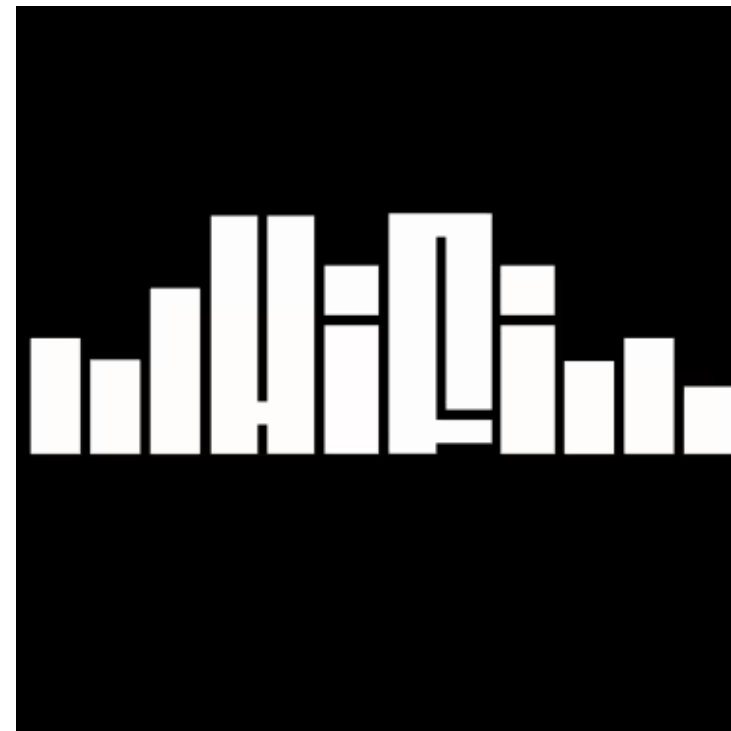


wrong things in right places



i. cultural position

ii. brand proposition

iii. colors

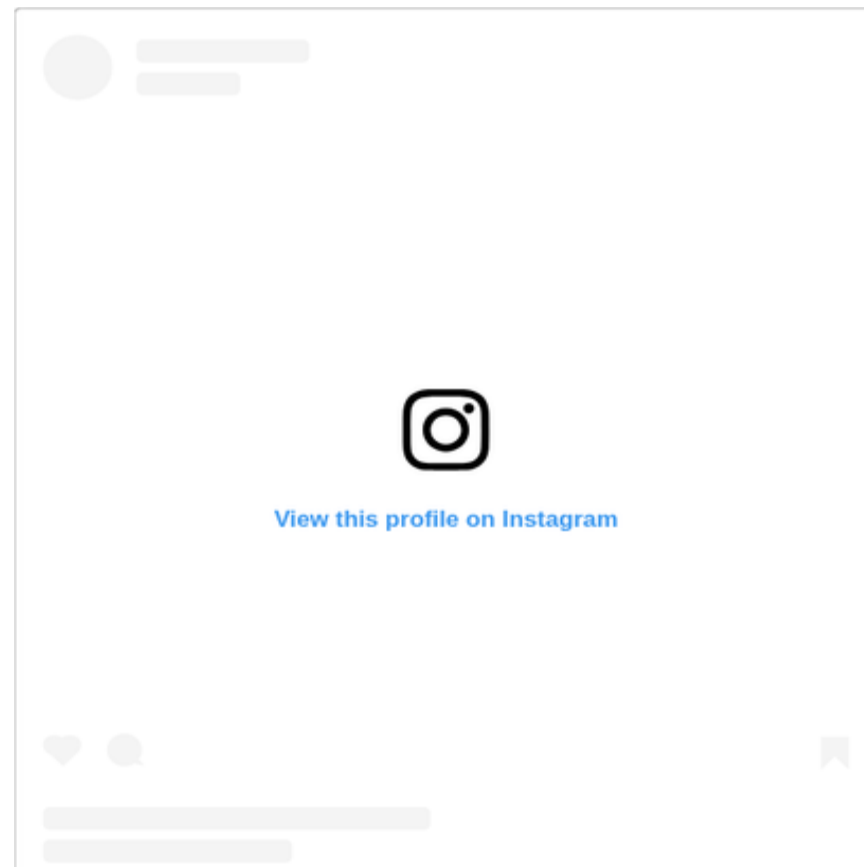
iv. artistic style

vi. content template ideas

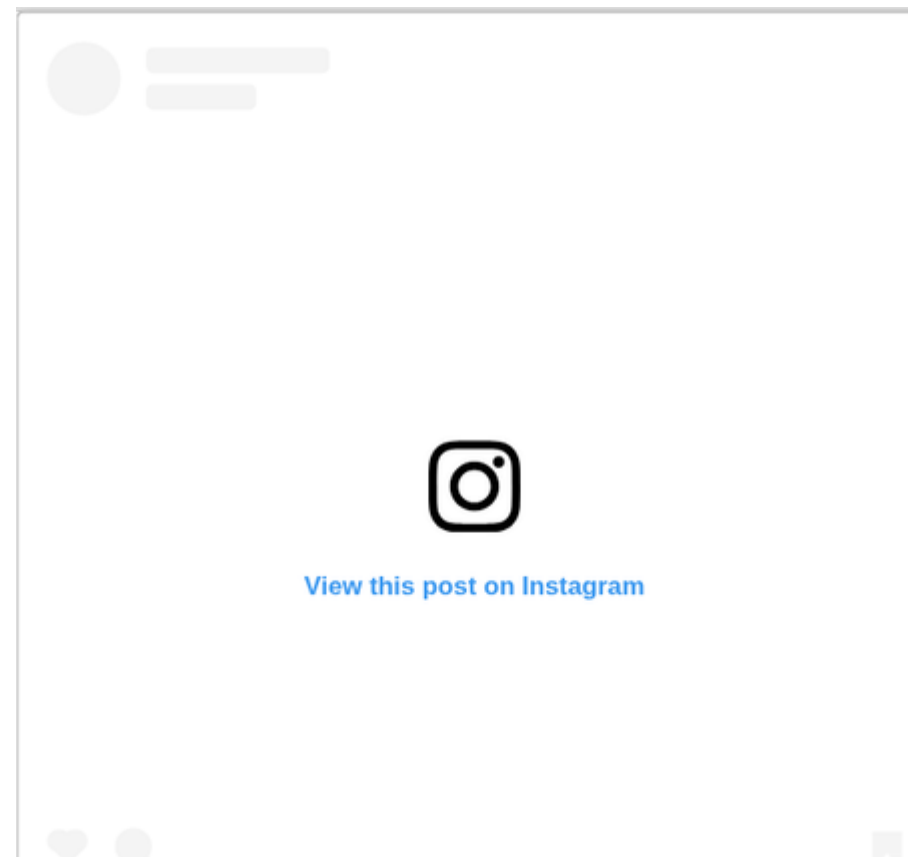
vii. voice

i. cultural position

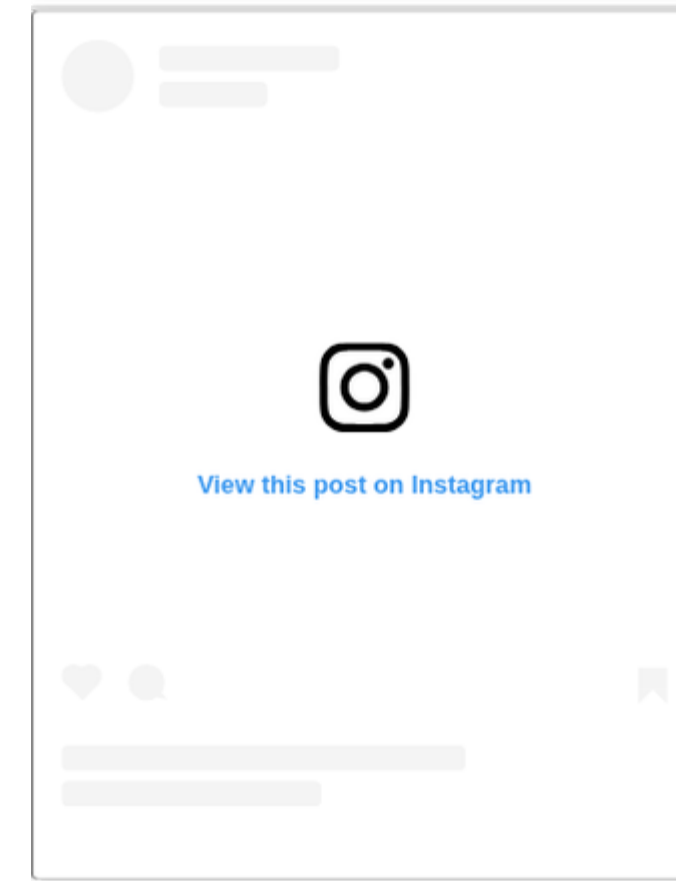
i. cultural position



