



**4 WEEKS  
FROM NOW**  
THE STORIES BEHIND THE EVENTS





# 4WEEKS FROM NOW

THE STORIES BEHIND THE EVENTS

## LOGLINE

**An up-close-and-personal,** behind-the-scenes look at the chaos and magic that happens in the last month leading up to some of the year's most original and innovative cultural events.



# SYNOPSIS

## **4WEEKS** **FROM NOW** THE STORIES BEHIND THE EVENTS

**Large cultural events and festivals don't just happen.**  
They take foresight, planning, and flawless execution.

**4 Weeks From Now:** The Stories Behind The Events puts a well-deserved spotlight and lens on founders, producers, and event planners who are at the forefront of strengthening the urban cultural movement through their creativity, innovation and business sense.

These are the stories of the organizers capturing the growing swell of diverse cultural expression that puts more emphasis on being authentic than being acceptable or accommodating of traditional Eurocentric standards.







INSPIRED BY

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Hugh **Evans**, CR **Capers**, Jatin **Patel**, Steffon **Thomas**, Chris **Ikpoh**,  
Steven **Cutting**, Tiffany **Warren**, Aaron **Ampudia**, Chris **Den Uijl**,  
**Stacy Spikes**, Irene **Kim**, Stefanie Block **Reed**, Olivia **Cuissart de Grelle**,  
Kelly **Huang**, Zach **Picon**, Jordan **Scheffler**, Jason **Van Esso**, Lisa **Kaz**,  
Richelieu **Dennis**, Caroline **Wanga**, Hakeem **Holmes**, Jason **Carter**



# TONE

## **4WEEKS FROM NOW** THE STORIES BEHIND THE EVENTS

**A gritty and real look under the hood** of the cutting edge events that shape our culture. Built into every episode is the relentless ticking clock of the event date. Shot in a film verité style with an urgency that puts you there.

Complicated schedules, diverse personalities, and high pressure situations lead to good drama, cathartic comedy and a thrilling viewing experience. We leave this roller coaster with the aspirational conclusion: **the show must go on.**





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## SHOW CROSS: TV & EVENT PLANNING SERIES

**Trvl**  
CHANNEL

**THE TRIP**

 **YouTube**

**BLACK**  
**RENAISSANCE**

**N** SERIES

**7 DAYS OUT**  
World's Biggest Events

**The Trip** x **Black Renaissance** x **7 Days Out**



# FIRST EVENT

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## F3Fest™ Inclusive Tech Summit 2024

A 3-day unique mesh of cultural experiences that was equal parts practical financial education, disruptive technology in entertainment, and DEI conference.

### EVENT SHOWCASED:

- Women in Tech & Entrepreneurship VIP Networking Meet Up
- Legends of Laughter Comedy Show
- AI Future Film Festival Competition & Screening at Cinemark
- FLEX Table Talk + VIP Lunch with Dr. George C. Fraser + special guests
- Black Wealth + Empowerment Conference Sessions
- **The Future of AI Town-Hall + Segue Fashion Show**
- A Mile In My Shoes Theatrical Immersive Experience
- F3F Talent Showcase







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PILOT EPISODE

## Making of Segue – The Future of AI & Fashion Design

*(Post-Production)*

This unique fashion affair was part of the F3Fest Inclusive Tech Summit beta event that showcased cutting-edge fashion collections created by six (6) global designers with AI-inspired looks.

The goal of Segue Fashion Show was to celebrate innovation in fashion and explore how artists use AI in the design process.

**F3F**  
WE WILL BE HEARD!



# STYLE & APPROACH: FORMAT

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## In each episode, viewers will:

1. Be introduced to a New Cultural Experience production and its team of top notch Producers and organizers
2. Learn the backstories of both the event and its founder(s)
3. Understand the relevance and void filled by the event
4. Be made privy to the marketing and promotional strategies and tactics formulated and implemented by the event producers
5. Enjoy interviews with producers, participants, stakeholders, sponsors
6. Meet the event's participants (i.e. presenters, moderators, creators, performers) during final rehearsals and run throughs leading up to the event
7. Get a sneak peak into candid Green Room moments with celebs and participants backstage during the event
8. Witness how artists affect culture through these events





# POTENTIAL FUTURE EPISODES

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2. **Urbanworld Film Festival in NYC - Nov. 6-10, 2024**
3. NBA All-Star Weekend in San Francisco - Feb. 16, 2025
4. South Beach Wine & Food Festival in Miami - Feb. 20-23, 2025
5. Paris Fashion Week - Mar. 3-11, 2025
6. F3Fest Inclusive Tech Summit in Orlando - May 22-25, 2025
7. Essence Music Festival in New Orleans - July 4-7, 2025
8. Lollapalooza in Chicago - Aug. 1-4, 2025
9. Caribana Toronto in Canada - Aug. 1-5, 2025
10. Baja Beach Fest in Rosarito, Mexico - Aug. 2025
11. Global Citizen Festival in NYC - Sept. 2025
12. Great Outdoors Comedy Festival in Vancouver, BC - Sept. 13-15, 2025
13. Tech Week in San Francisco - Oct. 7-13, 2025
14. ONE Music Fest in Atlanta - Oct. 2025
15. 19th Annual ADCOLOR Awards in Los Angeles - Nov. 2025
16. LA Auto Show in Los Angeles - Nov. 22nd - Dec. 1, 2025
17. Art Basel in Miami - Dec. 6-8, 2025





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**THANK YOU**

Contact: [chris@paintboxlabs.com](mailto:chris@paintboxlabs.com)

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**PAINTBOX**<sup>TM</sup>  
LABS

**PROJECT 54TOUR**<sup>TM</sup>

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