

STEP INTO OUR WORLD.

C O L L A B A R É T

#COLLABARÉT 2023

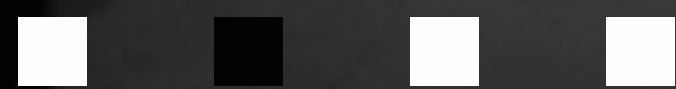
A woman with dark, curly hair, wearing a red turtleneck, is singing into a microphone on a stage. The background features a grid-like ceiling structure with warm lighting. The text is overlaid on the lower half of the image.

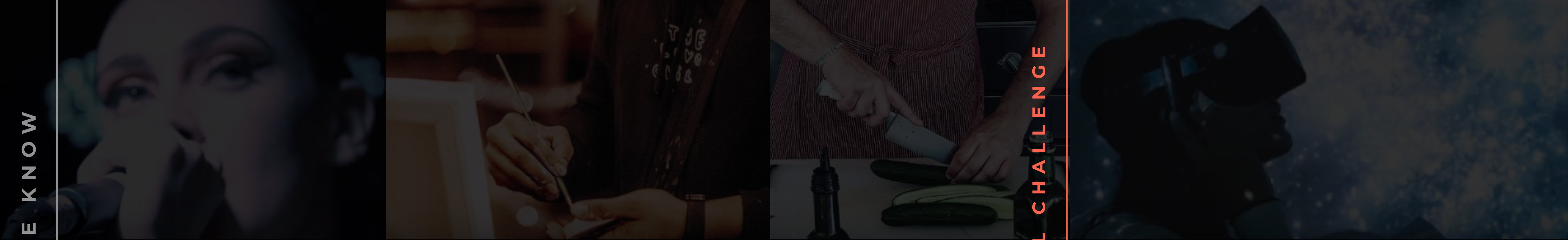
**The creative agency for experiential marketing,
strategic branding and community building.**





**Connecting brands to multi-disciplinary artists,
influencers and cultural hubs for one of a kind
collaborations.**





WHAT WE KNOW

65%

Marketers

reported seeing a direct sales lift as the result of event and experiential marketing.

(Benchmark & Trend Report)

54%

Brands

Believe that events are the most effective marketing channel compared to any other marketing channel

(HBR)

78%

Millennials

prefer to spend more money on experiences versus material things.

(Harris & Eventbrite)

THE REAL CHALLENGE

8 Seconds

Average Attention

The average attention span of a millennial consuming advertising.

(Microsoft)





Discover a new way to engage.



WHO WE ARE

Collabarét is a Female Founded Creative Agency based in Berlin and Beyond.

With clients in NYC, London, Berlin, Atlanta and Paris we bridge the gap between brands and creativity.

Since launch in 2019, Collabarét is the go-to agency for strategic marketing, live arts production, experiential branding, community building and PR.

Through curation, activation and engagement, combined with our network of 1000+ multidisciplinary creators around the globe, we create moments you'll never forget.



[Click to play our reel \(2020\)](#)

2019

SINCE LAUNCH

40+

EVENTS

50+

GLOBAL
VENUES

1000+

CREATORS

Collabarét Agency

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graph TD; Root[Collabarét Agency] --- SD[STRATEGIC DESIGN STUDIO]; Root --- BE[BRAND EVENTS]; Root --- GAC[GLOBAL ARTIST COMMUNITY]; SD --- SD_Services["Campaign and Conceptual Design<br/>Logo and brand development<br/>Graphic design<br/>Content development<br/>Social media<br/>Photography and Video<br/>Copywriting"]; BE --- BE_Services["Event design<br/>Event production<br/>Live Arts Experiences<br/>Festivals<br/>Pop-ups<br/>Special events<br/>Conferences<br/>Public Activations<br/>Live and virtual programming<br/>Press Features"]; GAC --- GAC_Services["Curated Artist Collaborations<br/>Priority talent pool<br/>Talent curation<br/>Digital social hub<br/>Online marketplace<br/>Artists promotion"];
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STRATEGIC DESIGN STUDIO

