

wide open

sammy virji

WEBSITE

INSTAGRAM

WIDE-OPEN.XYZ

@WIDE_____OPEN





A ONE-STOP SHOP FOR MUSIC PROJECTS: *CONCEPT, STRATEGY & PRODUCTION.*



WHY WIDE OPEN?

OUR WIDE NETWORK OF VISUAL ARTISTS MEANS WE CAN MEET DEADLINES FASTER, BE MORE FLEXIBLE, AND DREAM BIGGER.

HIGHSNObIETY

H&M



Rolling
Loud

NOWNESS



CASE STUDIES



TIK TOK CONTENT FOR *STICK*
SEASON.

Noah Kahan

1 BILLION+
STREAMS

GRAMMY
NOMINATED
SONG



THE BRIEF

1

INSTAGRAM PHOTO + VIDEO

Started by identifying what the record actually sounded like, then watched what fans were already making of it and built the visual language on top of that rather than over it. 40 assets in 3 weeks across 5 platforms.

2

TIKTOK DIRECTION

Built a repeatable format around the moments fans were already clipping themselves: crowd singalongs, stage-side captures, offcuts. Served as the genesis of the Stick Season virality

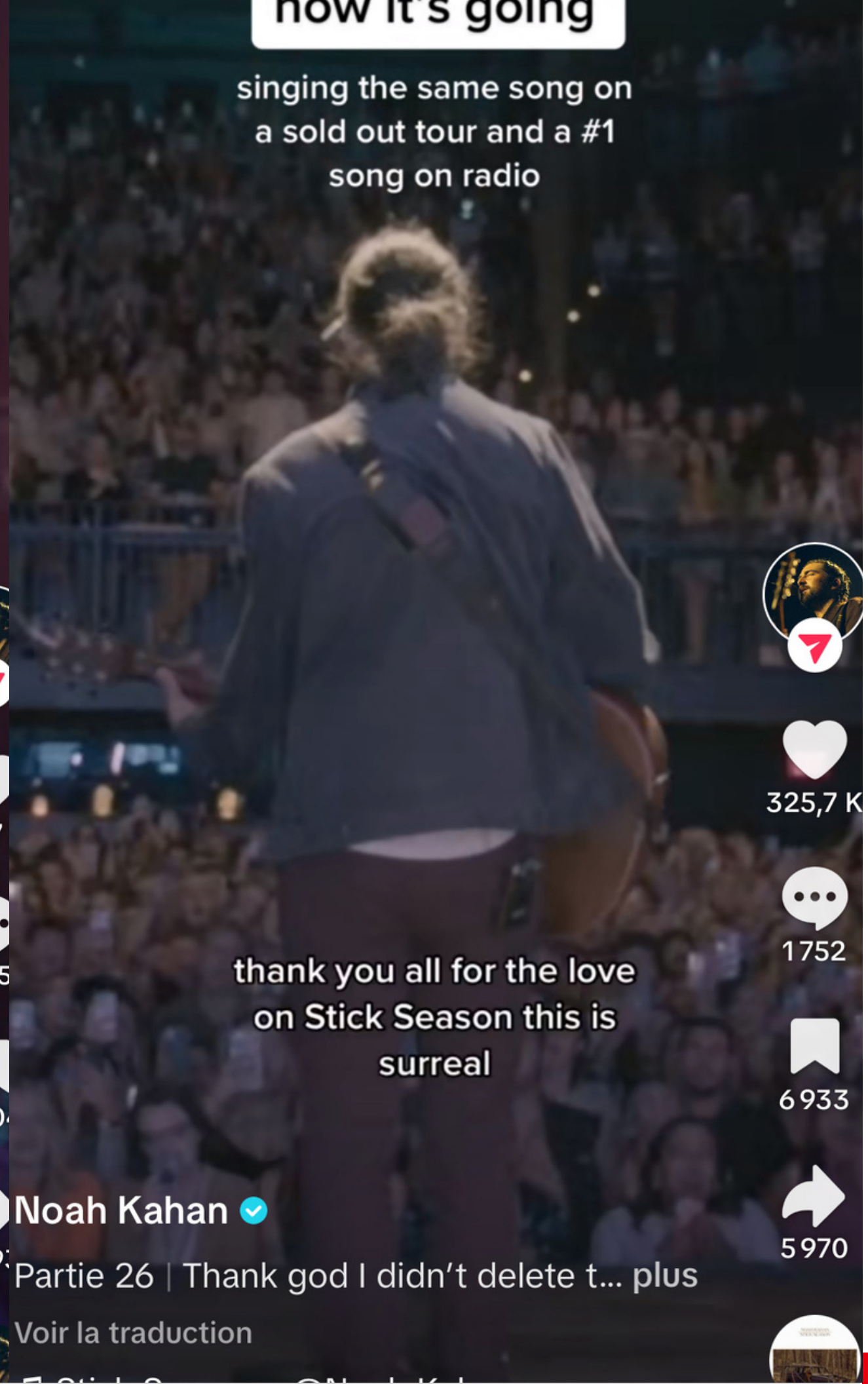
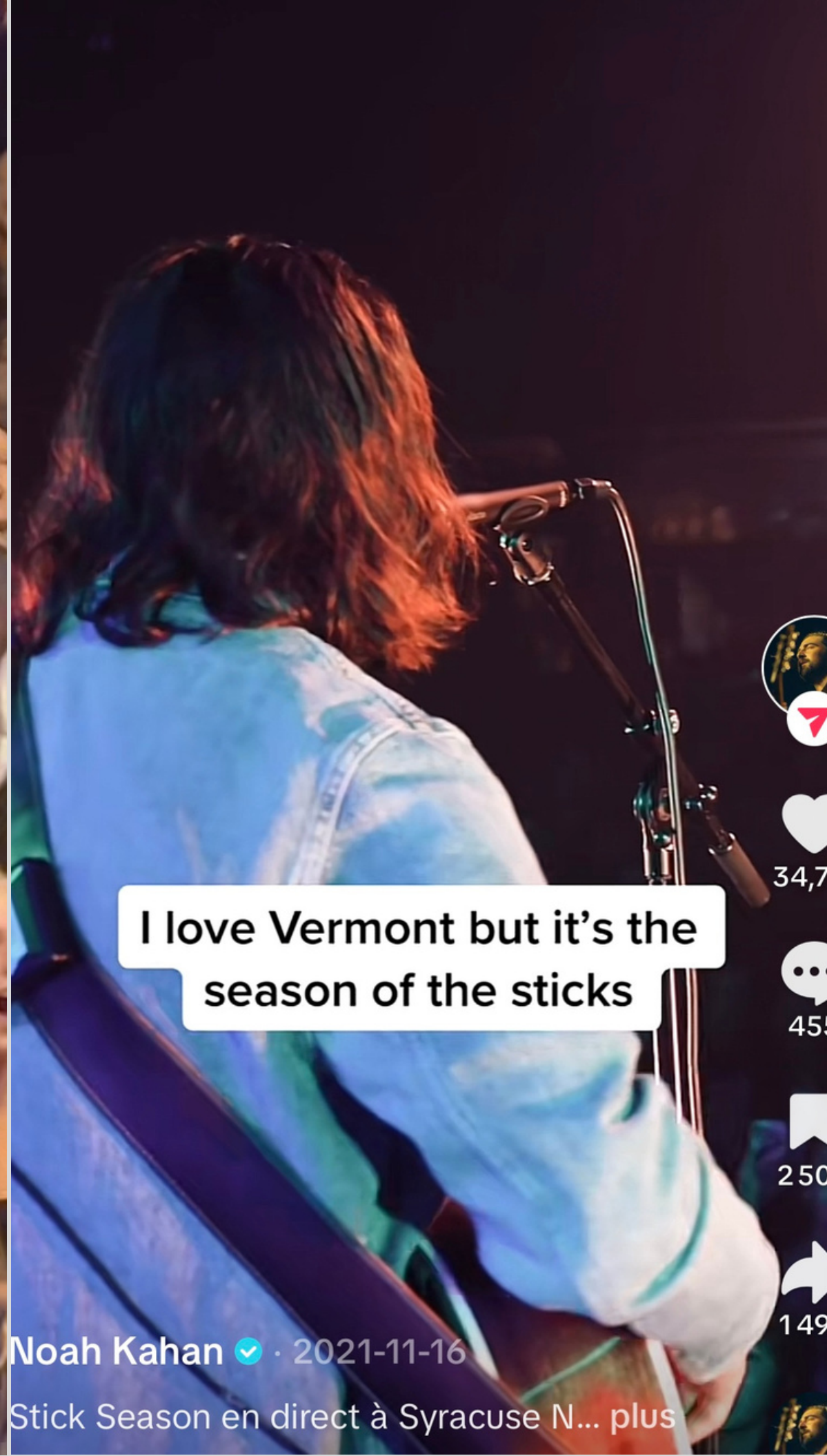
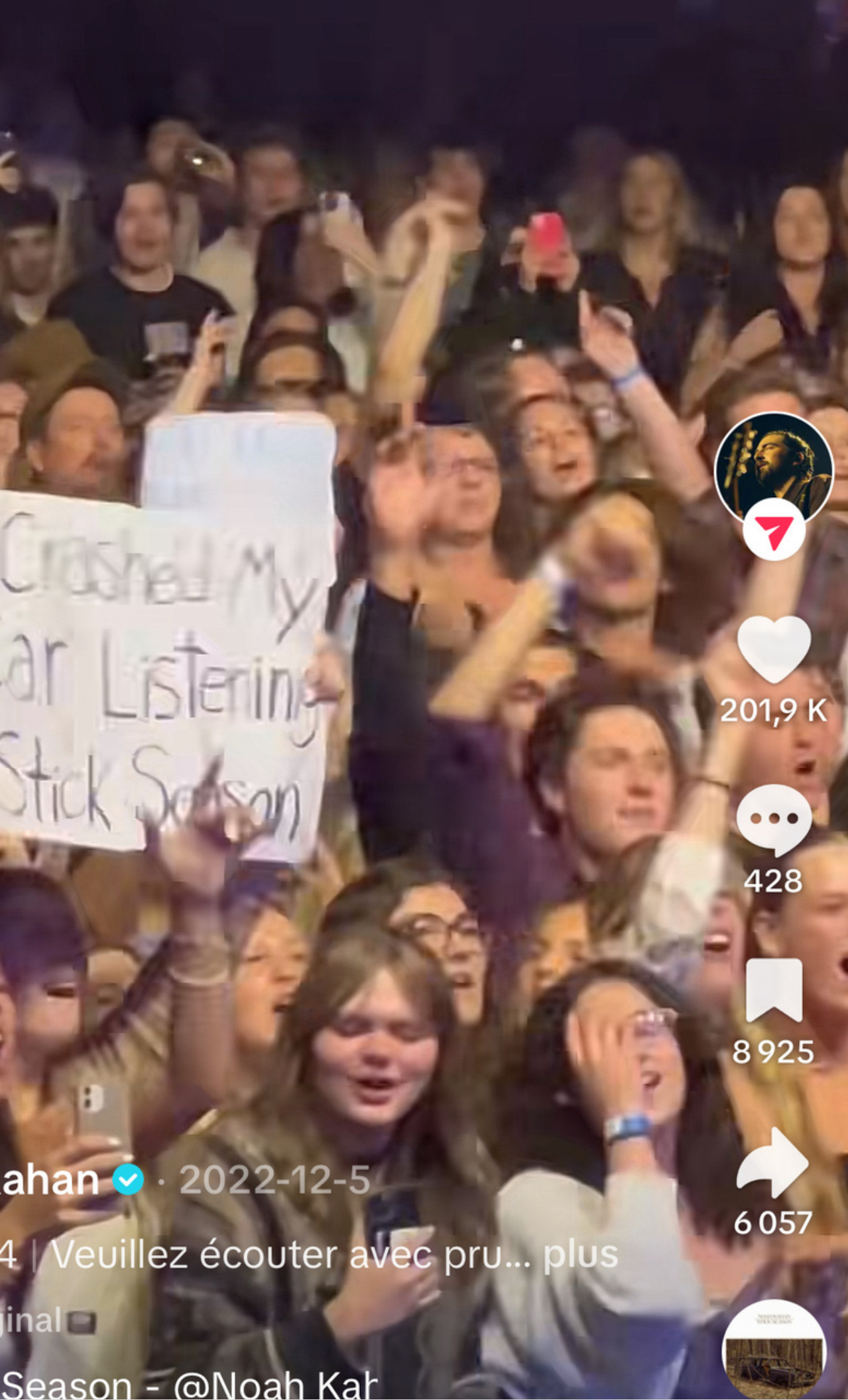


