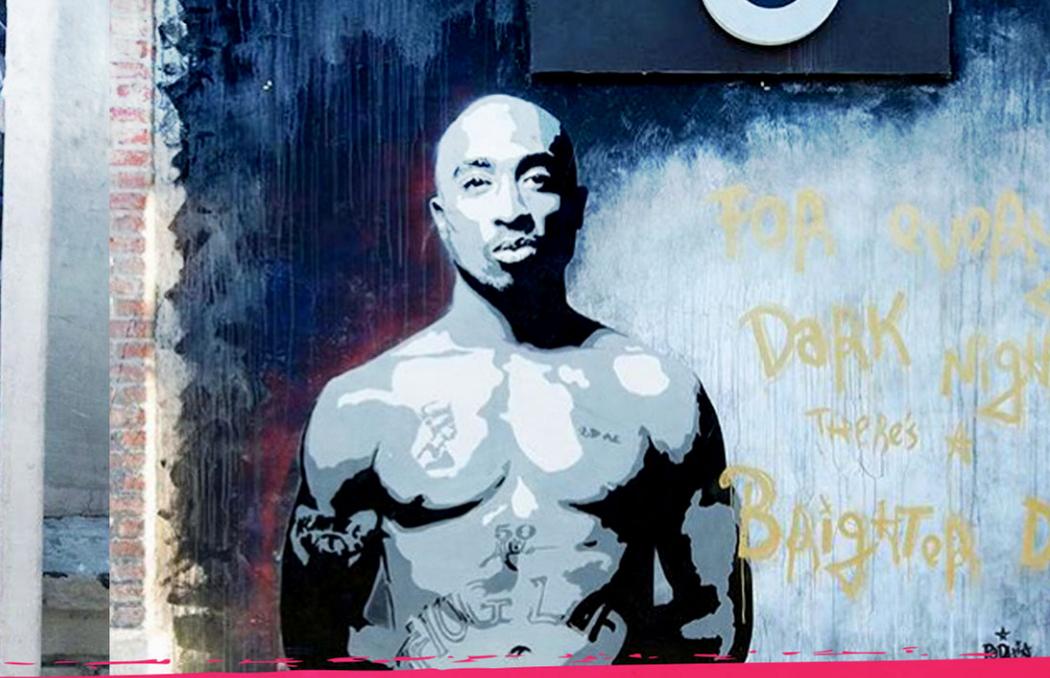


Paint THE
WALL



**WHAT RAP WAS TO POP MUSIC IN THE LATE 1980'S, STREET ART IS TO TRADITIONAL ART TODAY:
EXCITING, DANGEROUS, AND POISED TO EXPLODE INTO THE MAINSTREAM.**

Unlike art in a museum, which must be sought out, street art is an integral part of the cultural landscape and forces you to take notice of it. And with celebrity collectors including **Leonardo DiCaprio, Sylvester Stallone, Steve Martin, Tobey Maguire, Jay-Z & Beyoncé, Brad Pitt, David & Victoria Beckham, and Madonna**, street art has never been hotter – until now. Guided by our curator, professor **Lizy Dastin**, *Paint the Wall* is going to discover and introduce to the world the next great street artist, bring the fringes into the mainstream, and beautify urban locales in the process.

ABOUT THE SHOW

ON *PAINT THE WALL*, WE'LL PIT THE WORLD'S BEST STREET ARTISTS AGAINST EACH OTHER IN CHALLENGES DESIGNED TO BOTH HIGHLIGHT THEIR STRENGTHS, BUT ALSO PUSH THEM OUT OF THEIR COMFORT ZONES, AS THEY COMPETE FOR A CHANCE TO ENRICH THE WORLD WITH THEIR ART AND WIN LIFE-CHANGING PRIZES. THESE PRIZES CAN INCLUDE: A PERMANENT WALL INSTALLATION, FUNDING, MERCHANDISE DEALS, AND EXPOSURE VIA TELEVISION, ONLINE AUDIENCES AND DIGITAL PARTNERS.

Engaging content, positioning outside of the mainstream art world and physical accessibility make street art a fascinating part of every cityscape. Gone are the days when in order to encounter fine art do we need to devote an entire day to a museum; today we can discover equally transformative works stenciled on sidewalks, sprayed on freeway ramps and painted on walls. Street art is accessible and disruptive and culturally significant.

Much more than a typical elimination program, *Paint the Wall* is as much about the characters and conflict as it is about the competition. The artists have strong personalities, and so too will our judges – an exciting panel that may include such luminaries as **Dr. Veronique Chagnon-Burke** (Director of Christie's education), **Beth Saunders** (curator at the Metropolitan Museum of Art), and **Shepard Fairey** (founder of Obey clothing and creator of the iconic “Hope” Barack Obama poster). The competition isn't just artist vs. artist – it's artist vs. judge; artist vs. nature; judge vs. judge and more – but from great conflict comes great art, and this pressure cooker will create legends, whose work will transform landscapes and become iconic.





