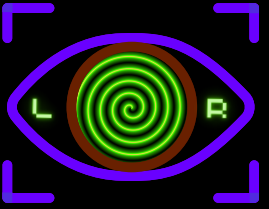




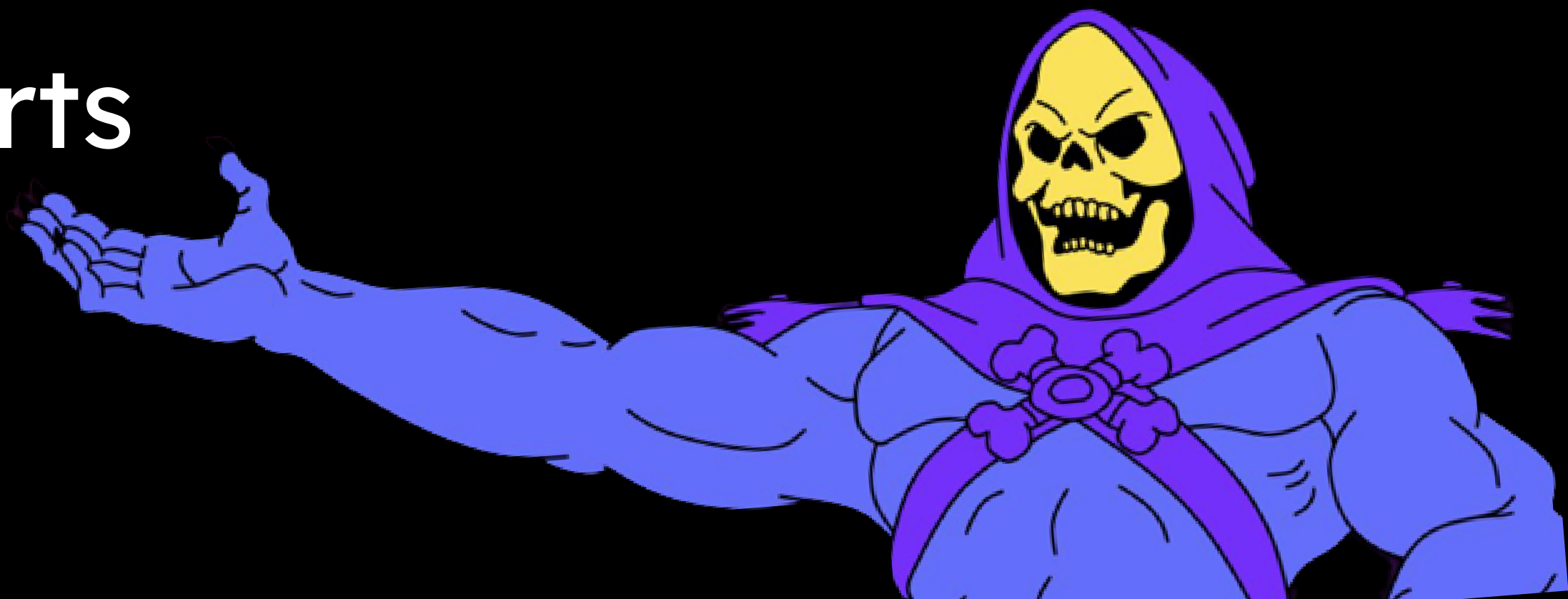
# A CONCEPT OF '80 & WEEK



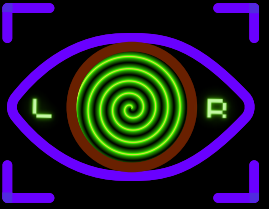
# THE CONCEPT INCLUDES:



- Cinema theater show times
- Gallery exhibitions
- Literature club readings
- Music hall concerts



# CINEMA THEATER



Making show times, I tried to reflect the most signature genres of the decade. I've added popular movies to trigger nostalgia and art house ones to embrace the aesthetic, reaching a wider audience.





# 80'S WEEK



**17:00**

EARTH GIRLS ARE EASY

HE-MAN

THE BLOB

INFERNO

BLADERUNNER

DEAD END DRIVE IN

ALF

**19:00**

GHOSTBUSTERS

MOONBEAM CITY

RE-ANIMATOR

ALTERED STATES

LIQUID SKY

BRAZIL

MIAMI VICE

**21:30**

AFTER HOURS

WHO FRAMED ROGER RABBIT

FORBIDDEN ZONE

DER FAN

TRON

ROBOCOP

KNIGHT RIDER

**MON: COMEDIES**

**TUE: ANIMATION**

**WED: B MOVIES**

**THU: HORROR**

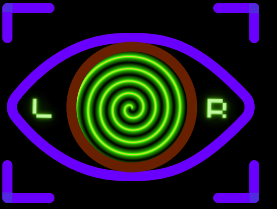
**FRI: SCI-FI**

**SAT: DYSTOPIA**

**SUN: SERIES**



# GALLERY

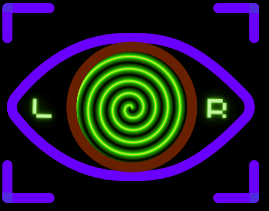


Since there's enough space in the gallery to exhibit multiple topics, I've picked 3 that'd require minimum cost but would be interesting and entertaining for the visitors + will provide an opportunity to sell products to cover the expenses and turn them into additional profit.





