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LOREAK
MENDIAN



Dantz + Loreak Mendian



LOREAK MENDIAN

Dantz is a project laboratory and cultural brand that focuses on electronic and avant-garde music.

Dantz organizes and produces one of the most important electronic music festivals in the city of San Sebastian, which in turn promotes the heritage, architecture and natural spaces in each of its locations.

Perhaps the Donosti Sound was the sound that transcended more nationally but Donosti was always a good place for music lovers. A place with many international concerts. Maybe what we lacked at that time were medium-sized venues (s/o Dabadaba), so we had either macro concerts with performances of already consolidated bands or concerts for no more than 50 people of the local scene, that local scene we experienced as fans and being very clear that the bands we had in front of us were much better than the ones we heard on the radio.

We couldn't understand why these local bands didn't have record deals. In the case of Aventuras de Kirlian, they did sign with a label, but the label didn't understand the band, their philosophy or their scene. There was a much greater complicity between bands and labels. Parafunk, Le Mans, Family and La Buena Vida managed to record and the scene began to consolidate, which made us realize that it was just as important to create something that people liked as it was to sell it and get it to them.



SIROPE

Sirope was a collective that not only organized parties during the 90s in Donosti, but also published fanzines, managed the music in the bars, designed posters and flyers, produced very limited editions of t-shirts and even created a record label: Novophonic.

The Collaboration

The Crew full Pack



The “uniform” of the Dantz crew will be made with a unique and personalized design that will not be sold, it will be only for those involved in the organization and realization of the Dantz in all its events.

LOREAK MENDIAN

Festival T-Shirt



(Design TBD)

The official T-shirts of the 2023 festival will be made and produced, which will be sold both during the festival and in the Loreak Mendian stores and on the web.

Loreak Mendian Creative Stop



During the Dantz festival in August, there will be a DJ set related to the festival and an exhibition of local artists will be organized in collaboration with the Dantz.

All music artists supported by LM



All DJs playing at Dantz sessions will be given the possibility to wear Loreak Mendian.

