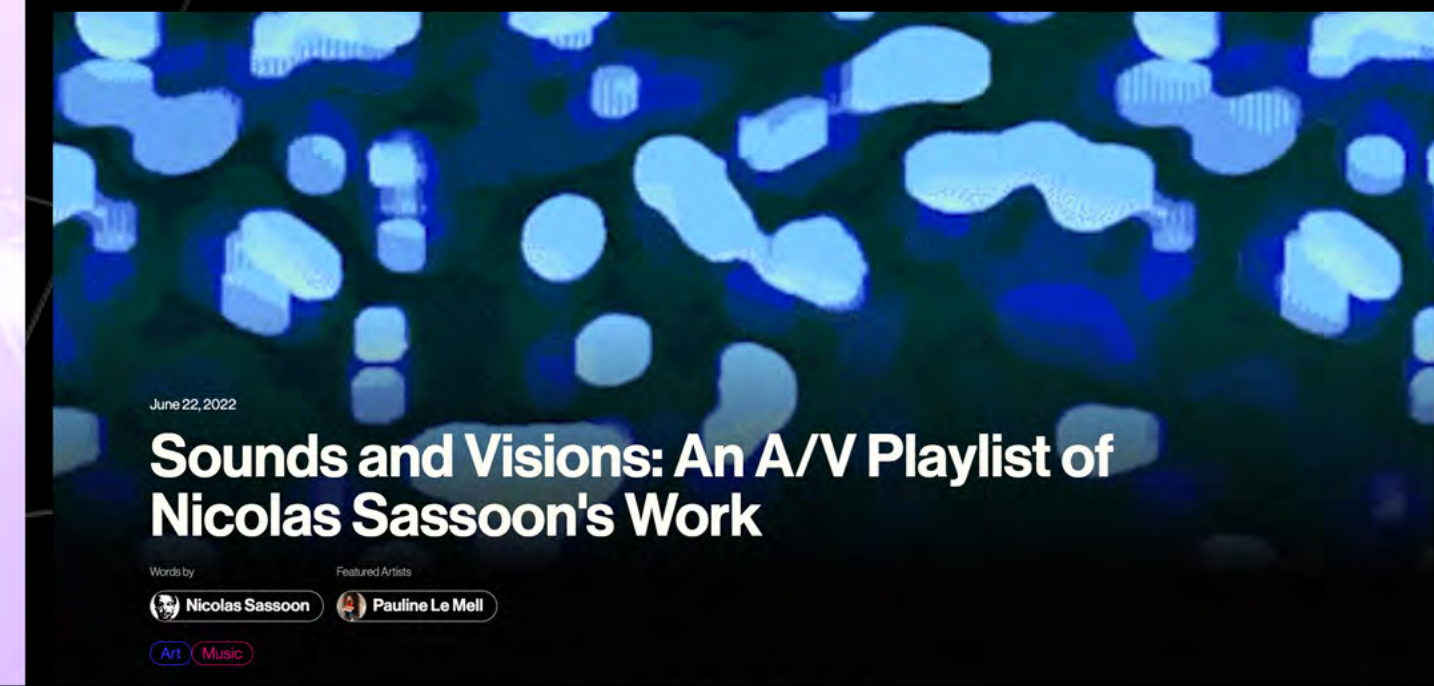
## Live Events

Worldwide music & art events in cultural hotbeds, curated and produced to support diverse & rising creators.



## Drops

Seasonal and special edition drops from Refraction's Founding Artists



## Editorial

Curated art programs collection, thought leadership, global cultural news and commentary.

# SE 02-03 Timeline

- ... Creative Grant Program: Cohort 1
- Refraction Seasonal Theme & Collection
- ☆ Live Events
- ◇ NFT Drops

\*additional events & drops TBA

Season 2: Minted Chaos

Season 3: Creative First

Submissions & Selections

Production & Exhibitions



## LIVE EVENTS



Mutek  
CDMX



Panke  
BERLIN



Round House  
LONDON



Soup  
TOKYO



Algorave  
NYC



Art Basel  
MIAMI

## NFT DROPS



Linda Dounia



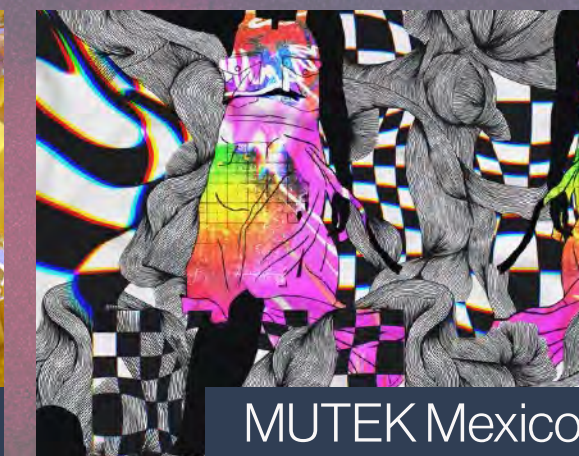
Anna Lucia



digitalcoleman



Japan Collective



MUTEK Mexico



MagmaDAO

# Community Events

Our community event series continues throughout seasons 02 and 03, with **events taking place in Montreal, Tokyo, Berlin, Mexico City, London, Amsterdam and New York**, with additional events to be announced.

Community events are presented in partnership with local venues, festivals, promoters, curators and independent labels at cultural hotspots across the globe.



MUTEK  
MTL



Algorave  
NYC



Soup  
TOKYO



Round House  
LONDON



Panke  
BERLIN



MUTEK  
CDMX



# THE FESTIVAL



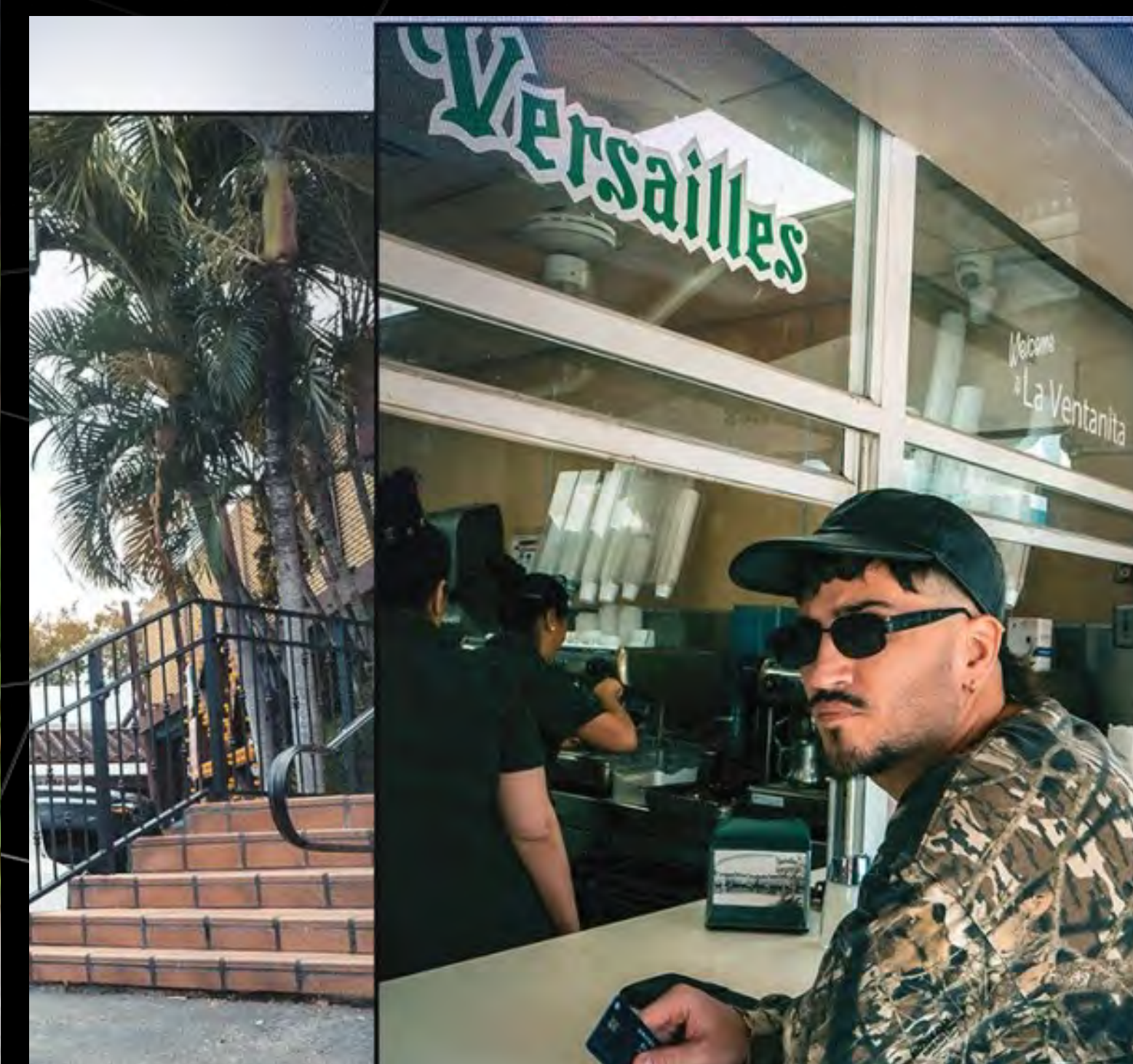


# Refraction x Art Basel Miami

Seasons 02 and 03 culminate in our three day, multi-venue festival at Art Basel Miami, where we'll showcase top international touring acts alongside multimedia visual artists at live shows and art exhibitions in three unique venues from **Wednesday November 29th to Friday December 1st.**

Our tentpole 2-day festival, located at the **Centre for Subtropical Affairs' outdoor botanical garden**, will feature performances from afternoon until latenight.

Satellite events will also take place at the **Frost Planetarium**, located in the city's downtown neighborhood.

