



2021

SHYAN SELAH THE CAFE NOIR PROJECT

BIOGRAPHY

Shyan Selah is a Kentucky-born/Seattle-raised Singer-Songwriter and Multi-Genre Music Artist with over 15 years of producing, recording and performing Rock & Roll, Hip Hop, Soul, Blues, and Jazz music in the United States, Canada, and Mexico. His early childhood was influenced by a wide variety of legendary artists including Michael Jackson, Run DMC, Prince, Sting, LL Cool J, and James Brown; and as such, Shyan's music style reflects the essence of these legends but authentically stands on its own.

"I think Shyan is an incredible artist. He reminds me of Nas meets Lenny Kravitz meets D'Angelo. He's a fusion of so many styles." - Jon Stockton - former VP of A&R - Bad Boy Entertainment, Def Jam West Coast Division, and Sony.

No stranger to pleasing fans, this former All American athlete has been entertaining crowds since he was a child where he excelled as a 3-sport athlete in American Football, Basketball, and Track and Field. This versatility remained a standard for Shyan's many talents and became useful as he got his break in Hollywood being cast as an Actor and Model. Soon his name as both an Actor and Music Artist began to emerge throughout the industry with appearances on **MTV, The WB, ESPN, BET, FOX** and others. As an Artist Shyan has shared the stage and worked with many world famous talents from all genres of music such as **Robin Thicke, Seal, and Ludacris** to name a few. As an entrepreneur he's launched **Brave New World**, combining a record label, music and film production, marketing, and management divisions while maintaining a unique niche in progressive outreach for youth.

"He's the New Age artist, he's a trendsetter, he's a HOT ARTIST. He's everything you love about music, and nothing you've ever seen before." - Kevin Black - President of U CAN FLY, formerly Head of Urban Music at Warner Bros. and Sr. VP at Interscope

In between working on new TV and Film projects, Shyan is touring the United States and other territories with his exclusive new music project, **Cafe Noir**, which is featured as a special live performance experience in select Starbucks stores throughout the country. His current album, *Cafe Noir Live* is now available worldwide.

"Shyan Selah's music and message is good for the Starbucks brand." - Paula Boggs - former Sr. Vice President & Lead Counsel for Starbucks Coffee



**STARBUCKS
COFFEE**

STARBUCKS COFFEE

Deal

RAH CHAI TEA
Every cup benefits youth education



THE CAFE NOIR PROJECT IN CONJUNCTION WITH STARBUCKS

LP ALBUM RELEASE 4th QUARTER 2021 •
TOURING PROJECTED TO RESUME FALL 2021

Café Noir highlights Shyan Selah's unique voice and musical message and is designed to bring an exclusive music experience to the consumer audience on a grassroots level. *Café Noir* is an exclusive album project with worldwide distribution through **INgrooves** - the #1 distributor of independent music world wide. The complete project features the following:

LIVE IN-STORE PERFORMANCE ALBUM

RECORDED FULL LENGTH ALBUM

SPECIAL 2 HR CONCERT TOUR PRESENTED AT HIGH SCHOOLS/COLLEGES, LIVE MUSIC VENUES, AND EXCLUSIVE STARBUCKS LOCATIONS

TOUR DOCUMENTARY WITH BEHIND-THE-SCENES LOOK AT THE PROJECT'S RECORDING AND TOUR PRODUCTION

EXCLUSIVE COFFEE TABLE BOOK FEATURING PHOTOS, LYRICS, AND JOURNAL ENTRIES FROM THE TOUR EXPERIENCE

A UNIQUE DIGITAL CAMPAIGN REACHING MILLIONS OF USERS THAT INCLUDES EXCLUSIVE MULTI-MEDIA CONTENT

A LIVE MULTI-MEDIA MUSICAL EXPERIENCE





THE BACKSTORY

Shyan's company, Brave New World (BNW), has spent the past eight years producing and touring this exclusive event series, consisting of 2 hours of original music, across the country at notable community centers, middle schools, high schools, colleges, universities, live music venues and select Starbucks locations. The project was first birthed at Seattle's Starbucks Community Store on 23rd & Jackson in the Central District of Seattle.