40 + ASSETS IN 3 WEEKS ACROSS 5 PLATFORMS











**VIDEO DIRECTION &
PRODUCTION FOR *BAD VIBES*
*FOREVER***

XXXTENTACION

**350
MILLION
STREAMS
+**

**TOP 5
YOUTUBE
TRENDING**



THE BRIEF

1

CUSTOM LOGO, ANIMATION & TYPEFACE

Drew a custom wordmark and typeface for Bad Vibes Forever, then took X's own journal entries and animated them into the title system.

2

VIDEO DIRECTION

Blended Billie Eilish and the other featured artists into X's own visual world, so the record read as one continuous piece rather than a posthumous compilation.

3 NIGHTS, CONCEPT TO DELIVERY

我们终将归来



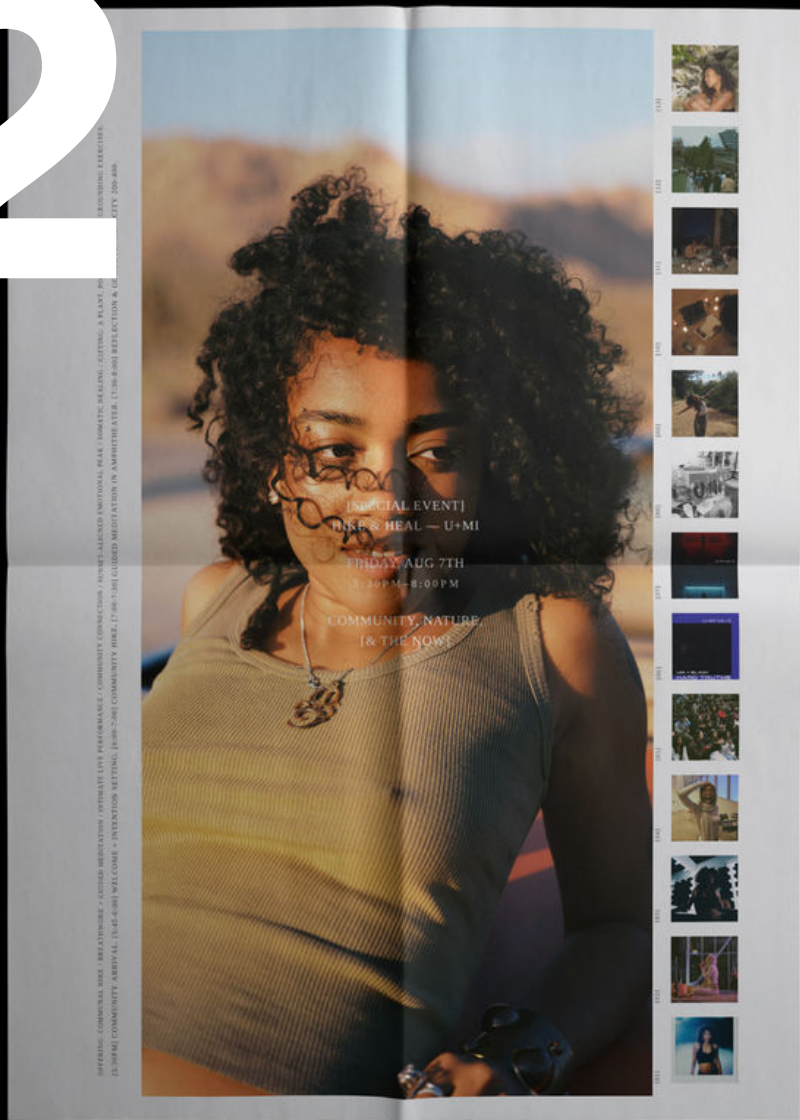




SOME MERCH THIS YEAR



2



WWW.

WIDE-OPEN.XYZ



4



INTRO DECK

2026

1



3



1

2

3

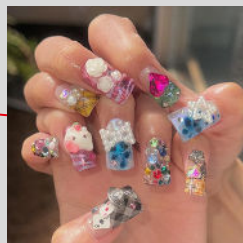
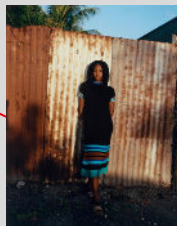
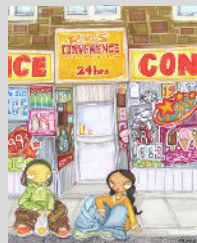
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WIZ KHALIFA BOOK

UMI LIMITED EDITION NEWSPAPER

NIKE NEWSPAPER

KAMASI WASHINGTON TOUR TEE + POSTER



Our

Creative Diversity

From visual artists to photographers, musicians, and writers, we work with a wide range of disciplines and backgrounds. Our community of artists is as diverse as their creative visions.

Global Reach

Artists from Europe, Asia, North America, and beyond bringing together voices from a range of cultural backgrounds, artistic styles, and niche subcultures.

Global Artist Network



**WE WANT TO MAKE YOUR LIVES
EASIER. WE DON'T WANT TO
REINVENT YOUR AESTHETIC. WE
WANT TO BUILD ON IT. TWEAK IT.
WE WANT TO MAKE YOU MORE
EFFICIENT AT GETTING WHAT
YOU LIKE OUT INTO THE WORLD**



HOW?



1.

**WE PUT ONE BRIEF IN FRONT OF A NETWORK
AND COME BACK WITH A RANGE.**

2.

**ONE POINT OF CONTACT.
YOU BRIEF US ONCE. WE RUN THE NETWORK,
THE SCHEDULES AND THE CHASING. YOU
STOP PROJECT-MANAGING FREELANCERS.**

3.