**Public Service NYC (31.3k),
outdoor party for the people**



**Down The Block Radio (1.5k),
local djs in community favs like a
Sichuan restaurant, coffee shop,
clubs, barber shop**



**Random individual djs doing sets
in the subway, on popular
streets, on Bushwick roofs**

ii. brand proposition

ii. brand proposition

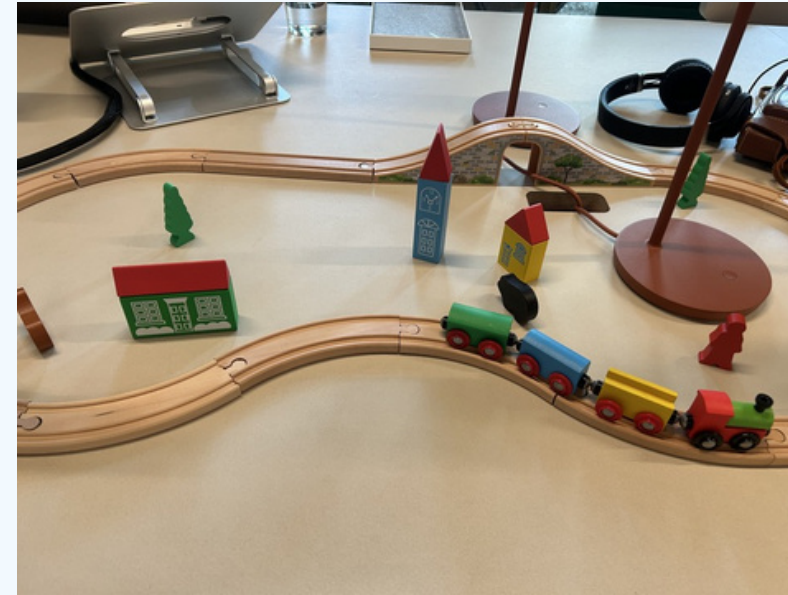
The Higher Fidelity is giving house music a new place in our everyday.

The Higher Fidelity believes that every day is a chance to dance.

The Higher Fidelity encourages dance, laughter and turning ordinary moments into crystalized memories.

iii. colors

A photograph of a yellow slide on a blue and red rubber mat at night, with palm trees in the background.