Performing twice a week for three months for patrons that included neighborhood regulars, middle, high school, and college students, and other community groups, Shyan and the Brave New World team would often bring in education outreach representatives from the top colleges in the area including Seattle U, University of Washington, and Pacific Lutheran University, to speak during intermissions about the importance of higher and continued education.

The goal behind the Café Noir Project is to use music as a form of activism in creating community interaction with a special pro-education message for youth. While the music and entertainment industry is more known for its celebrities and superstars, this project reinforces to youth the importance of education by highlighting those skilled and educated professionals behind the scenes who are responsible for making such stars happen. As a result, Shyan and Brave New World have cultivated relationships with nationally known colleges/universities and have included organizations such as Grammy U and ASCAP to join and support this unique tour experience. The initial shows at what BNW considers to be its "home Starbucks location" were extremely successful. Within one month, Shyan was encouraged by corporate leaders to take the show on the road and travel to as many Starbucks locations as he could fit in with his normal touring schedule. In doing so this became the official start of the Café Noir Tour with stops at Starbucks, live music venues, middle schools, high schools, and colleges, as well as unique retail and community spaces.



“Shyan is an incredible performer, his music was really unique, something I hadn't really heard before. I received an incredible amount of positive feedback about his performances from customers, they were really thankful I brought live music once again!”

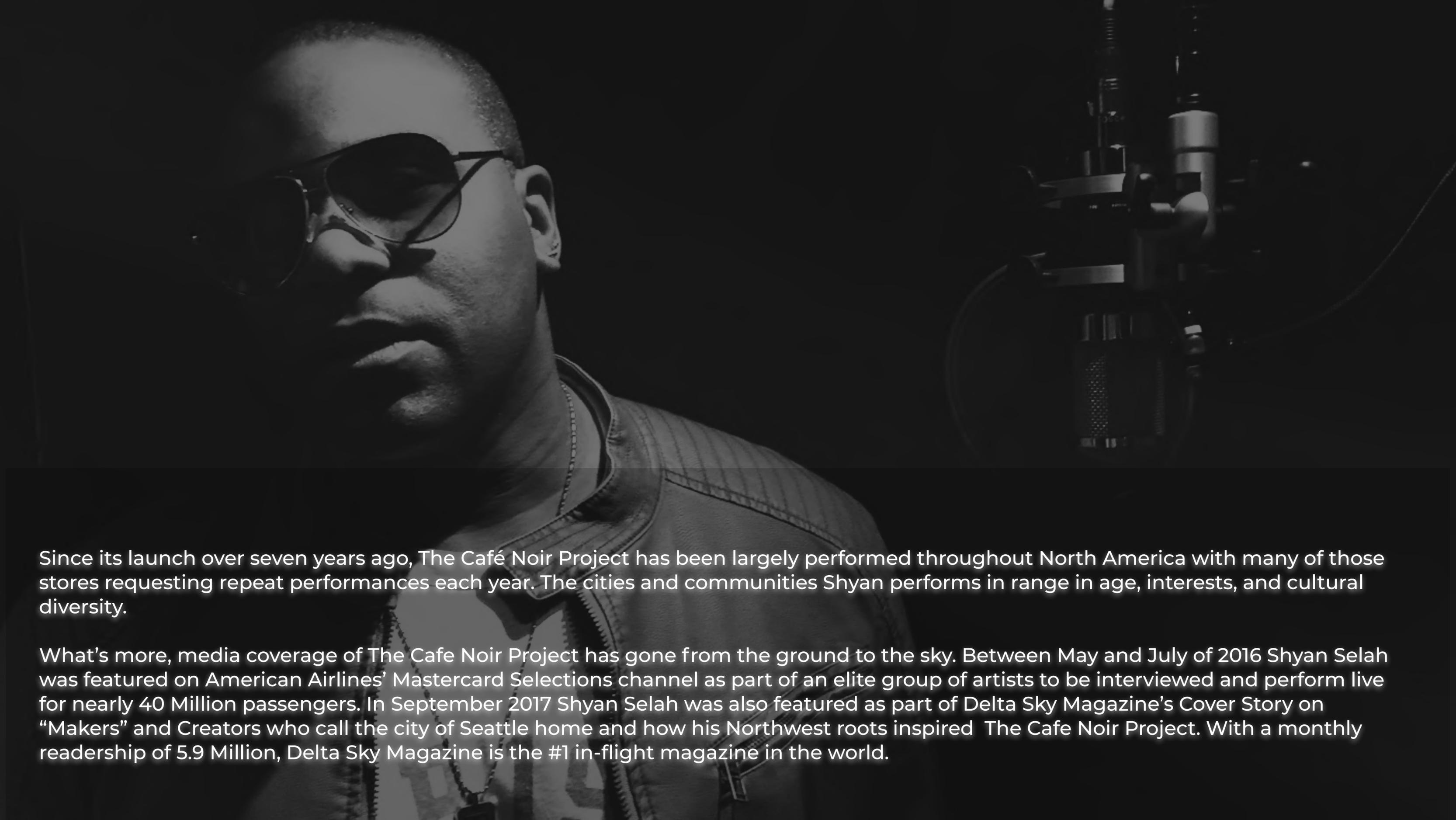
Kris Coma
Store Manager
23rd & Jackson St. Starbucks
Seattle, WA