**ONE VISUAL SYSTEM.
THE GUIDELINE MEANS EVERY NEW ASSET IS
ON-BRAND BY DEFAULT. NO RELITIGATING
THE SAME DECISIONS EVERY RELEASE.**



4.

**A STANDING CALENDAR.
A MONTHLY CHECK-IN MAPPED TO YOUR
RELEASE SCHEDULE.**

5.

**ONE ASSET LIBRARY.
EVERYTHING DELIVERED NAMED, SIZED AND
SORTED PER PLATFORM. ONE PLACE YOUR
WHOLE TEAM CAN PULL FROM WITHOUT
ASKING.**

6.

**FIXED TURNAROUNDS.
SOCIAL CUTS IN 48 HOURS. CAMPAIGN
ASSETS IN FIVE DAYS.**



FEATURED ARTISTS WE'D WORK WITH

GRAPHIC DESIGN & TYPOGRAPHY

PAUL LUKELLERT

JACKSON TUPPER

JONAS BECK

MATT TREMAINE



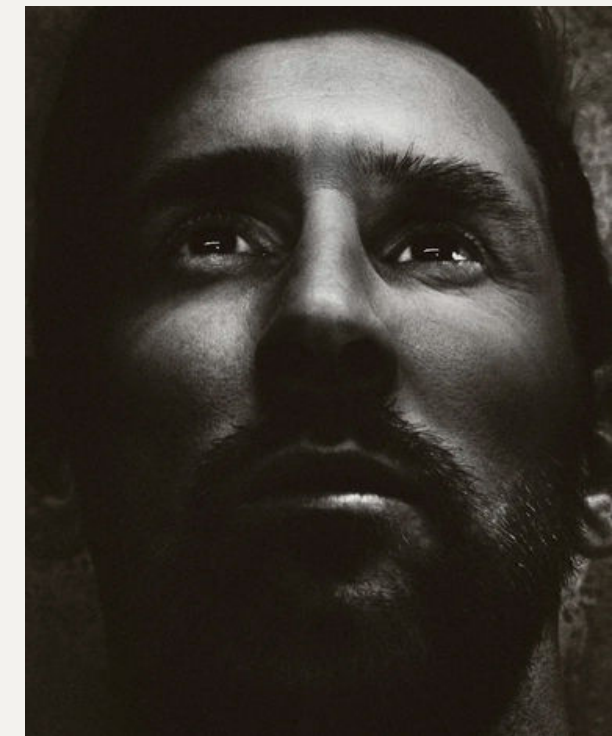
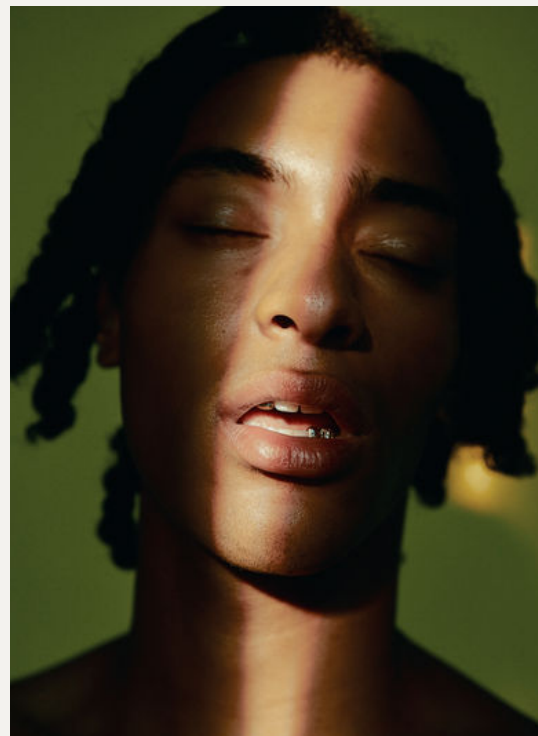
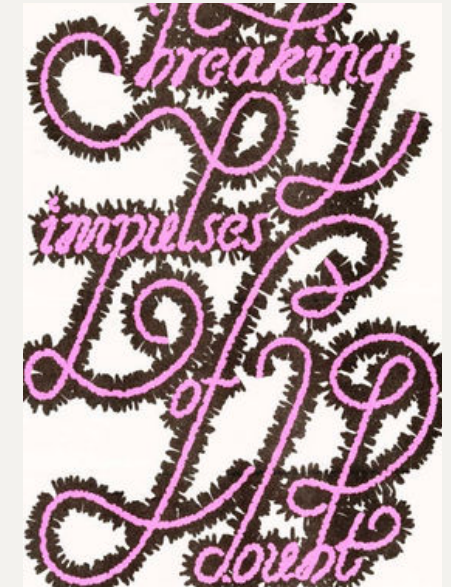
PHOTOGRAPHERS