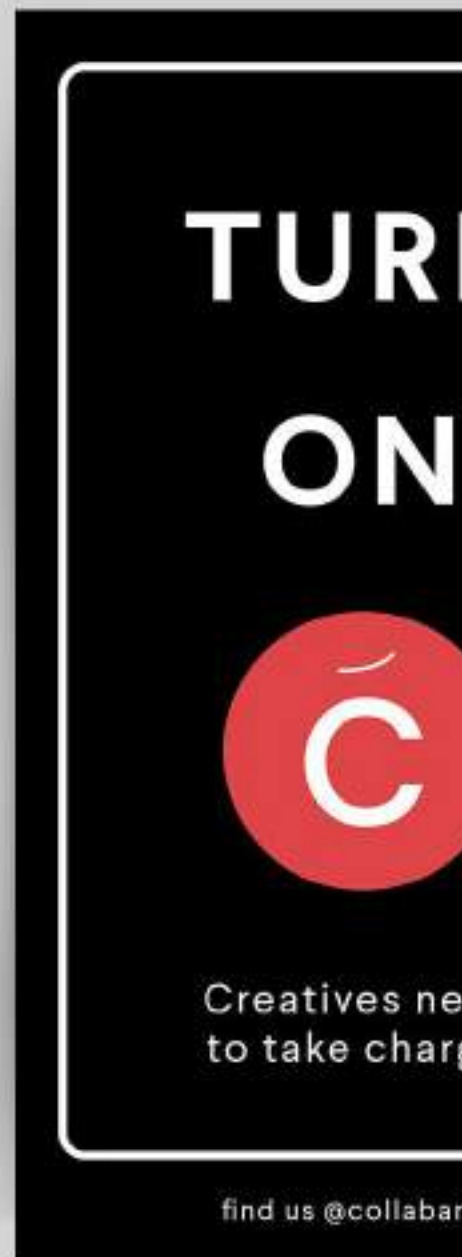
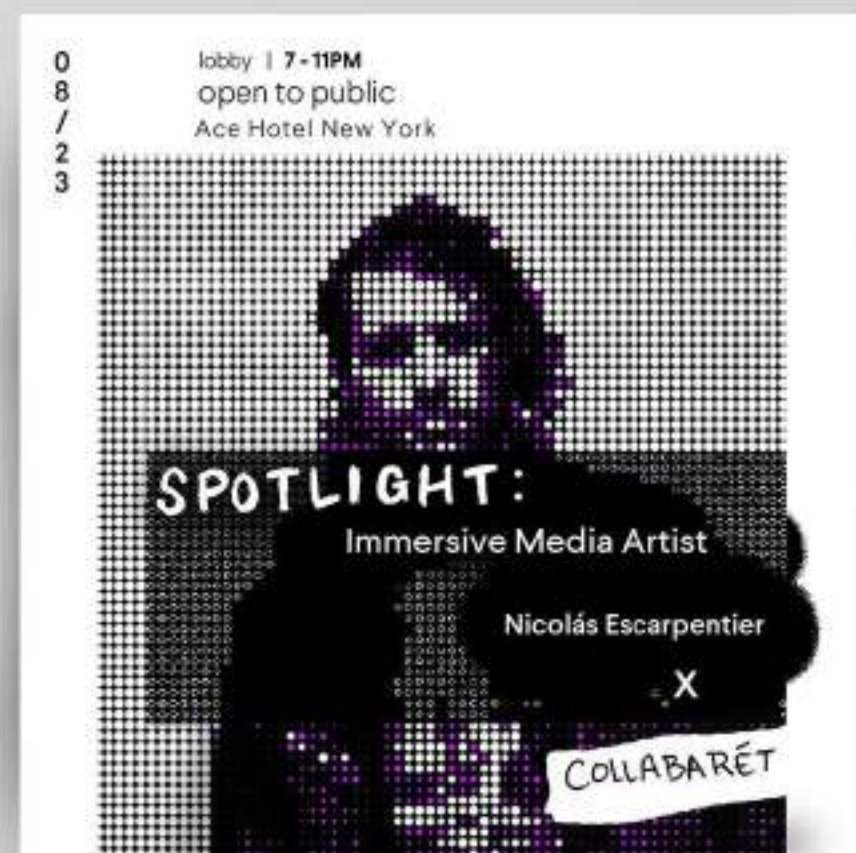
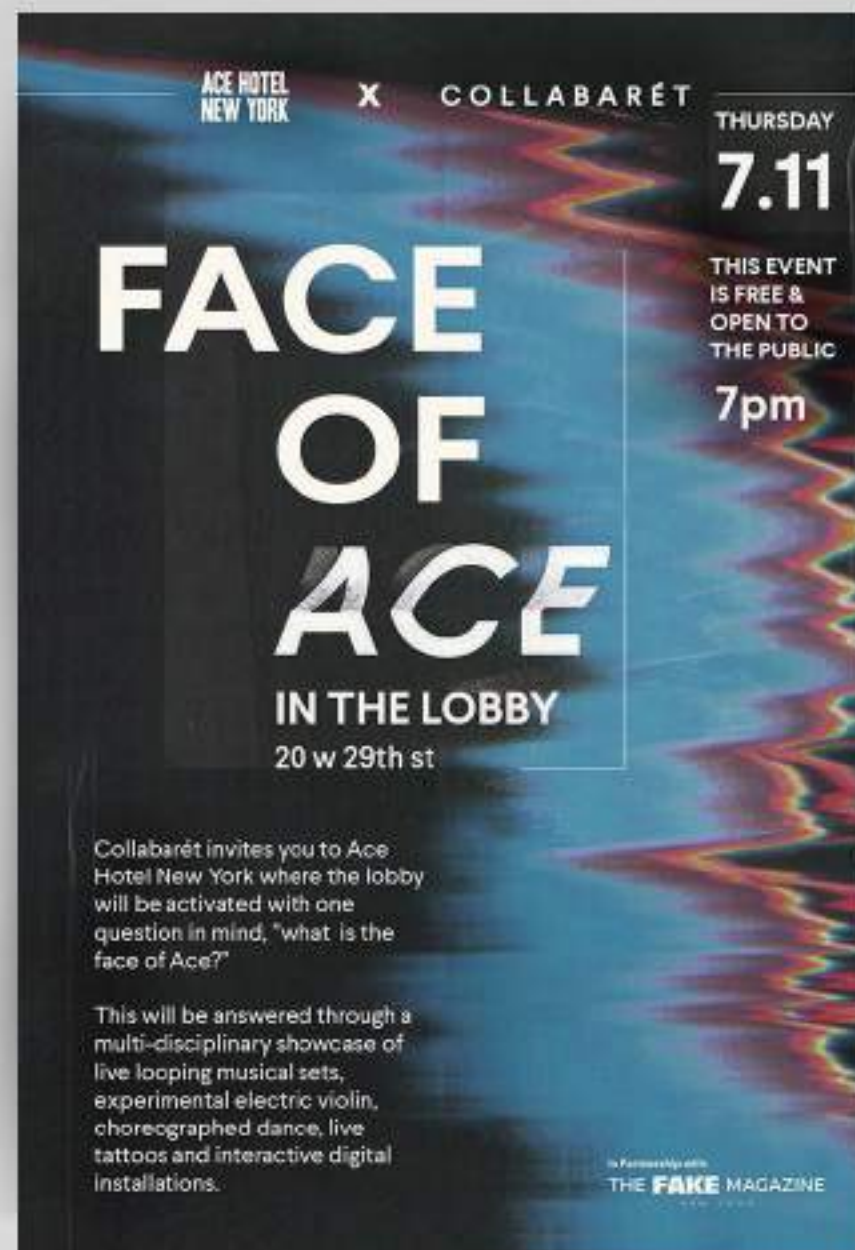
Campaign and Conceptual
Design
Logo and brand development
Graphic design
Content development
Social media
Photography and Video
Copywriting

