

thermidor<

creativity | baked in

oh hi there ●

This ain't our first rodeo – but like any budding business we want to grow. So we reckon what better way to boost traction than to punt our unfiltered creative chops in the direction of good people like yourself?

What follows is a selection of ideas – things we know that brands with serious chutzpah (like yours) could make a big impact with.

*We figure there's no harm in showcasing them – y'know... just in case good people like y'all want us to do *something* in a similar realm of possibility(!).*

So here goes.

campaign | rationale.

Cannabis was a crop for the masses before demonising rhetoric and layers of poorly constructed legislation got in the way. That's all changing now – so let's ride the crest of that progressive wave.

But... consumption aside, few people really get up close and personal with the actual plant itself – and rarely in its natural habitat.

This needs to change. Pronto. It's time to make 'the digital' physical.

We need to get people out in the fields and interacting with cannabis plants in memorable, meaningful ways – reducing stigmas, encouraging empathy, and infusing their experience with a sense of fun.

However, it's also important to make sure more people will begin to realise the craziness of the rules regarding cannabis: the double standard at work -- that a plant we can see, smell, touch, and interact with remains in regulatory disarray.

To that end, we need to add a sense of bewilderment to the overall experience – challenging people to question the ethics surrounding cannabis and its regulation.

TL;DR – Brace yourselves: seismic activity ahead. Though it might appear challenging at times; we're convinced that getting noticed often means going hell-for-leather against the grain.

plant | touching●

In partnership with creative sound studio, Can Touch This, our vision is to hold an interactive symphony event – a unique performance of 'Rydeen' by Japanese electronic music OGs, the Yellow Magic Orchestra – in a cannabis field: using cunningly concealed connected synthesisers and hidden MIDI PCB board magic...Yes, really.



We've seen them create entire symphonies using pineapples, watermelons, stones, and high fashion – everywhere from the Centre Pompidou to Hermes HQ in New York. Getting them to perform in one of your partners' cannabis fields is well within their wheelhouse.

Of course, the intention is to have visitors interact with the plants themselves at what would be an exclusive event – to encourage them to get up close and personal with cannabis and/or hemp. However, we can also use this as an opportunity to create a flagship piece of video content that can be showcased across a variety of media.

Imagine the opening sequence...



We begin with aerial footage of a cannabis field at dawn – Great Green Goodness stretching as far as the eye can see as the sun glints over the horizon.

We enjoy the scenery and silence for a solitary moment; just as the first extended beats of 'Rydeen' build – the ascending taps and ticks – before the bold orchestral synth sounds take over and and we're immersed into the fields themselves.

We're led to a small clearing, where we see a group of musicians interacting with a patch of fully grown cannabis plants.

As if by magic, when different parts of each plant is touched, a different section of the music plays – they're playing music through plant interaction.

Another aim would be to leave this installation in situ, for other visitors to interact with, over a period of time (well, we'll create two – an indoor and an outdoor space – as one will be... keep reading, you'll see!).

crop | destroyers •

There's no easy way of saying this, so we'll just come out with it – we want to curate a frenzied orgy of creative destruction at a cannabis/hemp farm.

WTAF?? WHY???

Because in a world where law enforcement agencies are given the power to destroy life-saving crops; where growers are denied the ability to extract profit from a single plant simply because of archaic regulation; we need others to appreciate just how insane the situation still is in many countries.

And nothing says 'crazy' like a whirlwind of unrestricted, excessive decimation – combined with groupthink 'mob' mentality (and yes, there are wee nods to the band KLF 'Burning £1 million' and writer Shirley Jackson's controversial short story, 'The Lottery').

Plus, given the rush of endorphins the participants will likely experience during the event, they'll experience a completely legal, yet equally natural high... if they can forego their urge to preserve the plant.



so, what's the deal here?

Think of this as an extension of the first plant / touching event (as set out above) set in an indoor cannabis farm, encouraging interaction, discussion, and engagement. It's live all week, but there's a specific event date that we invite a selection of industry people and media.

We then announce a 30 minute countdown. At this point in time, no-one other than the organisers knows what will happen.

Then, with 5 minutes left to go, we explain what's about to happen – that there's going to be a raid and the crops will be destroyed. Everyone here can either participate, watch, or leave altogether.

When time is up, a team of 'DEA' officers (actors!) – complete with chest cameras and protective vests – come crashing in, evacuating those who want to leave, and handing out vests and equipment for those that want to take part.





When the 'riot' is over, led by the Sisters of The Valley (who may well participate in the destruction too), those that didn't participate (and those that did) are encouraged to salvage all of the remaining plant materials they can.

The crops that can be salvaged will be transformed into hempcrete blocks and sent to all attendees a few weeks after the event, tagged with the message "Keep building the change you want to see."

Considerations

- We'll need to make it known to attendees that the raid is fictional – a piece of performance art – right before it happens.*
- The owners of the farm will need to be compensated at least 3x over for their loss of earnings and any resulting damage to their facility.*
- Invitees will include e-growers, industry influencers, and a handful of cannabis-focused national and international journalists – think BBC, CNN, Vice, The Guardian, New York Times, High Times, Skunk magazine etc.*

smoke | screen •

After such an extraordinary turn of events, we reward those that have remained on site with an outdoor 'smoke + screen' evening of world cinema (perhaps in partnership with someone like MUBI?).

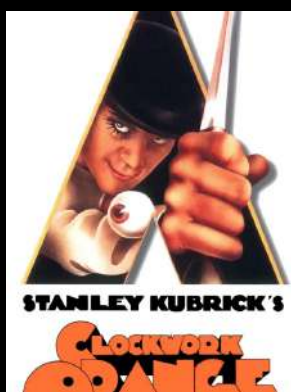
But... no 'stoner' or 'perils of addiction' movies (not even ironically).

We're thinking something more like.... a celebration of indie Canadian cinema (dead serious BTW: I've Heard The Mermaids Singing; August 32nd on Earth; Waydowntown; Exotica) or a Harmony Korine retrospective (Gummo; Mr Lonely; Spring Breakers; The Beach Bum).

Or, in keeping with a theme, how about we show a series of once 'banned' films (A Clockwork Orange; Freaks; Pink Flamingos, Ai No Corrida)?

Essentially, we want to invoke an ambiance reminiscent of an after-smoke glow – a neon-lit, late night swimming pool, astroturf, beanbag, chillwave vibe.

Depending on where the event is held, we could even provide some flower for our guests. But, if we do that, we're sure as heck gonna need a couple or three food trucks...



some final thoughts ●

All things considered, although these ideas are designed to evoke and provoke; they're essentially brand-focused.

And brands that want to be remembered need to be bold.

As the cannabis sector reaches further than ever before – as legalization and decriminalization take root, and as ordinary consumers begin to recognise the plant for its medicinal and recreational uses – companies like yours have every opportunity to lead the way in showing just how important change is, while highlighting the obstacles still in place.

As we see it, every company working in the cannabis industry needs to actively advocate for the sector as a whole. Those that do that as part their overarching business strategy stand to gain devoted followers for the long term.

thank you!

