

NAPOLI CAN FLY

Fly With Us 08/10/22





To here



La ricerca della felicità
lo sognavo di spiccare il volo
Ora che volo è tutta mia la città
Ma non ha senso se volo da solo
Gué Pequeno



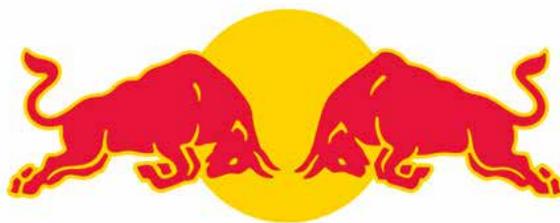
From here

CONCEPT

The concept from which the project starts is the union of the concept of wings on which Redbull's brand identity is based with the concept of Naples, a city that resists discrimination and external underestimation with an agglomeration of creativity, things done with heart and courage. Everything that "gives wings" to life.

The association therefore came automatically and ideally with the event that deals with rap music, a musical current that arises precisely from restoring dignity to popular contexts in search of redemption.

Strong is therefore the association with wings and the concept of flying. Wings that will be used in all visuals related to the project, which will gradually change more and more completely, going from being simple wings scattered around Naples to icons increasingly linked to the Redbull event and to music.



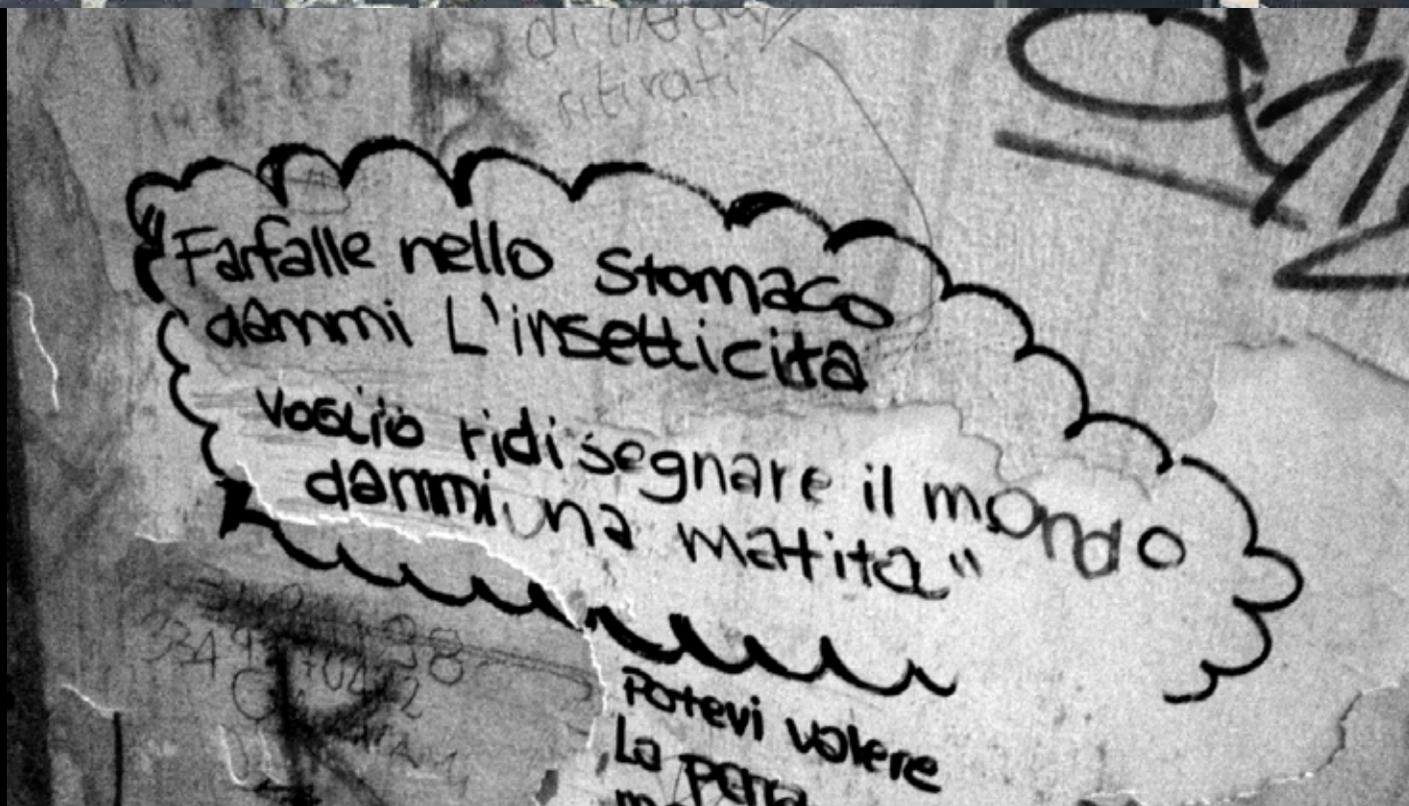
Red Bull

THE WINGS OF THE CITY (Moodboard)

Around the world an already existing phenomenon is that linked to the wings scattered around some cities, Los Angeles among all. Thousands of photos are taken every day in places where social media users stand at the center of the two wings and personalize the “works” with their presence. In the end we all have the desire to fly, something we associate with the freedom, power and lightness that we can't always afford in life.

But if these cities are associated with wings as an abstract concept due to the name that recalls the angels or to the copy of this initiative very much attributable to the Californian city, few cities live and are recognized as the cities of passion and creativity: the things that “give wings ”to life.

And therefore instead of simple stylized and multicolored wings, the idea is to create wings formed by what gives wings to the city of Naples: music, visual art, food, sea, sport, + a couple formed by images of the places / more historical events of the city and a last evocative after the event of everything that happened for the event at the end of the project.



FIND AND COLLECT THE WINGS

A bit like Pokemon Go, the idea is to generate the Buzz effect by spreading wings around the city, in the most scenic and historical points, formed by fractions of images attributable to one “passion wing” at a time, with the idea that the most interested go to immortalize themselves in each of the wings scattered around the city. Each one different in order to give everyone their own space to stimulate the “collection”.

