

LACHI CONCERT set pieces, program, & poster

The Grammy Award-winning pianist needed set pieces & promotional material for a concert she was holding. While the set should reflect her “blue butterfly among a field of red ones” mantra, the printed companion pieces could use that base more loosely.

I made sure to incorporate her logo into one of the set monitors, in a way that complemented the backgrounds rather than stole focus. The promo materials, both digital & print, fused her brand & imagery with the visual brand of the company putting on & hosting the concert via typography & image treatments.







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DISRUPT THE NIGHT WITH LACHI

Multi-award-winning artist Lachi will share her personal and professional experiences through a 40-minute keynote concert, blending storytelling and her original music into a unique and moving experience.

RUN OF SHOW

- Englewood Cliffs MyAbilities, BEN, and Veterans Network ERG leaders welcome and introduce CNBC global markets reporter Seema Mody, moderator
- Lachi introduction and performance
- Fireside chat and questions from in-studio and streaming audience
- Meet Lachi

Lachi is a multi-award-winning artist, Grammys Board Governor, and Founder and President of the UN-recognized RAMPD.org. Born legally blind, Lachi has dedicated her platform and craft to amplifying Disability Culture and inclusion in the Music Industry. Through RAMPD Lachi brought accessibility to the GRAMMYS telecast, walking the red carpet with a glammed mobility cane. She is a proud alum of 2gether Int's 2022 BIPOC Cohort. Named a "new champion in advocacy" by Billboard, she's held talks with the White House, the UN, and the Kennedy Center, and has been featured in Essence, Forbes and the New York Times for celebrating intersectionality through her art and upbeat and unapologetic brand of disability pride.

"Let's start thinking outside the box because we're already not in the box. Folks with disabilities should celebrate the fact that we're the disruptors. We have disruptive ability, and that's what the dis stands for. We're the blue butterflies in a sea of red butterflies."

- LACHI