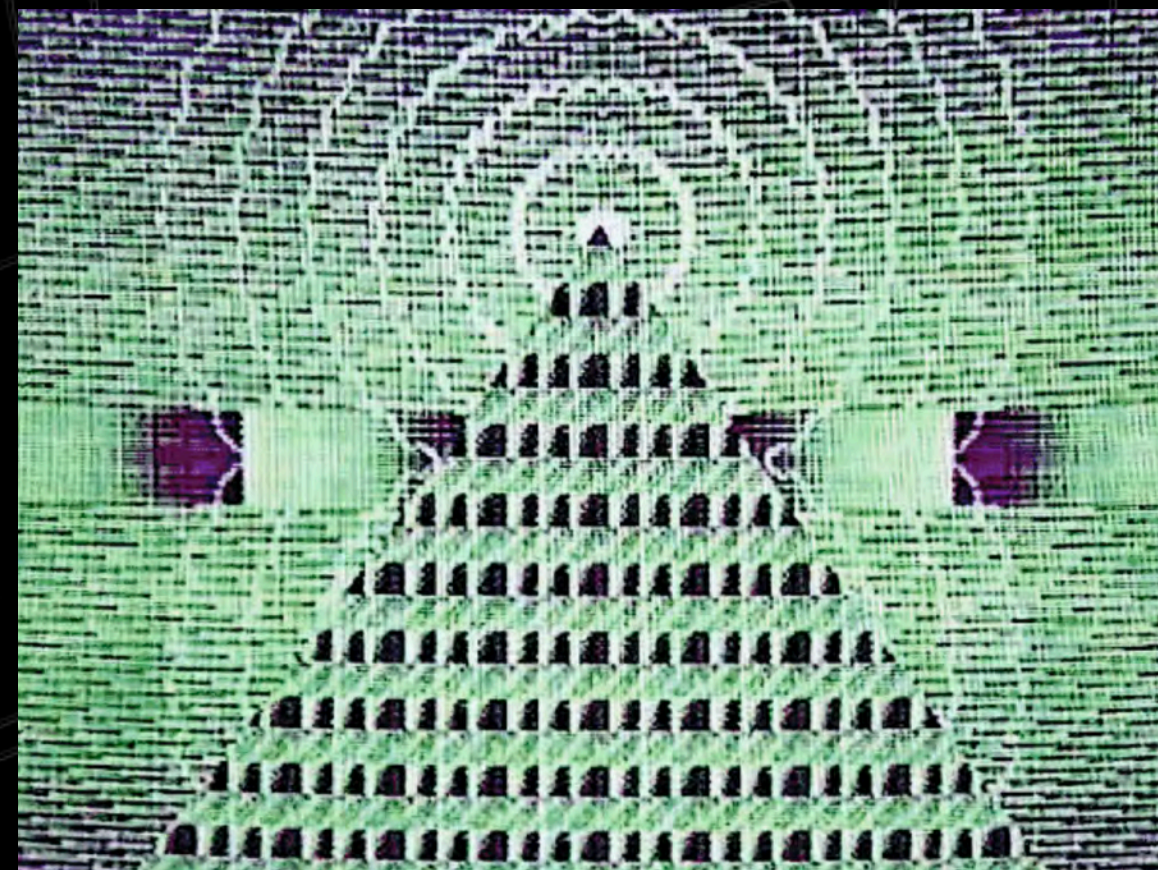


# Artist Programming & Curation

Across all three days of the festival, Refraction is curating revered audiovisual artists from across the world, similar to the below previously curated talent. All visual artists will mint new work live at the events.

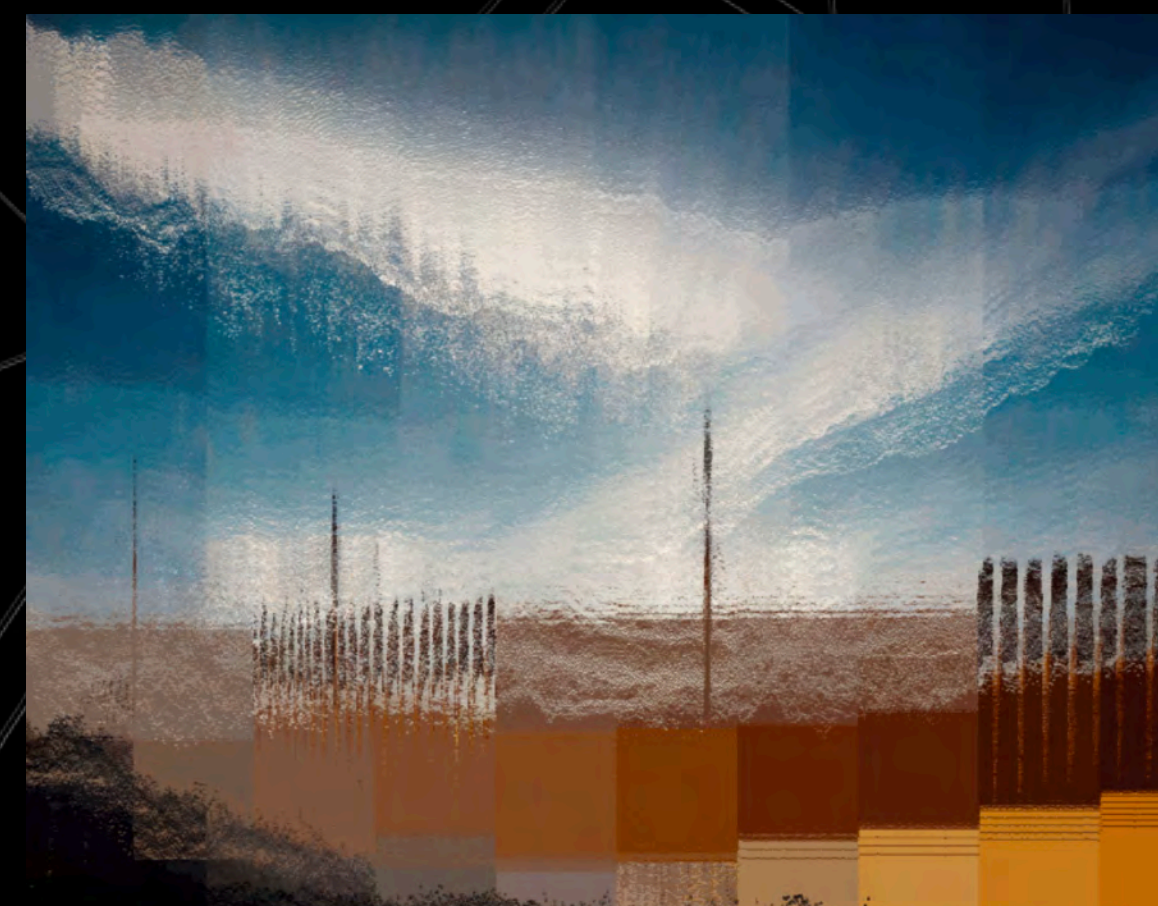
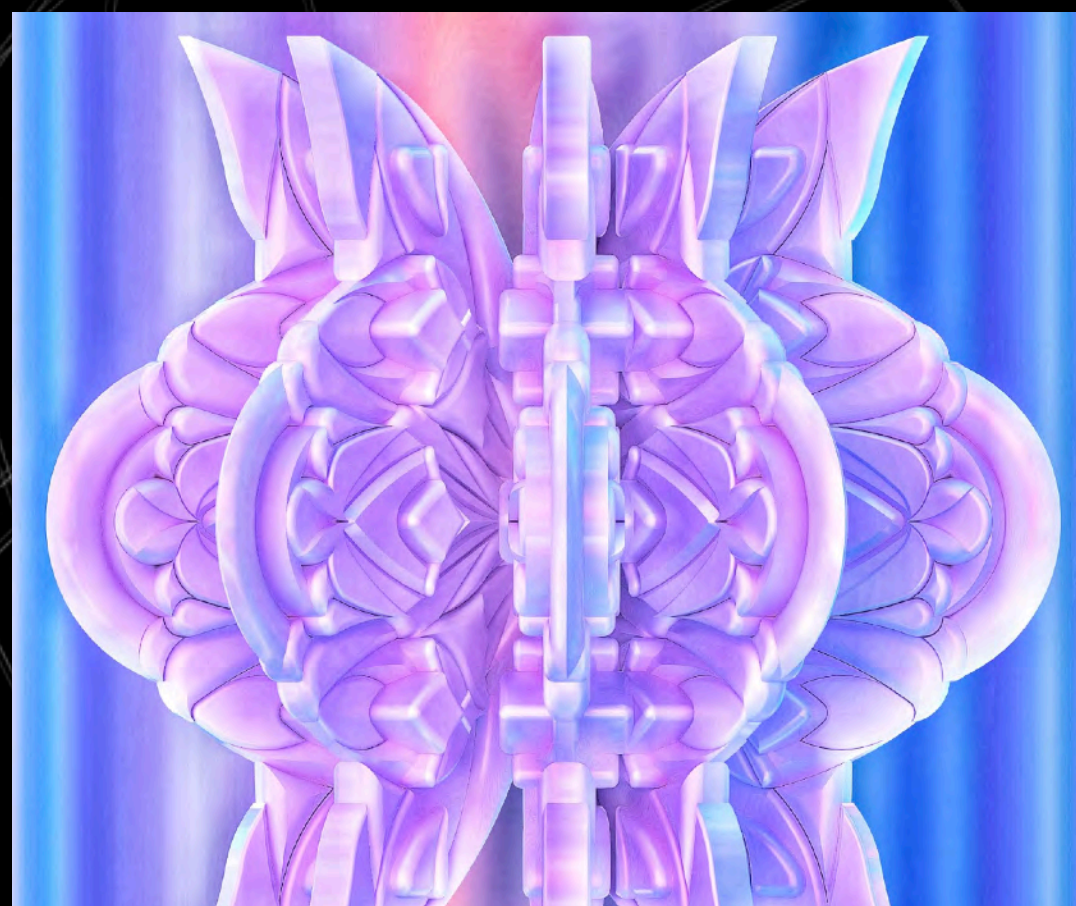
## Exhibiting Artists: 60+

Nicolas Sassoon  
Zach Lieberman  
Drexciya, Elbi,  
Manami Sakamoto  
Helen Crispin, Sara Ludy,  
P1xelfool, Afroscope, and  
more



## Musical Acts & Performances: 8+

Danny Daze, Marie Davidson,  
Two Shell, Nick Leon, Seb  
Wildblood, Debit, Jimmy Edgar,  
Dee Diggs, Ash Lauryn, Yaeji,  
Bradley Zero, and more



# Center For Subtropical Affairs

Our festival HQ will be at Centre for Subtropical Affairs, an outdoor botanical gardens event space and ecological learning center.

The space will act as an oasis where guests can enjoy live performances and exhibit openings while taking in the juxtaposition between lush greenery and cutting edge technology and multimedia artwork.