BRAND EVENTS

Event design
Event production
Live Arts Experiences
Festivals
Pop-ups
Special events
Conferences
Public Activations
Live and virtual programming
Press Features

GLOBAL ARTIST COMMUNITY

Curated Artist Collaborations
Priority talent pool
Talent curation
Digital social hub
Online marketplace
Artists promotion



Here are a few moments we loved.

FLYER DESIGNS TAKEN FROM THE COLLABARÉT ARCHIVE.

C O L L A B A R É T

CASE STUDIES

01

WHAT WE DID

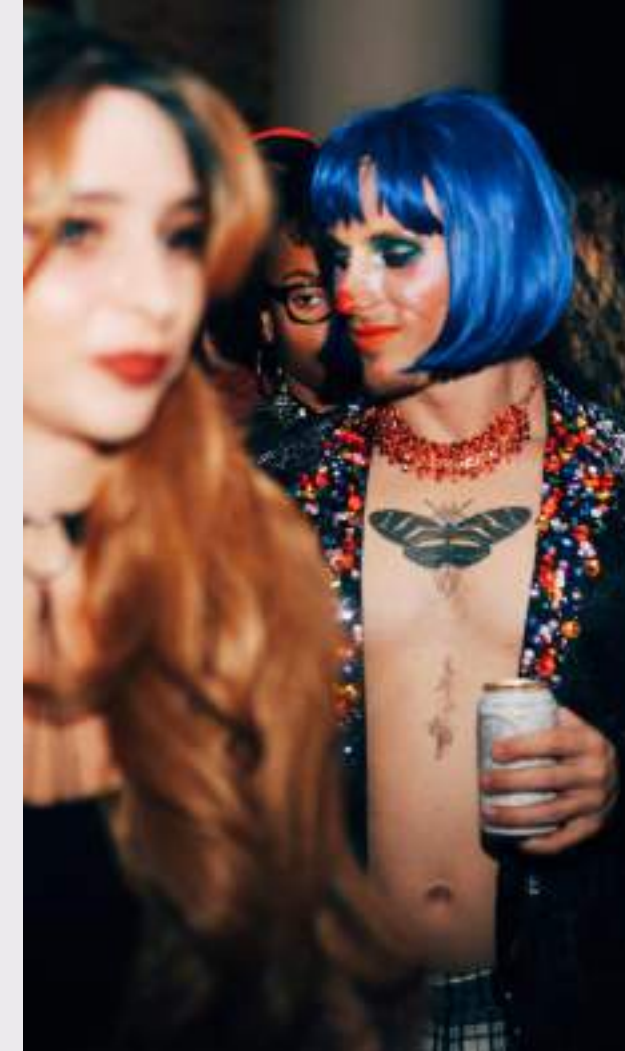
Featuring client

ACE HOTEL NEW YORK

Tag: *Brand Activation*

Coordination
Strategy
Execution

Social media MGMT
Content creation
Entertainment



Featuring client

ACE HOTEL
NEW YORK

Tag: *Brand Activation*

Coordination
Strategy
Execution

Social media mgmt
Content creation
Entertainment

‘Shake Things Up’

A case for the hotel lobby.

The Situation

Ace Hotel New York partnered with Collabarét to create fun and engaging events in their hotel lobby space. The lobby served as a co-working space during the day and cocktail bar in the evenings to late night. Ace Hotel had two goals in mind: 1. Keep hotel traffic and local NYC residents in the lobby and 2. Reinvigorate Ace Hotel’s cultural identity as a discovery platform for creatives. Collabarét transformed the lobby with immersive showcase experiences over a 6-month period.

Our Solution

The events brought to life ranged from intimate happy hours, or ‘Ace Apéritif’s’, to full blown parties, such as the ‘Face of Ace’ and ‘Malibu Monster Mash.’ The event entertainment was curated to highlight the theme and venue including musicians, live painters, belly dancers, modern dance, installations, tattoo artists and more. From strategic and creative development, to marketing, execution and event amplification, Collabarét provided Ace Hotel New York with a robust offering of events and entertainment to their customers.

12	6	35	5,000	50+	2,000+
events	Custom themes	Talent performances	Social Impressions	Custom assets	Email marketing growth

Featuring client

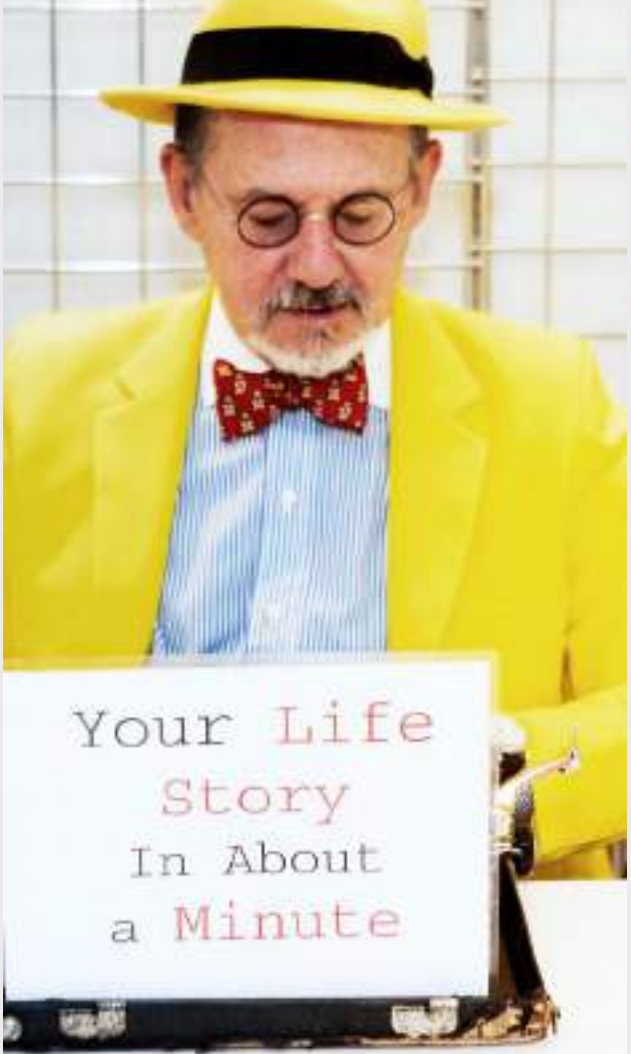
HBC



Tag: *Corporate Holiday Party*

Coordination
Strategy
Execution

Talent sourcing
Programming
Entertainment



Featuring client



Tag: Corporate Holiday Party

Coordination
Strategy
Execution

Talent sourcing
Programming
Entertainment

'A Very Merry'

Who said office parties were boring?

The Situation

Hudson’s Bay Company & Saks Fifth Avenue hosts an annual holiday soirée for its 4000+ employees, spanning their 5-floor office space at Brookfield Place in downtown Manhattan. For the 2019 holiday event, Collabarét produced the companies office party with a new perspective and a trusted network of emerging talent. The artist line-up was designed to encourage team relationships, build morale, and highlight the company’s passion for the arts through collaboration.

