



Hey there.

**twenty  
three  
layers.**



**Get to know us.**

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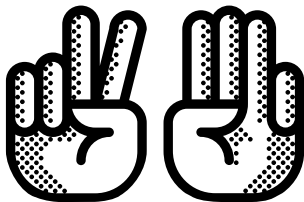
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# Who we are /

We love the creative solution. We live for unexpected design, unique experiences, and seamless production. We begin each project with an exploration of its needs: What does this event need to do, need to say, need to evoke, need to look like? From there we create the perfect event platform. Because one design certainly does not fit all. As a boutique firm, 23 Layers combines **strategic thinking, creative vision, thoughtful design, and flawless execution** to connect people and brands in interesting ways.



Why  
events  
work /



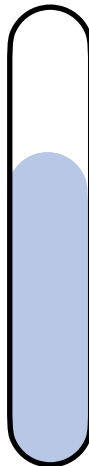
202%  
of companies that host  
events outperform  
companies that don't.



85%  
of professionals say they build  
stronger, more meaningful  
business relationships during  
in-person business meetings  
and conferences.



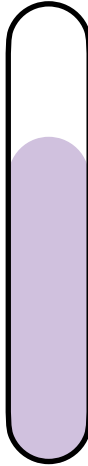
89%  
of companies use events to  
reinforce brand messaging.



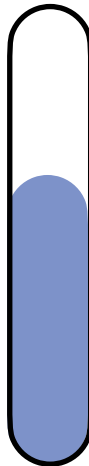
80%  
of marketers believe that  
live events are critical to  
their company's success.



92%  
of attendees value the  
opportunity to learn from  
industry experts at  
corporate events.



75%  
of businesses say that  
hosting product launch  
events positively impacts  
sales.



68%  
of marketers use insights  
from in-person events for  
content marketing  
purposes.





**We are** storytellers, wizards, builders, producers, planners, problem solvers. **We are** creatives, innovators, disruptors, dreamers, doers. **We are** 23 Layers.



# We are obsessed.

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**Hitting your goals**

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**Communication**

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**Design**

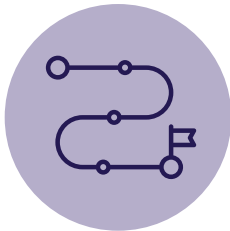
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**Collaboration**

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**Process**

Our  
approach +  
process /



N°1

STRATEGY

Key objectives  
Plan implementation



N°2

IDEATION

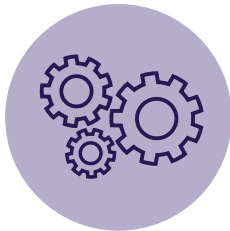
Conceptualizing the event  
Event location



N°3

DESIGN

Concepting + rendering  
All creative elements



N°4

DEVELOPMENT

Planning + preparation  
Budget allocation  
Program implementation



N°5

ACTIVATION

Onsite event production  
Post event highlights

Scope  
of  
services /

All Event Pre-Production + Planning

- Liaise On Overall Strategy - Key Objectives + Implementation
- Planning + Preparation
- Budget Allocation + Management
- Program Implementation
- Floor Plan Creation



Event On-Site Execution + Coordination

- Install/Set Up
- Event Days
- Breakdown Management + Load Out
- Full ROS Management
- Turn Over Of Spaces Between Events
- Overall Guest Experience

Venue Coordination + Management



- Scouting, Site Visits + Contract Negotiations
- Venue Management, COI's
- Security Management + Coordination
- Identify Optimal Event/Breakout/Meeting Spaces
- Identify Capacities + Amenities of Each Space

Vendor Relationships

- Selection, Coordination + On-Site Management
- Catering Partner Selection + Staff Management

Food + Beverage



- Catering Partner Selection
- Menu Curation + Concept
- Food Station Floor Plan + Flow
- Liaise With Venue For Alcohol
- Catering Staff Management
- Catering Rental Needs

Speaker + Run Of Show Experience

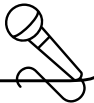
- Greenroom Accommodations
- Speaker Prep
- Cue To Cue Creation + Coordination
- Live Show Caller + Stage Manager
- Technical Direction

Content/Programming



- Assist in Creation of ROS + Agenda
- Collecting Final Presentation Assets
- Tech + Speaker Rehearsals

Entertainment



- Scouting, Pricing, Selection + Coordination
- Entertainment Wrangling On-Site
- Tech + Hospitality Rider Fulfillment
- Green Room Management

Design + Fabrication

- Concept to Creation
- Custom Renderings + Mock Ups
- Fabrication Builds + Activations
- Spatial Design
- Furniture Rentals



Decor + Gifting

- Floral Design
- Decor + Prop Sourcing
- Tablescape Design
- Premiums, Gifting, Custom Packaging

Who  
we work  
with /



Verticals /

Advertising 

Technology 

Media+Publishing 

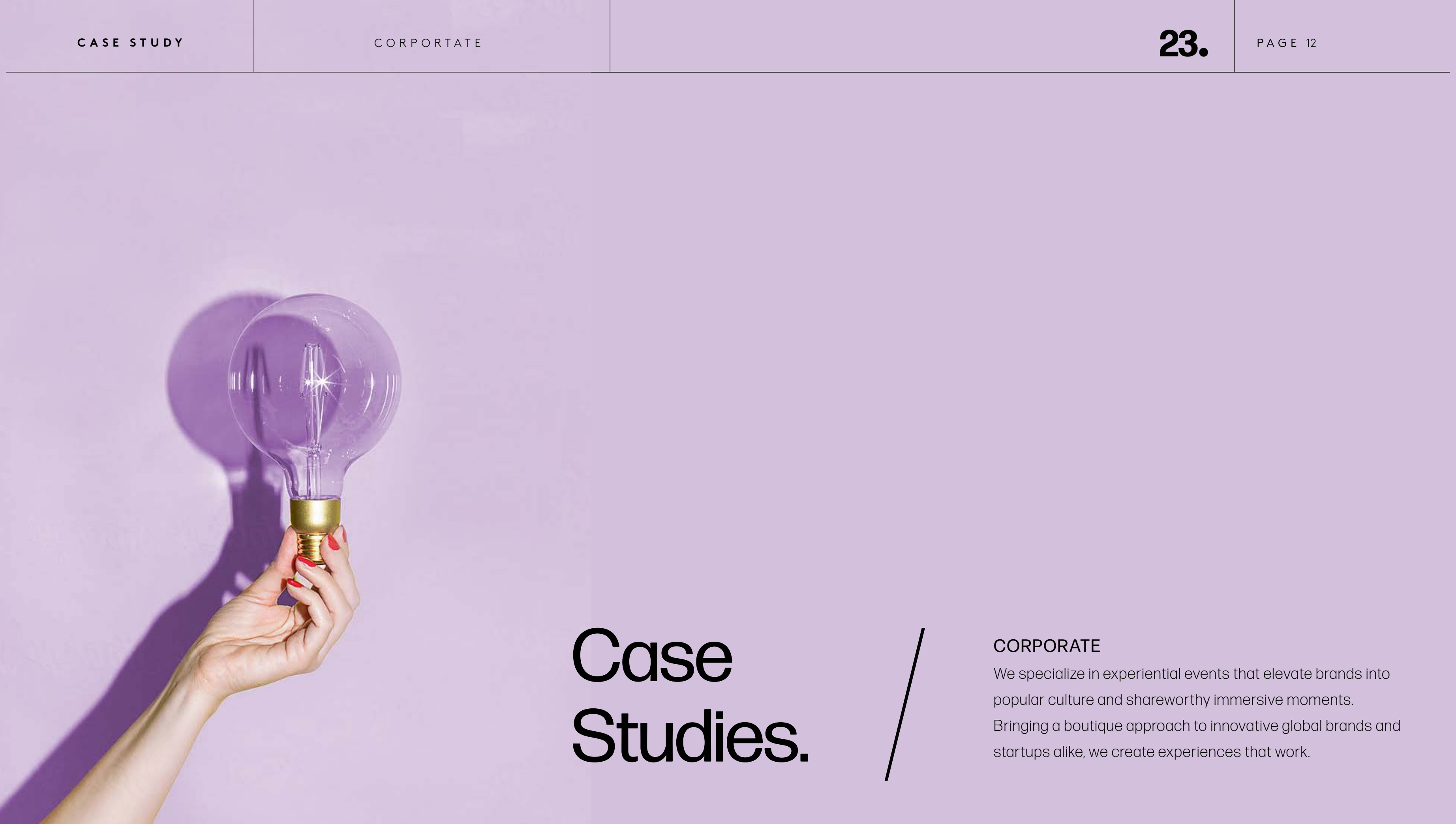
Telecom 

Beauty+Wellness 

CPG+Retail 

Philanthropy 





# Case Studies.

## CORPORATE

We specialize in experiential events that elevate brands into popular culture and shareworthy immersive moments. Bringing a boutique approach to innovative global brands and startups alike, we create experiences that work.



