

# ZIGGYFEST in Miami Marks a New Approach to Artist Launches—Without a Single Release

*ZIGGYFEST in Miami spotlights rising artist ZIGGY—headlining his first festival with no music released, redefining how artists connect and launch.*

MIAMI, FL, UNITED STATES, June 25, 2025 /EINPresswire.com/ -- A Miami-based cultural event this weekend will spotlight a rising creative force who has yet to release a single song.



This isn't just my  
moment—it's ours"

ZIGGY ZEIGLER

ZIGGY, an independent artist and performer who gained attention during New York Fashion Week for his presence and live performance style, is organizing his first major

public event: [ZIGGYFEST](#). The event is scheduled for Saturday, June 28, at The Deck at Wynwood Marketplace.

Unlike most debut artists, ZIGGY has not released music on streaming platforms, nor is he signed to a label. Instead, he has focused on community-building and live experiences to build an audience.

"This isn't just my moment—it's ours," ZIGGY said in a recent interview.

## Artist-First Lineup

ZIGGYFEST will feature a lineup of independent performers and collaborators with whom ZIGGY has worked in recent years. Many are local artists or creatives who have developed audiences outside of mainstream channels.

The event is expected to draw many attendees and will include performances, visual art, and fashion-forward installations reflective of the Wynwood district's creative character.

## Support From Independent Tech Platforms

The event is supported by Tasshub, a creator technology platform that works with independent musicians and content creators. The company is one of several in the emerging creator economy backing artist-led initiatives without traditional industry infrastructure.

ZIGGY's approach has drawn attention in independent circles for prioritizing audience connection over promotion and releasing music only after establishing a live presence.

"You don't just watch him perform. You feel him," said Technologist Richie Luna.

### A Shift in Strategy

While most musicians seek attention through digital streaming and social media campaigns, ZIGGY has opted for physical presence and word-of-mouth momentum. The absence of recorded material has fueled curiosity around his performances, which attendees describe as "immersive" and "unfiltered."

ZIGGYFEST will mark his first large-scale appearance as a headliner.

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### About ZIGGY

ZIGGY is a multidisciplinary performer and creative known for his live presence and unconventional path into the music industry. Blending elements of performance, art, fashion, technology, and cultural storytelling, ZIGGY works primarily outside of traditional platforms. He is currently focused on building direct connections with audiences before releasing any recorded material.

ZIGGY ZEIGLER

ZIGGYFEST LLC

+1 602-919-9156

Booking@ziggy-zeigler.com

Visit us on social media:

[Instagram](#)

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