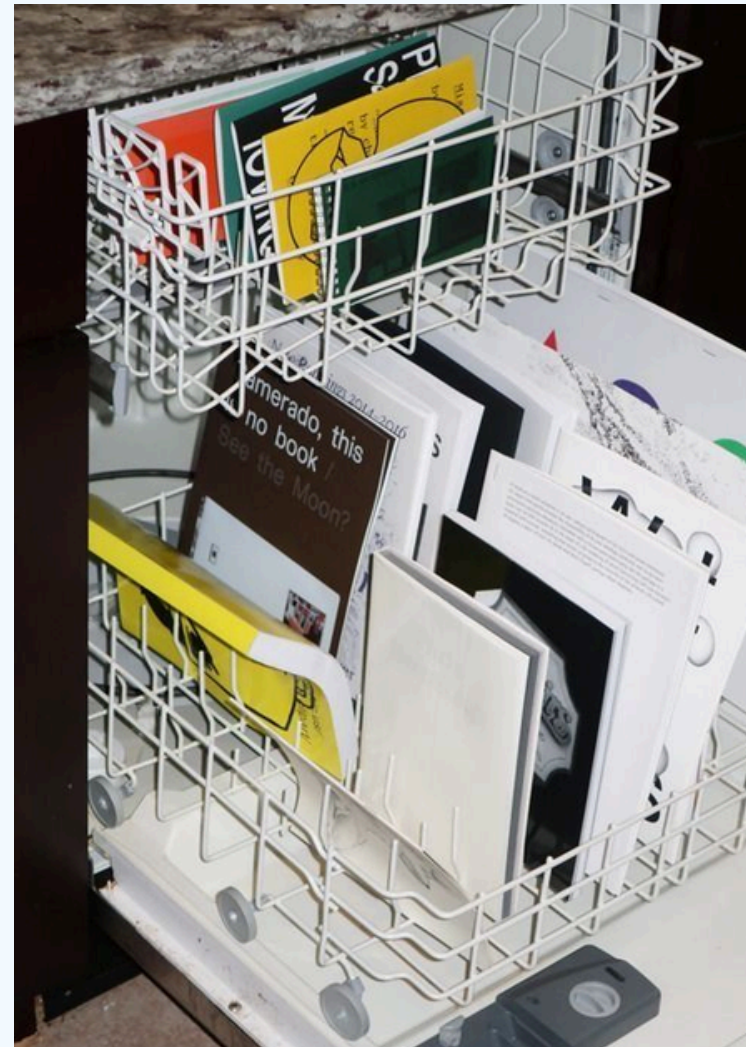
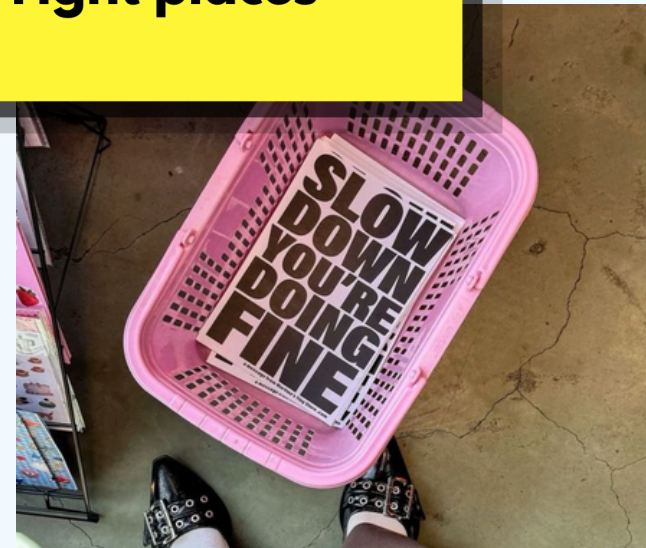
A photograph of a wooden slide on a grassy lawn. The slide is wet, and the water on its surface reflects the surrounding green grass and the blue sky, creating a distorted, wavy mirror image. The slide is made of light-colored wood and has a smooth, curved surface. The water is clear, showing the texture of the wood and the surrounding environment. The grass is bright green and appears to be well-maintained. The sky is a clear, bright blue. The overall scene is bright and sunny, suggesting a warm day.