**CLICK THE PLAY BUTTON
TO WATCH**



**Play “All Around the World”
Live on Melrose in
Hollywood, CA**

In this special video vignette Shyan discusses the purpose of the tour, its appeal and impact across cultures and his goal to uplift communities through the Café Noir Project.



Since its launch over seven years ago, The Café Noir Project has been largely performed throughout North America with many of those stores requesting repeat performances each year. The cities and communities Shyan performs in range in age, interests, and cultural diversity.

What's more, media coverage of The Cafe Noir Project has gone from the ground to the sky. Between May and July of 2016 Shyan Selah was featured on American Airlines' Mastercard Selections channel as part of an elite group of artists to be interviewed and perform live for nearly 40 Million passengers. In September 2017 Shyan Selah was also featured as part of Delta Sky Magazine's Cover Story on "Makers" and Creators who call the city of Seattle home and how his Northwest roots inspired The Cafe Noir Project. With a monthly readership of 5.9 Million, Delta Sky Magazine is the #1 in-flight magazine in the world.

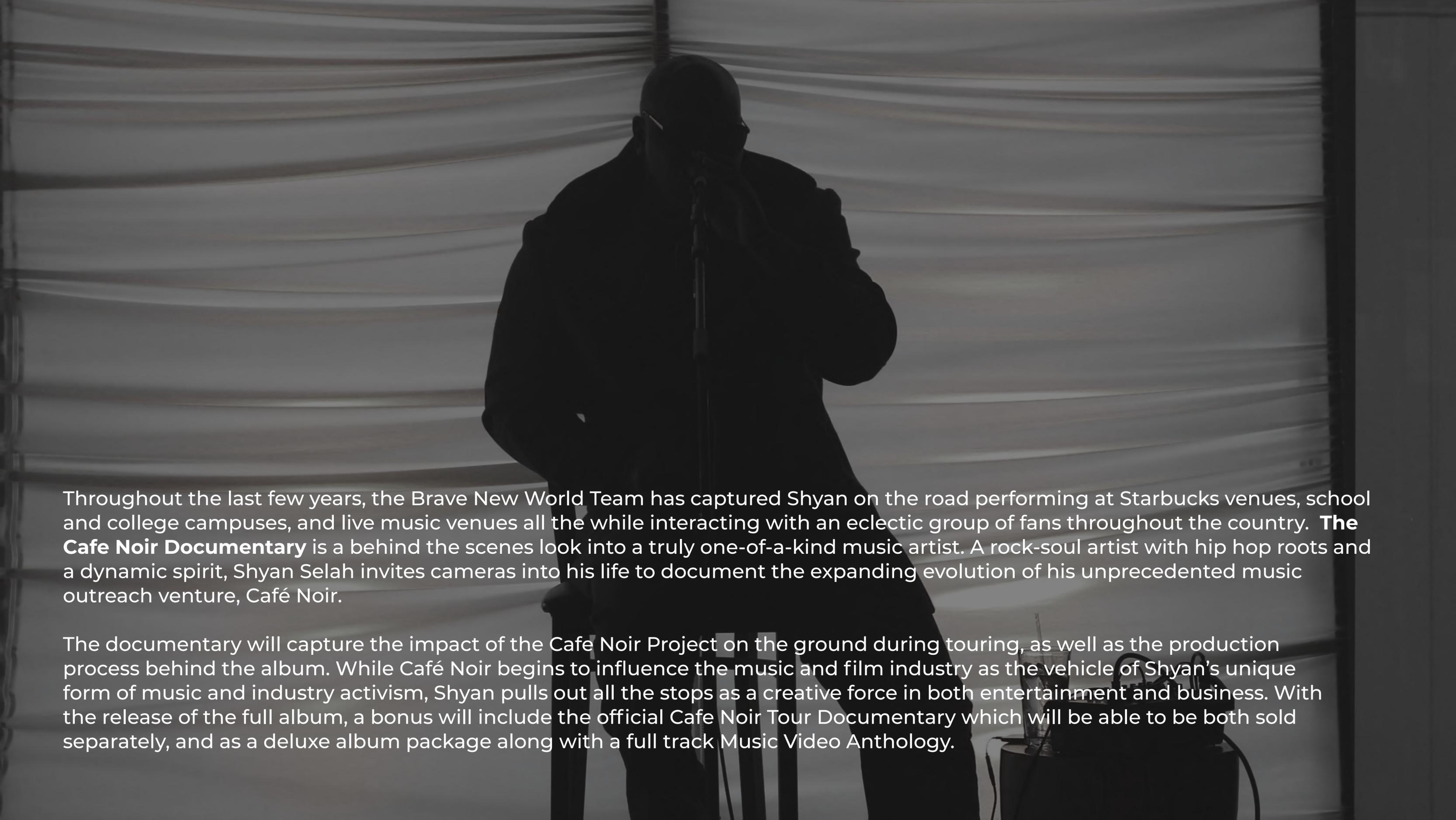
THE COFFEE TABLE BOOK



The Cafe Noir Photo Book is a collection of exclusive still photographs, and lyrics, as well as stories and anecdotes from Shyan, the Brave New World team, and audience members from the road. The book will be available as an e-book distributed by INscribe - servicing all major retailers throughout the nation along with their digital publishing system in addition featured at Barnes & Noble stores across the country as part of a special book tour addition to the Cafe Noir Tour.