Offsite + Summit  
Conference  
Festival  
Pop-up + Retail  
Launch + Press  
Experiential  
Non-profit

# 01 / Ribbit SiFi\* Summit

*Castelfalfi, Tuscany, Italy*

Ribbit SiFi\* brings together remarkable people for off-the-record conversations, to share visions and provocations about the future. This year’s goal was to concept and execute 20+ programmed events over 4 days, filled with content, unique activities, and an abundance of surprises - leaving truly lasting impressions.

The event branding was threaded throughout — from the microsite, to the personalized check in collateral, the custom room drops and the redesigned property map. Attendees, referred to as SiFi\*s: Significantly Important Financial Individuals, knew that this was going to be a Summit unlike anything they’ve experienced before.



120 CEOs, Founders  
+ Their SO's

21 Individual  
Events

18 Custom  
Fabrications

52 Crew  
Members



# 01 / Ribbit SiFi\* Summit

*Castelfalfi, Tuscany, Italy*

## 03 / Out-of-the Box Breakouts

Intimate discussions were held in custom-constructed greenhouses meant to keep attendees connected to the Tuscan environment.

## 05 / Bocelli Dinner

An elegant sit-down dinner with a special nod to Italy’s rich history - from classic Ginori plateware, to plush velvet stage curtains, to a surprise performance by the Maestro himself, Andrea Bocelli.

## 06 / Branded Collateral

Cooking class materials designed to keep, etched wooden badges, a custom newspaper. All small pieces of collateral that have a large impact.

01 / Interchangeable Agenda



02 / Cappelli e Bocce



03 / Out-of-the-Box Breakouts



04 / Surprise + Delight Moments



05 / Bocelli Dinner



06 / Branded Collateral





# 02/ Teads Converge

*Gurney's Montauk, NY*

In Spring 2019, 23 Layers produced the first-ever Converge Summit, a high-touch meeting of the minds where guests were able to connect over a two-day summit held at Gurney's Montauk.

The event kicked off with a Welcome Party on the top deck overlooking the ocean. The next day guests started with morning activities before heading into content sessions with industry speakers, followed by breakouts and a local wine tasting. On the last evening, everyone enjoyed intimate conversation while dining at Scarpetta, and capped off the night with cocktails at the beachside fire pit.



1 Oceanfront Stage

25 'Converge' Moments

80 Montauk Survival Guides

55 Welcome Boxes



# 02/ Teads Converge

*Gurney's Montauk, NY*

## 01 / Custom Backdrop

The chevron pattern represented the theme of “converge” and a nod to their event logo, forming the perfect backdrop to their main stage.

## 03 / Branding Concept

“Converge” was weaved throughout the summit to encourage networking; Converge + Pour a Cup, Converge + Refresh, Converge + Cocktails.

## 06 / Collateral Design

Tying in the wood element from the main stage and applying it to details like the acrylic badges, gifting and printed menus created an intentional and cohesive look and feel.

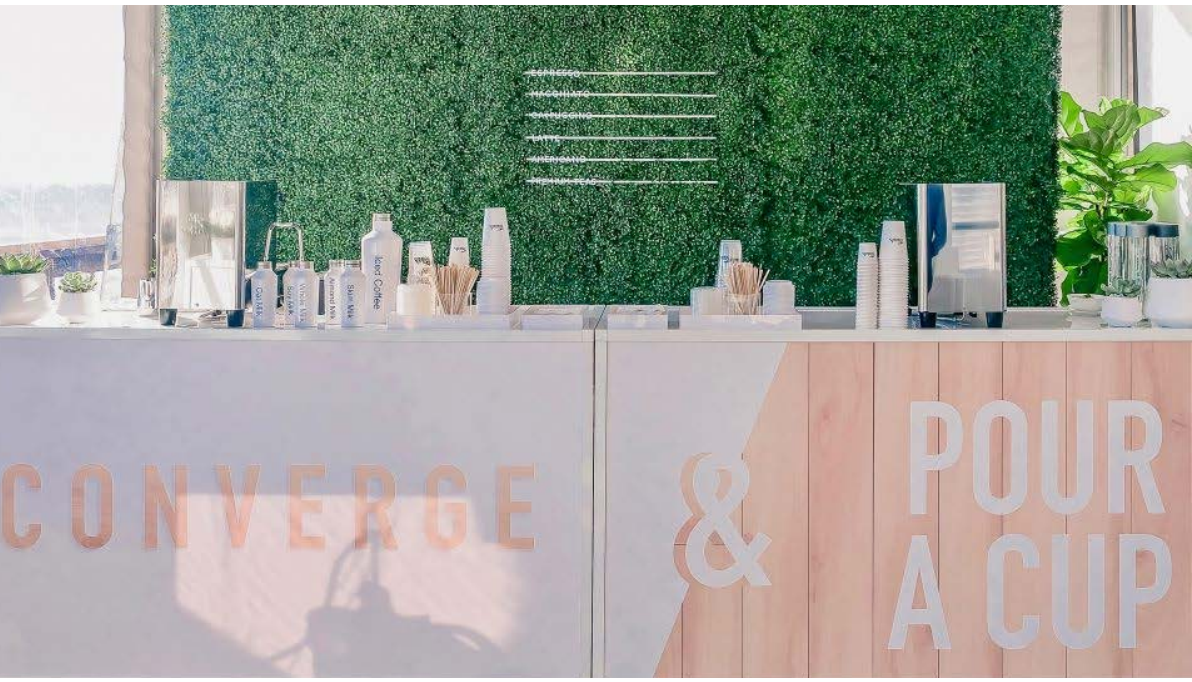
01 / Custom Backdrop



02 / Badges



03 / Branding Concept



04 / Swag



05 / Gifting



06 / Collateral Design





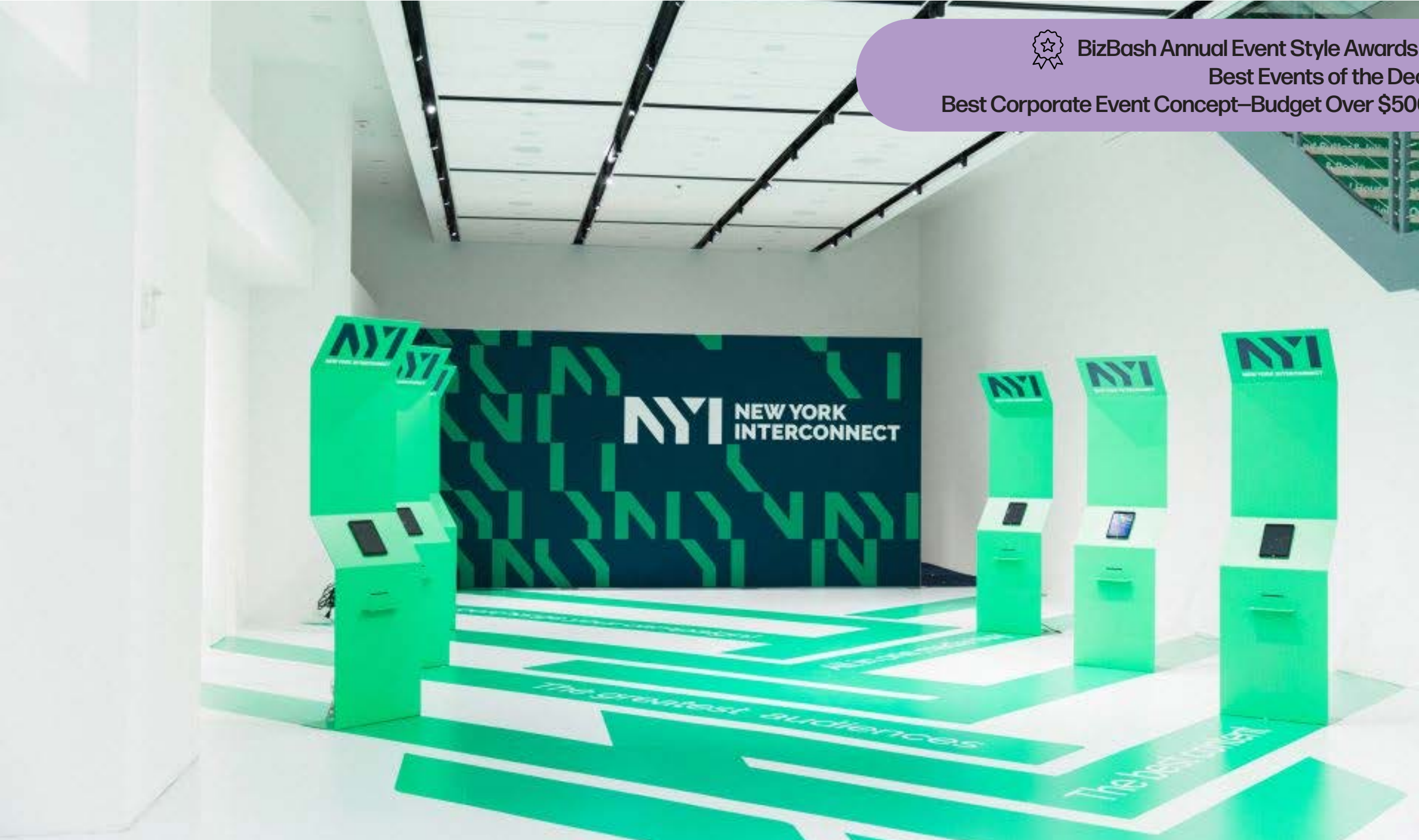
Offsite + Summit  
Conference  
Festival  
Pop-up + Retail  
Launch + Press  
Experiential  
Non-profit