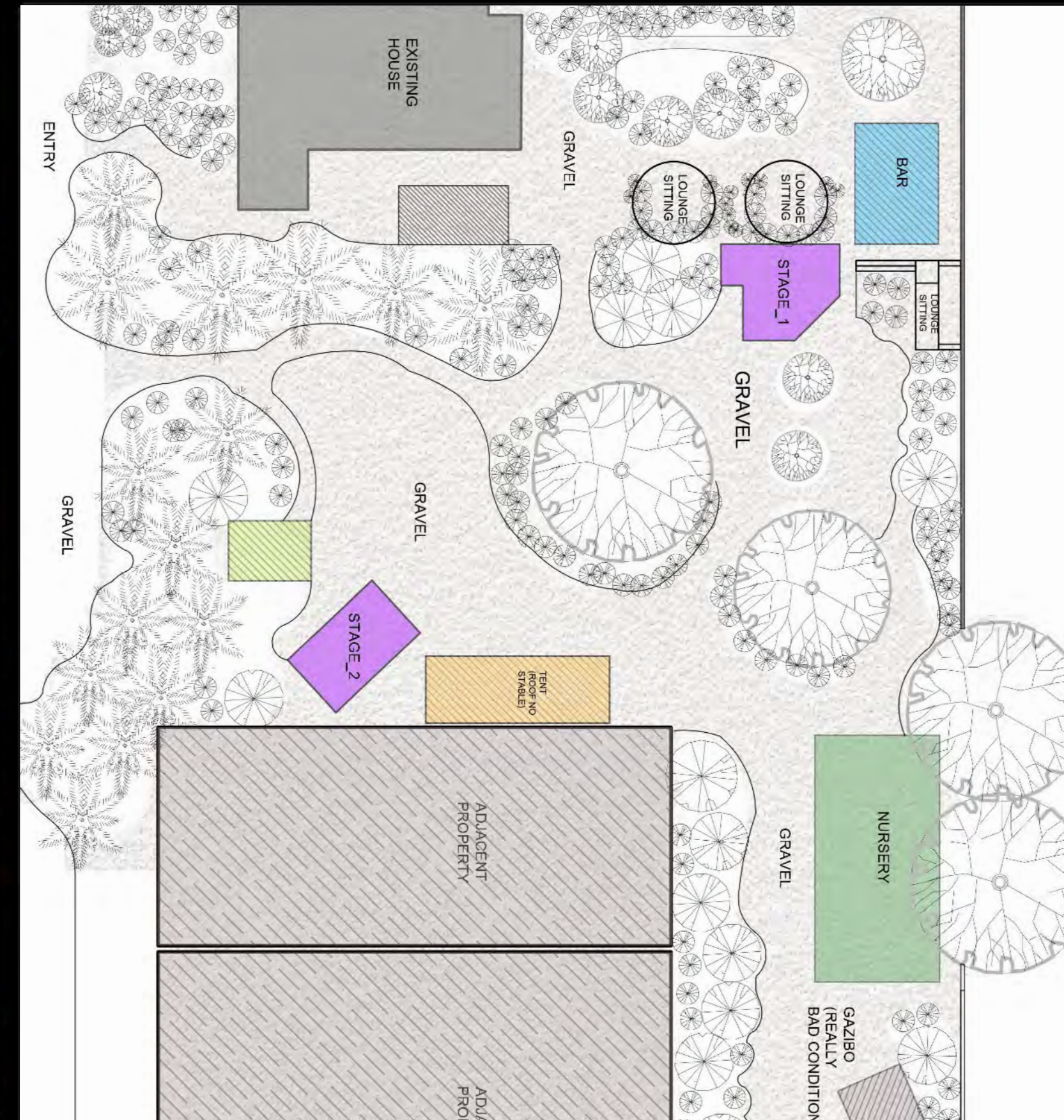
**Dates:** November 29-Nov 30

**Location:** Little River District

**Exhibiting Artists:** 60+

**Capacity:** 1000

**Music Performers:** 8+



# Experience Design

The CFSTA space will be brought to life by artist and exhibition designer, **Craig Barrow**, who has worked with brands and luminaries like Nike and Virgil Abloh to design modular, interactive experiences that encourage discovery and exploration.

Inside the venue, multimedia artwork and performance space will be installed in open spaces and amongst the venue's natural botanical elements, illuminated by lighting and projections, pipe structures and mirrored acrylics in eye catching candy colours..

The installation materials will change between day and night and manipulate the surrounding environment.



# Frost Planetarium

Inside the Frost Planetarium, Miami-native and globally acclaimed electronic producer Danny Daze launches his long-awaited immersive visual experience.

The album comes to life with a live performance of the album, accompanied with bespoke imagery by Konx Om Pax (Scottish-born Tom Schoefeld) projected inside the dome in 8K.

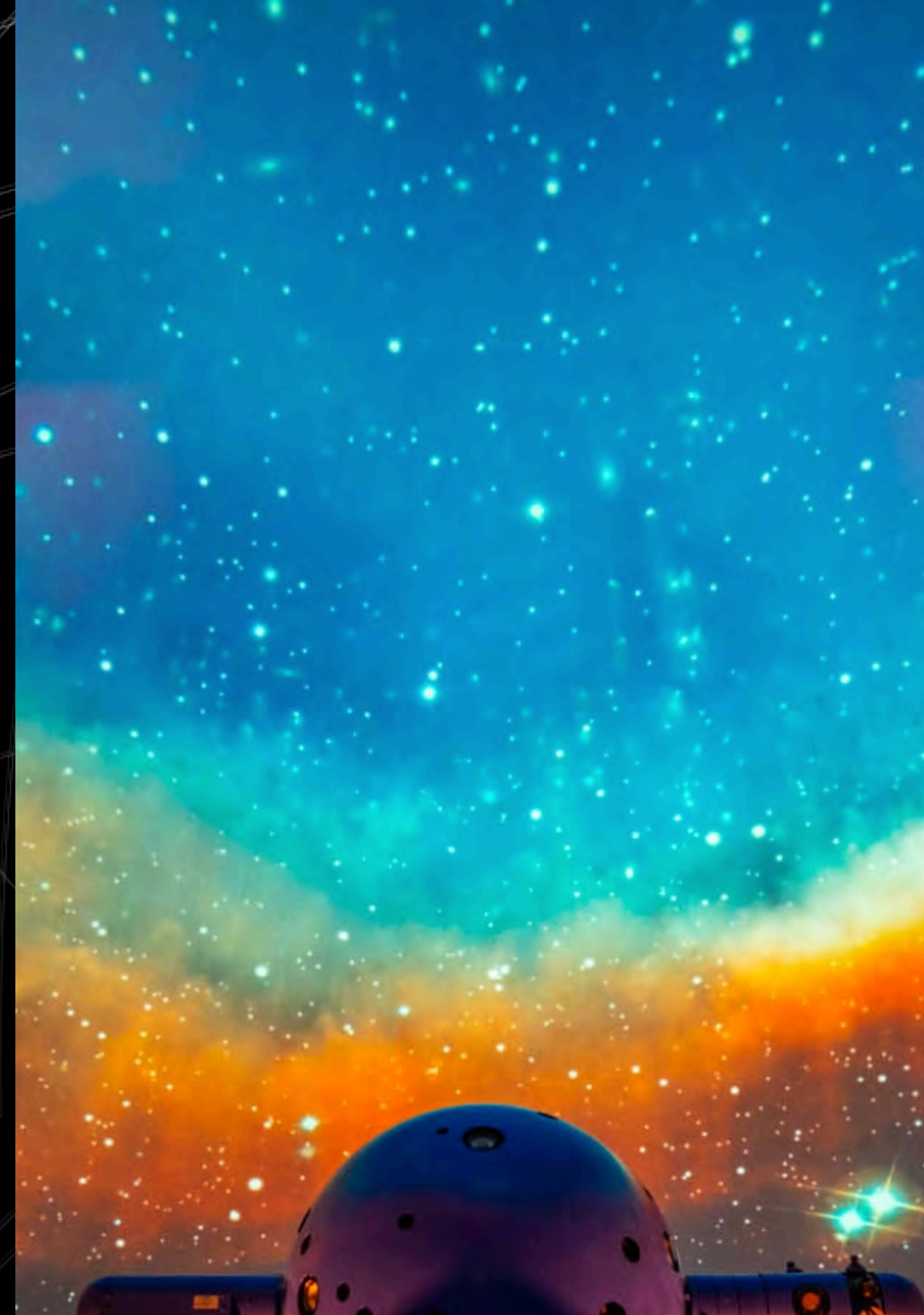
**Date:** December 1st

**Location:** Downtown Miami

**Exhibiting Artists:** 3

**Capacity:** 250

**Music Performers:** +2



Danny Daze

# Partnership Opportunities

Refraction partnerships provide the opportunity for visibility through our physical and digital channels, and a direct conversation with the Refraction community.

We customize deliverables around our key project pillars based on our partners' key dates and strategic objectives.

## **Multi-Season & Seasonal Partnerships**

Premium visibility and experiential activation rights across all Refraction events worldwide. Bespoke tech integrations, dedicated community campaigns, and priority title designation across digital and physical assets.

## **Community Events**

Year-round community events in a variety of venues located in key cultural hotspots around the world. Events vary in scale and format and are presented in collaboration with our global creative partners.

## **Marquee Event**

Large-scale, multi-day tentpole festival events in major markets with curated selection of exhibiting and performing artists in immersive, experience-driven spaces. (Season 03 Art Basel Miami)

## **Product Trialing + Marketing**

Customized, organic integration of partner products and services at IRL events and through digital platforms. Paired with community dialogue and messaging like Discord Q&As and Twitter Spaces.

## **Editorial Content**

Custom content on and across our platforms in written, film, audio and interactive metaverse formats. Featuring voices and topics that speak directly to the Refraction community and extended international audience.

# APPENDIX

# Partnering With Refraction

Refraction produces **world-class artwork, editorial and live events** in collaboration with a vetted community of artists and creative industry leaders.

Our partnership ecosystem is made up of cultural organizations (venues, festivals, independent labels), art and tech DAOs, and web3 brands, who we work with to reach new audiences and amplify our events, projects and new artwork.