Our Solution

The event included holiday office decor, catering, flawless operations and a robust line-up of entertainment. The artists and experiences line-up included astrologists, fortune tellers, henna tattoo artists, magicians, illusionists, storytellers, makeup artists, VR games, DJs and a floral crafts workshop. There was something for everyone at the holiday event and the employee’s experience was nothing short of exceptional.

1	20	100	4000
Custom floral workshop	Custom talent engagements	Fortune and tarot readings	Total Guests

WHAT WE DID

| Featuring client

IDEAL GLASS

Tag: *Arts + Cultural Festival*

- Location Scouting
- Sponsorships
- Content creation
- Storytelling
- Set design
- Strategy
- Social media mgmt

- Entertainment
- Event production
- Marketing + promotion
- Graphic design
- Bar staff
- Licenses + permits



Featuring client



Tag: Arts + Cultural Festival

- Location Scouting
- Sponsorships
- Content creation
- Storytelling
- Set design
- Strategy
- Social media mgmt
- Entertainment
- Event production
- Marketing + promotion
- Graphic design
- Bar staff
- Licenses + permits

‘Lab of Love’
A West Village takeover.

The Situation

Willard Morgan is an American performance artist and founder of the East Village art collective, Ideal Glass studios, which is comprised of three artist havens in lower Manhattan. To elevate their recognition as an artist collective, Mr. Morgan partnered with Collabarét to create a one-of-a-kind pop-up arts + culture experience in The Atrium location. This industrial warehouse in the heart of Greenwich Village inspired the “Labyrinth of Love” event, transforming it into an interactive space and modern day agora for guests to transcend the ordinary experience.

Our Solution

Through thoughtful curation, the entertainment translated the six mythological definitions of love (eros, philia, ludus, agape, pragma, and philautia) through their unique perspectives and art pieces. With a sold out event, there was an open flow for each guest to discover their own path while exploring the space and program. The line-up included live music, visual art gallery, poetry, new media installations, tarot card readings, immersive theatre, live tattooing, a harpist performance, and choreographed dance.

The event sponsors were given media exposure and on-site branding. The sponsors included GT’s Kombucha, Rosé Piscine, The Long Drink, and Mezcal Scrvm. The event was recognized in Top Things to Do NYC, Village Voice, and Resident Advisor.

5	20	30+	\$20	450	4,500	5,000
Event Sponsors	Artists	Custom Assets	Average Ticket Price	Total Guests	Square Feet	Social Impressions

WHAT WE DID

| Featuring client



Tag: *Brand Activation*

- Strategy
- Content creation
- Storytelling
- Set design
- Social media mgmt

- Entertainment
- Event production
- Marketing + promotion
- Graphic design



Featuring client



Tag: *Brand Activation*

- Strategy
- Content creation
- Storytelling
- Set design
- Social media mgmt
- Entertainment
- Event production
- Marketing + promotion
- Graphic design

‘Crafted’

New venue, same craft brew.

The Situation

SweetWater Brewing Company, a craft beer born in the heart of Atlanta, opened the “Reel Room” at their brewery in fall 2019. This new space was to be a destination driven venue and continue to build their image as one of the city’s top entertainment cultural venues.

SweetWater partnered with Collabarét to drive buzz around the space with a shared vision to create an experience filled with uncommon activities and surprises to create truly memorable experiences. Inspired by the story of SweetWater to ‘not float the mainstream’, the “Crafted” event was born to highlight artists crafts in Atlanta and naturally, be a good time for all.

Our Solution

The SweetWater brand was threaded throughout the “Crafted” theme. In addition to live musical performances from acts like Athens-born rock/comedy outfit Blanko, there were arts of all disciplines: visual, chalk painting, tattoo, ceramic, floral, culinary, installations and beer, including a SweetWater collab made of four IPAs and white grape juice. Collabarét’s marketing and promotional efforts helped the venue sellout the event, with close to 400 tickets.

The event was recognized in media outlets: Thrillest and the Atlanta Journal Constitution.’

1	20	300	\$25	6,000	\$5,000
Custom Theme	Artists	Total Guests	Average Ticket Price	Square Feet	F&B Sales

WHAT WE DID

Featured Campaign



Tag: Special Event + Celebration

Strategy
Coordination
Storytelling
Set Design
Multidisciplinary -
Collaboration

Entertainment
Event Production
Content Creation
Marketing + promotion
Graphic design
Social media mgmt.



Featured Campaign



Tag: Special Event + Celebration

Strategy

Coordination

Storytelling

Set Design

Multidisciplinary -

Collaboration

Entertainment

Event Production

Content Creation

Marketing + promotion

Graphic design

Social media mgmt.

