

The
BOHEMIAN
MASQUERADE
BALL





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THE BOHEMIAN MASQUERADE BALL IS THE VANGUARD FOR A WHOLE SUB CULTURE OF JUNK YARD HEROS, GENTLEMAN PUNKS, FLANEURS, NEO VAUDEVILLE AND CABARET PERFORMERS.

A biannual boutique festival, running for over 3 years, now becoming recognised as the grand carnival of underground culture.

It plays host to a boiling-pot of independent music, extreme circus, neo-vaudeville and art installations.

Sideshow circus, burlesque, cabaret acts and rovers are threaded between the headline bands to create a seamless event, overwhelming the audience and co-creating something that has an explosive effect and no comparison.

We have retained a strong commitment to presenting local performers and bands from Australia's sub-cultural artistic communities, predominantly those from Melbourne, but we represent and link West End, Marrickville and Newtown, Northern Rivers and the northern suburbs of Melbourne into one glorious Bohemia that spans states and transcends genres and labels.



Footage from The Bohemian Masquerade Ball, October 2009 at The Thornbury Theatre, Melbourne

Film by Darius Devas.

[Can't see this video? Click here.](#)

So who is The Boho Ball?

We represent a cross section of several high-octane sub-cultures. We have a style, vests, hats, boots, ties, cuff links, tattoos, mustaches, manners, insomnia, gardening, sunshine, vagabonding. The era of jazz is prominent but it is see-sawed by the brashness of punk. As opposed to the original burst of punk, we are not nihilistic or apathetic, but celebratory, with an understanding of social and environmental sustainability.

We are romantics, theatrical, but not naive. Mythology and symbolism is prominent in artistic expressions and pseudonyms. With sensitivity for philosophy and a need for intelligence to be balanced by spirituality. We dance, we play, we live in warehouses and forests. We have university degrees, though we teach ourselves life. Backpacking the world, we have little room for possessions, our currency is experience. The Bohemian Masquerade Ball is the pivotal experience in our society of the spectacle. A boutique festival who's stage expands as the night progresses.

THE BOHEMIAN MASQUERADE BALL NATIONAL TOUR DATES

**6 Regional Towns
7 Capital City Shows!**

Albert Hall	10th Sept	ACT
Candelo Arts Hall	11th Sept	NSW
Perisher (venue tbc)	12th Sept	NSW
Bathurst Entertainment Centre	16th Sept	NSW
Blue Mountains (venue tbc)	17th Sept	NSW
Sydney (secret venue)	18th Sept	NSW
Sydney Fringe Festival	20th - 24th Sept	NSW
This Is Not Art Festival	1st Oct	NSW
Coorabell Hall	8th Oct	NSW
The Globe Theatre	9th Oct	QLD
The Fort	10th Oct	QLD
Currumbin Hall (venue tbc)	16th Oct	QLD
The Thornbury Theatre	23rd Oct	VIC

Projected audience numbers for tour

*based upon our headline acts previous tours of the same areas/venues.

650 in Canberra - 1 main show, 2 side-shows

1200 in Sydney - 2 main shows, 2 side shows

1000 in Brisbane - 1 main show, 2 side-shows

400 in Currumbin Valley - 1 main show

1500 in regional NSW - 5 main shows, 3 side shows

1350 in Melbourne - 1 main show, 4 side shows

400 in regional Victoria - 1 main show

TOTAL PROJECTED NUMBERS IN ATTENDANCE TO THE BOHEMIAN MASQUERADE BALL NATIONAL TOUR IS **6,300 PERSONS.**



DEMOGRAPHICS

“The Boho Ball has quickly become Melbourne’s alternative communities favorite shindig and is impressively continuing to grow in a positive and artistic direction.”

Jim Moynihan
Music Producer
Director of Omelette Records

DEMOGRAPHIC

Our demographic are hippies/hipsters/artistic persons with a disposable income.

Our demographic are have strong trend setting attitudes.

They like to know about brands/music/releases before everyone else.

They like to stay on top of the latest fashions, to be seen as an individual and a creative person is important.

As consumers they spend most of their disposable income on

- alcohol
- magazines
- music events
- fashion
- films and DVDS
- technology
- health and beauty products

They are 18-35 years old.