## In the appendix:

- 1) Audience Data
- 2) Season 00-02 Highlights
- 3) Other Projects:
  - Community Events
  - Research & Education
  - Metaverse
- 4) Partner Case Studies



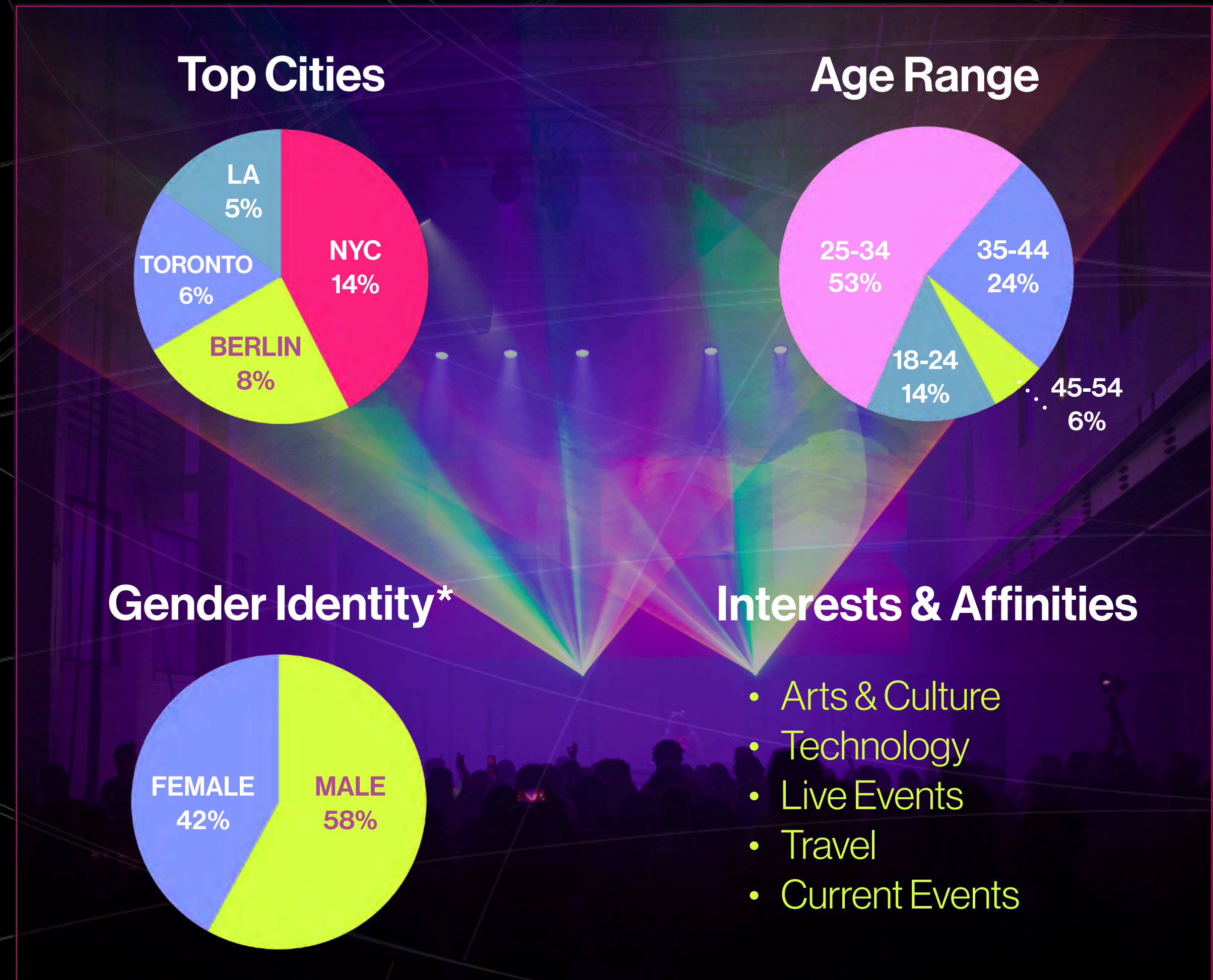


# Community & Audience

The **Refraction DAO Community** is a growing network of more than 1900 artists, technicians, contributors and cultural partners who live and work at the intersection of music, visual art, events and tech industries.

**Refraction's Audience** is made up of culture-seeking gen-z and millennials who range from the crypto-curious to fully immersed in web3.

Both groups are global-minded culture seekers who value diversity, inclusion and underground culture.



\*Please note that these figures are based on data from Instagram and Twitter, where only two options are presented for gender identity. More accurate reporting on demographic statistics will be available in October 2022.

# Season 00-01 Recap

**15** International Events

**8000+** RSVPs

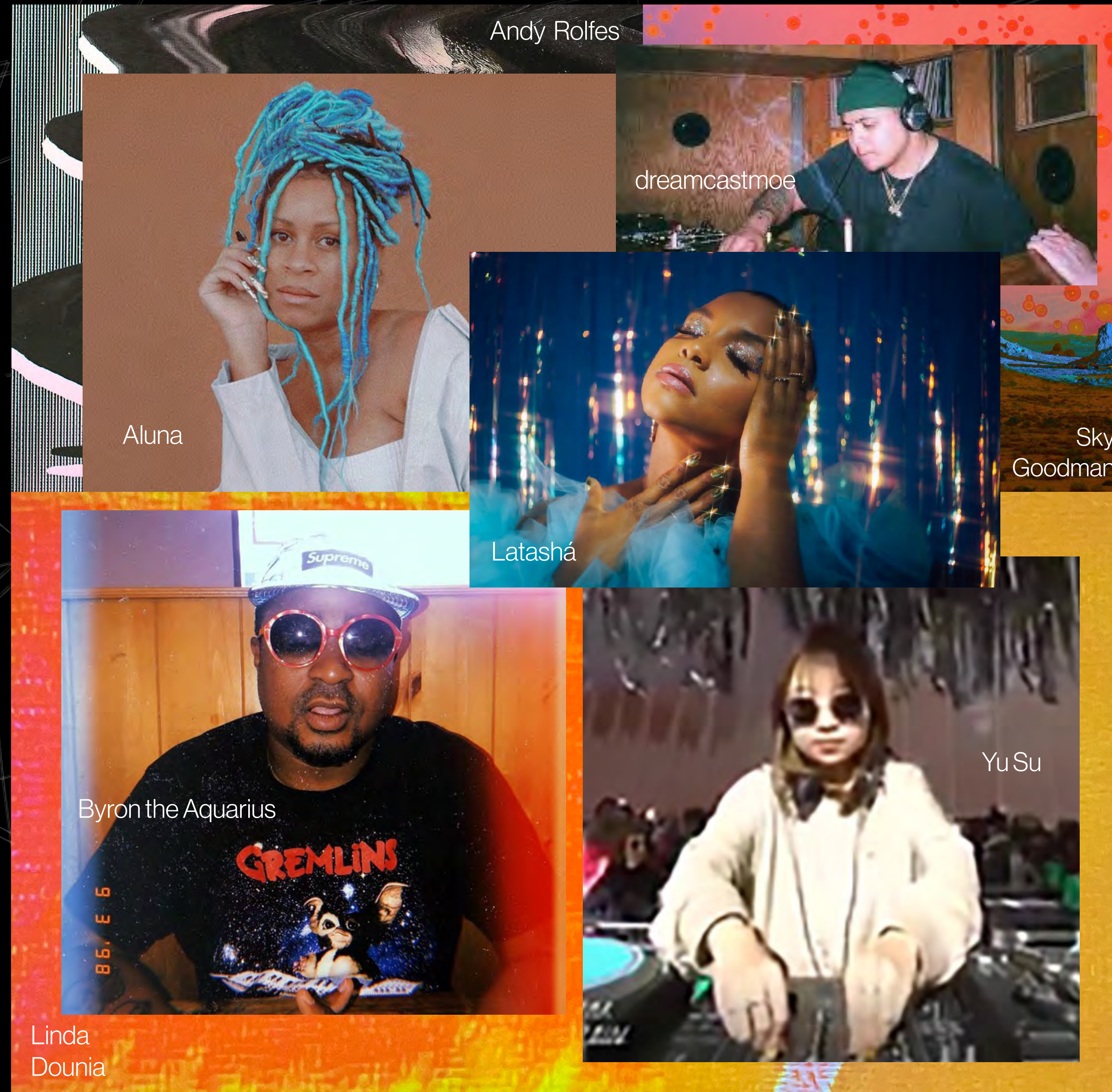
**2500+** NFTs Minted

**700+** Artists

**1900+** DAO Members

Live events took place in

**New York, Berlin, Vancouver,  
Kampala, Miami, Toronto, Sao  
Paolo, London and Montreal.**



Andy Rolfes

dreamcastmoe

Aluna

Latashá

Sky  
Goodman

Byron the Aquarius

YuSu

Linda  
Dounia

# REFRACTION FESTIVAL

BERLIN

LOCATION: PANKE CULTURE

FRIDAY 29.04: DOORS & EXHIBITION 18:00, MUSIC 20:00

SATURDAY 30.04: DOORS & EXHIBITION 18:00, MUSIC 21:00

PERFORMERS: THE ALLEGORIST, BUNGALOVV, PARTICLE K, TABITHA SWANSON, EDDINGTON AGAIN, KAITLYN DAVIES, MAX DAHLHAUS, MUQATA'A, MC YALLAH & SCOTCH ROLEK, O.N.A., OPIUM HUM, XZAVIER STONE

13347 BERLIN | U6/S WEDDING

## BYRON THE AQUARIUS

APRIL 30

SCOTT W.

Pacific Rhythm | REFRACITION | PARADISE

### REFRACTION FESTIVAL PRES:

FLEX AVE

W public records 233 butler st brooklyn ny 11217 /

EPIC 17 march in the sound room

HITMAKER CHIN X

UNINAMISE FEAT. FDM NATION

IN ASSOCIATION W/

CARNEGIE HALL'S

AFROFUTURISM FESTIVAL

SAFE SATURDAY 19 MARCH THE BOOMBOX

JEZEBEL 6PM-6AM

### REFRACTION FESTIVAL + FRI BENEFITS

RON J A D A L A R E C O S

IN THE SOUND ROOM

LOVE T O R I B SHAWN K F E E S S P U R G

IN THE BAR

public records 233 butler 24 march st brooklyn ny 11217

## Off: Endgame

SARAH FRIEND

OPEN 06.21.2022 - 07.05.2022 Wed - Fri, 11 AM - 7 PM

LOCATION Public Works Administration 1627 Broadway Times Square

COMMISSIONED BY: REFRACITION | RHIZOME # FINGERPRINTS

SPONSORED BY: RabbitHole

# Y U

# S U

BUSINESS + CLASS

REFRACTION FESTIVAL APRIL 16 22:00-1265 DUNDAS ST W BAMBIS

## REFRACTION Festival NYC

Aluna LATASHÁ Prefuse73

dreamcastmoe JWords 063N13

Abu Haqq Agoston Nagy Alex Gibson Ana Caballero Andrew Benson Andy Rolles

Anna Lucia Becka Saville Billy Love Carla Gannis Chepertom Chris Coleman

Chuck Anderson Cibelle Cavalli Bastos Claire Silver Coco Magnusson DOS Artifacts

Ellie Pritts Emilio JP Empress Trash Faith Holland Felt Zine Francoise Gamma

Gabriel Kôj Gabrielle Mic Genki Nishida Gio Mariani Hana Watanabe Helena Sarin

hypereikon Ikaro Cavalcante JACKSON Kaki Jimmy Edgar Joan Heemskerck Jotta

Kaoru Tanaka Kate the Cursed Kazuhiro Aihara Kim Asendorf Kristen Roos Laya Mathikshara

Linda Dounia Loren Bednar Lorna Mills Lucy Benson machina + Manami Sakamoto

Malcolm Levy + Mathew Jonson Nate Boyce NFT Culture Proof Nicolas Sassoon + Yu Su

Noah Pred pxfelfool Petra Cortright Phillip D Stearns Rick Silva Robert Gallardo Rodell Warner

Roman Sein Rose Jackson x Santiago Sabato Saeko Ehara Sara Ludy Sasha Stiles

Setta Studio (Dina Chang + Tim Saccanti) Sky Goodman T-1000 Teebes Travess Smalley

Wade Wallerstein YACHT Yoshi Sodeoka Zak Loyd

@ZEROSPACE 06.22.22 6p-12:30a

Presented by: INFINITE OBJECTS, RabbitHole, COI.VISE, MYSTERIOUS

refractionfestival.com/events

## REFRACTION Festival NYC

The Lot Radio Takeover

Kilopatra Jones

musclecars

Russell E.L. Butler

DJ Wawa

06.23.22 4-8pm

17 Nassau Ave Brooklyn, NY

thelotradio.com

## REFRACTION Festival NYC

dreamcastmoe

+ Refraction DJs

Café Balearica

06.23.22 7-10pm

44 Berry St Brooklyn, NY

In partnership with COI.VISE

refractionfestival.com/events

# Creative Grants Program

In July 2022 Refraction DAO launched a Creative Grants program through a worldwide open call.