# 03 / NYI Upfront

New York City, NY

Comcast, Altice USA, & Charter joined forces to launch The NY Interconnect. To help them introduce NYI to the advertising market, we created the first New York Interconnect Upfront.

Center 415 turned into an interactive space that focused on bringing the 'Greater Together' experience to life. From curbside exposure to a custom check-in, clever vinyl branding lined the vast venue highlighting all things 'Greater Together' — Oprah & Gayle, Peanut Butter & Jelly, Key & Peele. Dozens of network talent took to the stage — putting a spotlight on the platforms' vast programming, including an epic performance by The Fray.



500 Total  
Guests

10 Custom  
Builds

30 Network  
Talent

1 Live  
Performance



# 03 / NYI Upfront

New York City, NY

## 02 / Food Concept

The menu playfully paired foods that are 'Greater Together' like grilled cheese and tomato soup, while the bar offered classics like Gin & Tonic.

## 03 / Stage Build + Design

The branding continued throughout the space, creating a storyline that was cohesive.

## 05 / Fabrication

To show NYI's geographical reach, custom outfitted rooms were built, representing each borough.

01 / Stair Kicks



02 / Food Concept



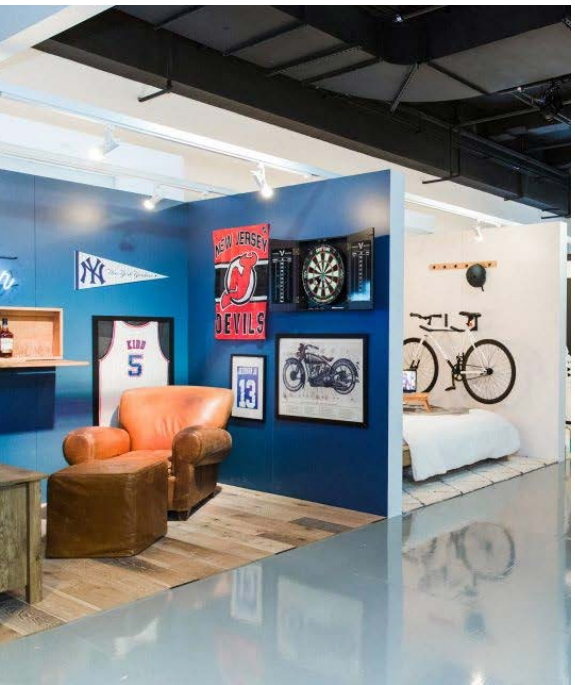
03 / Stage Build + Design



04 / Large Scale Branding



05 / Fabrication



06 / 3D Installation





# 04 / mParticle Acceleration

New York City, NY

mParticle approached 23 Layers to help create Acceleration, a conference gathering people defining the future of digital products, experiences, and culture. Our task? Design and execute a premium yet subtle, clean, and cleverly branded event experience.

Taking over two floors of Spring Studios — The first floor was designed for guests to network, engage, grab lunch at the interactive food court or energize at the coffee bar. Guests also had the opportunity to charge up their devices at the stadium seating activation- a space built custom for the event. Creative sponsorship opportunities were highlighted with cleverly interchangeable signage, and at the Genius Bar guests were able to interact with mParticle’s newly-featured products.



1 Day

400 Total  
Guests

219 Genius Bar  
Visits

30+ Speakers



# 04 / mParticle Acceleration

*New York City, NY*

## 01 / Live Art Installation

A geometric art piece was installed in partnership with a local artist, highlighting a theme of transformation and forward momentum.

## 03 / 3D Stage Design

Back lit brand elements were an impactful yet clean backdrop to the main stage.

## 05 / Stadium Seating

Custom built stadium seating served as a space to network, charge up devices, and view the agenda for the day, creating a nucleus for the space.

01 / Live Art Installation



02 / Interactive F + B



04 / Coffee Bar



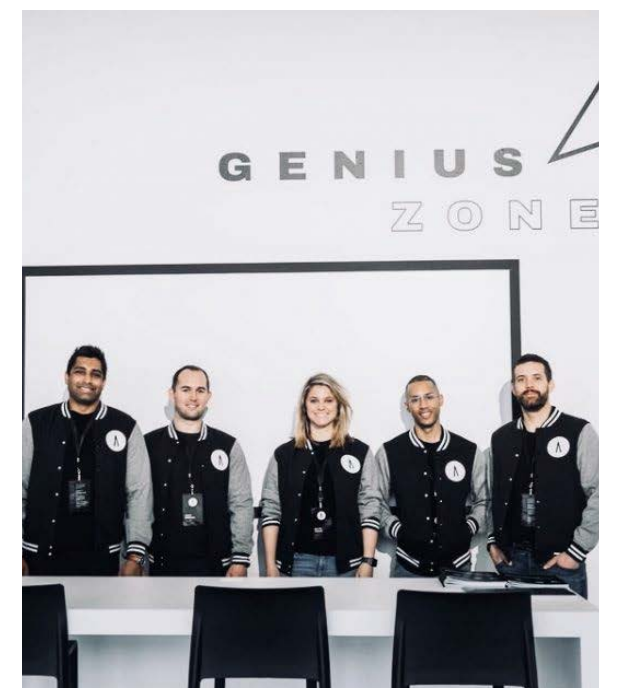
03 / 3D Stage Design



05 / Stadium Seating



06 / Genius Bar





# 05 / Forter IMPACT

New York City, NY

The Forter IMPACT conference series brings together digital commerce leaders for panel discussions, product demonstrations, and interactive presentations around fraud, payments, and the customer experience.

Little West 12th St was transformed into a high-touch space lending itself to a premium experience for Forter attendees. Custom fabricated IMPACT Labs brought guests through the digital commerce customer journey, a coffee bar encouraged gathering and networking, and the main stage showcased speakers and product demos that sparked conversation throughout the day.



250 Total  
Guests

4 Impact  
Labs

7 Food  
Concepts

1 Off the Market  
Space



# 05 / Forter IMPACT

New York City, NY

## 01 / Custom Check-In

A custom fabricated check-in desk doubled as a space divider that had the day's agenda, creating designated spaces in an open venue.

## 05 / Look + Feel

To match with the venue's polished concrete floors and glass atrium, the furniture, fabrications and overall design throughout, gave off an urban industrial feel.

## 06 / Premium Badges

Badges included a transparent layer of acrylic over wood with engraved logo and branding to mimic elements of the space.