The Brighter Side

2020 International Women's Day Celebration

The Situation

Collabarét believes in the mission to create a path to success for women and girls in undeserved communities around the world who seek it, regardless of their background, nationality, or societal status.

Collabarét seeks creating an immersive showcase to take their audience on a journey highlighting powerful and pivotal moments sparked by women in history with men as allies.

Collabarét then worked with their immediate and primarily female artist network to recreate scenes, choreographed performances and interactive installations that evoked the raw emotional and political challenges women have bravely overcome to be where we are today in the 21st century. We as woman have finally entered an era where there's light at the end of the tunnel.

Our Solution

Collabarét partnered with FYLI, a female executive master-mind, to gather over 275 attendees on Sunday, March 8th at the William Vale Hotel in Brooklyn to celebrate International Women's Day. The crowd consisted of women and men ages 16-60+ from diverse backgrounds.

The event was titled The Brighter Side – a celebration of feminine perspectives and those of their allies to celebrate equality and highlight how much women have achieved.

The event consisted of illuminating visual art installations, guided meditation, inspiring speakers in panels of authentic conversations, and live performances/dances in a beautiful floral accented space.

Guests left the event feeling inspired, supported, and motivated to create change in their own communities and workplace, and, with the new, meaningful connections made during the event, they departed The William Vale ready to RISE.