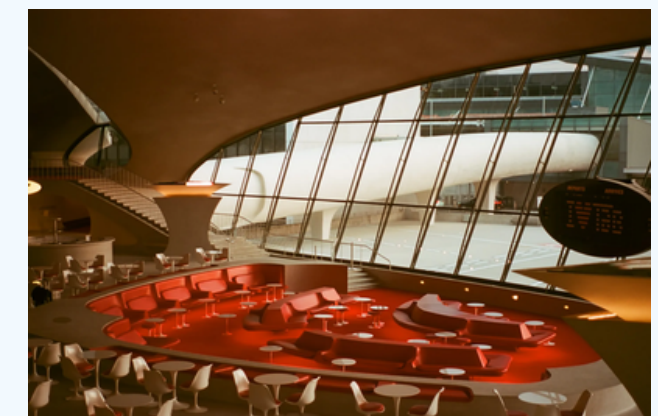
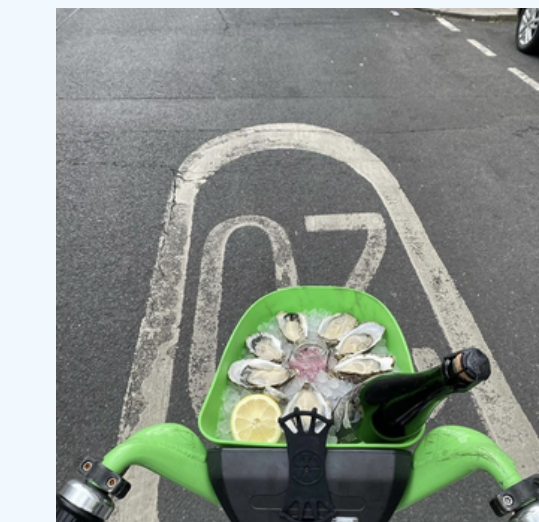
iv. artistic style

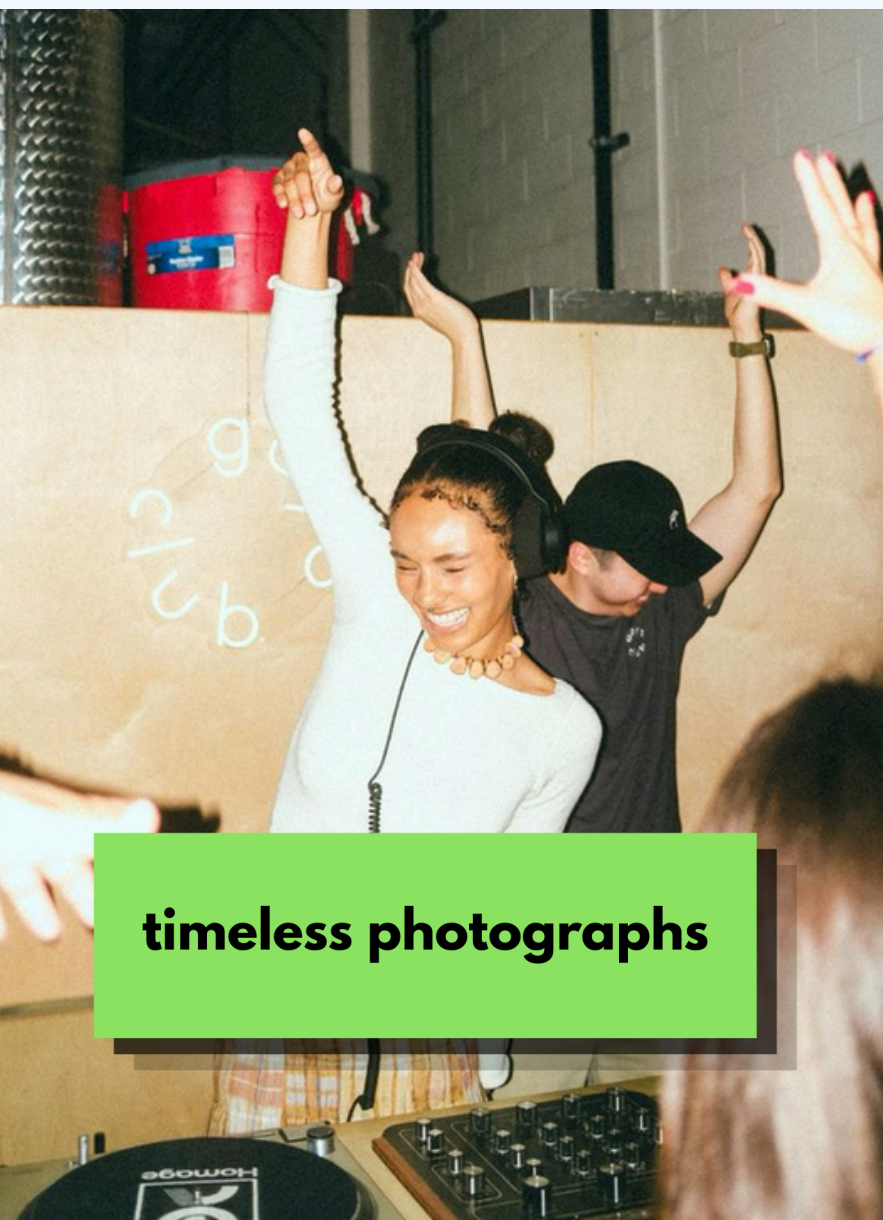


wrong things in the
right places



to place an object so perfectly that it creates the illusion
that the object is exactly where it should be