# GALLERY

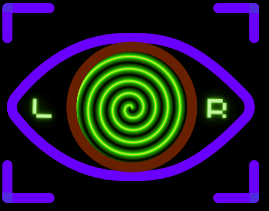


Patrick Nagel's style of art became a symbol of the decade. I'd not only put posters on the walls but also show his influence reflected in animated series "Moonbeam City" which is a great cartoon that visitors will enjoy to watch.





# GALLERY

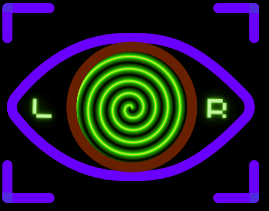


Comics would be also one of the best options for the 80s exhibition. The potential "artsy" audience most likely is interested in them. The first one that I've picked is "The Incal" by Alejandro Jodorowsky and Möbius.





# GALLERY

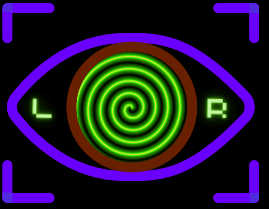


As a continuation of the comic part of the exhibition I'd put on the walls covers/parts of other 80s comic series as e.g. "Six from Sirius" or "Mister X". Also, we could sell vintage comics, posters and merch as souvenirs.

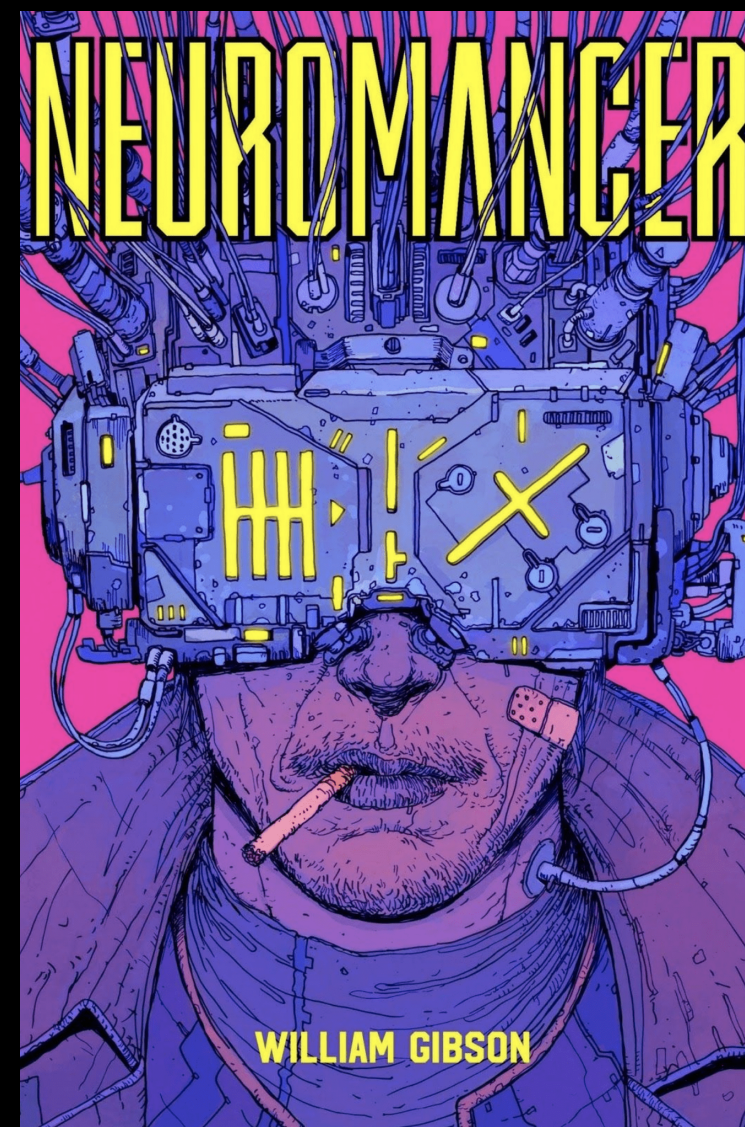




# LITERATURE CLUB

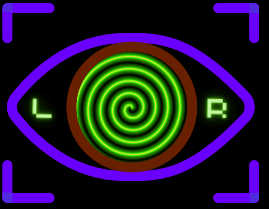


For literature related activities, I chose William Gibson, one of the greatest cyberpunk writers of all time. We could read and discuss his most famous books with the visitors also watch documentaries about his philosophy.





# MUSIC HALL

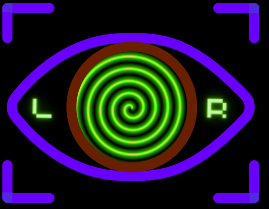


The most representative and stylish example of 80s music is indeed syntwave or synth pop. Besides different kinds of music sessions, there's an idea to throw a costume party closing the fest to make visitors come to the art space not only once.



