

## **BRIEF DOCUMENT**

### **Technical/ Equipment Spec:**

### **Audio Brief:**

**Venue:** The Pacific Tavern

**Objective:** Create a happy, upbeat, and community-driven audio identity that reflects the values of inclusivity, kindness and creativity.

**Target Audience:** A diverse range of individuals and groups who value community, equality, kindness and happiness.

### **Sound Palette:**

- B-Side Records (inspired by their eclectic and underground vibe)
- Understated (but with a hint of whimsy)
- Laid-back and atmospheric
- Quirky and playful
- Lighthearted
- Pacific (sunny, laid-back)
- Engaging

### **All-Welcome Approach:**

- Ensure that the music is inclusive and welcoming to all individuals, regardless of age, ability, or background
- Avoid explicit language or mature themes that might be off-putting to certain audiences

By following this audio brief, we hope to create a welcoming and engaging atmosphere that reflects our happy, upbeat community vibe to include everyone.

**Monday:** Chilled Background Music, Private Events

**Tuesday:** Pottery / Origami / Painting / Tote bag printing / Candle Painting , relaxed and wholesome activities for early mid-week. Unplugged, acoustic, charity evenings, Comedy.

**Wednesday:** Acoustic Artists, Piano/Guitar/Instruments and Vocals, Singer Songwriter, Sofar Sounds, Open Nights

**Thursday:** - Immersive Experience - DJs, Dance and Painting, Dinner and Talks, Dating events

**Friday:** Live Bands and DJs (3 weeks DJ, 1 week Live Band) Disco, Afro House, Soul, Funk, House, Reggae.

**Saturday:** Day Parties with DJs (incorporation of live instruments and Dancers), House and Disco, bi-weekly LARGER parties.

**Sunday:** Jam Sessions, Dance Classes (Salsa/Tango/Other Genre's), Outdoor Cinema, Reggae Sessions, Vinyl Sale 1 Sunday a month.

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