They attend live music and artistic events on a regular basis.

They are attracted to the independent arts and the boutique market over large festivals and events that take place in institutions.

Majority of our audience would consider themselves part of the arts.

- Among them are fashion designers, poets, filmmakers, actors and musicians.

- Most who are studying at university work part-time, while those who don't study work full-time or are self employed.

Most are from middle-class backgrounds but are un-conservative, experimental and libertine.

Most rely on social networking online pages, the Internet and local media for their main source of media and information.

They are regular travellers, both nationally and internationally.

FINANCIALS

As our event is seen celebration of 'Bohemian' culture and happens only once a year (twice in Melbourne) audience members spend lavishly, approx \$100-\$200

At the March 20th 2010 Bohemian Masquerade Ball held at The Thornbury Theatre the turnover on the bar was in excess of \$15,000.

While the ticket sales alone generated in excess of \$20,000.



BRAND ALLIANCE

The Boho Ball seeks to establish long-term relationships with our sponsors as we expand our presence in Australia's boutique festival market.

To be an exclusive sponsor of a dynamic event such as this will solidify the sponsors identity to our event and be recognised as part of neo-vaudeville culture that is sweeping the world.

BRAND ALLIANCE

Our production team is inviting selected brands to align with The Bohemian Masquerade Ball.

We are particularly interested in boutique products that have a unique quality and compliment our event.

Our sponsors would be directly exposed and involved with a dynamic demographic that is synonymous with bohemian lifestyle and culture

Our event has a potency that is incomparable. Our crew and performers are young hungry and frighteningly talented, our patrons are unorthodox, trendsetters, and ecstatic about our event.

To be an exclusive sponsor of a dynamic event such as this will solidify the sponsors identity to our event and be recognised as part of neo-vaudeville culture that is sweeping the world.

The Bohemian Ball occurs only once a year (twice in Melbourne) marking it a cause for celebration.

We are inviting certain brands and sponsors that we feel are equally as unique as our event to compliment each other and create a symbiotic lasting relationship, in aesthetics and business practice.

BRAND PROMOTION

Our premium sponsor will have naming rights and full colour logo recognition on all promotional material and signage related to the tour.

This includes:

- fliers
- street press
- t-shirts
- radio carts
- crew uniforms
- posters
- CD's
- press releases
- tour episodes
- logo signage on coach

Our bands and performers will be touring aboard a large 50 seater coach that would feature a 2 x 3 metre squared 'signage opportunity. This will ensure extensive exposure whilst touring The Bohemian Masquerade Ball nationally.

SELLING POINT FOR PRODUCT

We'd have selling points for our sponsor's product at every event.

Serving sponsors product over the bars at venues, and in several instances we will be running a Boho bar where patrons would be served by burlesque girls and dandy boys in fetching outfits.

We have a fully qualified festival bartender who has managed several Melbourne cocktail bars and is able to tour with us and run the Boho Bar.



MEDIA BRANDING

“The Boho Ball is the party of parties because there’s no separation between performers and audience. Everyone is performing and it just builds and builds like a feedback loop to wilder and more chaotic state.

There’s bands there who you’ve never heard of before who are rocking a full house, there’s an authenticity to it all and a vibe that most festivals would kill to have.”

Harry Angus

Musician

The Cat Empire, Jackson Jackson, The Conglomerate

HISTORY

“It has quickly evolved into one of the best parties in Melbourne.
It’s frenetic, bacchanalian and a fucking awesome party.”

Beat Magazine

October 2007

1st Bohemian Masquerade Ball
Northcote Uniting Hall
200+ in attendance.

Promotion: Text messages, 400 hand fliers.

Bands: Rapskallion, The Barons Of Tang, One:One:One (QLD), Alex Taylor and the Evil Eye.

Circus: The Caravan Of Doom, Bellydancers, Oreyelle and his merry pranksters.

Extras: Rovers throughout venue, outdoor guerrilla cinema.

April 2008

2nd Bohemian Masquerade Ball
Northcote Uniting Hall
300+ in attendance.

Promotion: Text messages, MySpace presence, 500 hand fliers, gig listing on Undergrowth.org.