01 / Custom Check-In



02 / Schedule Board



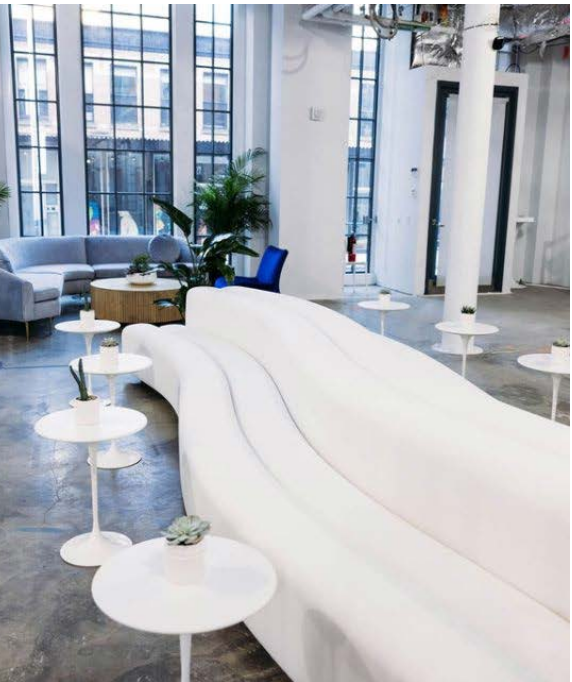
03 / Main Stage Design



04 / F + B Concepts



05 / Look + Feel



06 / Premium Badges



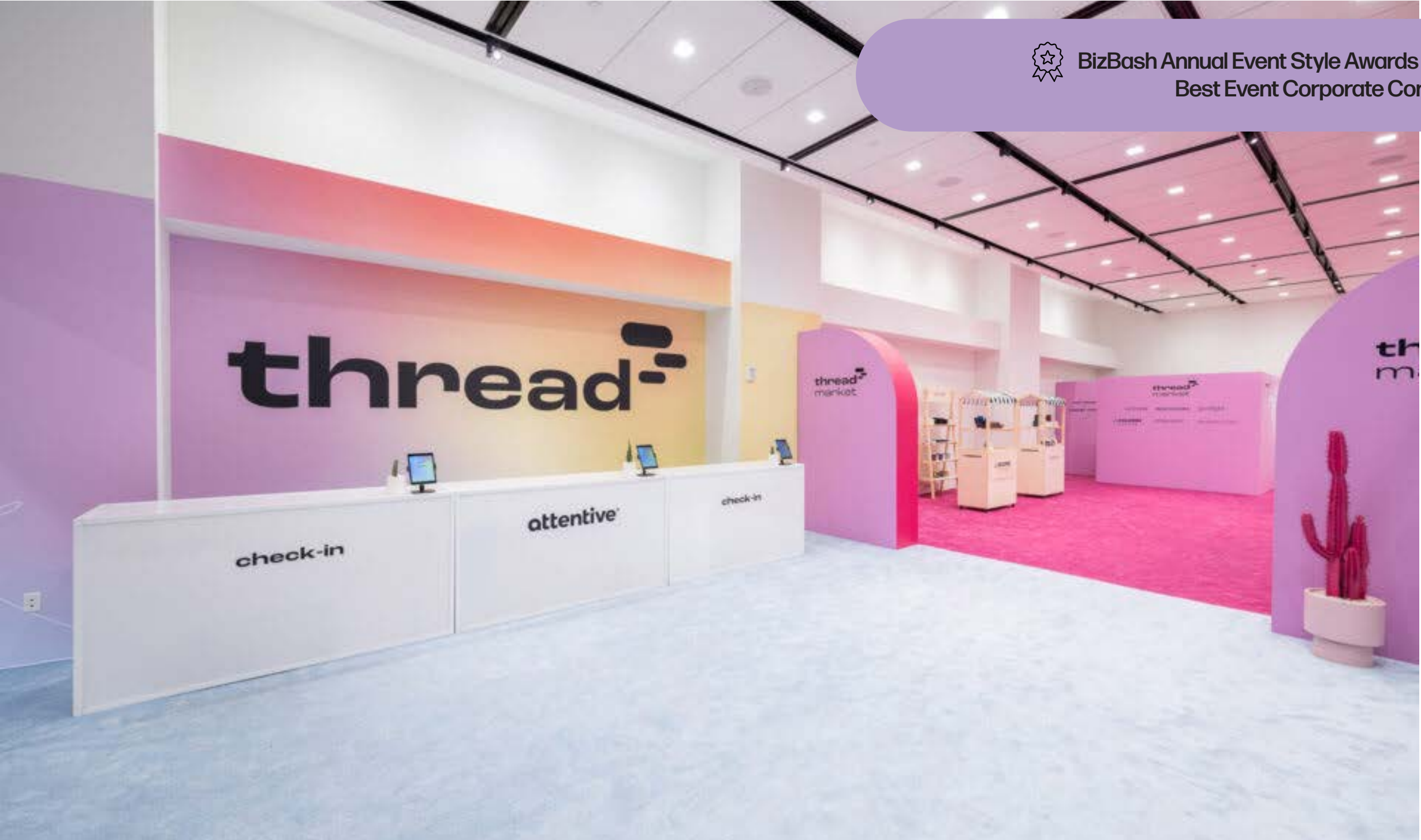


# 05 / Attentive Thread

New York City, NY

Thread is a 2-day immersive conference by Attentive Mobile, an SMS marketing platform designed to power the future of how brands scale personalized experiences through text message.

Center 415 was transformed to welcome a community of marketers that are changing the conversational commerce landscape. Designated spaces were created to encourage networking such as the Braindate Lounge. Other components of the conference included an interactive art installation, product sampling from Attentive’s customers, and their favorite swag items in the Attentive Goods shop. Strong branding elements created the common “thread” as guests moved through the space.



BizBash Annual Event Style Awards 2023  
Best Event Corporate Concept

700 Total  
Guests

32,000 Square  
Feet

13 Custom Designed  
Spaces

1,965 Cups of  
Coffee



# 05 / Attentive Thread

New York City, NY

## 01 / Impactful Branding

Design concepts including bold colors and a gradient effect were included in applications ranging from vinyl graphics, to custom fabrications.

## 04 / Thread Tunnel

Art installation of thousands of 'threads' and moving lights creating an interactive experience while driving home the theme.

## 05 / Creative Spaces

Areas felt distinct for their specific use (networking, coffee break, F+B area, swag shopping), yet flowed seamlessly across the 32,000 sq ft venue.

01 / Impactful Branding



02 / Coffee Bar



03 / Swag Shop



04 / Thread Tunnel



05 / Creative Spaces



06 / Vinyl Graphics



Offsite + Summit  
Conference  
**Festival**  
Pop-up + Retail  
Launch + Press  
Experiential  
Non-profit



# 06 / Teads at Cannes Lions

*Cannes, France*

Heading to Cannes Lions for the 4th consecutive year, Teads wanted to make a splash and create an immersive brand experience where they could meet with clients and prospects throughout the week. Cue The Teads Yacht: A place for inspired collaboration + conversation.

The Teads Yacht housed 7 untraditional meeting spaces, all outfitted with creatively crafted tech solutions to support all presentation needs. Guests seamlessly checked in at the Teads sleek concierge desk, then were guided to their designated meeting space — but not without a pit stop at the custom fabricated mobile coffee shop on board!



7 Events

250 Meetings

2000+ Guests On Board

247 Rose Bottles Popped



# 06 / Teads at Cannes Lions

*Cannes, France*

## 03 / Yacht + Quayside Build

The quayside build was the first touchpoint onto the yacht and served as a thoroughway into the festival's port. Once on, the yacht was host to daily impactful meetings and content sessions.

## 04 / Merch Stand

The custom swag stand was designed to feel as if it was built in to the yacht. Products featured were sustainable which fit within the festival's environmental initiative.

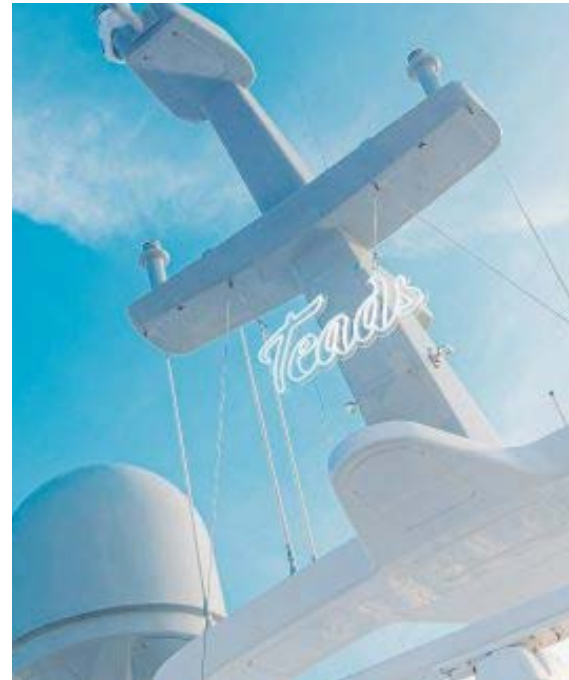
## 06 / Entertainment

The Teads Yacht transformed into Teads Unplugged: Nightly cocktail parties featuring live local musicians, curated cuisine, and pulsing energy.