1

Custom Theme

275

Attendees

6

Visual Art Installations

4

Influential panelists

WHAT WE DID

Featured Campaign

Tag: *Virtual Artist Series*

Strategy

Coordination

Storytelling

Multidisciplinary -

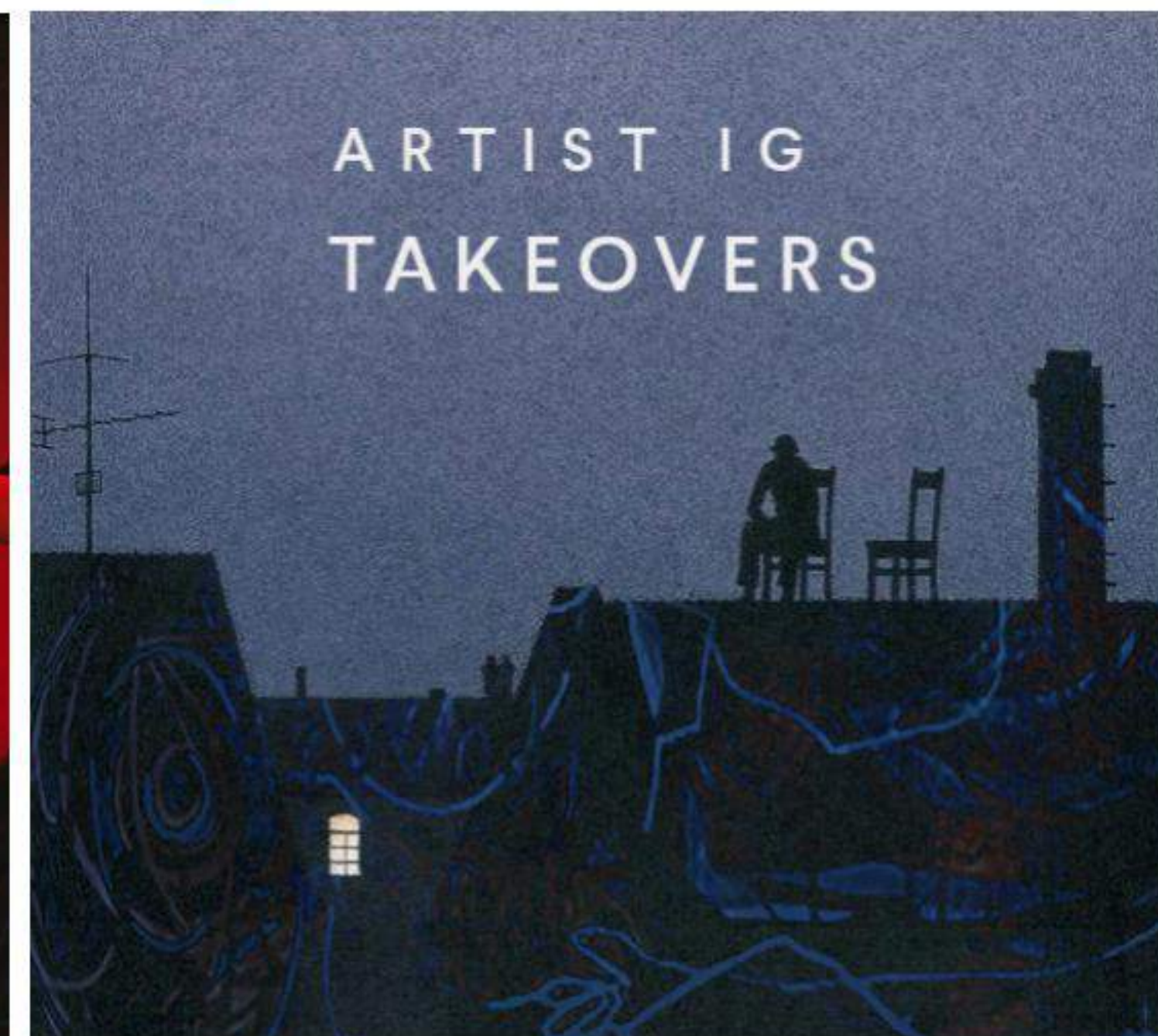
Collaboration

Entertainment

Talent Sourcing

Marketing + promotion

Graphic design

Social media mgmt.

Featured Campaign

Tag: *Virtual Artist Series*

Strategy
Coordination
Storytelling
Multidisciplinary -
Collaboration

Entertainment
Talent Sourcing
Marketing + promotion
Graphic design
Social media mgmt.

#IQL

*In Quarantine Life, life in isolation**The Situation*

Collabarét, along with the rest of the world, was left at a stand still with the impact of coronavirus pandemic. At this moment in history, the world was put into lockdown, quarantined at home, to stop the spread of the coronavirus.

Collabaret felt the world changing rapidly around them and stood behind their company mission to create memorable experiences and supporting their artists community in the pandemic. Collabarét shifted to live-streamed virtual performances with all live events canceled for the foreseeable future.

The series, "In Quarantine Life" featured over 14 artists' talents, confessionals, and live performances reaching 10+ countries across the globe.

Our Solution

Collabarét utilized this time as an opportunity to expand their portfolio and tap into new talent that expands their consumer base globally through virtually broadcasted performances. Through a unified voice and Global artist community, the IQL series offered virtual entertainment and relief for artists and audiences. The campaign positioned Collabaret as a leader in live arts and their platform is recognized by a Global audience as a virtual space for creativity and conversation.

The acts featured online consisted of: Music performances, Singer/songwriter sessions, Cooking tutorials, DJ sessions, Glass blowing, Tarot card readings, Magic shows, Freestyle belly dancing + violin, Variety shows with comedy + music, Limited edition workouts, Drawing sessions, Multimedia artist visual show, Poetry readings, Travel and photo diaries, Burlesque shows, Workshops, behind the scene Q&A's, and even more.

1	14	4,400	7,125	100	400
<i>Pandemic</i>	<i>Global Artists</i>	<i>Loyal Followers</i>	<i>Weekly Impressions</i>	<i>Average Photo Likes</i>	<i>Average Story Views</i>

