



MORE THAN JUST A PARTY:  
A PLATFORM FOR CULTURE, DIVERSITY, AND COMMUNITY.

 djrafalimabr | bubblepopbrazil

 bubblepopbrazil.com

 +55 (61) 99206-6138

 contact@bubblepopbrazil.com

## ABOUT BUBBLEPOP! BRAZIL

BubblepOp! BRAZIL is an international platform for Brazilian pop culture created by DJ Rafa Lima. The project was created to showcase Brazil's musical and cultural diversity through parties, performances, workshops, visual experiences, and artistic collaborations.

**MORE THAN JUST A PARTY, BUBBLEPOP! IS A GATHERING PLACE. ITS PROGRAMMING BRINGS TOGETHER BRAZILIANS, LATIN AMERICANS, EXPATS, LOCAL AUDIENCES, AND THE LGBTQIA+ COMMUNITY AROUND MUSIC, DANCE, CREATIVITY, AND FREEDOM.**

Initially developed in Europe, the platform has built an international community interested in experiencing a contemporary, diverse, urban, and vibrant Brazil—bringing together more than 2,500 people throughout its run in Vienna. Now, BubblepOp! is ready to expand into new markets and be co-created with local partners in different parts of the world.

# MANIFESTO AND POSITIONING

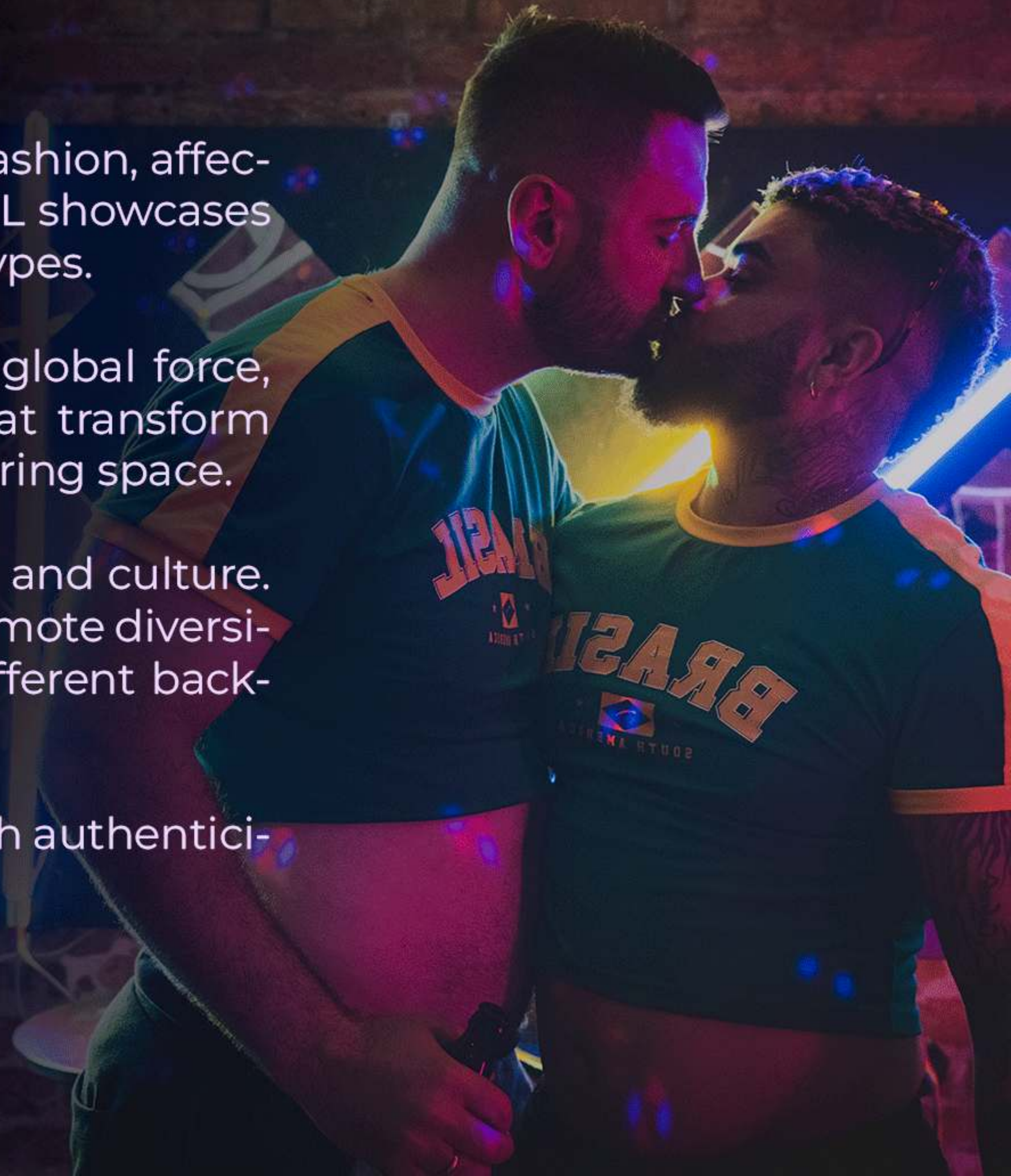
Brazil is multifaceted. It is pop, funk, brega, dance, fashion, affection, resistance, and innovation. BubblepOp! BRAZIL showcases this power without reducing the country to stereotypes.