Totalling +100k \$USDC and awarded across community projects from exhibitions, education, metaverse builds, NFTs, DJ mixes, editorials and audio content.

Work created through the program will come to life at on Refraction's digital platforms and at our live events throughout the remainder of 2022.

## Key Dates:

**Submission deadline:** Aug 15

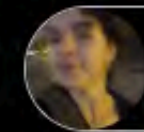
**Awards announced:** Sept 20

**Production completed:** Dec 31

July 6, 2022

# Announcing: S02/S03 DAO Creative Grants

Words by



Kaitlyn Davies

Featured Artists



Malcolm Levy

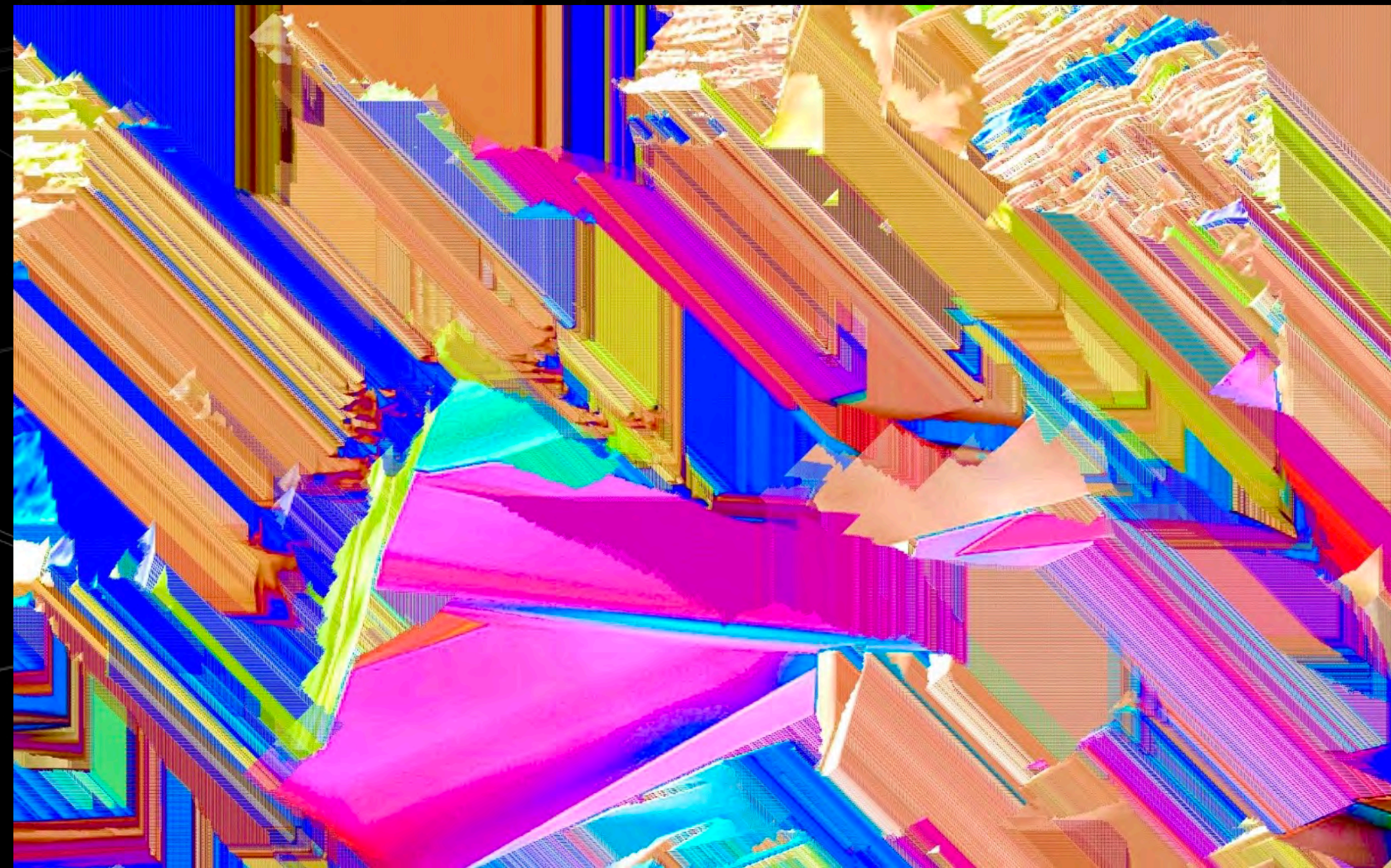


Izzy Ocampo

web3

Art

Music



# Research & Education

As we enter our 3rd Season, the most important question both in the DAO and the larger ecosystem is how this new structure will play out—who is in control, who benefits, and what systems and models prevail.

As a DAO we are taking a deep dive into this area to understand, explore and collaborate with creatives to discover what matters and what new systems we can create together.

## Project Roadmap

OCT  
2022

### Phase One: Discovery

Gathering data through surveys and interviews about our community's experiences in web3, asking questions like:

- What does it mean to be truly creator-led?
- What can web3 offer, and how can we meet those needs as a DAO and a creator ecosystem at large?
- Which territories need addressing to ensure that power and value is redistributed to creatives?

NOV  
2022

### Phase Two: Learnings

During our second phase we'll collate our research around these ideas, issues and territories, and explore new ways to present our findings through written editorial, round table panels, exhibits, and drops.

DEC  
2022

### Phase Three: Outputs & Actions

The project culminates in a Summit at Art Basel Miami with cultural leaders in the DAO and web3 space that focuses on the future of a creator-run web3.