At the same time, writings around the city will also appear with quotes from bars not yet released with the name of the artist who will be present at the 64 Bars live event who will be asked to write bars inspired by the concept of flying, which given the fame of the ‘artist will lead fans to wonder about when that bar was written and in what

song, then soon realizing that it has not yet come out and wondering what is behind this initiative and discovering that other artists have done similar things. Over time, those of the Guests artists could then be added, thus creating a sort of treasure hunt for the complete roster of artists involved and thus multiplying the engagement of their various communities. Eventually you could also put quotes of real songs so as to confuse the fans even more and generate questions and interest.



ROAD TO FLY - GUESS WHAT & STUNTS

Initially, the message will therefore be somewhat cryptic and composed of these two apparently unrelated initiatives that will gradually merge as the project is discovered. On the one hand, the visual installations related to the city and the concept of wings, on the other hand the writings / graffiti with the texts of the artists on the concept of flying possibly linked to Naples. The names of the artists will therefore serve to make it clear that music, particularly rap, is particularly involved.

As the project progresses, it will therefore be discovered that the installations are linked to the Red Bulls 64 Bars event and it will be clear that both are part of the same initiative, an association that perhaps some fans will have already ventured and will have already discussed all of them social networks.

The idea is therefore that the installations are gradually integrated with more and more details with references to the event as the date approaches. Periodically, DJ headphones will then be added in the head area, a QR code in the body area, the Red Bull brand in the lower right corner as a signature and the Red Bull 64 Bars logo with microphone at mouth height “gestaltically”.

These changes can be combined with stunt events that appear in front of the installations while they are modifying and completing them. Bull wings and / or horns will be applied to stunts whenever possible.



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STUNTS FOCUS

The stunts will also be present in some social videos that will consist of short performances (close to the installations when possible) which will be followed by a black screen and the writing FLY WITH US 08/10/2022. After the first stunt, in fact, a qr code will be placed in the center of the wings which will lead to an increasingly less cryptic video as the discovering of the project approaches. Each time, therefore, the qr code will update and become a clue to an advertising and marketing reference. The ideal would be that by framing the qr code you can see the stunt event that used that single installation as inspiration.