We celebrate contemporary Brazilian culture as a global force, built by artists, communities, and movements that transform music into identity and the dance floor into a gathering space.

We believe that a party can be both entertainment and culture. It can create memories, generate opportunities, promote diversity, and strengthen bonds between people from different backgrounds.

BubblepOp! exists to connect Brazil to the world with authenticity, joy, excellence, and responsibility.

**BRAZIL IS NOT A STEREOTYPE. IT IS AN EXPERIENCE.**



# PILLARS OF BUBBLEPOP!

The pillars below guide all curatorial, production, communication, and partnership decisions at BubblepOp! BRAZIL.

**CONTEMPORARY BRAZILIAN CULTURE:** pop, funk, brega, dance, fashion, performance, and new creative expressions.

**DIVERSITY AND REPRESENTATION:** valuing LGBTQIA+ artists, Black artists, women, immigrants, independent talents, and diverse bodies and identities.

**SAFETY:** a commitment to respectful, welcoming, and safe environments, especially for the LGBTQIA+ community.

**CULTURAL EXCHANGE:** building bridges between artists, producers, venues, brands, institutions, and different countries.

**AUTHENTICITY:** presenting Brazil without exoticization, with a focus on agency, warmth, and artistic quality.

**COMMUNITY:** fostering genuine connections among Brazilians, Latin Americans, expatriates, local audiences, and international audiences.

# HISTORY AND RESULTS

Between June 2024 and June 2026, BubblepOp! BRAZIL built a consistent and documented track record of events, partnerships, and institutional recognition in Vienna, Austria. The figures below are drawn from the platform's internal records of events and artists and reflect two years of continuous operation.

**20** **EVENTS AND EXPERIENCES** held between June 7, 2024, and June 24, 2026, an average of nearly one event per month, held continuously for two years.

**+4.500** **PEOPLE** registered over the course of the project

**22** **ARTISTS** involved throughout the event's run, representing at least 5 nationalities: Brazil, Germany, Argentina, Austria, and Italy.

**5** **PARTNER BRANDS** and collectives, including Coca-Cola Europe (sponsorship for 3 consecutive editions).

**6** **PARTNER VENUES** in Vienna: COCO Bar, Camera Club, U4 Club, Billie Studio, JO&JOE Vienna, and Fania Live.

# INTERNATIONAL WORKSHOPS WITH ALLINE AZEV

bubblepop! brazil hosted two exclusive workshops in vienna featuring **ALLINE AZEV**, anitta's official dancer since 2013, choreographer for **KEVIN O CHRIS**, and a performer who has appeared on major international stages including **COACHELLA, THE MTV VMAS, THE GRAMMY AWARDS, AND TOMORROWLAND.**

the workshops welcomed **MORE THAN 50 PARTICIPANTS FROM AROUND THE WORLD**, creating an immersive brazilian funk experience while fostering cultural exchange and meaningful connections between brazil and the international dance community.



