

Principles* for Live Events

Power Clash

Create contrast through colour, sound, costume and performance. Friction can generate energy, surprise and memorable moments.

Sprinkle with Salt & Pepper

Layer in small, inventive interventions that invite participation and make audiences feel part of the event's outcome.

Be Middle-brow

Collapse the space between high and low culture. Mix ideas with irreverence. Let things be smart, strange and entertaining at the same time.

Density Matters

Keep people together. A sense of proximity and momentum builds energy and shared experience.

Be Bossy

Clear direction is generous. Audiences feel more comfortable when they know where to go and what to do.

Don't Interrupt the Groove

Respect the social flow. Only shift attention when what follows is undeniably worth it.

The Beginning and End Matter

First impressions set the tone. Final moments shape memory. Design both with intention.