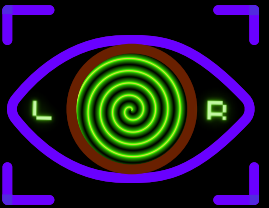


# BONUS



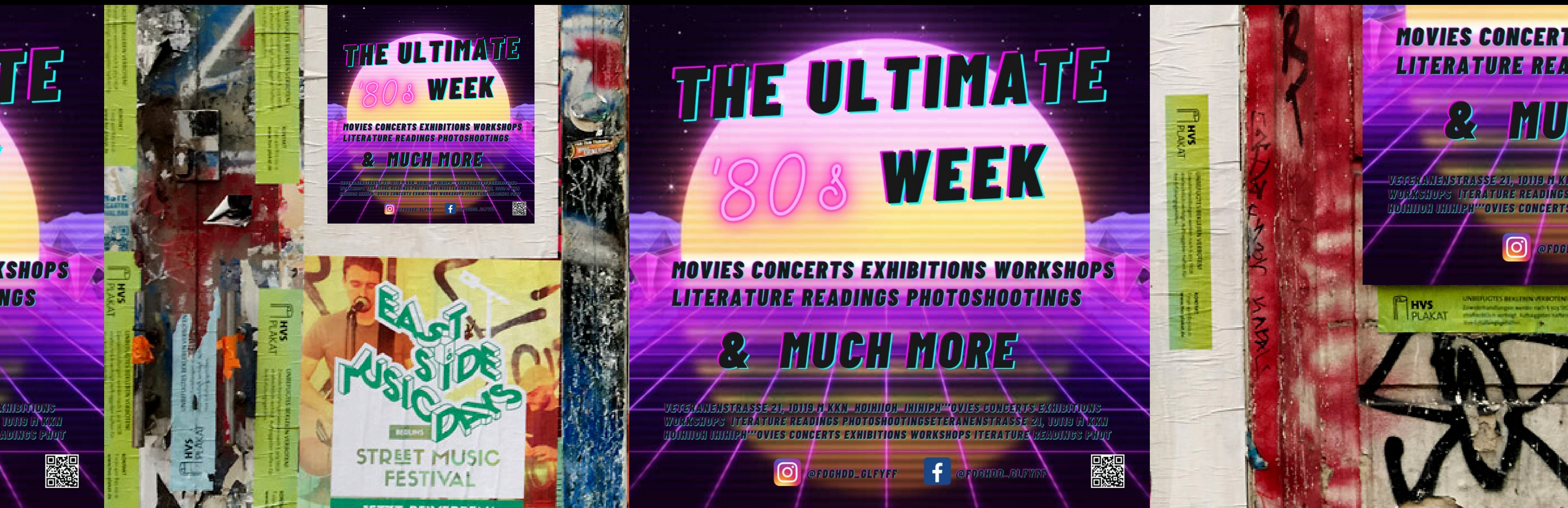
- Advertising ideas
- Stylish photozones
- Thematic workshops
- Souvenir shop
- Collaborations





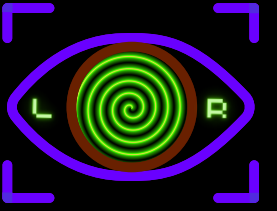
# ADVERTISING IDEAS

Since in Berlin posters still work as a charming retro advertising option I'd consider using them in combination with modern SMM strategies.





# PHOTOZONES

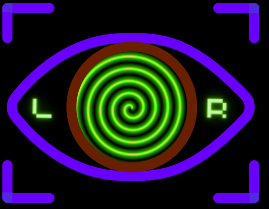


Stylish neon photozones would be a great addition to the fest. Also, I could invite photographers to take prof pictures of the visitors for money.





# WORKSHOPS

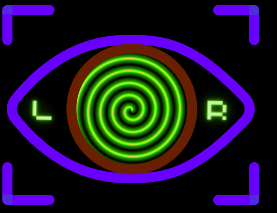


There's many options of them: DIY flexible neon boards, master class of 80s hairstyles, shaping classes and many more interesting activities.





# SOUVENIR SHOP

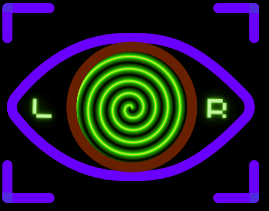


Selling thematic souvenirs at such events can be very profitable. I'd consider selling vintage comics, books, merch, glasses and other things.





# COLLABORATIONS

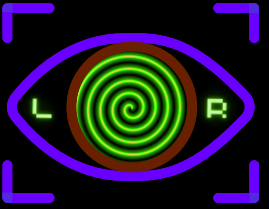


Roller disco is a fun and very 80s activity and since there are a few of them in Berlin I'd contact them to establish a partnership.





# COLLABORATIONS



The most popular item in Berlin thrift stores is a colorful retro windbreaker which totally fits the topic so I'd establish a collaboration here as well.





# CONTACTS



For further information please contact me



acid\_perception



+49 176 41125180



perceptionista@gmail.com