

CONVERSATIONS WITH THE CELEBRITY BOYFRIEND

In your words, who is a "Celebrity"? And how would you say it differs from the already existing understanding of the word "celebrity"?

A celebrity is a person of great influence. Everyone is a celebrity, because we all have great influence one way or the other. For example, one creative might have more influence on music than another creative who is more grounded in tech, but because of this influence they are considered celebrities in their different spaces. A **Celebrity** however, is one who harnesses that influence with the powerful tools of consistency and high level excellence, which is what The Celebrity Brand promotes. Excellence in your craft, excellence in your execution; everything. Everyone is a celebrity but not everyone has the discipline and hunger to be a **Celebrity**.

What inspired it [The Celebrity Hangout]?

Evolution. The drive to work with young Creatives who don't have the exposure and attention they deserve, and to create the necessary audience and environment for them to thrive and be seen.

What are the short-term goals of this event?

Creating and establishing a strong community of young Creatives building and expressing their craft with the right support, push and environment is our primary goal. This event intends to further that primary goal by further exposing creatives to **The Celebrity Brand**.

Who is it aimed at [The Celebrity Brand]?

Creatives still struggling with financing their career and also Creatives not getting enough exposure and attention, despite grinding and working steady. The Celebrities.

How would you mark this event a success?

Having introduced and established the community of great minds, it's just a matter of time before a masterpiece or couple of masterpieces are created. The community (The Celebrity Brand and its Celebrities) will be charged to monitor growth, motivate, encourage and provide support to every Celebrity. Collaborations; great minds working together. It's a goal that might not be immediately visible, but we expect to see the outcome of in about three months, or less.