Media Response: Several online reviews, photos spurned on social networking pages.

Bands: Rapskallion, The Barons Of Tang, Kafka (QLD), Laneous & The Family Yah (QLD), The Rude (QLD), Matt Kelly & The Keepers, DJ Soup, Slaughterhouse Band (TAS), Hugo & Treats.

Circus: The Caravan Of Doom, tribal fusion belly-dancers, sideshow carnie games.

Extras: Outdoor guerrilla cinema, fire-twirlers, rovers, face-painting caravan.

November 2008

3rd Bohemian Masquerade Ball
Underground Warehouse Venue-Brunswick
Attendance 500+ in attendance.

Promotion: Text messages, 1000 hand fliers, myspace presence.

Media Response: Photos spurned across social networking pages, several film-clips on Vimeo and YouTube with 1000+ hits.

Bands: Kafka (QLD), Jelly Tub Rollers, Matt Kelly & The Keepers, Psuche Ensemble, The Spheres, The Orphanage, Flap!, harp player and several soloists.

Circus: The Caravan Of Doom, Butoh Dancers, Opposable Thumbs, African Dance Troupe.

Extras: carnie side-show games, art-installations from Aime-Lou, peep-show.

March 2009

4th Bohemian Masquerade Ball
The Thornbury Theatre
600+ in attendance.

Promotion: 100 A0 posters, 6 radio interviews, street-press gig listing, 1000 hand fliers, MySpace presence, Threethousand.com promotion.

Media Response: Review on ABC Global Village radio show, hundreds of photos spurned across social networking pages, review on Threethousand.com, review from thethedwarf.com.au.

Bands: The Barons of Tang, Spoonbill, Curse of Dialect, Laneous & The Family Yah (QLD), Kafka (QLD), Crooked Fiddle Band (NSW), Juke Baritone & The Swamp Dogs (NSW), Pete Reid & The Tar Gang.

Circus: The Caravan of Doom, Feet 2 Feet (TAS), 'The girl who puts her hands in bear traps' (TAS).

Extras: Sideshow carnie games, kissing booths, secret cinema, 10+ rovers, tribal-fusion belly-dancers.

October 2009

5th Bohemian Masquerade Ball
The Thornbury Theatre
750+ in attendance.

Promotion: 2000 hand fliers, street-press gig listing, MySpace and Facebook presence, 10 radio interviews, local newspaper article, compilation CD played on local radio stations.

Media Response: Several online reviews, hundreds of photos spurned to social networking pages, mention of event on several mailing lists, review on thedwarf.com.au.

Bands: Spoonbill, Rapskallion, Kooii (QLD), Pentaphobe (US), Naomi Grace, The Barons of Tang, The Woofoo Revue, Mei Lai Swan (NT), Systs BB, Hugo & Treats. Mr Fibby (ACT), Martin Martini.

Circus: The Space Cowboy (NSW), Thomas 'the Tap Engine', Hula Hoops Haley.

Extras: Carnie Side Show Games, Kissing Booth, 10+ rovers, 20 Meter x 20 Meter immersive theatrical art installation from Medium Arts Space.

March 2010

6th Bohemian Masquerade Ball - Sponsored by Green Fairy Absinthe
The Thornbury Theatre
800+ in attendance.

Promotion: 100 A0 posters, street press full colour ½ page advertisement, 12 radio interviews, 4000 hand fliers, several online gig listing, MySpace and Facebook presence, promotional film-clip with 1500+ hits on YouTube, listing on Threethousand.com.

Media Response: Review in Beat Magazine, over 1000 photos spurned across social networking pages, several film crews shot two live film clips to be released by Winter, several online reviews.

Bands: Mojo Jujy & The Snake Oil Merchants (NSW), [Me], Clairry Baby Browne & The Bangin Rackettes, The Orphanage, The Melatonins (QLD), Laneous & The Family Yah (QLD), Miso, The Rude (QLD)

After Party

Underground Warehouse in Brunswick
400+ in attendance.

Bands: Kafka (QLD), Feral Highway (NSW), DJ Hannah Fox, DJ Rudekat (QLD), Hugo & Treats.