WILLIAM ARCAND

ALEXIS BELHUMEUR

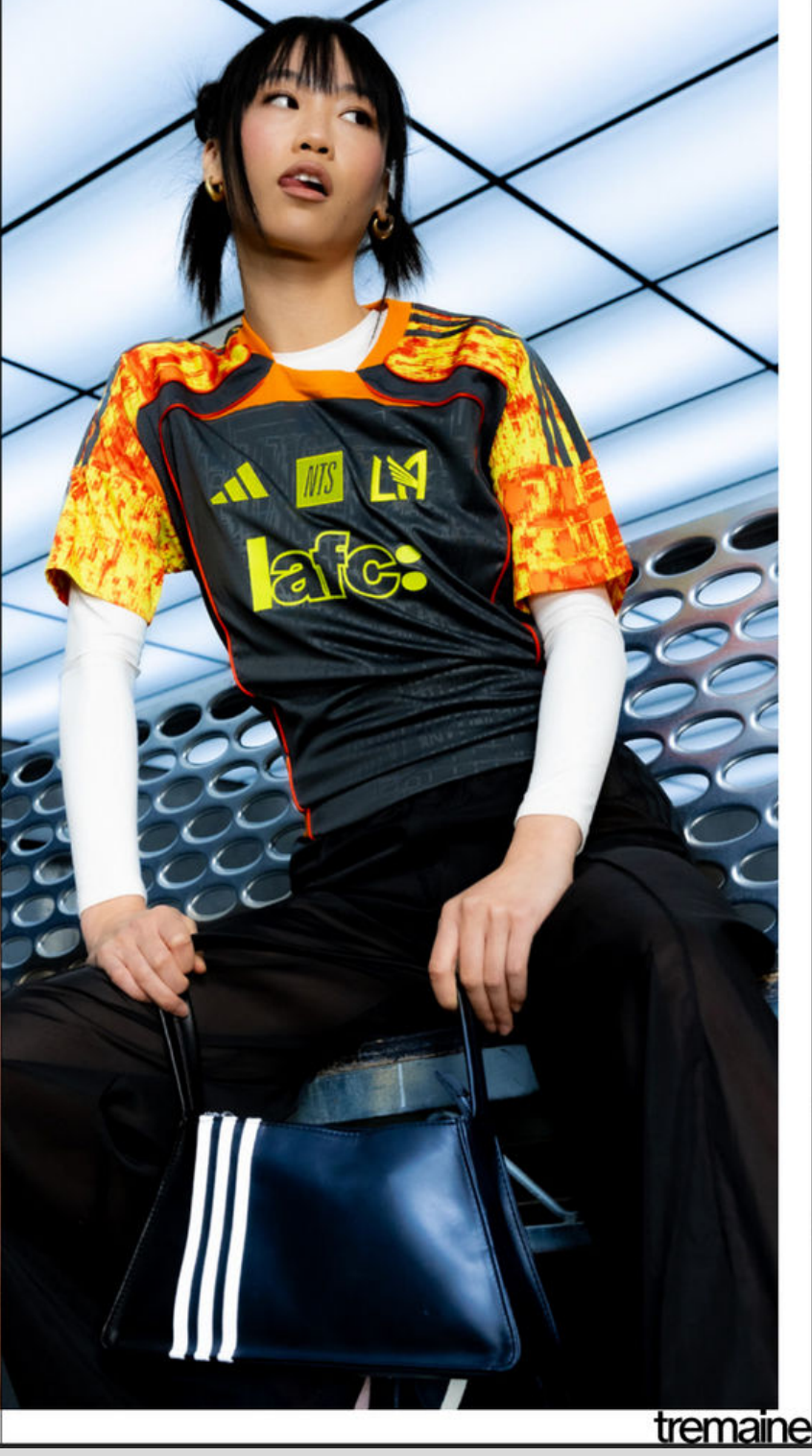
