

CONCENERGY 2022 and Artists Ball
Information and Participation Packet
Hosted by The Festivals of Art, Thought, and Culture

Thank you for your interest in CONCENERGY 2022. Within this packet you will find detailed information regarding your participation in the event. Feel free to reach out to us should you need additional information.

What is CONCENERGY 2022?

CONCENERGY is a yearly, two-day, multi-industry, event for emerging artists, including musicians, visual artists, fashion designers, hair stylists/barbers, small businesses, and more. The event culminates with the Artists Ball, a high-fashion, celebratory occasion where emerging artists and small businesses celebrate their year-end accomplishments together.

Day 1

The first day consists of an evening holiday/winter vendor market featuring local small businesses. Simultaneously, emerging musical artists showcase their talent, often giving a first listen to their upcoming music releases. Artists also announce their upcoming touring/event schedule.

Day 2

On the 2nd day, emerging artists, barbers, cosmetologists, and stylists attend mid-morning discussion panels, facilitated by industry experts. Afterwards, fashion designers present their collections for the upcoming year. Likewise, barber shops and salons participate in a friendly "best of" hair competition and show. The evening culminates with the Artists Ball, a time for artists and small businesses to celebrate with their fans, supporters, colleagues, and friends.

About the CONCENERGY Artists Ball

Admittedly, the Artists Ball is a little over the top (think Met Gala but with more swank and local flair). Anyone who appreciates art, culture, and supporting local is welcome attend and fully participate in all activities. Expect a red carpet, reception-style event with live music, craft cocktails, plenty of dancing with multiple DJ rooms, lounging areas, late night food trucks, and a few artful surprises here and there.

At the Artists Ball, your evening wear will be elevated with avant-garde/creative themed, fashionable attire. The more unique, the better. This year's theme is "The Future is Now? What will you wear?"

Showcase Registrations

See below for pre-registration/registration information and participation details for vendors, barber shop, salons, fashion designers, and showcasing musical artists.

Evening Vendor Holiday/Winter Market - Vendors

- Friday, December 9, 2022
- Starts at 6pm and ends at 11pm
- Free to the general public

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- 20-25 selected indoor vendors
- Vendor registration: \$250; non-refundable deposit of \$100 to hold your space
- Vendor registration includes:
 - opportunity to vend on Friday night
 - five tickets to the Artists Ball on Saturday, including the vendor. These ticket holders also have access to the music industry panel session on Saturday morning, the fashion show, and the hair competitions
 - opportunity for the vendor to celebrate their end of year company celebration within the Artist Ball
- Vendors, bring your own table to the vendor market on Friday night; chairs provided
- Pre-register by February 28, 2022 to be considered for the priority list
- Official paid registration opens March 1, 2022
- Submit contact information here:
<https://www.atcfestivals.com/concenergy2022/#CONCENERGY-Evening-Winter-Market-Registrations>
- Organizer: Brian Lawson

Emerging Artist Showcase - Musical Artists

- Friday, December 9, 2022
- Starts at 8pm and ends by 11pm
- Free to the general public
- 10 selected musical artists
- Artist registration: \$500; non-refundable deposit of \$200 to hold your space
- Artist registration includes:
 - opportunity to participate in the artist showcase
 - ten tickets (for fans, supporters, and the artist) to attend the Artists Ball on Saturday. These ticket holders also have access to the industry panel sessions on Saturday morning, the fashion show, and the hair competitions
 - opportunity for the artist to celebrate their end of year fan/family/supporter celebration within the Artist Ball on Saturday
 - Artists can re-sale their tickets
- Pre-register by February 28, 2022 to be considered for the priority list
- Official paid registration opens March 1, 2022
- Submit contact information here:
<https://www.atcfestivals.com/concenergy2022/#CONCENERGY-Evening-Winter-Market-Registrations>
- Organizer: Reggie Gibbs

Beard & Fade Competition - Barbershops

- Saturday, December, 10, 2022 during the mid-day session
- Five barber shops; each shop submits 3 models/looks; models must be styled prior to show
- Barbershop registration: \$500; non-refundable deposit of \$200 to hold your space
- Barbershop registration includes:
 - opportunity to participate in the barbershop “best of” competition and showcase

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- ten tickets (for barbers, customers, family, friends, etc.) to attend the Artists Ball on Saturday. These ticket holders also have access to the industry panel sessions on Saturday morning, the fashion show, and the hair competitions
- opportunity for the barbershop to celebrate their end of year fan/family/supporter celebration within the Artist Ball on Saturday
- Barbers can re-sale their tickets
- Pre-register by February 28, 2022 to be considered for the priority list
- Official paid registration opens March 1, 2022
- Prize = \$500 and trophy
- Rules
 - Only licensed barbers, stylists and students are allowed to participate
 - No artificial or fake hair is permitted for beard and fade competition
 - Styling aids are permitted. This includes hairspray, color, enhancements, etc.
 - Entries must fit the description of the beard and fade requirements
 - The competition winner will be decided by a panel of pre-selected judges
- Submit contact information here:
<https://www.atcfestivals.com/concenergy2022/#CONCENERGY-Evening-Winter-Market-Registrations>
- Organizer: Tim Dickerson, Platinum Kutz