MEET THE TEAM

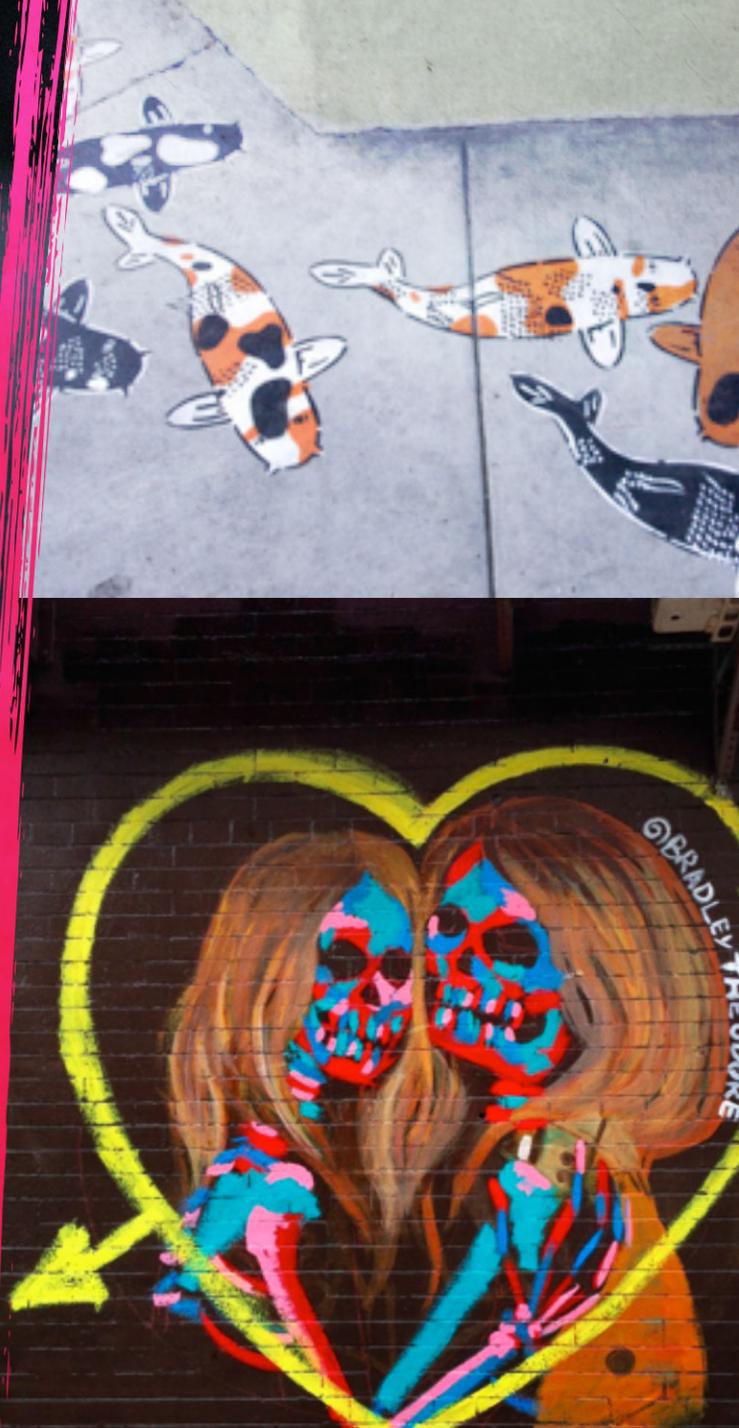
Lizy Dastin is a brilliant, connected and charismatic professor of Art History at UCLA and Santa Monica College, specializing in contemporary art and urban practice. She's a passionate advocate of street art and its makers, and is the go-to advisor to many of the world's best artists. Lizy, although only 33 years old, has been teaching for 11 years, and on *Paint the Wall* she'll be part mentor, part psychiatrist and part drill sergeant, as she pushes the artists to be bigger than they've been, to expand their creativity and to create iconic works.