VIDEOS & TOUR DOCUMENTARY



Throughout the last few years, the Brave New World Team has captured Shyan on the road performing at Starbucks venues, school and college campuses, and live music venues all the while interacting with an eclectic group of fans throughout the country. **The Cafe Noir Documentary** is a behind the scenes look into a truly one-of-a-kind music artist. A rock-soul artist with hip hop roots and a dynamic spirit, Shyan Selah invites cameras into his life to document the expanding evolution of his unprecedented music outreach venture, Café Noir.

The documentary will capture the impact of the Cafe Noir Project on the ground during touring, as well as the production process behind the album. While Café Noir begins to influence the music and film industry as the vehicle of Shyan's unique form of music and industry activism, Shyan pulls out all the stops as a creative force in both entertainment and business. With the release of the full album, a bonus will include the official Cafe Noir Tour Documentary which will be able to be both sold separately, and as a deluxe album package along with a full track Music Video Anthology.

LIVE ALBUM

Recorded Live at Starbucks - 23rd & Jackson in Seattle, WA

FULL LENGTH STUDIO ALBUM

Special Guest Features
Bonus Tracks

FULL LENGTH ACOUSTIC ALBUM

Acoustic renditions of each track made specially for coffee houses

SINGLES

Each track will be released as stand alone singles

12 FULL LENGTH SINGLE VIDEOS

12 songs will have a corresponding video for global release on
VEVO, YouTube, MTV, etc.