Featured Campaign

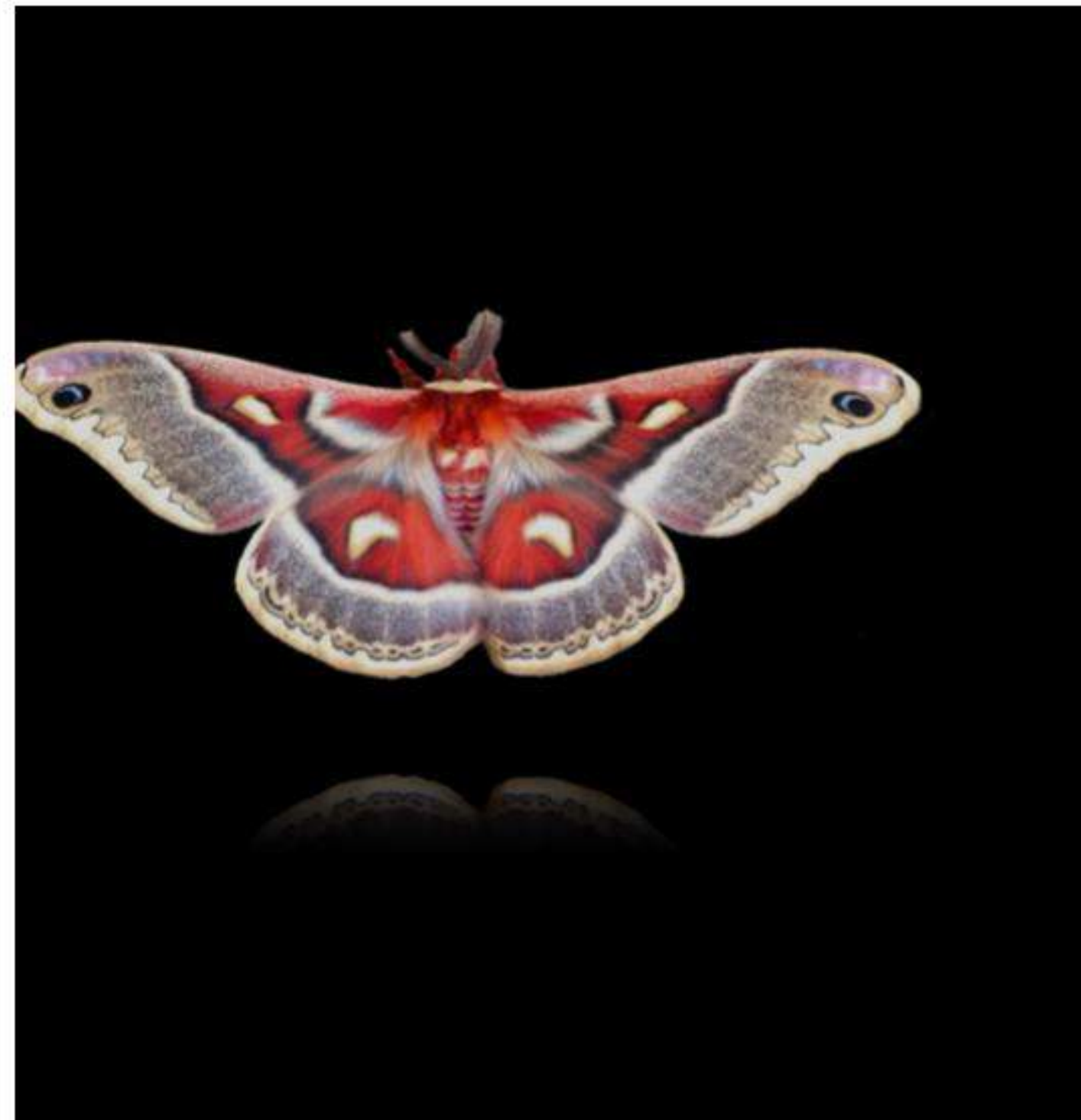
#HERSPECTIVE

IG LIVE virtual artist showcase

Tag: *Virtual Artist Series*

Strategy
Coordination
Storytelling
Multidisciplinary -
Collaboration

Entertainment
Talent Sourcing
Execution
Graphic design
Programming



BLM CONCEPT

All eyes on you, we're here and we're listening.

It's time to transform. Tune in for **HERspective**; a Collabarét series dedicated to black women and those who identify. We're taking the moth to the flame for fueled conversations expressed through bold music, movement, visual art, dance, breakthrough beauty and spoken word.



#HERSPECTIVE

IG LIVE virtual artist showcase



MONDAY 6.22

Dolapo Sangokoya
7:30 PM EST
Inspirational Speaker

TUESDAY 6.23

SYNEAD
6:30PM EST
Multidisciplinary Musician

WEDNESDAY 6.24

Samantha Figgins
5PM EST
Contemporary Dance

THURSDAY 6.25

Kima Otung
5PM EST
Social Commentary Freestyle

FRIDAY 6.26

Wasia Ward
12PM EST
Yogi Cellist

PRERECORDED

Ashley Rudder
Make-up Performance Piece

DJ Marley
GEN Z, 9 Year Old DJ

Chef Day
Culinary Artist

a series by COLLABARÉT

Featured Campaign

#HERSPECTIVE

IG LIVE virtual artist showcase



Tag: Virtual Artist Series

Strategy

Coordination

Storytelling

Multidisciplinary -

Collaboration

Entertainment

Talent Sourcing

Execution

Graphic design

Programming

#HERspective

A time for change.

The Situation

The Black Lives Matter movement, in the midst of a pandemic, brought to light the racial injustice in America. It was a moment in time where many Americans felt anger and feared for their lives because of the color of their skin.

Collabarét joined the conversation through a virtual event series titled #HERspective. This month long virtual livestream series featured black artists sharing their stories and igniting positive conversation around the Black Lives Matter movement to drive change. Collabaret is proud to dedicate their platform to offer a new light on the conversation to drive the change for a better future by translating the tough conversations through creativity.

Our Solution

Collabarét launched the #HERspective campaign featuring a fully black female curation of music, visual art, culinary sessions, dance, beauty performances, yoga, and social commentary freestyles. The campaign also was a fundraising initiative for the BLACK WOMEN IN VISUAL ART FUND, a community that cultivates, connects, and serves Black Women professionals for placement and leadership in the visual arts + cultural sector.

The virtual event series was largely successful with over 20 artists livestreams and a loyal audience tuning into each conversation.

1	20	1,458	10,306	1,171	\$500
Cultural activation	Artist livestreams	Reach	Impressions	Profile Visits	Raised in Donations

THANK YOU!

Let us bring your brand
to the spotlight.

IG: @collabaret collabaretcreative.com hello@collabaretcreative.com

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