# BEYOND THE PARTY



## GPS BRASÍLIA | ONLINE PUBLICATION – MAY 2, 2024

Feature covering the first edition of the event, featuring Brasília-based DJ Glauber.

## JORNAL DE BRASÍLIA | FLASH COLUMN– MAY 16, 2024

Before BubblePop! Brazil had even officially launched, the social column highlighted Brazilian DJ Glauber Frenkel's trip to Vienna, where he headlined the opening party conceived by Brazilian producer Rafael Lima as part of the Vienna Pride Festival (May 25–June 9, 2024), one of the world's largest LGBT-QIAPN+ diversity festivals.

## AUSTRIAN PUBLIC RADIO | Ö1 (ORF) – FEBRUARY 12, 2026.

*Radiokolleg Program – Brazilian Music in Austria*

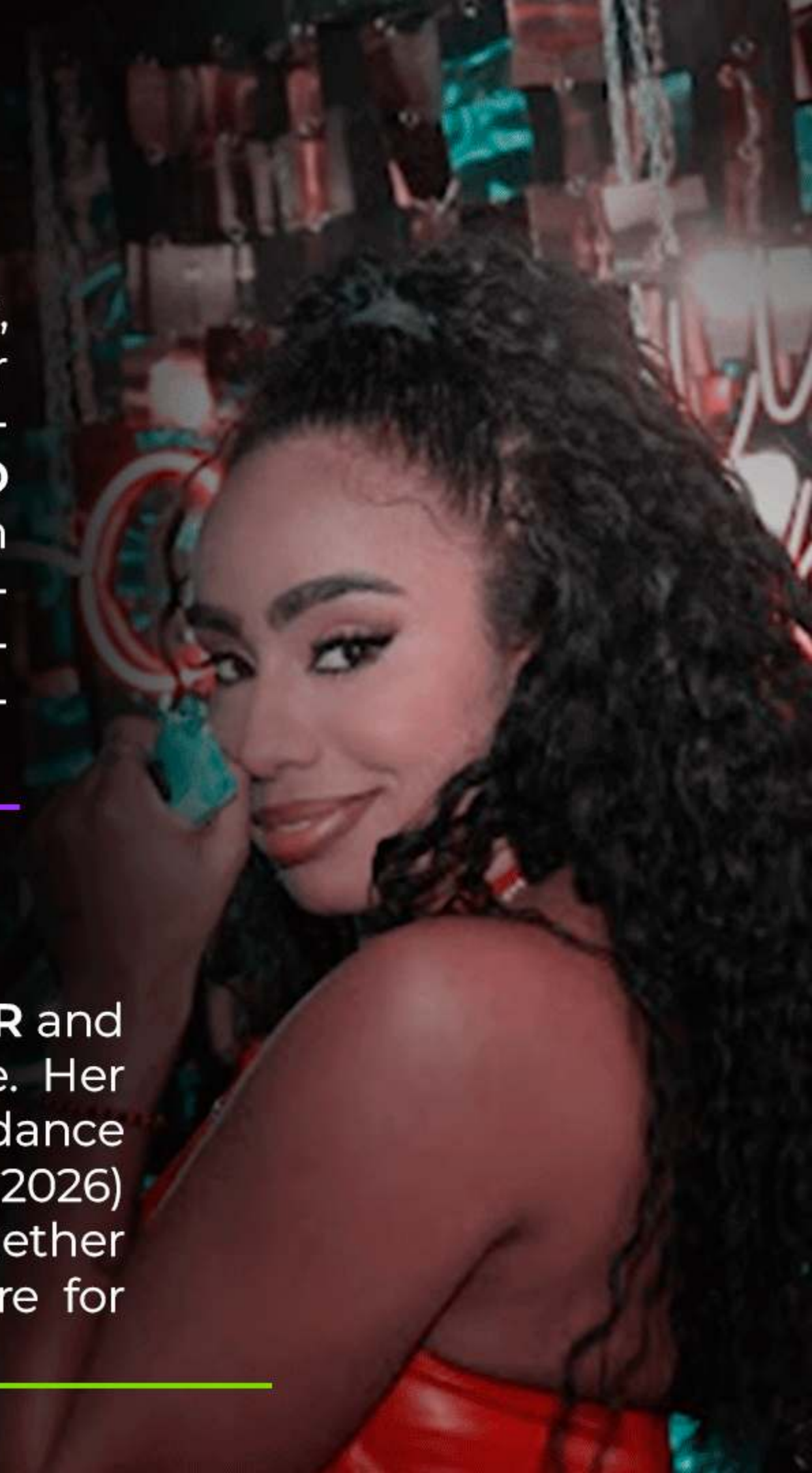
DJ Rafa Lima was interviewed about the role of Brazilian funk as a contemporary cultural expression and its international circulation, reinforcing BubblePop!'s position as a respected platform and key voice in promoting Brazilian music abroad.