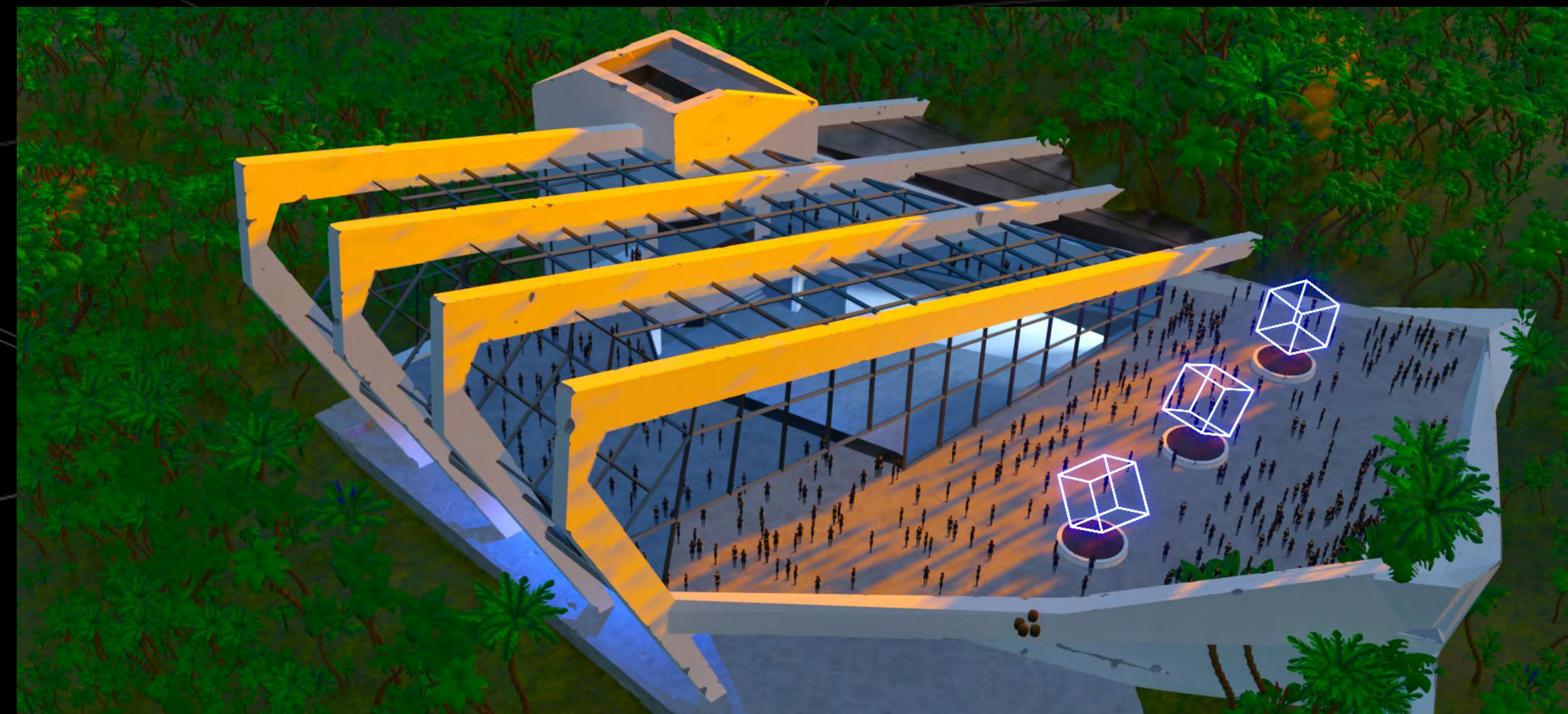
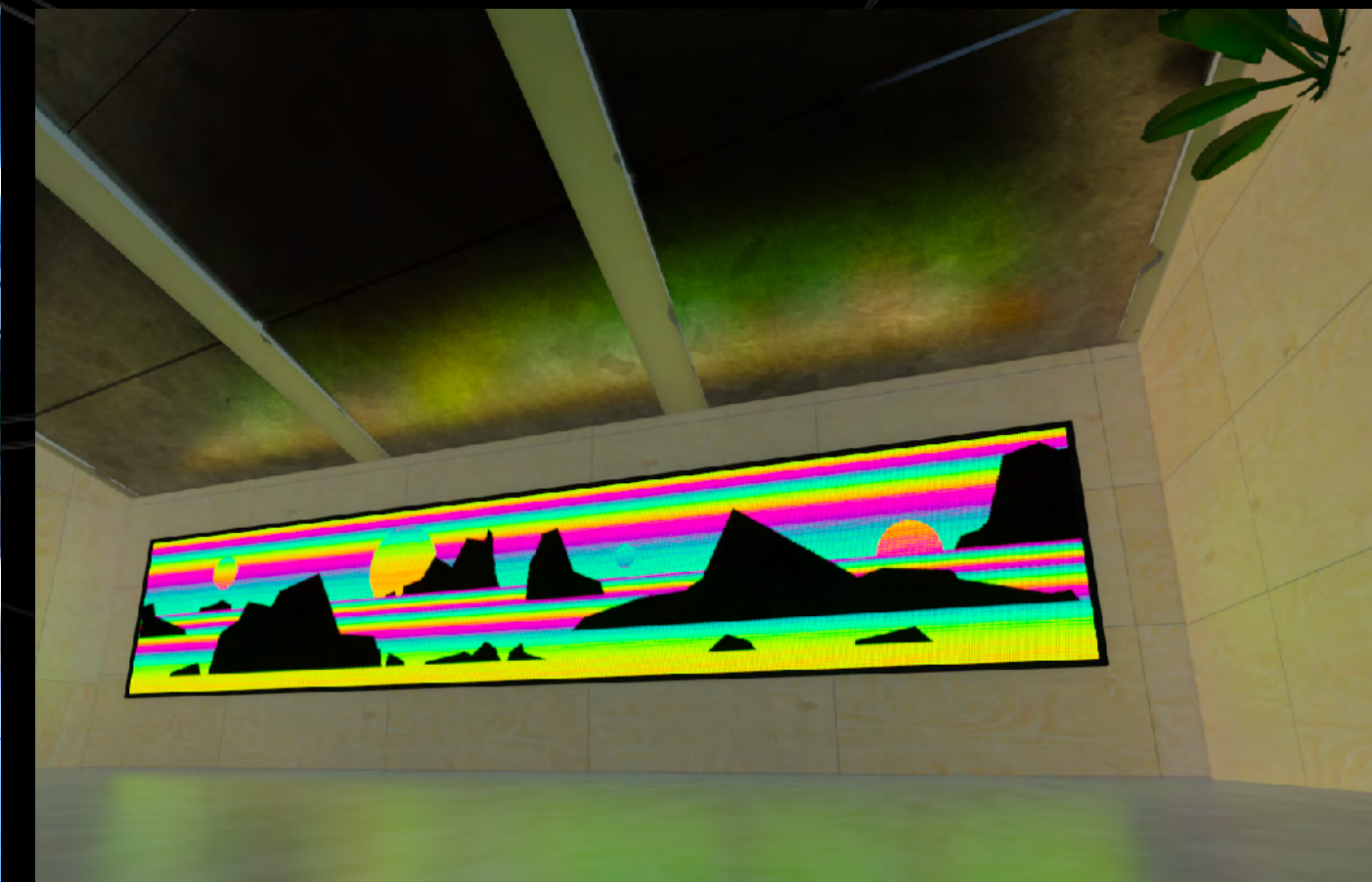
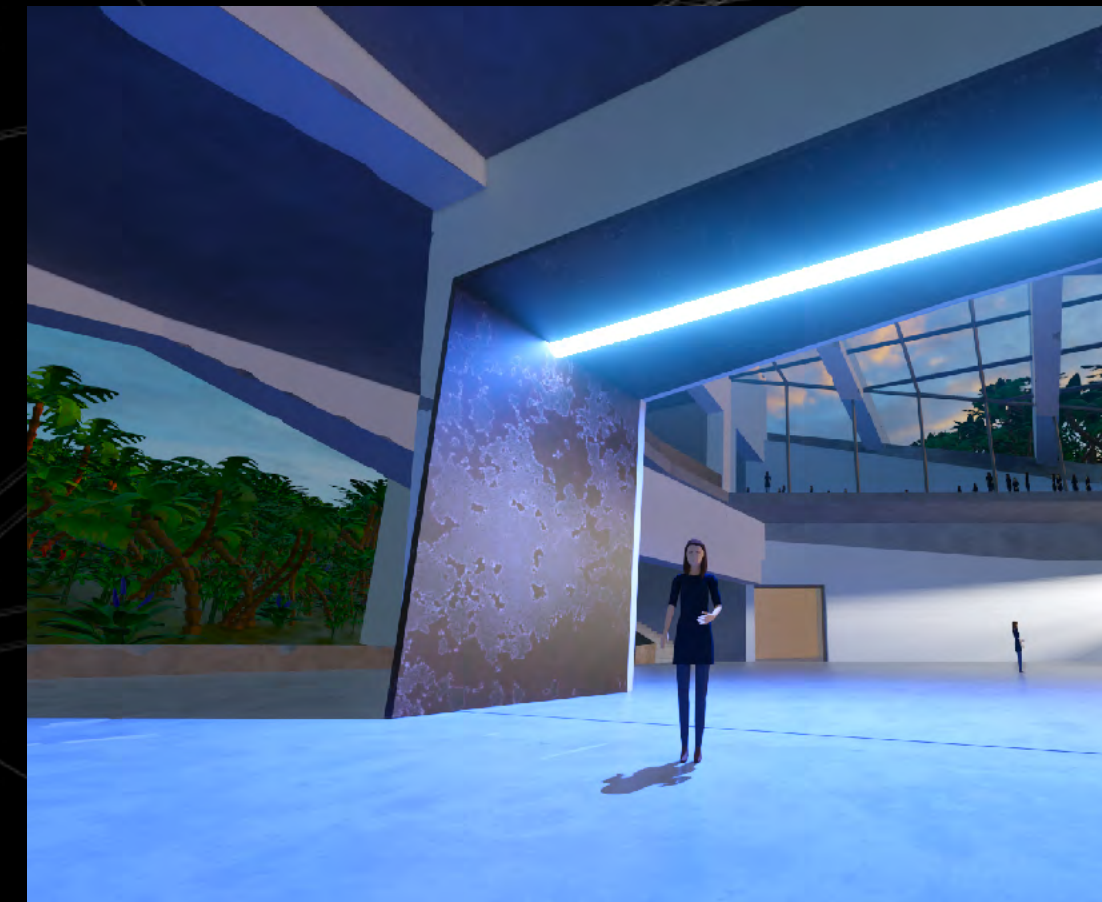
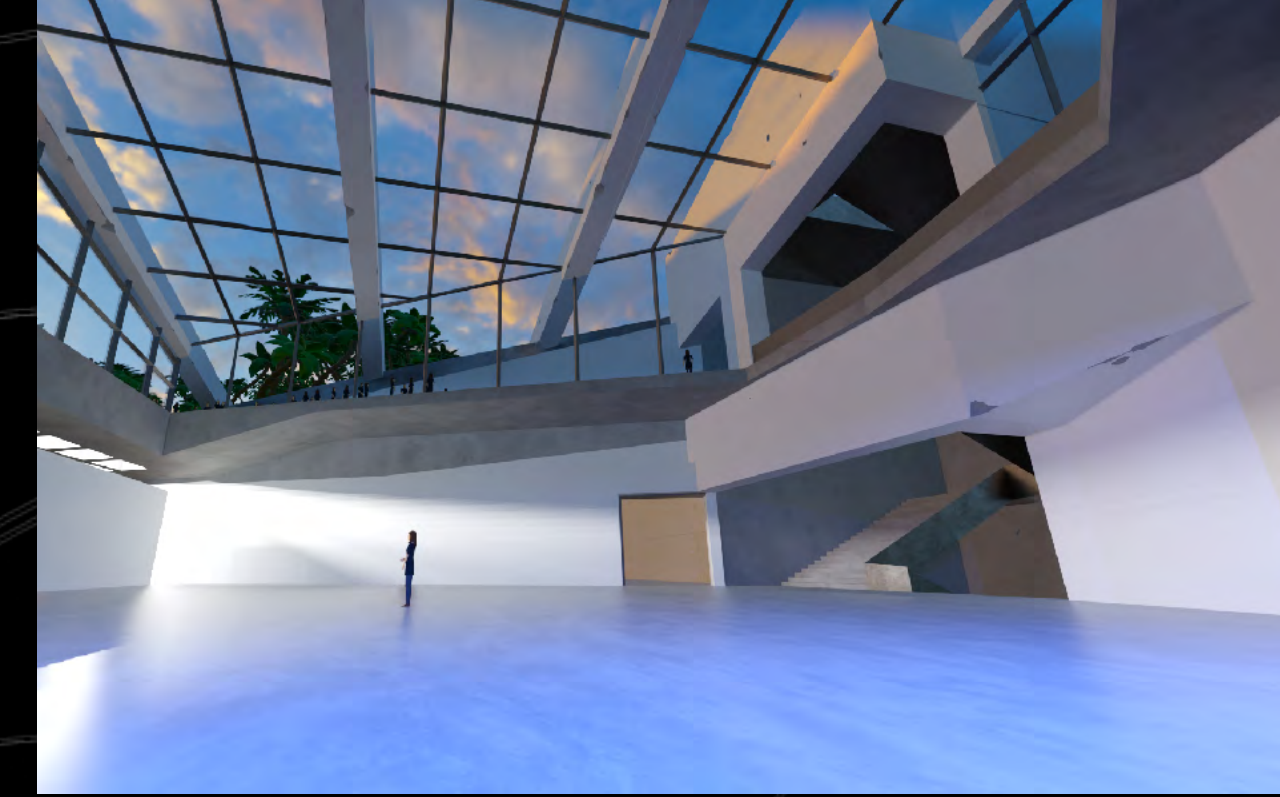
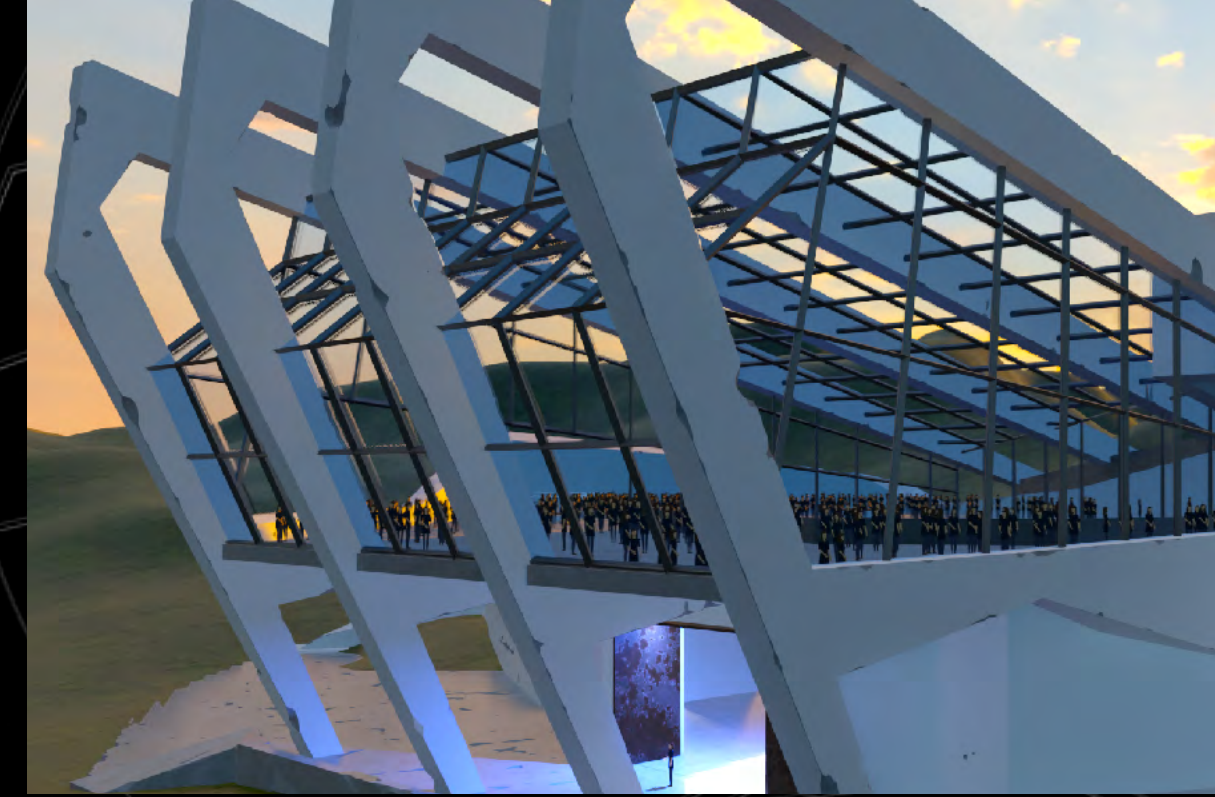
By the season's end we will produce tangible outcomes on our work creating greater DAO-DAO networks, and how we incubate micro-DAOs and partnerships.