The most ideal stunts are certainly those related to movement, heights and speed. Also interesting would be the inspiration of the stunt to something that evokes historical events or elements of the city. Here the creative direction, then coordinated, would be left to the stunts. Certainly they could be useful performances inherent to Red Bull sporting events such as diving, parkour etc...



SO WHAT IS ALL ABOUT? (SMM AND ADV)

After the first buzz effect of interest in what is behind it, a video would come out the day before the completion of the installations that will finally reveal what it is. A QR code will then be placed between the writings and the installations-wings which will gradually refer to a cryptic video of the single stunt that took place for the installation, then to a cryptic video with the scampia area and some clues, then to the video spoiler (below) and finally to the event website.

SPOILER VIDEO: After an assembly of the Scampia sails associated with the wings and the concept of flying, a paraglider will descend from the top of the Scampia sails to arrive at the panoramic landing point with the sails behind, possibly where the concert will take place, to write on the camera with a Fly with Us 08/10/2022 marker. The video will then have various interference such as a noisy TV signal and then the Red Bull 64 BARS logo will be shown. And again a new screen that says Biggest show ever - 64 minutes - Here to build a legacy and at the bottom in small size www.mail.com.

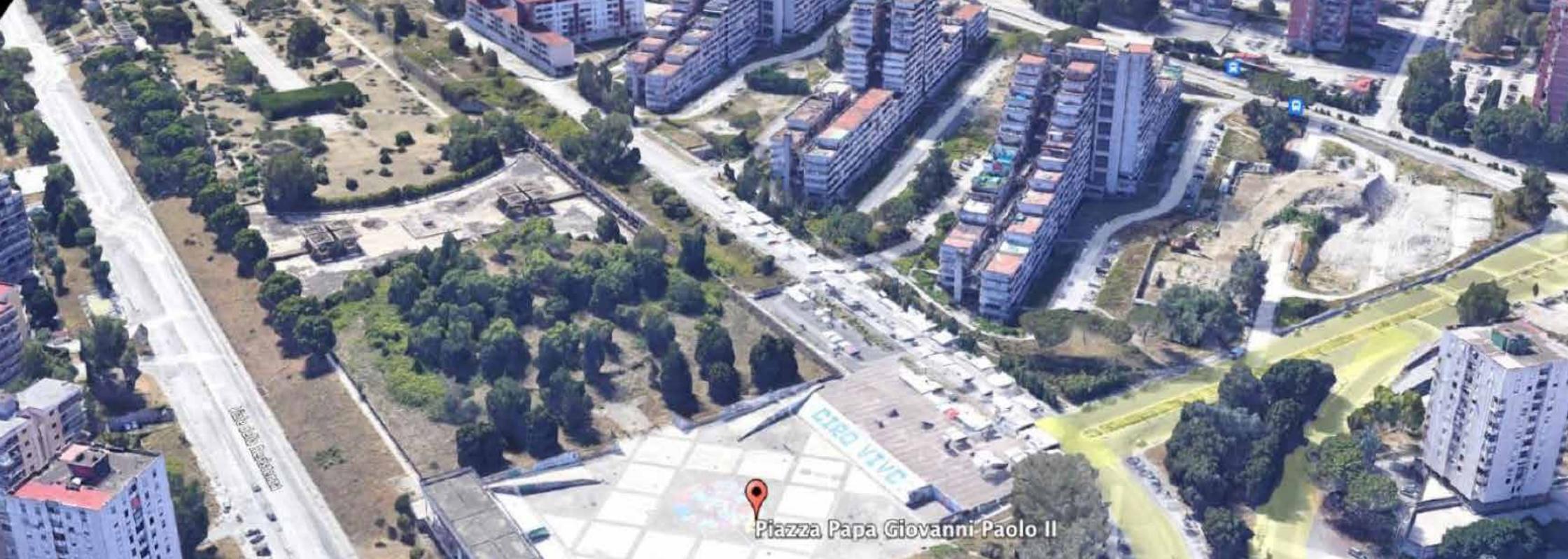
At the same time the first social advs will be released that will show the various rappers who will be present with the “sails” of Scampia in the background as a kind of wings and under the Red bull logo 64 bars and the writing 64

bars 64 minutes Scampia 08/10/2022 Napoli can fly. The music under the video could be the instrumental of the chorus of I Believe I can fly remixed in a more rap way.