# COLLABORATION HIGHLIGHTS

**RUXELL** is a Brazilian producer, composer, and artist whose career is linked to major names in Brazilian pop and urban music, including **ANITTA**, **GLORIA GROOVE**, **PABLO VITTAR**, and **IZA**. His live performance on BubblepOp! (June 24, 2026, Fania Live) reinforced the project's connection to contemporary Brazilian music production and to artists with an international reach.

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**ALLINE AZEV** is a **BRAZILIAN DANCER** and a member of **ANITTA**'s ballet troupe. Her collaboration included two dance workshops (November 2025 and May 2026) and live performances, bringing together technique, entertainment, and culture for the Vienna audience.

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# COLLABORATION HIGHLIGHTS

BubblepOp! also worked with **VICTORIA SHAKESPEARS AND METAMORKID**, both Drag Race Germany Royal Queens, at the “Baile das Queens” event (April 2026), as well as with Brazilian and international DJs, drag queens, performers, dancers, and Brazilian queer artists working in different countries.

**Drag Race**  
**GERMANY**

The goal is to continuously expand this network, collaborate with local talent, and create opportunities to host Brazilian artists whose profiles are growing in prominence.

**RUXELL**

**ALLINE AZEV**

**VICTORIA SHAKESPEARS**

**METAMORKID**

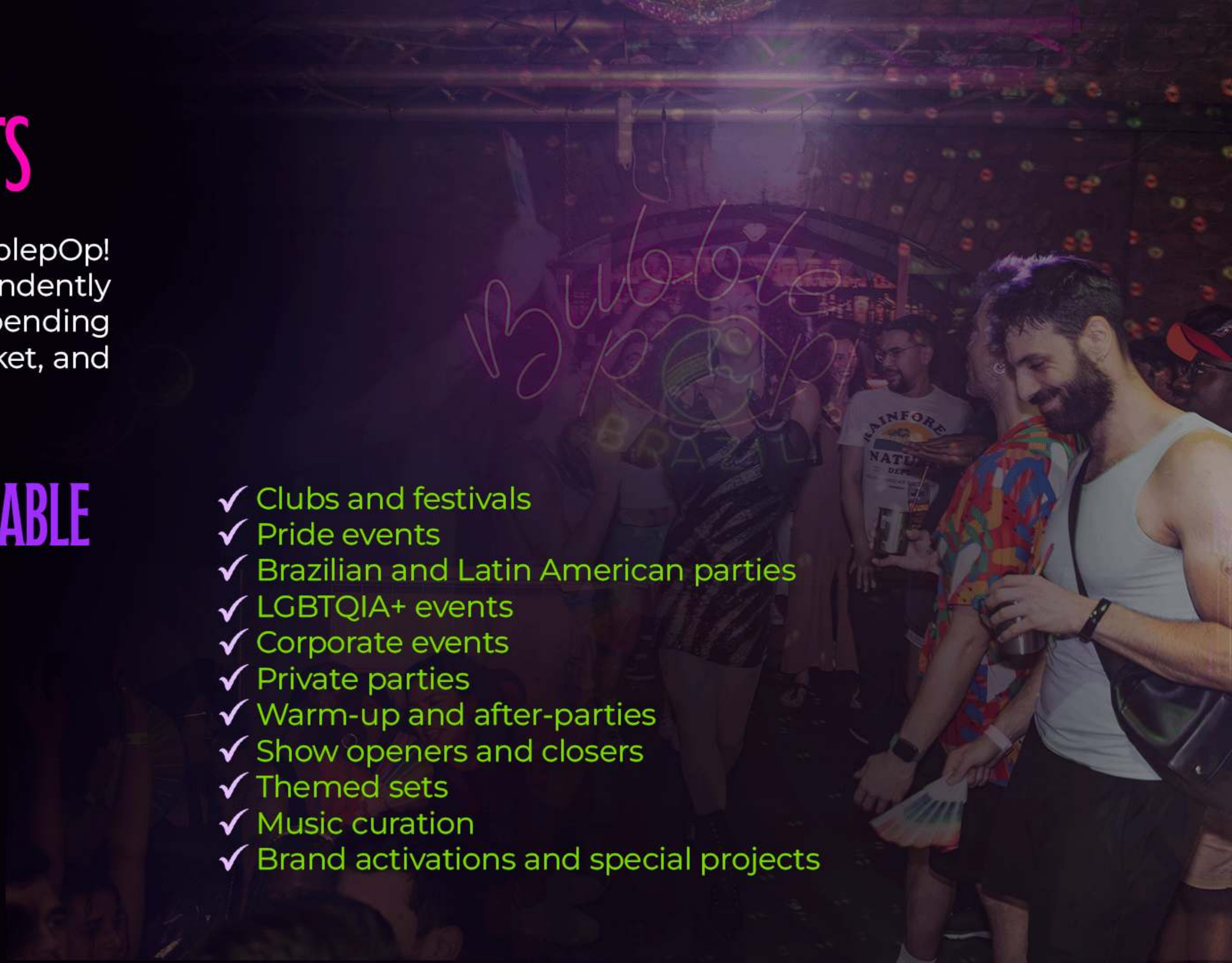
