

To whom it concerns

I am writing this letter to express how thrilled I am to be part of the SOUND&COLOR project as a collaborator and contributor. One of the biggest things that I aim to do is to find ways to use my resources and creativity as a way to bring forth new ideas, tell stories and expand artist reach. Especially artists, brands and businesses operating on a local level. I would consider myself a creative adjacent. I utilize my tools and expertise in videography to help artists, creatives and business leaders share their stories to more people.

I am incredibly enthusiastic about this project because it pairs the power of technology and the power of art. We know what it is like to see the world shut down as we experienced during COVID. An unfortunate time, yet it showed us the opportunities available to utilize technology to be innovative in presenting art and highlighting artists. SOUND&COLOR is a substantial plan to create and build a platform that provides virtual experiences surrounding art, music and creatives. A constant platform that will host, produce and develop live streamed events, scheduled streaming events and much more. An online network to connect artists, engage the community and entice local businesses to leverage the growing audience to invest back into the creative community.

SOUND&COLOR will make artists and creatives more accessible by removing barriers of entry to provide FREE online programming via virtual experiences that can be accessed via desktop or mobile. Overall, I am excited to contribute to the start of this project as I know it can be an essential tool to further the culture of Charlotte and beyond. I want express my gratitude for being considered to be part of the SOUND&COLOR development team and look forward to making a lasting impact.

I am hopeful that this project is granted funding as I truly believe in the mission and vision of SOUND&COLOR.

In Gratitude

M. Holness

IVH
Edge Visuals