Together with these advs, GIFs will be released that will alternate the installations with wings to Scampia’s sails with at the end of this frenetic alternation the writing on black 64 bars 64 minutes Scampia 08/10/2022 Napoli can fly.

To involve the whole community and not just that of Naples, the same videos will also take place at the same time in the social networks aimed at the 64 Bars Italiano more focused on Red Bull Droppa and the fact that the event will be available in live streaming and on On Demand.

After the event, this project will also be ideal for the documentary, given that the event starts from the desire of people to understand what lies behind, to understand their identity and participate, and therefore not from the brand that wants to scream its identity. Storytelling would be automatic and full of inspiration due to different steps of the project and the association to a mysterious treasure hunt.



SHOW YOUR WINGS

FROM NAPOLI TO NAPOLI

To have an impact and forge a positive legacy with the city of Naples, the idea is not only to make a show for the public, but to involve the city of Naples with events that encourage its active participation, thanking it and honoring it for the possibility of associating it with the own brand.

It would therefore be interesting to promote initiatives involving schools, universities and artists of Naples. A simple brief: Show your wings. Schools could be asked to write small poems on the association between Naples and flying, to artists who demonstrate it through any form of creativity.

The best ones will then be present on the event website in a dedicated section Show your wings - Naples can fly which will therefore give space to those who have proactively participated in the project and a reminder to the person who will participate and to the acquaintances whom he will talk about it that will remain over time.

At the same time, it will also be possible to participate in the initiative spontaneously on social networks with the hashtags #redbullshowyourwings #napolicanfly, participations that will therefore generate even more engagement and community, stimulating the creativity of the entire city without excluding anyone.

A special category and a search bar (e-commerce style) will be created for each type of creativity on the site, treating them as true works of art with the name of the person who produced them or with a nickname for those who want to keep the anonymous; so as to find their own creations simply or to deepen the specific creativity for the most addicted. Part of these “works” will eventually be re-proposed also during the live event.

This initiative will be advertised with stickers scattered around the city, for an even more “physical” conquest of the city and an even more tangible impact of the event and of the brand’s efforts.



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Arte del vetro



Scultura



Pittura



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← Tutte le categorie

Arte e oggetti da collezione

Stampe

Disegni e illustrazioni

Pittura

Oggetti da collezione

Fotografia

Scultura

Bambole e miniature



FLY WITH US 08/10/2022

Just before discovering the entire event, 5 streets will be chosen that lead to the square where the concert takes place and each of these will be “decorated” on the walls with the most famous rhymes of the 5 Red Bull 64 Bars artists who will therefore have a sort of dedicated street for each of them. This will give you an extra clue and the most avid fans will begin to take an interest in the specific area.

The event will therefore take place and we will try to give space not only to the artists but to the various Show your wings initiatives, at least during the set-up day and before the show.

At the end of the show there will be a light show and possibly a pyrotechnic show that will end with a firework in the shape of wings or a projection of gigantic wings on the sails of Scampia for an extended time. At the end of this the slogan Napoli flies forever will be selected to highlight the desire to keep this spirit and the memory of the project over time.



NAPOLI FLIES FOREVER

IN THE END - NAPOLI FLIES FOREVER

The event and the legacy of Naples will last over time because the installations can become tourist spots, the idea of flying to Naples will always be associated with the Red Bull event and there will always be traces of this project on social media. The *Show your wings - Naples can fly* section will also be forever present on the Redbull website, which will forever leave space for the participation and creativity of those who participated in the event.

This initiative is also possibly “scalable” because it could be reproducible in other cities and make the *Show Your Wings* section a stable section with all the events *CITY NAME* CAN FLY of the cities that will later be involved in the same project. In this way Red Bull would be attributable to an ethical brand strongly involved in cities and their positive and revolutionary union, a further and even more extreme concept associated with flying.

The city of Naples, however, will forever be the first and certainly one of the most suitable to kick off this concept.

NAPLES FLIES FOREVER

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