Brazilian and international DJs  
Drag queens, performers, and dancers  
Brazilian queer artists across the globe

# AVAILABLE FORMATS

DJ Rafa Lima and BubbleOp! BRAZIL can perform independently or as an integrated act, depending on the scale, audience, market, and objectives of each partner.

DJ RAFA LIMA IS AVAILABLE  
FOR INTERNATIONAL  
PERFORMANCES AND  
COLLABORATIONS IN  
VARIOUS FORMATS.

- ✓ Clubs and festivals
- ✓ Pride events
- ✓ Brazilian and Latin American parties
- ✓ LGBTQIA+ events
- ✓ Corporate events
- ✓ Private parties
- ✓ Warm-up and after-parties
- ✓ Show openers and closers
- ✓ Themed sets
- ✓ Music curation
- ✓ Brand activations and special projects





**B R A Z I L**

## **PARTNERSHIP FORMATS**

**BUBBLEPOP! CAN BE PRODUCED AS  
A FULL-SCALE EVENT, TAKEOVER,  
THEMED DANCE FLOOR, SHOWCASE,  
WORKSHOP, OR CULTURAL COLLABORATION.**

Full-scale event in partnership with venues ✓

BubbleOp! takeover ✓

Dance floor, room, or stage takeover ✓

Official after-party ✓

Dance workshops ✓

Artist showcases ✓

Pride programming ✓

Cultural and institutional events ✓

Brand activations ✓

International exchanges ✓

Projects with consulates, embassies, and  
cultural institutions ✓

# PARTNERSHIPS WITH VENUES

BubbleOp! delivers an internationally proven concept that can be adapted to the local context, with integrated creative direction, programming, and communication.

