



ORANJE 2011

Indulge Your Senses
an interactive experience of art and music

oranjeindy.com



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ABOUT

ORANJE 2011

ORANJE, an annual, one-night showcase of contemporary art & music, taking place on Saturday, September 17, 2011. In its tenth year, ORANJE is considered one of the premiere cultural events in the Midwest. Since 2002, ORANJE has showcased the talents of over 350 artists, 200 music acts, 50 independent film makers, and nearly 20,000 patrons. ORANJE has partnered with numerous businesses and cultural organizations and has received generous support from many quality local, regional and national companies including:

- ▶ Matchbook Creative
- ▶ Ketel One Vodka
- ▶ Scion
- ▶ CORT Event Furnishings
- ▶ Miller Brewing Company
- ▶ St. Germain
- ▶ Qdoba Mexican Grill
- ▶ Red Bull
- ▶ Musical Family Tree
- ▶ Slingshot SEO
- ▶ FIDAMO
- ▶ J Benzal
- ▶ NUVO Newsweekly
- ▶ Barefoot Wine
- ▶ Clear Channel (X103)
- ▶ Dynamark
- ▶ indymoj.com
- ▶ Glaceau Vitamin Water 10
- ▶ The Great Frame Up
- ▶ My Old Kentucky Blog
- ▶ Sequences Design
- ▶ Birdbuzzr
- ▶ Zest
- ▶ Art Box
- ▶ Indy Uprising
- ▶ Smoke Free Indy
- ▶ Keep Indianapolis Beautiful
- ▶ Hot Box Pizza
- ▶ IndyHub.org
- ▶ Comcast
- ▶ Indianapolis International Film Festival
- ▶ 1800 Tequila
- ▶ Mass Ave Wine Shoppe
- ▶ Indy Jazz Fest
- ▶ The City of Indianapolis
- ▶ Indianapolis Cultural Development Committee
- ▶ Arts Council of Indianapolis
- ▶ Indianapolis Monthly
- ▶ MediaSauce
- ▶ IndianapolisMusic.NET
- ▶ IndianapolisFilm.NET
- ▶ Guitar Center
- ▶ Karma Records
- ▶ Crystal Catering
- ▶ Yat's Restaurant
- ▶ Fusion Nightclub
- ▶ e-Wireless
- ▶ La Quinta Inn-Downtown Indianapolis
- ▶ Event Lighting and Sound
- ▶ Sonic Sound
- ▶ Sangiovese Restaurant
- ▶ Print Resources
- ▶ Savvy Salon
- ▶ Jagermeister

ORANJE aims to reach an engaged, sophisticated and culturally active audience of young adults. ORANJE represents a progressive, open-minded approach, not only toward the art and music it showcases, but in the presentation of the entire event. ORANJE focuses on modern and progressive art forms and, in addition to the art and music, ORANJE has showcased 6 Fashion Shows, 18 unique 'Enviro-Lounges,' and live performance artists, all in an interactive, energetic, social atmosphere that features multiple bars and food service interlaced with the cultural offerings.

Heading into its tenth year in production, ORANJE continues its unprecedented growth in size, scope and attendance. The goal of ORANJE is to continually expand engagement with its audience and grow the event through focused marketing efforts. Each year, ORANJE strives to build upon existing successes and partnerships, and to develop new relationships, all while creating fresh and unique ideas to be showcased at the event.

Adam Carr Crockett

P: 317.370.5121

E: adam@oranjeindy.com

Ryan Hickey

P: 317.409.9191

E: ryan@oranjeindy.com





NUVO Newsweekly

'Oranje: 60,000 square feet of art and music'

September 15, 2010

www.nuvo.net/indianapolis/oranje-60000-square-feet-of-art-and-music/Content?oid=1640167



Metromix

'Fashion stakes a claim at Oranje 2010'

September 14, 2010

indianapolis.metromix.com/events/article/fashion-stakes-a-claim/2186899/content



Indianapolis Star

'Flavor of ORANJE'

September 18, 2009

Indianapolis Star, pg. D11



NUVO Newsweekly

'Indy's Strangest Night: ORANJE'

September 15, 2009

www.nuvo.net/nuvo/indianas-strangest-night-oranje/Content?oid=1273756



Metromix

'Devour the Night at ORANJE'

September 11, 2009

indianapolis.metromix.com/events/article/devour-the-night-at/1456957/content



Indianapolis Star

'A Party for the Senses'

September 19, 2008

Indianapolis Star, pg. G22



NUVO Newsweekly

'An ORANJE Sunset'

September 17, 2008

www.nuvo.net/nuvo/an-oranje-sunset/Content?oid=1264428



Indianapolis Star

'Multimedia Bash'

September 15, 2006

Indianapolis Star, pg. G20

Web and Social Media

oranjeindy.com receives an average of over 40,000 unique visitors annually.

Facebook: 8,400 and growing.

ORANJE email database includes 2,200 active contacts.

Twitter followers: 700.





TESTIMONIALS

ORANJE 2011

ORANJE is a great art and cultural event for everyone who attends, for the sponsors involved, and for the city of Indianapolis in general. However, it is also great to know that Adam and Ryan just decided that this would be a good idea and something that they wanted to do, and they just did it. From that dream has grown one of the premier creative events that the city has to offer. It is reassuring to know that kind of spirit and attitude is still alive and well in those who are young.