# Refraction Metaverse At MONA Gallery

In Season 04 our ultimate gallery and club space comes to life at Mona, where visionary architecture meets digital art and live music.

Designed for curated gatherings, the space will feature art exhibitions and performances from Refraction's vault and archives.

Aesthetically, the clean lines and tranquil aesthetics throughout the space are highlighted by cutting edge lighting and experience design.



# CASE STUDIES

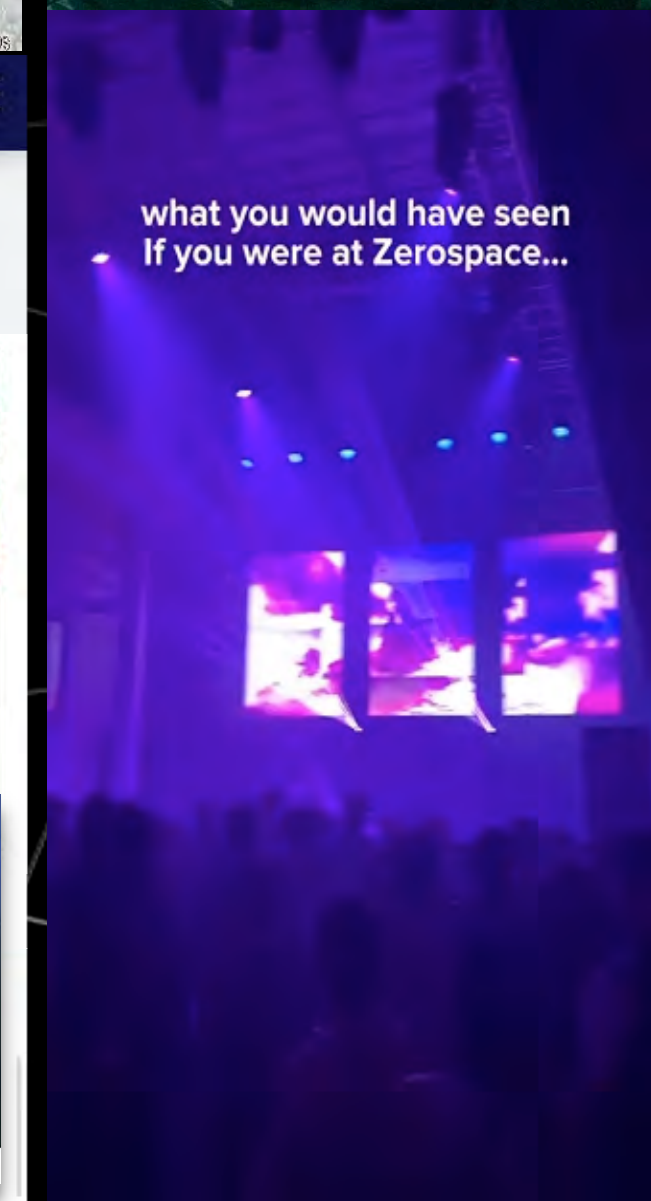
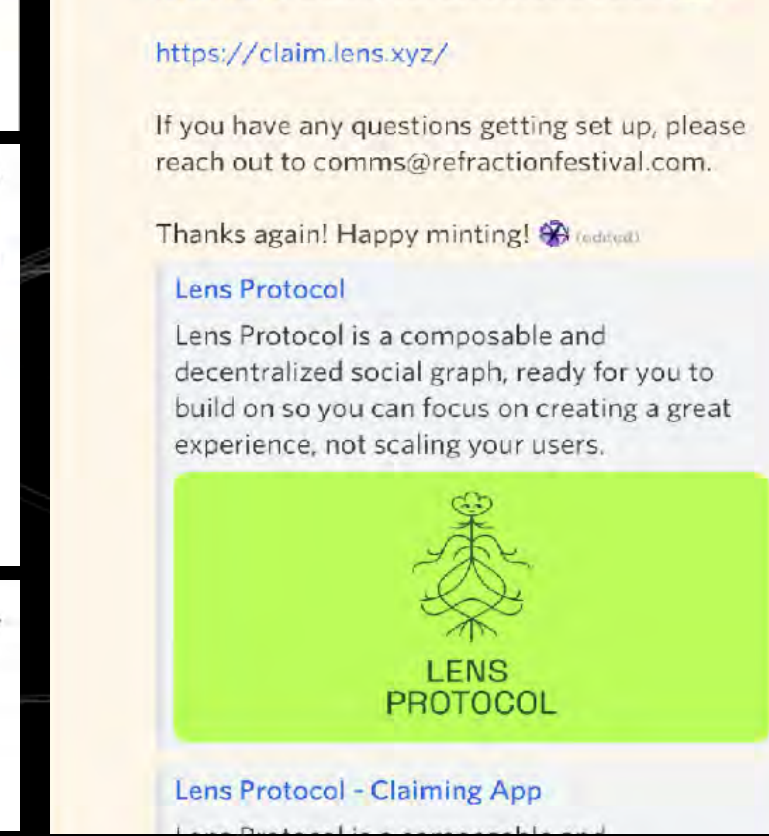
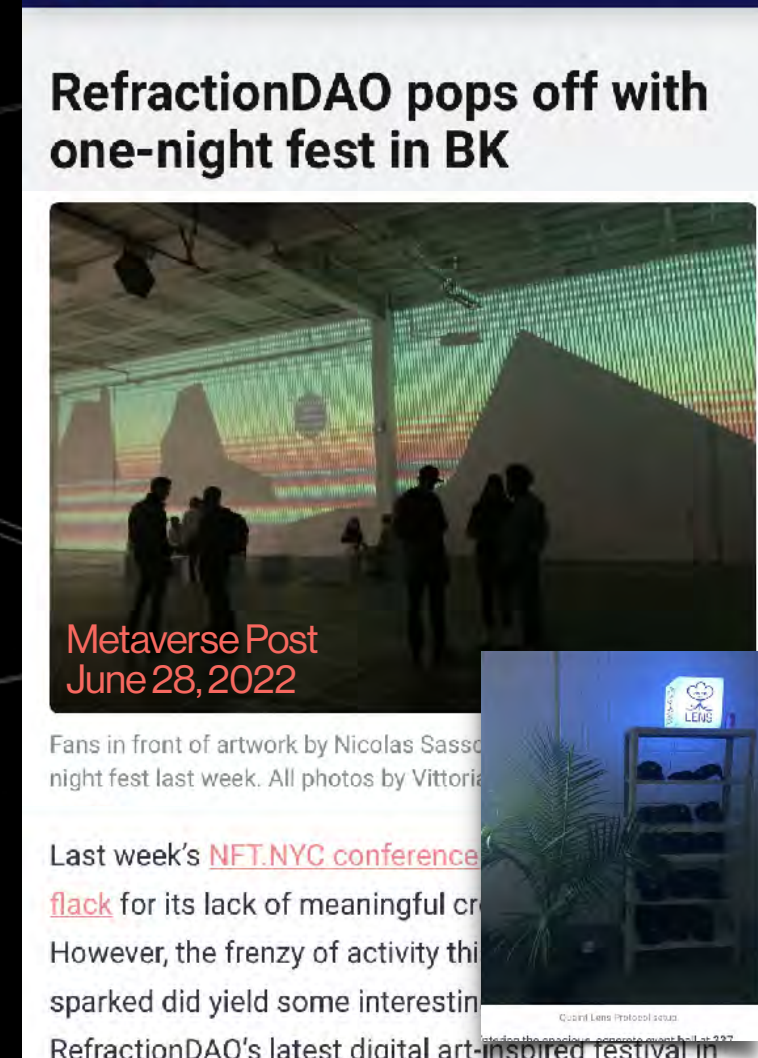
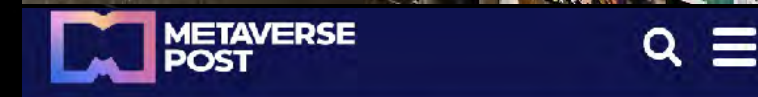
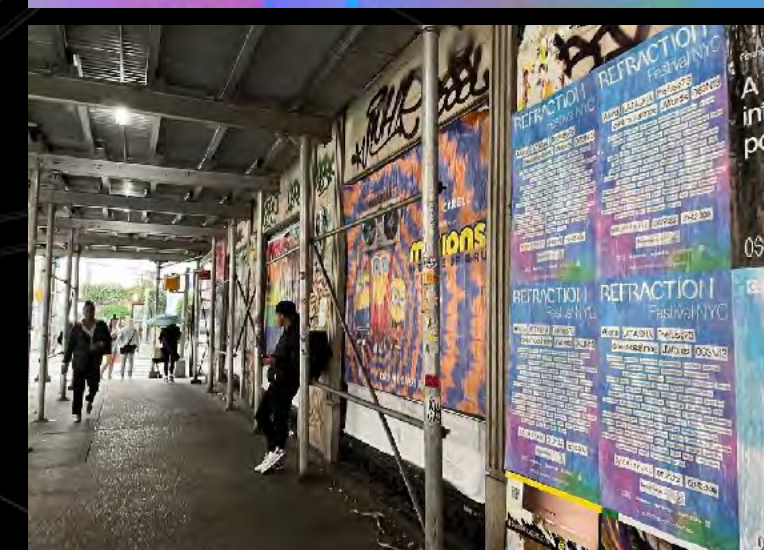
# Partner Case Study: Lens

Refraction partnered with the newly-launched Lens Protocol to raise brand awareness, generate content, and onboard creators onto the social protocol at NFT.NYC.