1 MUSIC FILM VIDEO ANTHOLOGY

A cohesive feature film length video anthology of all songs

LIVE MUSIC EXPERIENCE

A live experience tour to resume Summer 2021 in Starbucks cafes
and live music venues throughout the country

MUSIC PRODUCTS

UNIQUE & EXCLUSIVE EVENTS

In addition to the Starbucks Performances taking place around the country, Shyan Selah has expanded the Cafe Noir Project to include a vast network of strategic partners in various industries including education, fashion, retail, athletics, media, real estate, travel and leisure, entertainment and more. One such partner is Goorin Bros. Hats who've hosted exclusive events for their patrons and Shyan Selah fans showcasing The Cafe Noir Project in an intimate VIP setting.

In association with his skills as a singer/songwriter, model and actor, Shyan has developed himself into a bold entrepreneur whose projects maintain a deep thread into community interests and youth empowerment through arts and education. Through the Cafe Noir Project Shyan has created effective and inspirational programs designed to serve youth and young adults, while encouraging higher education by highlighting the role it plays throughout the entertainment industry.

COFFEE WITH THE PRINCIPAL

One such program is Coffee with the Principal. During the 2016/2017 school year, Shyan Selah joined forces with Illahee Middle School in his hometown of Federal Way for this event series, which honors students who excel or who are growing in Reading skills. The monthly event began at the Dash Point Starbucks and was designed to bring the heads of Illahee Middle School staff together with parents to celebrate students' achievements away from campus in a warm, community setting. Each student got the chance to discuss what they're currently reading, what they enjoy about reading, and what they've learned from reading, while learning how to interact with others in a social setting. As a result, the Coffee with the Principal series became a core educational program from Shyan Selah's Cafe Noir Project in the Federal Way area with community partner, Barnes & Noble.



HOMETOWN HERO

This work is a model of what Shyan has planned for communities around the globe. In his hometown he has been the recipient of multiple awards for his efforts in giving back to the Community. This includes the 2015/16 Federal Way School District "School Board Award" and the Federal Way School District HERO'S Award which he received in two consecutive years for recognition in both 2017 and 2018. The HERO Award and banquet celebrates community partners whose extraordinary efforts ensure Federal Way Public Schools (FWPS) scholars reach their full potential.

THE CAFE NOIR PROJECT IN THE COMMUNITY

WHAT COMMUNITY LEADERS HAVE TO SAY



"When Shyan speaks to our students, parents or staff, he eloquently shares his vision for how all students can achieve their dreams. He captivates audiences through his persona and relaxed yet professional style. His story telling style is inspirational and motivating. He relates to students where they are and his examples are real, relevant and right now." -

Jerry Warren, frmr. Principal of Illahee Middle School - Federal Way.



I was very excited to have Shyan come present The Cafe Noir Project for PLU's students and faculty. The event provided our students an opportunity to learn about the music industry from someone who is more than just a performer. Shyan's community engagement intertwines beautifully with his passion and professional appreciation of music. And his stories resonate with PLU's mission. The audience is always in for a treat to hear him speak as well as sing."

- Geoff Foy - Associate Provost, Graduate Programs & Continuing Education, Pacific Lutheran University.



"Shyan's lyrics bring the children to their moment. As teachers we are the facilitators to remind you of your past and bring you to the future. Music can hold you into the now. Shyan is able to instruct through his music."

- Dr. Maxine Mimms, Co- Founder of Evergreen State College (Tacoma) & Founder of the Maxine Mimms Academies for Suspended and Expelled Youth

CONTACT

CANDICE RICHARDSON

Executive Vice President
Brave New World Enterprises LLC

MAILING ADDRESS

1815 SW Campus Dr.
#27238
Federal Way, WA 98093

PHONE

(206) 822-8521

EMAIL

candice@bnwglobal.com