–Robert Coopridier, KARMA Records

I've seen ORANJE both as a sponsor and as a fan of art and music. The event never fails to impress in its efforts to expose Indianapolis to the more daring cultural elements of the city. It's always a well-organized and smooth presentation. I can't wait for next year.

–Ryan Williams, IndianapolisMusic.Net

As a participant in ORANJE, I have witnessed a great idea transform into an exciting avenue for local artists of many genres and media. ORANJE exceeds expectations each year by the manner in which it is organized and executed. Every detail is taken into consideration. ORANJE functions and operates as a first-rate event. The marketing materials are top quality and perfectly targeted. Annual increases in attendance have risen steadily since inception. Still in its precocious infancy, ORANJE has become one of the largest and most prestigious happenings of its kind in the Midwest. I am always proud to be associated with this socially and artistically significant cultural showcase.

–Ric Epley, Artist

If you are looking for one of the best examples of what cultural entrepreneurialism can be, then you need to experience ORANJE. Every year I continue to be impressed with how Ryan and Adam have professionally created and presented this arts and cultural event without comprising its authentic edge. They are two of the hippest businessmen I know. Events this cool too often implode after the first year, and yet ORANJE just keeps getting better. Part art fair, part party, part concert, part rave, part theatre – there is so much to do and so much energy at an ORANJE event that my only complaint is that it only happens once a year. This is exactly the type of event to work with if you want to reach a young urban audience.

–Travis DiNicola, Co-host and Producer of the Art of the Matter, WFYI Public Radio

As a multi-year participant in ORANJE, I can honestly say that it is one of the most innovative ideas for the arts in this city. It is a shot in the arm for Indianapolis' emerging contemporary artists, and a great boost to the city's burgeoning art culture. I hope to see it grow exponentially every year, as I have benefited greatly from ORANJE, as many artists have.

–Jason Poteet, Artist

My experiences with ORANJE range from the beginning on Orange St. to the present. ORANJE enables creative individuals to promote themselves or their service to the largest cross section of patrons. Uptown, downtown, the location doesn't matter-- people make the trek. ORANJE is the most diversified and cultural explosion the Midwest has to offer. Each year brings more inertia and that momentum steamrolls on into the future. ORANJE has a strong commitment towards the growth and modernism of Indianapolis, the people and the artisans. Citrus for all!

–Matty Bennett, Owner, Sequences Design

Oranje has affected me as an attendee, and as a sponsor. When I first attended ORANJE a few years ago, I thought to myself that every single person attending or performing seemed that they were going to make a difference in the community they live in through their passion for art and music. Whether it is the artists, the musicians, or the attendees, ORANJE attracts people that not only appreciate, but influence, art and music in Indianapolis, which is something that you don't see at many events. As a sponsor, I saw my company and other companies being given the chance to promote themselves in new, creative ways. Oranje was the first event where our staff was forced to think outside the box and create something great, which, at the same time united us as a company. Being a part of Oranje has had so many benefits, which is why we do not hesitate to support it.

–Sarah Myer, NUVO Newsweekly

As a professional artist, I carefully measure the events in which I participate, concentrating on events which will be most beneficial to my career and are conducted in the most professional manner. Ryan and Adam are professional, organized and fun to work with. Their passion for the arts is made evident by the quality and success of their events. I hope to be a part of any event in which they involve themselves.

–Quincy Owens, Artist





REFERENCES

ORANJE 2011

Sarah Myer
Marketing Manager
NUVO
smyer@nuvo.net

Robert Schultz
Senior Account Manager
Borshoff
bschultz@borshoff.biz

Molly Chavers
Executive Director
Indy Hub
mchavers@indyhub.org

Chris Evans
Owner
Sangiovese Restaurant & Catering
sangiocatering@aol.com

Matty Bennett
Owner
Sequences Design
matty@sequencesdesign.com

Jason Jenkins
Owner
Subterra Lounge
subterraindy@gmail.com

Steve Campbell
Former Deputy Mayor of
Indianapolis
info@campbell-strategies.com

Quincy Owens
Professional Artist
quincyowens@sbcglobal.net

Stuart Sayger
Professional Artist
stUARTsayger@hotmail.com

Travis DiNicola
Executive Director, *Indy Reads*
Co-Host, *The Art of the Matter*
tdinicola@indyreads.org

Donna Gray
Creative Director
Matchbook Creative
dgray@sparktoignite.com

Jill Ditmier
Owner
Mass Ave Wine Shoppe
jaditmire@mindspring.com

David Forsell
President
Keep Indianapolis Beautiful, Inc.
dforsell@kibi.org

Mike Altman
Artist
unclejello@aol.com

Matt Schwegman
Booking Manager
The Vogue Nightclub
matt@thevogue.ws

Daniel Fahrner
Owner
Transpanther Recordings
transpantherbooking@gmail.com

Jason Myers
Owner
Myers Design & Art Box Gallery
Jason@myersdesign.net

Katie Moon
Owner
FIDAMO Fashion
katie.moon@fidamo.com