The partnership culminated in a massive warehouse event presented by Lens in Brooklyn, where 1000+ guests came to enjoy work from more than 80 visual artists, music performers and designers.

## Partnership Elements:

- Wheatpaste poster campaign (5.5m impressions)
- Social campaign on Instagram, Twitter and Lenster
- Early access to Lens profiles (1500+ opt-ins)
- On-site activation designed and built by Refraction
- Community messaging (newsletter, discord, emails, dm's)
- Deep integration in Refraction community





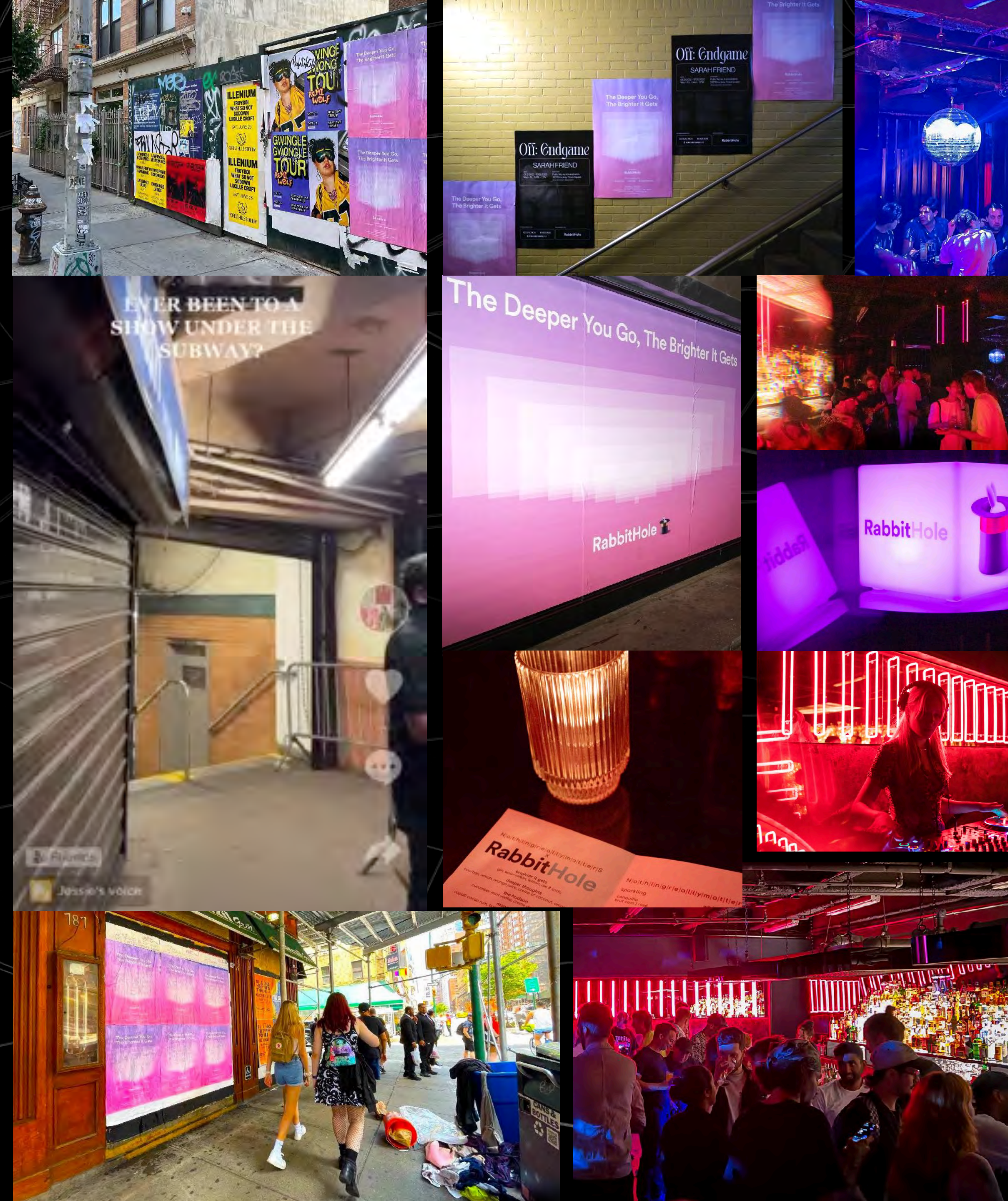
# Partner Case Study: Rabbithole

To generate awareness about Rabbithole and onboard new users into the world of web3, Refraction created a real-life rabbit-hole that led to a private exhibition opening at our underground bar and gallery space beneath Times Square.

To promote the event and build intrigue we also executed a custom citywide postering campaign that covered Brooklyn and Manhattan and led guests into the gallery space.

## Partnership Elements:

- Wheatpaste postering campaign (3.5m impressions)
- Social campaign on Instagram and Twitter
- Large scale (12'x18') subway decal outside the event
- On-site activation designed and built by Refraction
- Community messaging (newsletter, discord)



# Artist Case Study: ISLANDS NFT Drop

ISLANDS is a set of 4 animations created by Nicolas Sassoon in collaboration with musical artist Yu Su that dropped at Refraction's NFT.NYC x ZeroSpace event on June 22, 2022.

Inside the large warehouse venue, ISLANDS was displayed as a colossal (80'x25') projection adjacent to the main stage. During the night, Refraction opened a Private Pre-Sale where Season Pass Holders gained early access to the first 50 editions of the NFT.

Both the Pre- and Public Sale sold out, with all 100 editions sold by June 26.



**ISLANDS** ①

ISLANDS is a series of 4 animated landscapes and one panoramic airdrop created by Nicolas Sassoon in collaboration with Vancouver-based music producer Yu Su.

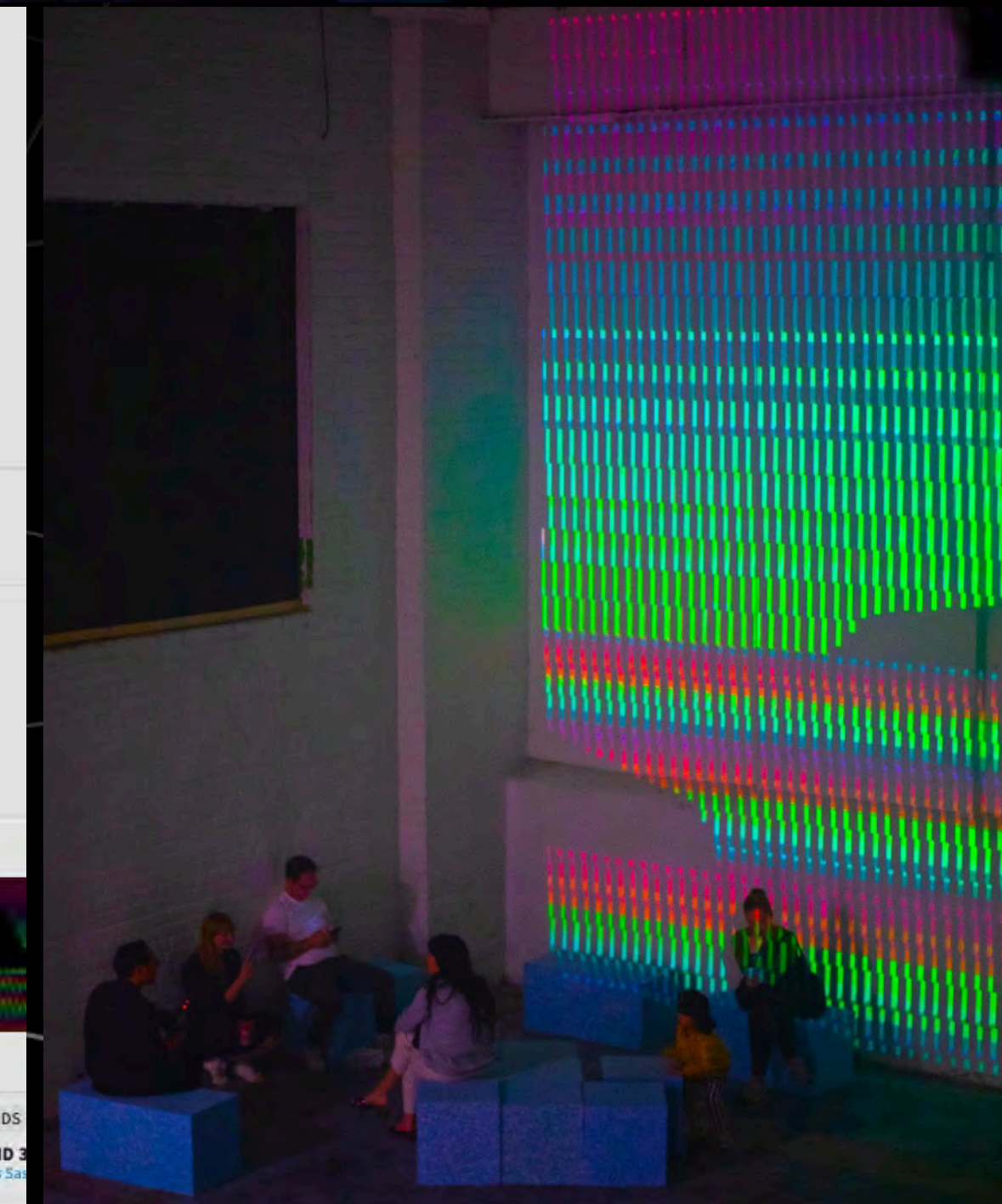
[Nicolas Sassoon](#)

Total Volume	24h Volume	Owners	For Sale
19.51K ₿	0 ₿	141	29

100 x ISLANDS 100 x ISLANDS 100 x ISLANDS 100 x ISLANDS

ISLAND 2 ISLAND 4 ISLAND 1 ISLAND 3

Nicolas Sassoon Nicolas Sassoon Nicolas Sassoon Nicolas Sassoon



## Contact:

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Michael Delle Donne

[michael@refractionfestival.com](mailto:michael@refractionfestival.com)

# REFRACTION

A DAO for the future of visual art and live experiences.