Circus: The Space Cowboy (NSW), The Birdmann, Circus Trick Tease, Wacko & Blotto (NSW/QLD), The Lovelorn Living Theatre (NSW), Butoh Dancers.

Extras: Absinthe Bar, Kissing Booth, Carnie Side-show Games, Peep-show w/performance art, 10+ rovers.



PERFORMERS AND BAND ROLL CALL

“I didn’t know what I was in for when The Boho Ball came to Thornbury Theatre but it has become the largest, most profitable and by far the most colourful event we host, and probably the whole north side of Melbourne. This is a venue that has regular international and big name artists and for an independently run event to have grown to so popular in such a short segment of time is highly impressive.”

*Andrew McCubbin
Iam- Booking & Publicity Agency*

TOUR WILL INCLUDE



Mojo Jujū & The Snake Oil Merchants

dark cabaret-jazz vaudeville

Conjure the dark side of cabaret, in a prohibition era speakeasy, in the middle of a junkyard, performed by a punk band. This dusty gin-house cavalcade will entrance and enchant you, seduce and romance you.



Mikelangelo w/ band

pioneering cabaret performer

Mikelangelo is world renowned. He is a regular at The Edinburgh Fringe Festival and follows the Spiegeltent as it dots the various festivals locally and abroad. He is best known for his work with The Black Sea Gentlemen which established cabaret and gypsy music to mainstream audiences.



The Barons of Tang

gypsy death-core

Radical eight-piece group The Barons of Tang are intrinsic to The Bohemian Masquerade Ball. They grew up together and are now both twisting heads all over this country.



Juke Baritone & The Swamp Dogs

cabaret-blues-punk

Spiegeltent regular Juke Baritone is a bad man, the kind of bad man you love. Think New Orleans-vaudeville with a pinch of terror. Stomp rock and glee.



The Space Cowboy

world famous sideshow performer & freak-show artist

Not for the faint hearted. The Space Cowboy is a multiple world record holder for sword-swallowing and other acts of dare. He is also a mind reader, spoon bender and creates a high energy stage show that tours the world. He also is the custodian of the worlds largest travelling freak-show museum.



Spoonbill w/ Mal Webb

wonk, wobble glitch producer maestro

It sounds like electric vaudeville. A circus in your eardrum. Spoonbill is at the vanguard of IDM production, globe-trotting around the world from Israel to Burning Man Festival to TINA.



Laneous & The Family Yah

psychedelic soul-hip-hop

Brisbane's biggest party band. A ten piece blazing psychedelic garage croon-punk hip-hop group in full force, game, set and match to be the next big thing in Australia's festival circuit.



La Viola Vixen & her ladies

burlesque

La Viola Vixen has carved her figure as one of the Queens of Burlesque in Australia and performed regularly at The Slipper Club in NYC. She runs a racy stage show with the tropical cherries from Queensland that promises to instill a pining thirst.



Ghostboy w/ Golden Virtues

Like rubbing a love bite with a slice of poison apple, GBGV is an intense live experience for the wild at heart. Infamous for their exploding live shows, they have been (dis)gracing stages at Australian festivals far and wide with their special breed of poetry-cum-rock 'n' roll.



The Caravan of Doom

dirty dark-hearted circus

The Caravan of Doom are a three person demolition derby masquerading as a dirty dark-hearted circus/sideshow-comedy troupe. Their motto is Go Weird, Go Hard!



The Lovelorn Living Theatre

vaudeville, theatre and circus troupe

Running a The Bohemian Love Theatre at Peats Ridge for the previous 3 years, The Lovelorn Living Theatre are in cahoots with The Bohemian Masquerade Ball and will have their band of merry-makers, stunt-men, clowns, divas and rovers in full force.

PRESS AND TESTIMONIALS

“It has quickly evolved into one of the best parties in Melbourne. It’s frenetic, bacchanalian and a fucking awesome party.”

Beat Magazine

“We recommend seizing upon this Masquerade Ball opportunity.”

Threethousand
threethousand.com.au

“This grand occasion requires all the princes and princesses of the more uncouth collectives, attend in their most daring and dastardly adorning.”