- ✓ Original concept and event identity
- ✓ Artistic direction
- ✓ Music curation

- ✓ **DJ Rafa Lima**
- ✓ Artist and performer selection
- ✓ Communication strategy
- ✓ Social media content
- ✓ Engagement with Brazilian, LGBT-QIA+, and international communities
- ✓ Multilingual communication
- ✓ Connections with Brazilian artists
- ✓ Proven international production experience (19 events in 2 years)



# WHAT WE LOOK FOR IN A VENUE

The choice of venue is strategic to ensure quality, safety, and alignment with the project's values.

- ✓ **A safe environment for the LGBTQIA+ community**
- ✓ Good sound, lighting, and dance floor infrastructure
- ✓ Professional, respectful, and welcoming staff
- ✓ Interest in international cultural projects
- ✓ Openness to medium- and long-term collaboration
- ✓ Possibility of co-production or revenue sharing
- ✓ Local support for operations and promotion
- ✓ Compatibility between the venue's capacity and projected demand



# AUDIENCE

BubbleOp!'s audience is multi-cultural, connected, and interested in authentic experiences. The brand resonates with people who view music, fashion, dance, culture, and diversity as parts of a single experience.

Communication can be tailored according to the city, the partner, and the event format.

- LGBTQIA+ community ✓
- Brazilians living abroad ✓
- Latin Americans ✓
- Expatriates ✓
- International audience ✓
- People interested in music, fashion, dance, and culture ✓
- Young adults ✓
- Artists, creators, and creative professionals ✓
- People seeking inclusive and memorable experiences ✓

**CELEBRATING ONLY  
MAKES SENS WHEN  
EVERYONE CAN FEEL SAFE.**

The **SAFETY** of the LGBTQIA+ community is not an afterthought: it is a foundational principle of BubbleOp! BRAZIL.

We seek to collaborate with venues and teams that adopt **PRACTICES CENTERED ON RESPECT**, harassment prevention, inclusivity, and responsible incident response.

Programming, communication, and operations must reflect a commitment to **DIVERSITY, ACCESSIBILITY, DIGNITY, AND FREEDOM** of expression.

Local partners are invited to develop protocols tailored to the reality of each city, while upholding the brand's core values.

# OFFICIAL MERCHANDISE & BRAND EXPERIENCE

BubbleOp! BRAZIL extends its identity beyond the event through an exclusive collection of branded merchandise. T-shirts, fans, towels, caps, socks, reusable water bottles and limited-edition accessories transform attendees into ambassadors of the brand while creating memorable experiences and additional revenue opportunities.

Each collection is designed to celebrate Brazilian culture, color and diversity, reinforcing BubbleOp! BRAZIL as a lifestyle brand that continues long after the music ends.



DJ Rafa Lima and BubbleOp! BRAZIL are embarking on a new phase of international expansion.

After 20 events, more than 2,500 participants, partnerships with brands such as Coca-Cola Europe, and institutional recognition on Austrian public radio, the cycle established in Vienna—symbolically concluding with the “Farewell Era” in 2026—serves as a proof of concept for new markets.

The goal is to develop partnerships with venues, artists, producers, brands, communities, and cultural institutions in different cities and countries.

Each edition is adapted to the local context while maintaining BubbleOp!’s core pillars: contemporary Brazilian music, diversity, safety, creativity, and community.

The ambition is to create an international network of experiences, expand opportunities for artists, and transform BubbleOp! into a platform connecting Brazil, Latin America, Europe, and the world.

**A BRAZILIAN PLATFORM READY FOR THE WORLD.**

# THE NEXT CHAPTER



# CONTACT AND BOOKING

For DJ Rafa Lima's performances,  
co-productions, venue partnerships,  
sponsorships, cultural projects, brand  
activations, press, and artistic collaborations

 [djrafalimabr](https://www.instagram.com/djrafalimabr)

 [bubblepopbrazil](https://www.instagram.com/bubblepopbrazil)

 [bubblepopbrazil.com](https://www.bubblepopbrazil.com)

 [contact@bubblepopbrazil.com](mailto:contact@bubblepopbrazil.com)

 [+55 61 99206-6138](https://wa.me/5561992066138)

DJ Rafa Lima — Founder & Creative Director —  
BubbleOp! BRAZIL — Brazil • Europe • Worldwide