01 / Festival Branding



02 / Neons



03 / Yacht + Quayside Build



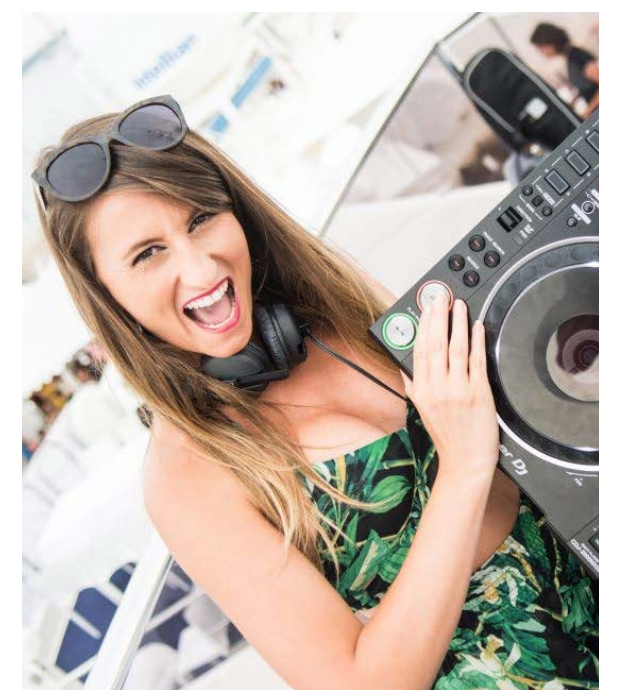
04 / Merch Stand



05 / Lightbox Signage



06 / Entertainment





# 07 / Cognitiv at Cannes Lions

*Cannes, France*

Cognitiv’s presence at Cannes Lions needed to be as strong as their influence in how AI is transforming the landscape of advertising, technology, and marketing. Utilizing their yacht as a space for meetings, content sessions, and nightly events, we helped Cognitiv create strong brand moments on and off the yacht.

Cognitiv’s messaging was weaved throughout the week, from branded premiums, themed F+B, special entertainment, and custom fabrications. A smoothie bar on the quayside gave away fresh-made “brain fuel” smoothies during the day, and switched to their check-in experience during the nightly events, allowing the quayside to feel fresh and new day to night.



7 Days

5 Content Sessions

3 Epic Themed Events

126 Bottles of Rosé



# 07 / Cognitiv at Cannes Lions

*Cannes, France*

01 / Quayside Design

Various branding techniques were utilized to create dimensionality and depth while highlighting Cognitiv’s messaging.

04 / Custom Premiums

Cognitiv’s brand presence was weaved through items ranging from custom ice cubes, neon signs, and branded juice to beat the heat.

06 / Entertainment

A live bongo player and sax player paired with the DJ, created perfect surprise + delight moments during the Pink Party. And performances from drag queens kept the energy going for the Pride Party.

01 / Quayside Design



02 / Entertainment



04 / Custom Premiums



03 / Smoothie Bar



05 / Floral Install



06 / Entertainment





Offsite + Summit  
Conference  
Festival  
**Pop-up + Retail**  
Launch + Press  
Experiential  
Non-profit

# 08 / Wrangler Denim Launch

New York City, NY

Wrangler’s new Bespoke collection focuses on women celebrating their bodies and features inclusive styles and sizing. To put a spin on traditional messaging of what it means to fit in your jeans, an ice cream shop (Van Leeuwen) was chosen, creating a new narrative between ice cream and the fit of jeans, creating an empowering moment instead.

Small ice cream shop? Not a problem for us! We were able to reimagine the layout and maximized the space to showcase Wrangler’s branding. A product display fabrication, exterior branding, custom signage, activations and giveaways, and renaming ice cream flavors, all blended Wrangler and Van Leeuwen together seamlessly.



580

Scoops of ice cream

167

Postcards Sent

500

Custom Enamel Pins

74

Pairs of Jeans Displayed



# 08 / Wrangler Denim Launch

New York City, NY

## 01 / Product Displays

A custom fabrication, utilizing ice cream fridges, and hanging displays maximized surface area for product display and interaction

## 04 / Surprise + Delight

Every scoop came with a sticker and fun color-changing spoon. Enamel pins were also given away, with a QR code on the back leading to the Bespoke website to learn more

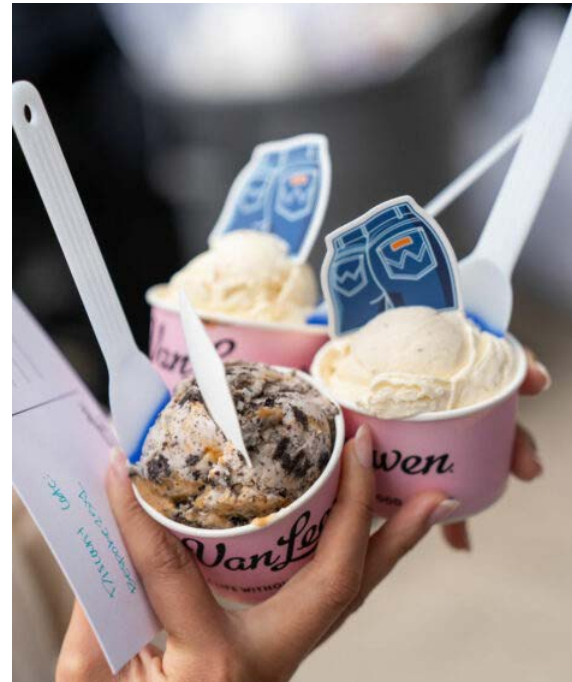
## 05 / Postcard Activation

Everyone was able to send a postcard to a loved one, sharing a special discount code for them to enjoy a pair of Bespoke jeans

01 / Product Display



02 / Ice Cream Picks



03 / Fabrication



04 / Surprise + Delight



05 / Postcard Activation



06 / Concrete Vinyls





# 09 / Sephora Times Square Opening

*New York City, NY*

With the launch of their new campaign, 23 Layers partnered with Sephora to showcase the new tagline and manifesto, “We Belong to Something Beautiful”, at the opening of the new flagship store in iconic Times Square.

A leader in the beauty retail industry, Sephora aimed to create an inviting and inclusive shopping experience to reinforce its dedication to fostering belonging amongst all clients, with 23 Layers carrying the message throughout the new brick + mortar - complete with custom stair-kicks + Step & Repeat.



1000 Enamel Pins

3k+ Vegan Leather Backpacks

600 Color Changing Drinks

2 Photobooths



# 09 / Sephora Times Square Opening

*New York City, NY*

## 01 / Food Carts

Putting a creative spin on the iconic street carts of New York and elevating the experience while keeping guests feeling nostalgic over hot dogs and pretzels.

## 03 / Entry Moment

Arriving onto the step + repeat, guests were launched into celebrity status, before making their way into the newly built Sephora.

## 06 / Activations

Guests had the opportunity to monogram leather backpacks, by featured local artists who added embroidery, patches, and embossing.

01 / Food Carts



02 / F + B Premiums



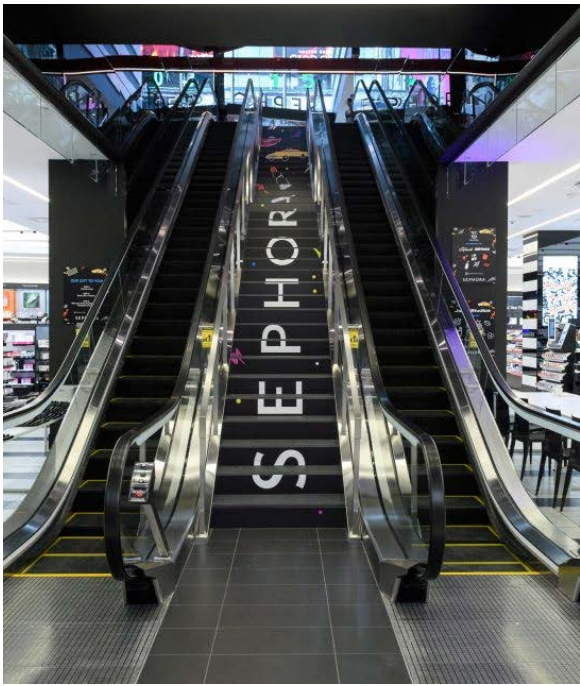
03 / Entry Moment



04 / Cocktail Branding



05 / Stair Kicks



06 / Artisan Stations





Offsite + Summit  
Conference  
Festival  
Pop-up + Retail  
**Launch + Press**  
Experiential  
Non-profit

# 10 / Article Press Dinner

*New York City, NY*

Launching an inaugural media event on the east coast, Article turned to us to create an evening that showcased how their pieces can fit in any home, allowed media to connect during an influencer-lead dinner party, and provide special surprise and delight moments throughout the evening.