The Content Farm is a one-stop shop for the development, production, and distribution of entertainment content. Based in Washington, DC, with offices in New York and New Orleans, The Content Farm is a super-creative and budget conscious firm composed of a diverse, innovative, and award-winning group of professionals. Our purpose is simple: to create cutting-edge organic entertainment and find it a home. With work airing on cable, premium, and streaming TV, The Content Farm currently has over 30 shows across genres and formats. Michael Holstein is the Chief Content Officer of The Content Farm, and started his career writing for HBO and working on films such as *The Rock* and *Independence Day*. Later, as Director of Business Affairs for one of the nation's largest public television companies, Michael has overseen hundreds of shows, including *In Performance at the White House*, *Finding Your Roots* and the documentaries of Ken Burns. He has served as Executive Producer for numerous programs, including *A Chance to Dance*, for the Ovation network, and *Trabant Trek* for the Travel Channel. Michael is the Executive Producer, Director and Co-Creator of *Live at 9:30*, and the Creator/EP of *Don't Stop the Music*, *Above the Strand* and *The New American Dreamers*, all airing in 2017.

Avery Krut is currently the Executive Director of the Mural Conservancy of Los Angeles. He possesses 25 years of social cause marketing and communications experience. His clients have included the Special Olympics, LA Fund for Public Education and the Christopher & Dana Reeve Foundation. He has extensive experience in the areas of arts, education, programming for people with disabilities and youth sports. He is the author of a *Washington Post* best seller on Barack Obama, and has worked every presidential cycle since 1992.

Barry Tropp presently has the scripted series Fangirls set up at Critical Content and is currently developing the books *Above* and *The Gray Area* for TV. He is developing a series with Jet Black Racing, a company owned by famed guitarist Dan Fastuca centered on Mr. Fastuca's life as a rock star, race team owner, and exotic animal owner. Barry previously produced the *Roxy Hunter* series, a four part-movie franchise that aired on Nickelodeon as the first ever made for TV movie series for the network, and he was also the executive producer on the movies *Shredderman Rules* and *Last Day of Summer*.

Dan Raskov worked for The White House, for the past eight years, where he advanced and accompanied President Barack Obama and First Lady Michelle Obama on missions around the world. Prior to his work for the Obama White House, Raskov worked in a similar capacity for former President Bill Clinton, whom he also assisted on his *My Life and Giving* book tours. Before working in politics, Raskov co-founded I.R.S. MEDIA, the motion picture division of cutting-edge record label I.R.S. Records. As Head of Production, he supervised production of several motion pictures including the award-winning *Decline of Western Civilization*, *One False Move*, and the television program *The Cutting Edge* for MTV. In addition, as a member of the Director's Guild of America, Raskov has written & directed numerous commercials, music videos and several feature films. He also assisted and appeared in Michael Jackson's ground-breaking music video "Thriller."



THE LONG REACH OF PAINT THE WALL

PROMOTION/ENGAGEMENT

The excitement of *Paint the Wall* won't end with the broadcast – it's just the beginning! Launched by an immersive communications and public-engagement plan that will foster enthusiasm and encourage viewers to jump head first into the world of street art and *Paint the Wall*, experiencing the art, artists, judges and other self-sanctioned elements of the show in fresh and bold ways.

Products

- Spin Offs
- Books
- Street Art Starter Kits
- Instructions / Camps
- Tours by Art & Seeking
- Installations
- Corporate collaborations

Derivative Works

- Apps
- Merchandise
- Gaming

PR

- Viral market & paid media
- Celebrity involvement
- Charitable/civic work
- Live chats/Q&As/demos

Community Engagement

- Demo/speaking/bus tours
- Promotion with retail sponsors: appearances, specialty merchandise
- Art and street festival appearances
- Local competitions
- Contesting

Digital Immersion

- Enable fans to enter the world of street art and Paint the Wall: app, website, VR
- User-generated content
- Social media engagement & viewer participation

Music

- Soundtrack Album
- Digital Playlists
- House band or DJ chosen by America via social media



DISTRIBUTION



ALLCAST

MEDIA

Unlimited Access to over 1 billion viewers. Why Broadcast When You Can Allcast?

Allcast Media offers the first-ever distribution of content across EVERY streaming service, as well as via diverse linear options, including Discovery Channel and PBS. It's a groundbreaking, disruptive and transformative distribution model, delivering sponsored content and brand messaging on-demand to a total audience reach of over 1.12 billion people.



NETFLIX

hulu



ROKU

More than just inserting your logo or commercial into content, Allcast Media works with partners to ensure a 360-degree engagement program, with enriched content and preferred positioning on all services

SPONSORSHIP PACKAGES

Sponsorship for *Paint the Wall* is available at many tiers, each coming with on-air exposure (branded integration and production credits), as well as extensive off-air benefits, as well as options for events, public awareness, social media and more:

- Co-branding for brands and other partners
- Potential brand integration and access to public engagement initiatives, events and immersive digital experiences
- Access to talent, tapings

For program sponsorship info contact:

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