Commercialization

Dantz Festival & Website

August 2023

Loreak Mendian Stores

San Sebastián, Bilbao, Madrid and Website

Selected Stores

Collaboration event

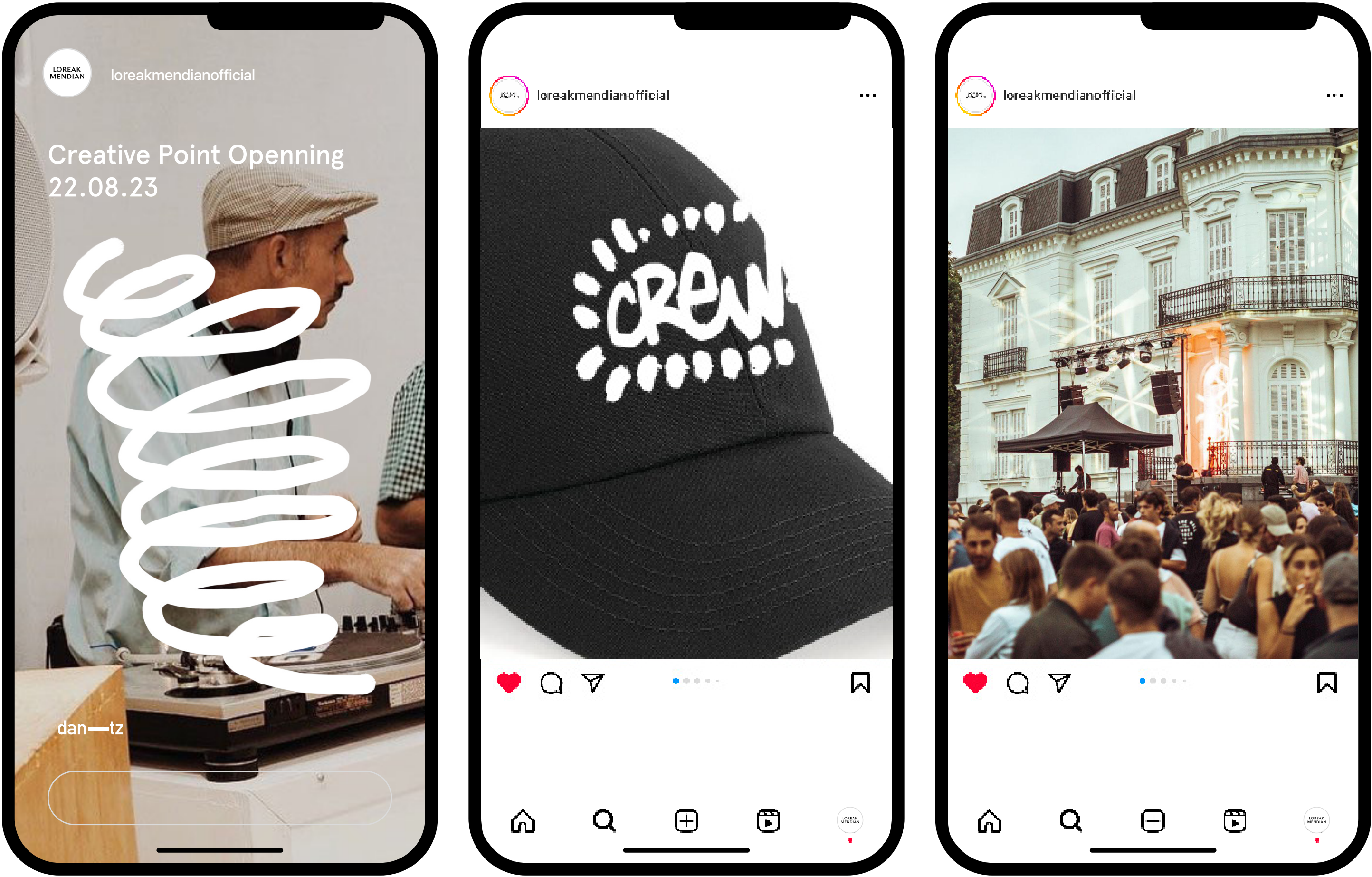
August

Inauguration of the local artists’ space with an in-store DJ performance during the Dantz festival

Store Windows



RRSS



Website Landing

10% DE DESCUENTO SUSCRIBIÉNDOTE A NUESTRA NEWSLETTER

LOREAK MENDIAN

Colección Marca Tiendas

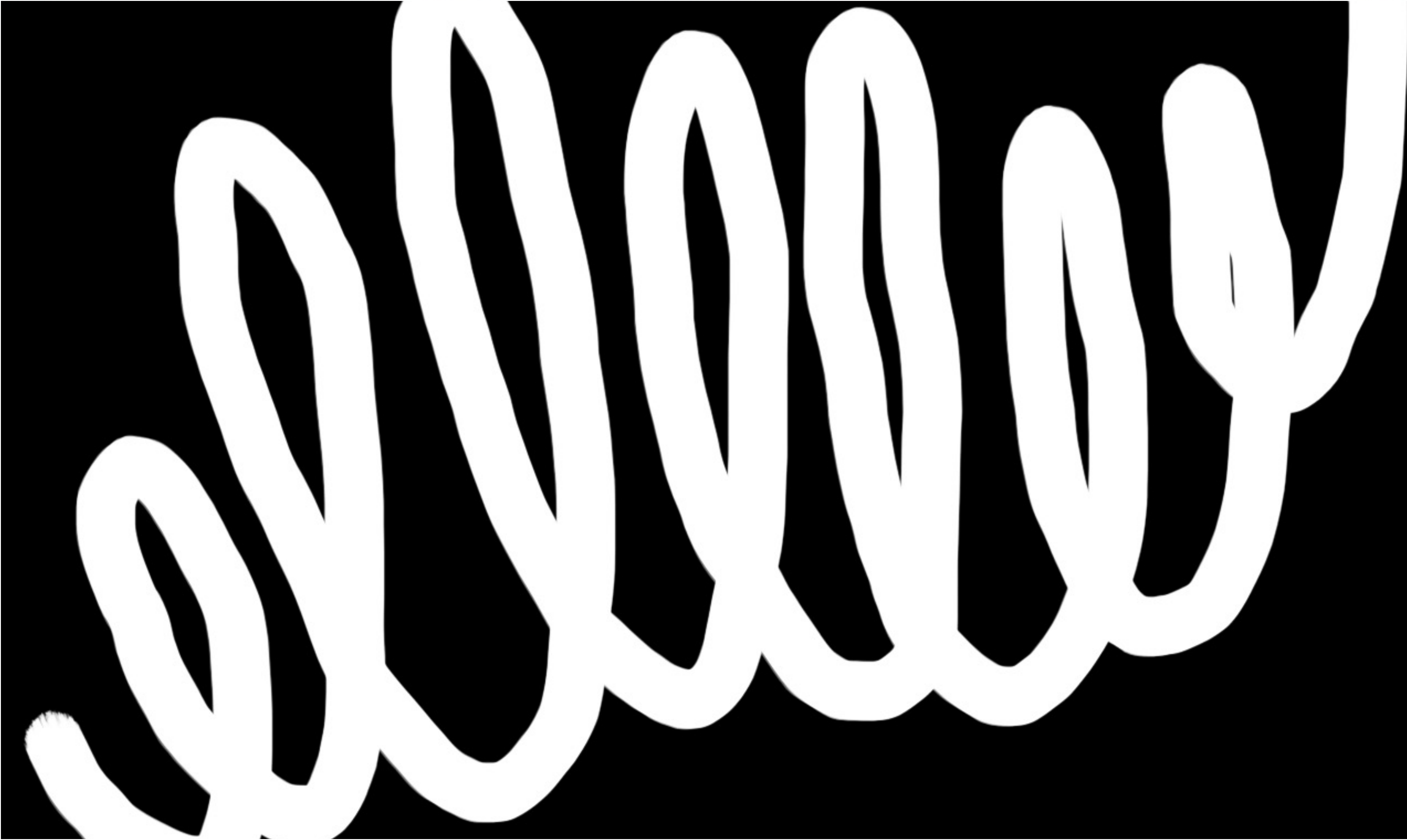
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2023 Festival
ABUZTUAK 24-25-26 AGOSTO
DONOSTIA - SAN SEBASTIÁN

Creative Point Opening

22.08.23



Eskerrik asko!

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