Utilizing all of Article’s most popular dining and living room pieces, we were able to transform a white box space into the perfect dinner party environment. A long table featuring florals, specialty linens and custom menus served as the perfect location for connecting over the curated F+B for the evening. Conversations continued, spilling over into the seating vignettes and bar area where they enjoyed custom cocktails.



30 Mini  
Sveltis

40 Branded Ice  
Cubes

90 Boxes  
Unpacked

25+ Article Products  
Featured



# 10 / Article Press Dinner

New York City, NY

## 01 / Escort Board

3D-printed miniature Article chairs served as the escort cards, encouraging guests to take a seat.

## 03 / Furniture Styling

The styling of the dining table and seating vignettes highlighted Article's furniture and home items. Mirrors, bar carts, and breakfronts aided in the hominess and comfort of the space.

## 04 / Surprise + Delight

From branding on mirrors, custom ice cubes, to branded photo strips from the vintage photo booth, special touches kept guests engaged throughout the evening.

01 / Escort Board



02 / Photo Booth



03 / Furniture Styling



04 / Surprise + Delight



05 / Styling



06 / Vinyls





# 11 / Spotify AudioVisual Book Launch

*New York City, NY*

Spotify and Sofia Ek enlisted 23 Layers to execute the book launch for Sofia’s memoir, *The Minefield Girl*- based on her personal experiences as a young woman doing business in Libya, while Gaddafi was still running the country with an iron fist.

The immersive audiovisual experience featured curated artwork that lined the walls with floor-to-ceiling video clips of technicolor images created by 18 different artists- a kaleidoscope of color, each chapter having its own clip. Collaborating with Spotify- the fusion of art and technology came together to turn an audio component into something visual.



2 Press  
Previews

1st Spotify  
Audiovisual Book

18 Artist  
Contributions

15 Projectors



# 11/ Spotify AudioVisual Book Launch

*New York City, NY*

## 02 / VIP Guests

John Legend, Emmy Rossum and Chris Rock were all in attendance, making this a star-studded and memorable event.

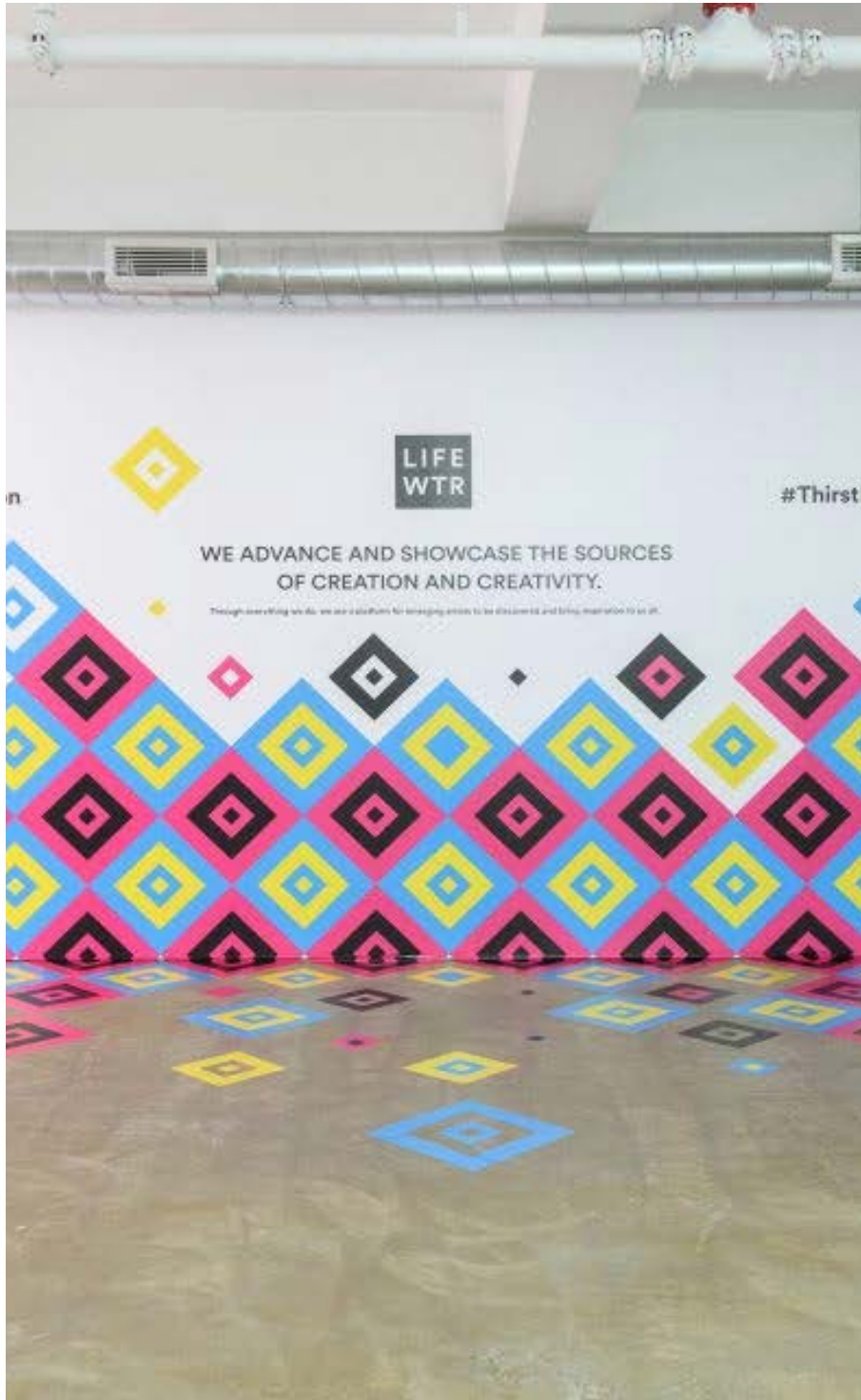
## 03 / Immersive Storytelling

While listening to actress Camilla Belle narrate the story, artwork was projected on the walls, moving from one to the next, creating an audiovisual masterpiece.

## 06 / Production

Between the Press Preview and the Party, Sofia Ek sat down for behind-the-scenes interviews to discuss her time in Libya on assignment as a journalist for SmartMoney, a monthly publication of the Wall Street Journal.

01 / Full Scale Design



02 / VIP Guests



03 / Immersive Storytelling



04 / LIFE WTR Sponsor



05 / Projection Mapping



06 / Production



Offsite + Summit  
Conference  
Festival  
Pop-up + Retail  
Launch + Press  
**Experiential**  
Non-profit



# 12 / GroupM Block Party

*New York City, NY*

GroupM signed as the first tenant in 3 World Trade Center, paving the way for the continued revitalization of Downtown New York. They wanted to celebrate the move with its 5,000+ employees and neighbors. 23 Layers brought that to life through design, energetic performances, and interactive moments.

With the WTC, Oculus, and colorful street art as the backdrop, every moment highlighted a sense of community. The atmosphere was buzzing with live performances, roaming breakdancers, and double dutch teams. Live graffiti street art, traditional block party games, and Food Trucks lined the streets, amplifying the feeling of an authentic NYC Block Party.



8 Media  
Sponsors

5 Food  
Trucks

4 Graffiti  
Artists

6 Double  
Dutchers



# 12 / GroupM Block Party

*New York City, NY*

## 01 / Live Art

The Oculus and the WTC had recently partnered with local New York graffiti artists in an initiative to make the neighborhood colorful and cheerful. The same local artists showcased their talent during the Block Party, creating live art pieces that ended up on GroupM's new office walls.