We Make Stuff Good
wemakestuffgood.com

THE 6TH BOHEMIAN MASQUERADE BALL 20TH MARCH 2010 THORNBURY THEATRE



*Written by Liam Pieper
for Beat Magazine,
24/3/2010*

As live music and art continues its slow crawl to the northern suburbs, and musicians struggle to find decent venues to play, not long ago they discovered the Thornbury theatre, and it was immediately colonised by hippies.

It's become the home of the Bohemian Masquerade Ball, which started a few years ago as an excuse for northern suburban hipsters to put on masks and corsets and rub up against each other, but has quickly evolved into one of the best parties in Melbourne.

In the crumbling art-deco theatre the Ball packs full of drifters, beats, trust-fund gypsies, insufferable hipsters and dandies, people come from all over the country to see the shows, drawn together only by a love of rawkus music by the fact that everyone looks fucking amazing. At 9.30 a woman dressed as a sea anemone was crawling across the floor. At 10.30 a woman was staggering around wearing nothing but a hat and heels. After about the 11.30 mark it's like being in 'Eyes Wide Shut'.

Part of the charm of the event is that it takes disparate elements from sub-cultures across Australia and makes them party together. Two stages kept things ticking over, with circus and burlesque acts and bands like the retro-glam doo-wop armada of class that is Clairry Baby Browne & The Banging Rackettes alongside punk-croon geniuses Laneous and the Family Yah. Meanwhile carnies and sword swallows wander through the crowd and peepshows take over the side-stages.

It's frenetic, bacchanalian and a fucking awesome party.

The night closed up with a stomping, sweaty glamorous ruckus from Mojo Juju and the Snake Oil Merchants with their rollicking gypsy punk. And while they proved my theory that there is very little difference between scat singing and babbling insanity, they crowned off one of the better line-ups for live music on the calendar.



TESTIMONIALS

“Upon entering the Bohemian Ball I was immediately struck by the scale of the event and just how many different yet complimentary facets to the vision there are. Si’s ability to not only balance all of these elements creatively but also to manage the demands of such a huge show with a smile on his face in a calm and direct way is incredibly impressive.”

Hannah Fox
Marketing and event coordinator.
Director of *Supple Fox*
supplefox.com

“The Boho Ball has quickly become one of Melbourne’s alternative communities favorite shindig and is impressively continuing to grow in a positive and artistic direction.”

Jim Moynihan
Music Producer
Director of *Omelette Records*
omelette.net.au

“The Bohemian Masquerade Ball erupts periodically and magnificently from an artistic sub-culture that has been bubbling hidden, hot and underground for years, it has dressed up and danced to the surface in a creative explosion of celebration and revelry. In the process the Bohemian Masquerade Ball has served to define and articulate the identity to this theatrical sub-culture. Rumour of this extravagant spectacle is now beginning to reach the media and a wider audience who are, in turn, invited to join the party.”

Caroline Vains
Research Associate
Social Aesthetics Research Unit
School of English, Communications and Performance Studies
Monash University

“The Boho Ball is the party of parties because there’s no separation between performers and audience. Everyone is performing and it just builds and builds like a feedback loop to wilder and more chaotic state.

There’s bands there who you’ve never heard of before who are rocking a full house, there’s an authenticity to it all and a vibe that most festivals would kill to have.”

Harry Angus
Musician
The Cat Empire, Jackson Jackson, The Conglomerate
www.harryangus.com
www.thecatempire.com

“The Boho Ball comes at you from all angles, immersing you in its spin, weaving a night into a shared creation.

I don’t there’s anything in Australia that compares to its interactive, intense and unpredictable nature.”

Teya Della
Artistic Logistics Coordinator
National Young Writers’ Festival

“The Boho Ball has quickly become one of Melbourne’s alternative communities favorite shindig and is impressively continuing to grow in a positive and artistic direction.”

Jim Moynihan
Music Producer
Director of *Omelette Records*
omelette.net.au

CONTACT

Director of The Bohemian Masquerade Ball
Marketing Developer

Si Jay Gould
0412 083 574
siginoch@gmail.com

Tour Manager

Cara Fox
0401 411 443
cara.pflueger@gmail.com