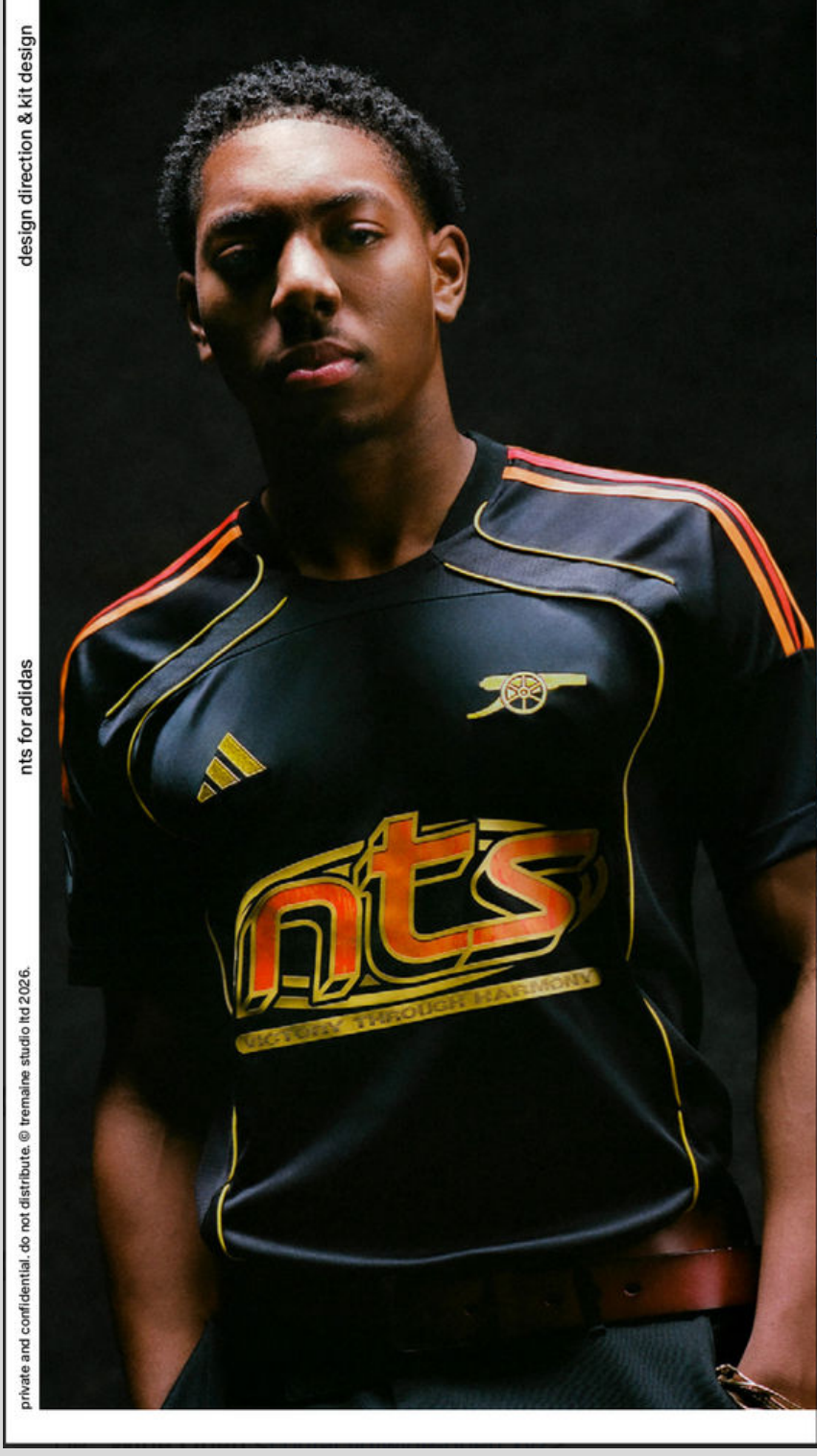
AUSTIN BANKS

