



Sofar
MUSIC COOP
PUBS & BARS
SCHEDULE 2015

Sofar

MEDIA KIT



About Sofar Sounds

Sofar Sounds reimagines the live event experience through curated, secret performances in more than 350 cities around the world.

Sofar shows start out as a secret. Guests sign on for three unnamed performers at undisclosed locations that are hosted by community members in everyday spaces — from living rooms, lofts and rooftops to offices, coffee shops and boutiques. Inclusive and accessible, Sofar invites guests to discover new artists, spaces, people, neighborhoods and cities, both at home and abroad.





Reimagining the Live Event Experience

Founder Rafe Offer and some friends found themselves increasingly frustrated by the common distractions that plague live events - the crowd talking over the performance, the sound system slightly distorted, the people in front of you on their phones the entire time and so on. This was becoming the new norm at concerts they attended and they knew that going to events could be a better experience.

As an alternative, they started to host small groups of friends and artists in their living rooms in London. Soon, their friends and friends-of-friends were doing the same, and the movement grew to cities beyond London. Understanding the demand for a live event alternative that is free of distractions, respectful to performers and where guests feel they are truly included and not just attending, Sofar Sounds was launched in 2009 to reimagine the live event experience.



How it Works

Guests create a profile on [sofarsounds.com](https://www.sofarsounds.com) where they apply to attend a Sofar in any city. Extra locations and artists are unannounced. From there, names are put into a draw and selected by Sofar's local teams. Teams work hard to ensure everyone who applies has the chance to experience a Sofar.

Sofar will email guests with the venue location at least one day before the show. Guests learn the artists upon arrival, at the start of the show.

Guests arrive on time for the first act and stay for the entire show. Events are normally BYOB. And during the performance, there is full attention: no talking or texting.





Exploring Spaces and Places Around the World

Sofar transforms everyday spaces — from living rooms, lofts and rooftops to offices, coffee shops and retail shops — into unexpected, captivating venues for guests and artists alike. Free of the common distractions that plague other live shows, Sofar creates an immersive ambiance that brings guests and artists closer together, without the pretense or crowds.





The National, 2017



Leon Bridges, 2014



Jessie Ware, 2017



Ed Sheeran, 2017



Hozier, 2014

Connecting Artists and Audiences

Sofar shows are unique experiences. Each show lineup features three acts where every performer is given equal attention - there is no "opener" and no "headliner." Sofar provides a platform for artists, both emerging and established, to connect with an engaged and passionate audience.

Thousands of artists have performed Sofars around the world. Sofar events are respectful to artists and the people in the room, encouraging audience members to live in the moment, discover new artists and listen closely to the performance at hand.



Fostering a Global Community

Sofar's community of thousands of artists, hosts, fans, travelers and more come together to put on hundreds of intimate events per month, across more than 350 cities around the world.

No two shows are the same, but all resonate with guests and artists because they feel they are truly included, not just attending. Whether it's someone's first Sofar or fifth, in their hometown or on the road, performances are inclusive and accessible, designed to broaden perspectives and facilitate genuine connections across cultures, cities and continents.





Grassroots Movement to Global Community

Sofar is powered by our community of ambassadors and volunteers. From vetting potential acts to serving as emcees for the evening, our ambassadors and volunteers work behind the scenes to organize each Sofar and ensure it runs smoothly day-of.

Our community of passionate and dedicated ambassadors are the heart of everything we do, enabling Sofar to host hundreds of shows per month in 350+ cities around the world.



Why Sofar



Bailen, Sofar NYC Artist

"The opportunities and fan base that Sofar Sounds has given us have really gotten us to where we are. Not to mention it has restored our faith in live music. Our favorite concerts *ever* have been Sofar Sounds."



Max H., Sofar Guest and Host

"Sofar just has these moments...I really can't think of anything better to call it than 'magical.' Every audience member — no matter where in the world you experience a Sofar — feels the same moment together as an artist connects with you. It's the reason I keep putting on shows in my own living room, and the reason I've been to shows in almost 10 different countries!"



Roberto, Sofar Barcelona Leader

"Sofar Sounds is making a difference in the way local people experience live music. Seeing people at a Sofar happy and enjoying themselves is great. And as a City Leader, not only am I gaining experience in business development and team management, but I'm also discovering new bands and genres every day, which is amazing!"



Meet the Founder

Rafe Offer, Founder and CEO

Rafe Offer brings extensive experience to Sofar having led and consulted for marketing, product development and innovation teams at major global brands including Walt Disney Company, Coca-Cola, Microsoft and UK-based spirits company Diageo. In working across divisions at companies from startup to enterprise, Rafe mastered the ability to develop the strategic vision in order to create a brand experience that resonates with consumers at every touch point. He applies this keen understanding to Sofar where he is reimagining the live event experience. Since launching Sofar in 2009, Rafe has combined his business acumen and entrepreneurial spirit to effectively scale Sofar from a grassroots movement to a global community that is in more than 350 cities worldwide.

Get in Touch

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