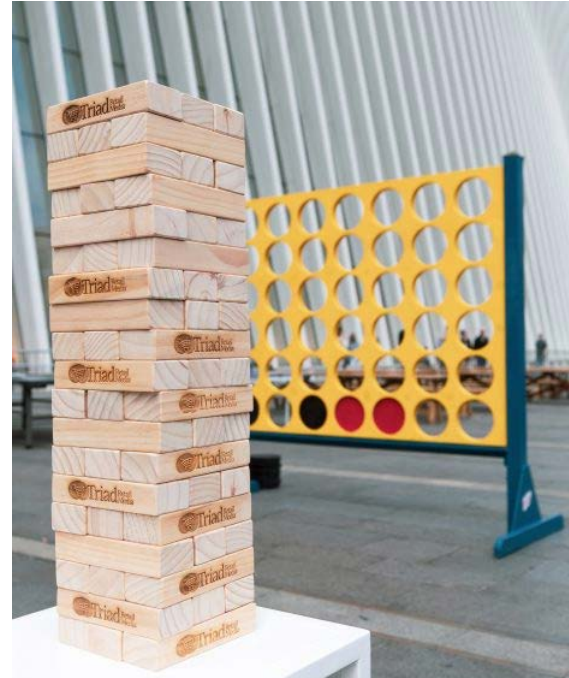
## 04 / Branded Food Trucks

For partners like Instagram we wrapped a food-truck to highlight their brand, while Twitter provided the crowd with a photo moment + takeaway swag, and the Pandora sponsored stage kept the crowd on its feet.

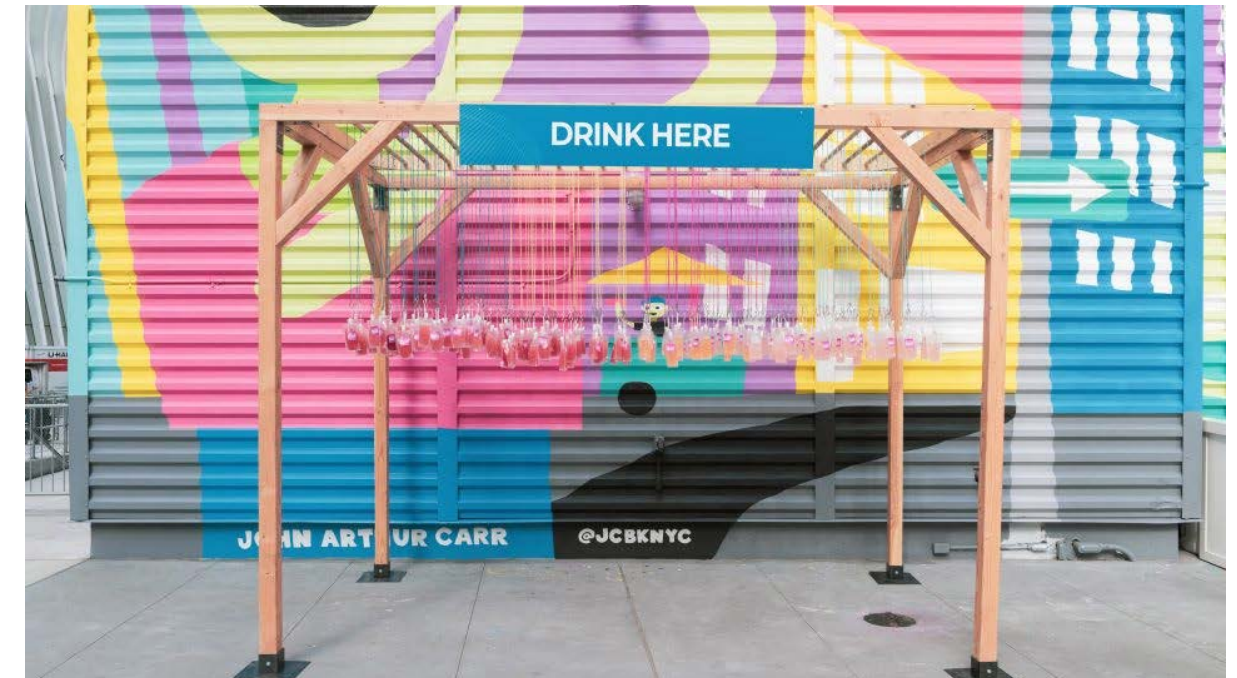
01 / Live Art



02 / Oversized Games



03 / F + B Activations



04 / Branded Food Trucks



05 / Talent



06 / Installations





# 13 / Old Coin to Bitcoin

*San Francisco, CA*

This remarkable dinner, hosted at The San Francisco Mint, was developed by 23 Layers to inspire and educate the attendees, all of whom are global founders and innovators within the Financial Tech Industry.

With a focus on the history and future of FinTech, the guests' journey started in the past, as they began their journey to the Mint in San Francisco's famous open-air trolleys. Upon arrival, they ventured downstairs into the old vaults for classic cocktails and a glimpse into the 1920s. Ascending from the vaults of the Mint, guests were then transported to the future. They arrived to find the days of old money were exchanged for bitcoin, and the future was laid out from there.



4 San Francisco  
Cable Cards

1st Ever Crypto  
Casino

13.4 Custom Casino  
Chips

1 World Renowned  
Magician



# 13 / Old Coin to Bitcoin

San Francisco, CA

## 01 / Tablescape Design

Dinner was lead with unparalleled creative detail. Each course, reflected old + new versions of the same dish - specifically tailoring the menu to guests’ dietary restrictions.

## 03 / Details

Each guest received a “wallet” of crypto currency that they traded at the custom casino tables, with winnings being donated to their favorite charities

## 06 / Talent

The evening then turned to the stage with Magician Dan White, whose captivating performance left guests mesmerized.

01 / Tablescape Design



02 / Crypto Currency



03 / Details



04 / Escort Board



05 / Fireside Chat



06 / Talent





Offsite + Summit  
Conference  
Festival  
Pop-up + Retail  
Launch + Press  
Experiential  
Non-profit



# 14 / Well Beings Charity Fundraiser

*Bridgehampton, NY*

Well Beings Charity, founded by Breanna Schultz and Amanda Hearst, is growing a next-gen movement that elevates and unites animal welfare. With the launch of the re-brand, the goal for 23 Layers was to highlight the new campaign and cause, creating a journey with individual touch-points throughout - including strategic signage, messaging, and activations.

Well Beings partnered with three charities and held both a silent and live auction to continue the fundraising effort. Repeat Roses, whose mission is repurposing flowers, continued the philanthropic mission at the Blossom Bar, allowing guests to create personalized bundles to give back to the community.



12 Sponsors +  
Top Auction Items

1 Live Auction +  
Cash Call

75 Floral  
Arrangement

27 Farm Animals



# 14 / Well Beings Charity Fundraiser

*Bridgehampton, NY*

## 03 / Floral Activation

We created a floral bar with repurposed flowers by Repeat Roses in a mission to make meaningful arrangements which were later dropped off at women's shelters.

## 04 / Styled Vignettes

Turned photo moments with some furry friends, of course!

## 05 / Live + Silent Auction

Well Beings hosted both a live and silent auction to maximize donations. Both auctions were generously donated by luxury brands and philanthropists alike.

01 / Florals



02 / Rebrand Reveal



03 / Floral Activation



04 / Styled Vignettes



05 / Live Auction



06 / Farm Animals





# Case Studies.

## SOCIAL

From concept creation to execution, we combine seasoned knowledge with inspiration. Cohesive creativity is our touchstone, where no detail goes unconsidered - be it food, service, entertainment or design. These unite in harmony, creating a spirit of enthusiasm and celebration.