timeless photographs



a combination of film and digital



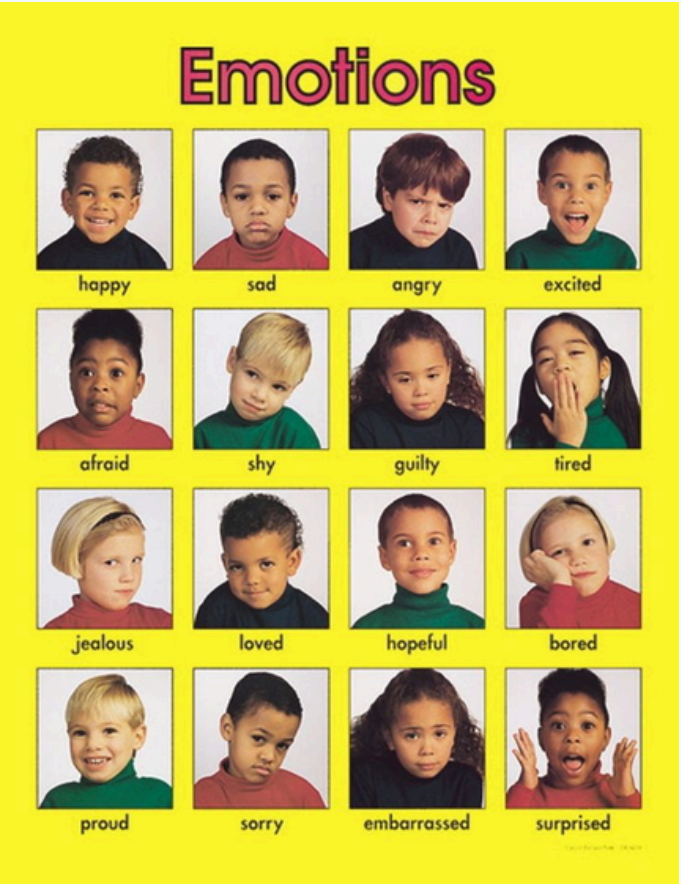
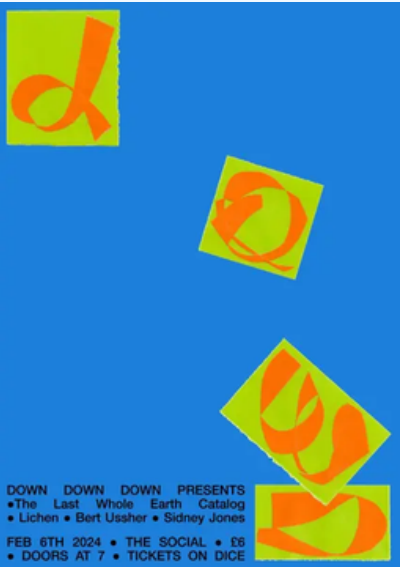
**an empahsis on highlight and contrast
to increase perceived movement and
dynamic energy**



**ICONISM
VIBE ACQUISITION
FUTURISTIC TECHNIQUE
CREATIVE
AESTHETIC
VIRAL CONTENT IDEATION
TIMELESSNESS
VISUALIZATION
COHESIVE DIRECTION**



v. content template ideas



vi. voice

**we're spinning tracks in your mom's kitchen
not your grandfathers's dunkin' donuts
can I uh get an order of fries with that bass?
your total is going to be 120bpm
what's it gonna be today, boss?
can i have the track ID #9, extra sauce?
my mom said it's cool that I go with you**