Hair Style Competition - Hair Salons

- Saturday, December, 10, 2022 during the mid-day session
- Five Salons; each school submits 3 models/looks; models must be styled prior to show
- Competition theme: The future is now. Interpret your vision of the future through hair style/design
- Salon registration: \$500; non-refundable deposit of \$200 to hold your space
- Salon registration includes:
 - opportunity to participate in the salon “best of” competition and showcase
 - ten tickets (stylists, customers, family, friends, etc. to attend the Artists Ball on Saturday. These ticket holders also have access to the industry panel sessions on Saturday morning, the fashion show, and the hair competitions
 - opportunity for the salon to celebrate their end of year fan/family/supporter celebration within the Artist Ball on Saturday
 - Stylists can re-sale their tickets
- Pre-register by February 28, 2022 to be considered for the priority list
- Official paid registration opens March 1, 2022
- Prize = \$500 and trophy
- Rules:
 - Only licensed stylists or students are allowed to participate
 - Theme “The Future is Now” must be incorporated in the style. Looking for innovative styles
 - Styling aids are permitted. This includes hairspray, color, enhancements, artificial hair etc.
 - The competition winner will be decided by a panel of pre-selected judges
- Submit contact information here:
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- Organizer: Tim Dickerson, Platinum Kutz

Fashion Exhibition - Fashion Designers

- Saturday, December, 10, 2022 during the mid-day session
- 10 emerging fashion designers; 5 looks/models
- Designer registration: \$500; non-refundable deposit of \$200 to hold your space
- Designer registration includes:
 - opportunity to show case your fashion line at during the hair and fashion showcase on Saturday
 - ten tickets (designer, models, family, friends, supporters, etc. to attend the Artists Ball on Saturday.) These ticket holders also have access to the industry panel sessions on Saturday morning, the fashion show, and the hair competitions
 - opportunity for designers to celebrate his/her end of year fan/family/supporter celebration within the Artist Ball on Saturday
 - Designers can re-sale their tickets
- Pre-register by February 28, 2022 to be considered for the priority list
- Official paid registration opens March 1, 2022
- Submit contact information here:
<https://www.atcfestivals.com/concenergy2022/#CONCENERGY-Evening-Winter-Market-Registrations>
- Organizer: Carl McLaurin, AMPBULL Fashion



REFERENCES

About the Festivals of Art, Thought, and Culture

2022 marks a new era for us. As such, we have re-imagined how to integrate music, art, dance, dialogue, education, social causes, business, fashion, empowerment, and entertainment all into one social stream of consciousness that we call THE CULTURE. Post the COVID-19 pandemic, expect multiple artful weekend experiences in downtown Durham. The content will educate, entertain, inspire and challenge audiences. The events are curated by the Concenergy Group and are hosted at The Fruit. Multiple local small business owners and thought leaders join together to further embed the experience.

The festivals aim to:

- provide an opportunity for lovers of the arts to enjoy quality, affordable, multi-cultural entertainment and related educational content
- provide a recurring stream of art-related content which supports the forward movement of cultural diversity and integration within the Downtown Durham Community
- provide a platform for emerging, independent artists to showcase their talent and collaborate with other artists and business professionals
- create an opportunity for local, multi-cultural entrepreneurs and small businesses to increase their resource pool, learn, share, and grow
- support organizations who are making a difference in the community by shedding light on their cause and by supporting their initiatives
- support a new way of thinking about art and entertainment and their integration with empowerment, community, expression, and culture
- make Durham a recognized leader in sustained multicultural art and entertainment programming by attracting visitors, likewise increasing the economic development of the Downtown Durham Community

About The Fruit

Formerly known as the Durham Fruit and Produce Company, a century ago this 22,000sf warehouse complex housed giant coolers for fruits and veggies arriving by train. Today, The Fruit is a social enterprise dedicated to making and experiencing visual and performing arts that include dance, painting, photography, and drama. The Fruit's resume includes solo shows for Zanele Muholi from South Africa, Georges Rousse from Paris, and Mona Kuhn from Los Angeles. The Fruit is currently a satellite site for the Nasher's Carrie Mae Weems COVID project. The Fruit is the dedicated home of the Festivals of the Arts, Thought, and Culture.

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