# 01 / Groovy 50th Birthday Bash

*East Hampton, New York*





01 / Champagne Wall



02 / Oyster Shuckers



03 / Jessie's Girl Special Performance



02 / Go Go Girls



04 / Disco Florals



05 / Vintage Photo Booth



06 / DJ Booth Design



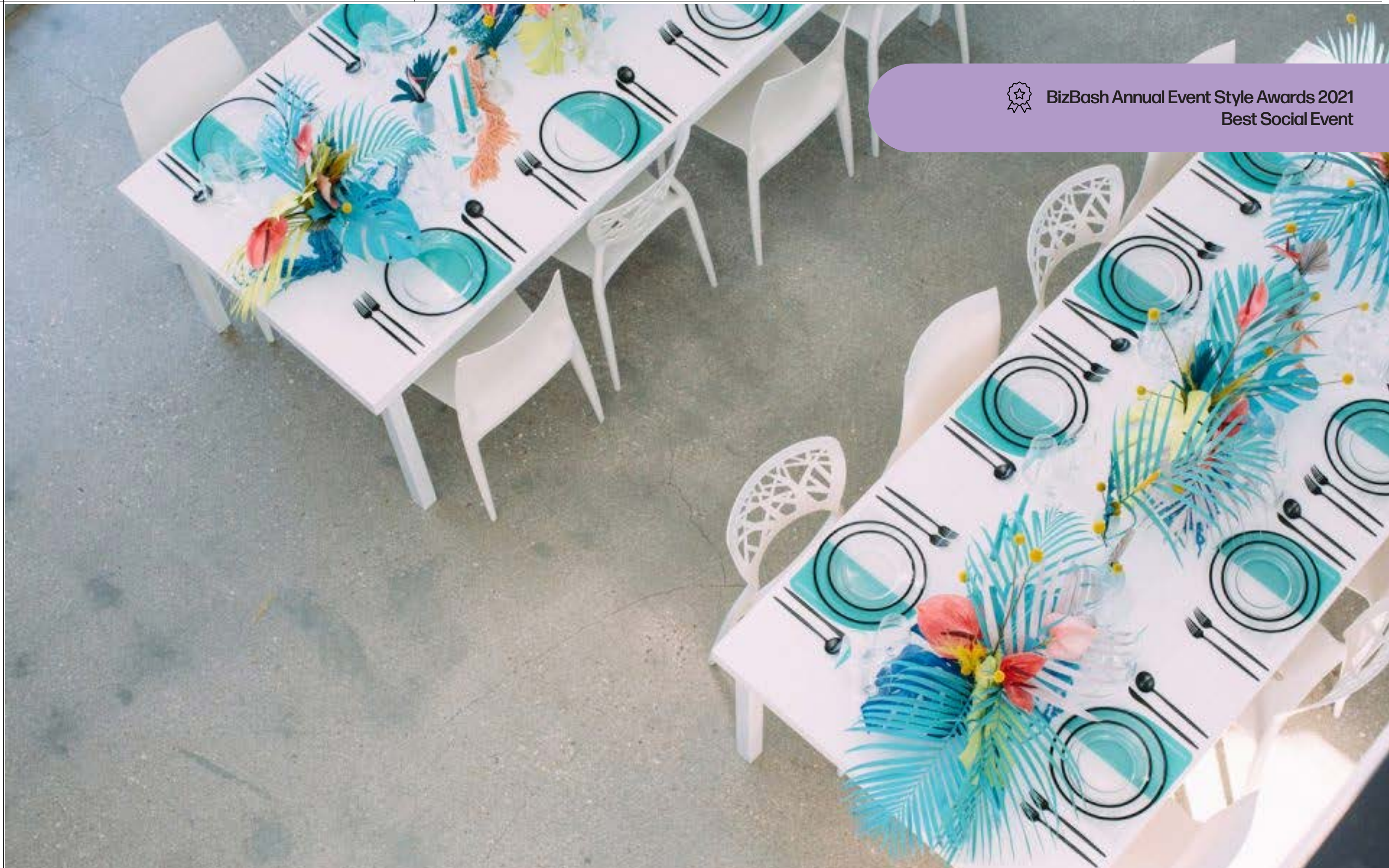


# 02 / Wynwood Style Bar Mitzvah

*Miami, Florida*



BizBash Annual Event Style Awards 2021  
Best Social Event





01 / Bar Mitzvah Backdrop



02 / F&B Concepts



03 / Tablescape Design



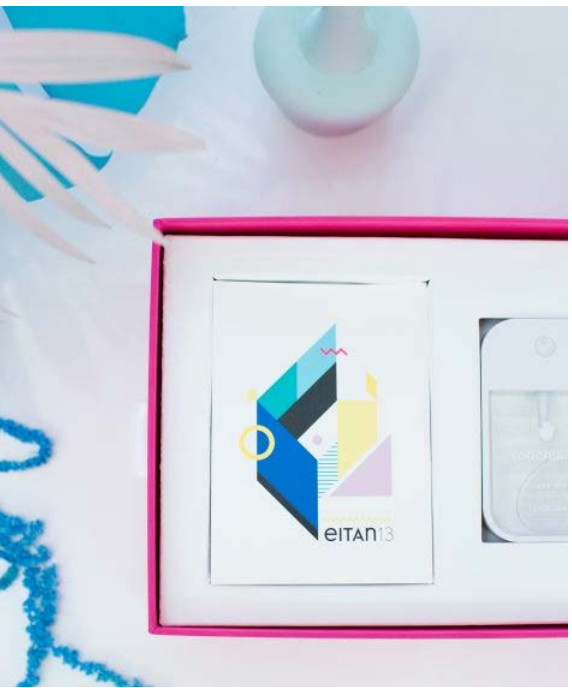
02 / Custom Printing



04 / Fabrication Wall



05 / Gifting



06 / Vinyl Applications







# Weddings.

## NEON RIVER

Born from the Event Production Company, Twenty Three Layers, Neon River is a design-forward agency that takes a boutique approach to wedding planning. It was time to give weddings a full salute – a space where *Do's* are the focus. Communication, creativity, and process mixed together with more than a decade of work under our pretty little belts, well that sounds like a win-win! And what's better – producing events across all verticals within the industry whether it be experiential events, brand launches, or pop-ups, only creates a more faceted approach to how we think about weddings (*and how extraordinary we can make them*).



01 / Hydration Station



02 / NYC Bodega Vibes



03 / The Reception



04 / The Stage



05 / F + B Activations



06 / The Couple



07 / Their Favorite Restaurant





01 / The Couple



02 / Shutting Down the Streets



03 / Riding in Style



04 / Details



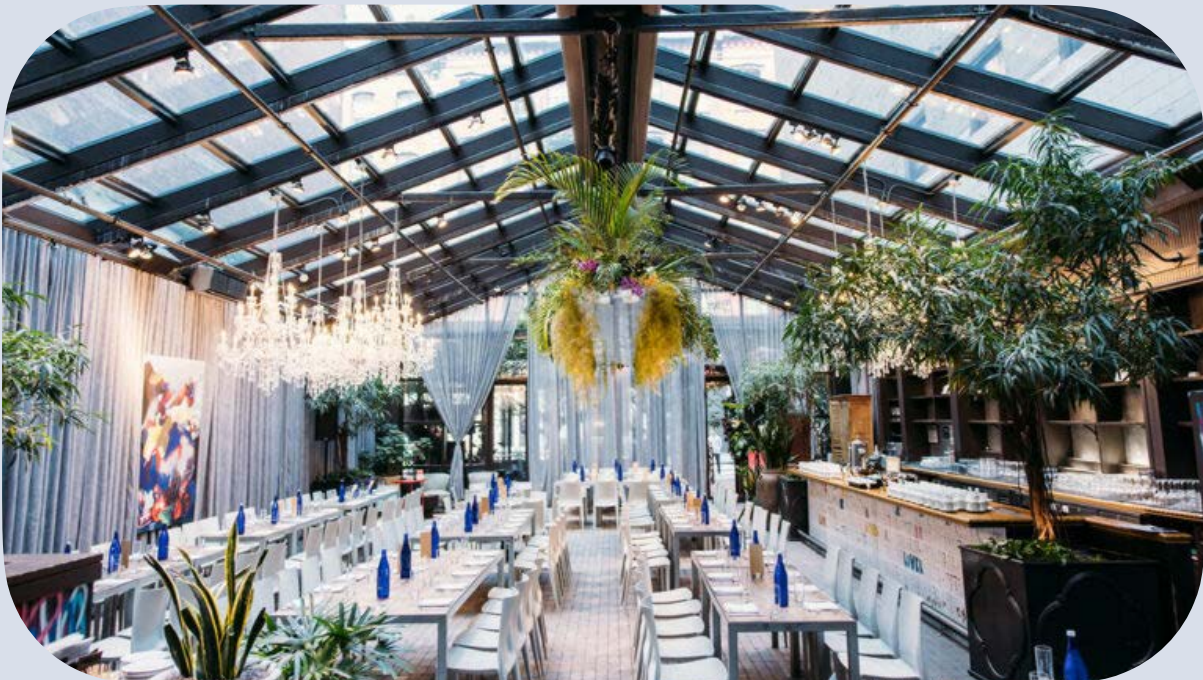
05 / Soho Streets



06 / Soho Streets



07 / Seated Brunch





01 / Branding



02 / For Happy Tears



03 / Custom Invitations



02 / Photo Moment



04 / Swag



05 / Surprise!



06 / The Ceremony





A hand with light blue nail polish holds a white telephone receiver. The background is a solid purple color. The receiver is held vertically, with the earpiece at the top and the base at the bottom. A coiled white cord is visible at the bottom.

# Call us.

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We won't bore you. Promise.