

CREATIVE TO GLOBAL



Presentation

Connecting Art, Brands, and Audiences



JOHN DEMENA



ABOUT ME



BACKGROUND

L.A.-based independent rock artist, originally from Spain.

CREATIVE PROCESS

Write and produce all my music. I also sing and play guitars, bass, keys in the recording process, to then perform live with a 4-piece band.

PHILOSOPHY

Resourceful, collaborative, purpose-driven, and ensuring the joy of the art always comes first.

TOPICS

- **Your Art & Creative Process**
- **Your Audience**
- **Navigating Today's Industry**
- **Unlocking Opportunities**
- **Building & Fueling Momentum**
- **Connecting with Global Audiences & Opportunities**
- **Q&A**

YOUR ART & CREATIVE PROCESS



1. Purpose

What was the impulse, need, question, or experience that made me start creating this piece of art?

2. Theme

What idea, emotion, or message am I exploring through this piece?

3.

Connection
How does this piece connect with other people, their experiences, or the world around me?

YOUR AUDIENCE

1. My Audience (Past, Present & Future)

Who connects with my art now, and who is likely to connect in the future?

2. Communication With My Audience

How do I stay connected with the people who support my work beyond social media?

3. Active Scene Involvement

What is my scene, who is part of it, and how am I contributing to it?

4. Lifelong Relationships

How do I actively engage my audience and what value do I give them in return?

NAVIGATING TODAY'S INDUSTRY



1. CUT THROUGH THE NOISE

Every artform and its avenues are oversaturated. Know what makes your art different and communicate it.



2. NECESSITY IS THE MOTHER OF INVENTION

Budgets are tighter. Get creative, collaborate, and find ways to make it happen.



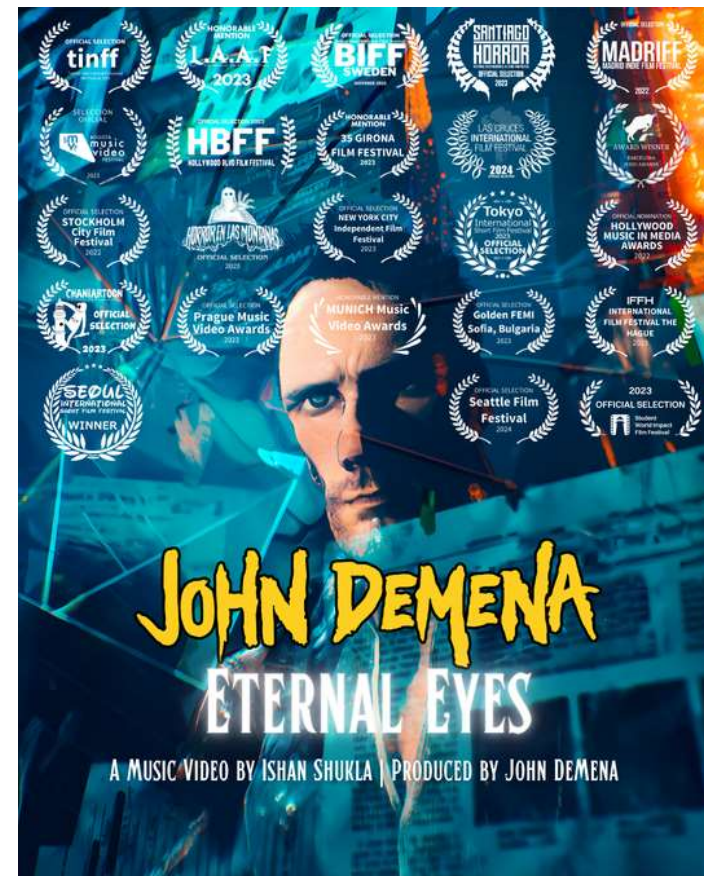
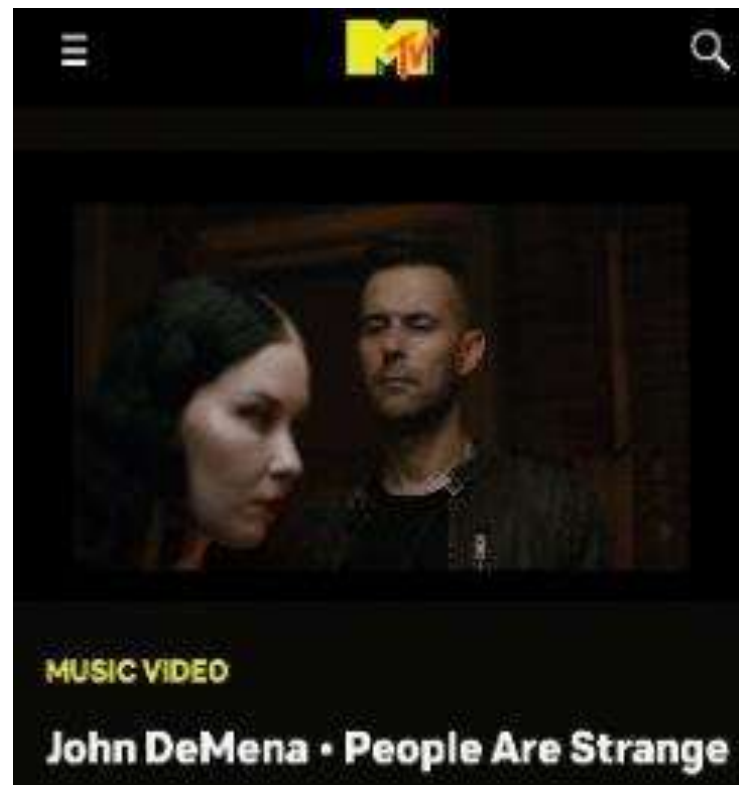
3. USE THE TOOLS, BUT KEEP THE ARTIST

Let technology support your process—not replace your passion, voice, or craft. How can today's tools help me create without replacing me?

UNLOCKING OPPORTUNITIES

1. COLLABORATE

Turn your work into opportunities to collaborate (especially across different art forms).



3. ACHIEVEMENTS

Seek opportunities that build your brand (press, awards, festivals, etc)

2. BRAND PARTNERSHIPS

Look at tools you use (guitars, clothing, gear, etc). and build relationships with the brands behind them.



4. BUILD ON EVERY WIN

Every achievement becomes fuel for momentum and the next opportunity.

Your finished work can open more doors than you think.

CONNECTING WITH GLOBAL AUDIENCES & OPPORTUNITIES

01

WORLD-CLASS PRODUCTION

Recorded remotely with Latin Grammy winner Miguel Lamas across Spain and Los Angeles. Partnered with Colombian illustrator Carlos Jacome for album art and merchandise.

02

GLOBAL COLLABORATION

Created the Eternal Eyes music video with director Ishan Shukla in India. Won 15+ international film awards.

03

EXPANDING REACH

Expanded from digital work into live tours in Spain and Chile, building a global community.

Q &

Let's connect, share
ideas, and build what's
next.

Question • Ideas •
Possibilities



LET'S CONNECT & BUILD TOGETHER

Official
johndemena.com
Website



Instagram /
[@johndemena](https://www.instagram.com/johndemena)
Socials

Thank You!!!