AIME-ELLE





tremaine



tremaine



design direction & branding



nts one day 2023



private and confidential, do not distribute. © tremaine studio ltd 2026.



tremaine

research & apparel graphics



martine rose

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tremaine



JUPPI JONAS





JUPPI JONAS





CHARITY T-SHIRTS

2019-22

SEVERAL T-SHIRT AND SWEATSHIRT DESIGNS
FEATURING A CARTOON CAT CHARACTER
ADDRESSING POLITICAL ISSUES.
ALL PROCEEDS OF SALES ARE DONATED TO
DIFFERENT CHARITIES LIKE REFUGEE ACTION,
STAND UP TO RACISM AND MEDICAL AID FOR
PALESTINIANS.



JACKSON TUPPER

THE

Head & Heart

THE

THE PRIDE OF SEATTLE

20 TOUR AMERICA! 26

15 YEAR ANNIVERSARY TOUR

MAY 1 Nashville, IN	MAY 13 Glenside, PA	JUL 16 Morrison, CO	JUL 31 La Fayette, NY
MAY 2 Chicago, IL	MAY 14 Boston, MA	JUL 18 Kansas City, MO	AUG 1 Burlington, VT
MAY 3 Ann Arbor, MI	MAY 31 Ridgefield, CT	JUL 19 Des Moines, IA	AUG 2 Portland, ME
MAY 4 Milwaukee, WI	MAY 19 Missoula, MT	JUL 21 Madison, WI	AUG 14 Cosa Mesa, CA
MAY 7 Woodstock, NY	JUN 26 Freehold, NJ	JUL 22 Chesterfield, MO	AUG 15 Napa, CA
MAY 8 Concord, NH	JUN 8 Vancouver, BC	JUL 23 Lexington, KY	AUG 22 Salt Lake City, UT
MAY 9 North Adams, MA	JUL 10 Carnation, WA	JUL 25 Port Chester, NY	SEP 16 Saratoga, CA
MAY 10 Brooklyn, NY	JUL 11 Carnation, WA	JUL 26 Vienna, VA	SEP 20 East Aurora, NY
MAY 12 Charlottesville, VA	JUL 12 Bend, OR	JUL 28 Nantucket, MA	SEP 27 Ocean City, MD
	JUL 15 Morrison, CO	JUL 29 Nantucket, MA	

Mayo

SAS

solo exhibition by
Jackson Tupper

Safe and Sound Gallery

Opening reception
Dec. 9, 2021 - 5-9pm

2 Church St. Ste 2M
Burlington, VT 05401

Kennebunkport
MAINE

SEACRAFT
VTG. DOCK SQUARE

11 OCEAN AVE.
COASTAL CURIOSITIES



QUESTIONS

WHERE CAN WE HELP RIGHT AWAY? WHAT DOES YOUR ROLLOUT LOOK LIKE FOR THE NEXT SIX MONTHS, AND WHERE DOES IT ALREADY FEEL LATE? WHERE'S THE BIGGEST FRICTION — BRAND IDENTITY, TOUR POSTERS, SINGLE COVERS? WHAT'S COMING UP THAT NEEDS DEDICATED CAPTURE, STAGE VISUALS, OR LIVE ROLLOUT SUPPORT?



IDEA?



WHAT ABOUT A MASCOT, A CHARACTER, AN ICON THAT BRIDGES ALL ASSETS, THE VIDEOS, THE LOGOS, THE TOUR POSTER? WHY NOT MAKE IT THE SMILE?





BUDGET, TIMELINE + DELIVERABLES

STEP 1

INTRO

A CALL TO MEET, HEAR WHAT YOU'RE BUILDING, AND WORK OUT WHETHER WE'RE THE RIGHT STUDIO FOR IT. YOU LEAVE WITH A WRITTEN PROPOSAL, A NUMBER AND A DATE.

KEY DELIVERABLES

Written proposal
Budget
Timeline

ROUGH TIMELINE

2–3 days

PRICE

No charge

WWW.

STEP 2

DISCOVERY

WE SIT WITH YOU AND THE ARTIST TO GET AT WHAT THE PROJECT ACTUALLY IS — THE STORY, THE REFERENCES, THE THINGS YOU'D NEVER PUT IN A BRIEF. THAT BECOMES A STRATEGY AND DIRECTIONAL DECK, AND YOU PICK THE ROUTE THAT FEELS LIKE YOU.

KEY DELIVERABLES

Strategy deck
Moodboards
Chosen direction

ROUGH TIMELINE

3–4 days

PRICE

\$1,500

WIDE-OPEN.XYZ

STEP 3

BRAND GUIDELINE

THE CHOSEN DIRECTION BECOMES A WORKING IDENTITY. LOGO, WORDMARK, TYPE, COLOUR AND THE RULES FOR USING THEM, BUILT ACROSS TWO ROUNDS AND HANDED OVER AS ONE GUIDELINE ANYONE ON YOUR TEAM CAN BUILD FROM.

KEY DELIVERABLES

Logo and wordmark
Type and colour system
Brand guideline

ROUGH TIMELINE

2–3 weeks

PRICE

\$4,000–6,000

INTRO DECK

MONTHLY CREATIVE DIRECTION

AFTER HANDOVER WE CAN STAY CLOSE — ART DIRECTION ACROSS RELEASES, CAMPAIGNS, MERCH AND STAGE, WITH A STANDING MONTHLY CHECK-IN. SCOPE AND RATE SET TOGETHER.

KEY DELIVERABLES

Retainer scope
Monthly check-ins
Ongoing art direction

ROUGH TIMELINE

Monthly, ongoing

PRICE

From \$1,500 / mo

2026

LET'S WORK TOGETHER



CONTACT@WIDE-OPEN.XYZ