

Hey there.

twenty
three
layers.



Get to know us.

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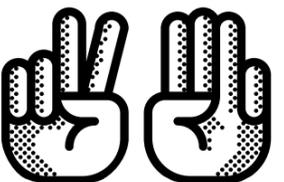
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Who we are /

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.



Attention

Brand

Influence

Engage

Amplify

Your Message.

Grow

Achieve

Identity

Interest

Market

Matter

Passion

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



We are obsessed.

Hitting your goals

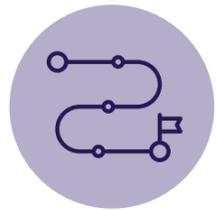
Communication

Design

Collaboration

Process

Our approach + process /



N°1

STRATEGY

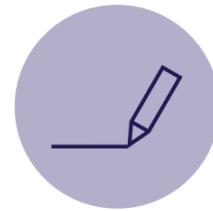
Key objectives
Plan implementation



N°2

IDEATION

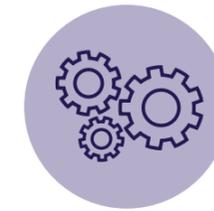
Conceptualizing the event
Event location



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 /



Attain



Glossier.

SEPHORA



POPSUGAR.



ARTICLE.



ANTHROPOLOGIE

Google

MARC JACOBS

attentive®

LOVE home AND planet



adyen

groupm

ELLE DECOR

Walgreens

MOAT



pandora

BuzzFeed

LUMENIS

jump®



Teads



COGNITIV



yieldmo

FORTER

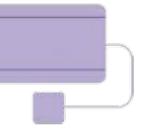


Verticals /

Advertising



Technology



Media+Publishing



Telecom



Beauty+Wellness



CPG+Retail



Philanthropy



Meet the team /



Jessica Boskoff

Founder, CEO + Creative Director

Bringing 18 years of industry experience through Hospitality + Event Production, Jessica blends a design-forward approach with compelling storytelling. Known for her out-of-the-box experiences and for delivering high-touch events, Jessica's work has earned her a spot as a top industry pro - whilst building an award winning agency. Leveraging innovation, technology, and sensory elements, Jessica continues to grow the capabilities of Twenty Three Layers, expanding across all verticals, on a global level.



Stephanie Tsang

Director of Operations, Marketing + Partnership

Steph brings over 13 years of client and strategic partnership management, event marketing, and large-scale production experience in the B2B and B2C space to Twenty Three Layers. Project managing across 23L's design and production teams and streamlining internal and external communications, Steph focuses on efficient and effective pre-production and on-site execution to ensure event success and client satisfaction.



Carolina Guillen

Design Director

With a Master's in Exhibition & Experience Design and expertise in graphic design, Carolina brings the ability to create cohesive branding across all of 23L's events. She is a multidisciplinary designer blending creative innovation with practical design solutions. Having worked for agencies and brands alike, Carolina has extensive knowledge on how to interpret the clients direction through a creative lens. Current responsibilities involve leading the design team, collaborating with clients and vendors, and managing design workflows.

Meet the team /



Leha Edwards

Senior Producer

For over 15 years, Leha has crafted corporate events that blend creativity, strategy, and seamless execution. She loves everything from creative brainstorming to flawless on-site execution, and is known for her ability to bring together diverse teams. She blends design and fabrication expertise with a rare perspective across client, agency, and vendor roles; ensuring alignment across diverse teams. Leha's collaborative spirit and strategic insight make her a trusted partner in bringing every event vision to life.



Vanessa Ramon

Producer

Vanessa comes with experience in stage and technical production, understanding the complexities within the event space. A skilled communicator and problem-solver, Vanessa is committed to ensuring all elements of an event are planned thoroughly and get translated perfectly straight thru to on-site execution. With the ability to manage across all categories of production, Vanessa is able to trouble-shoot any issues that arise.



Cammi Cohen

Designer

Cammi's background in Spatial Experience Design and Visual Presentation includes experience in branding, event design, and experiential design. Now an Experiential Designer at 23 Layers, she blends artistic and technical capabilities tailored for innovative design solutions, allowing her to craft visually stunning events.



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



04 / Surprise + Delight Moments



03 / Out-of-the-Box Breakouts



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



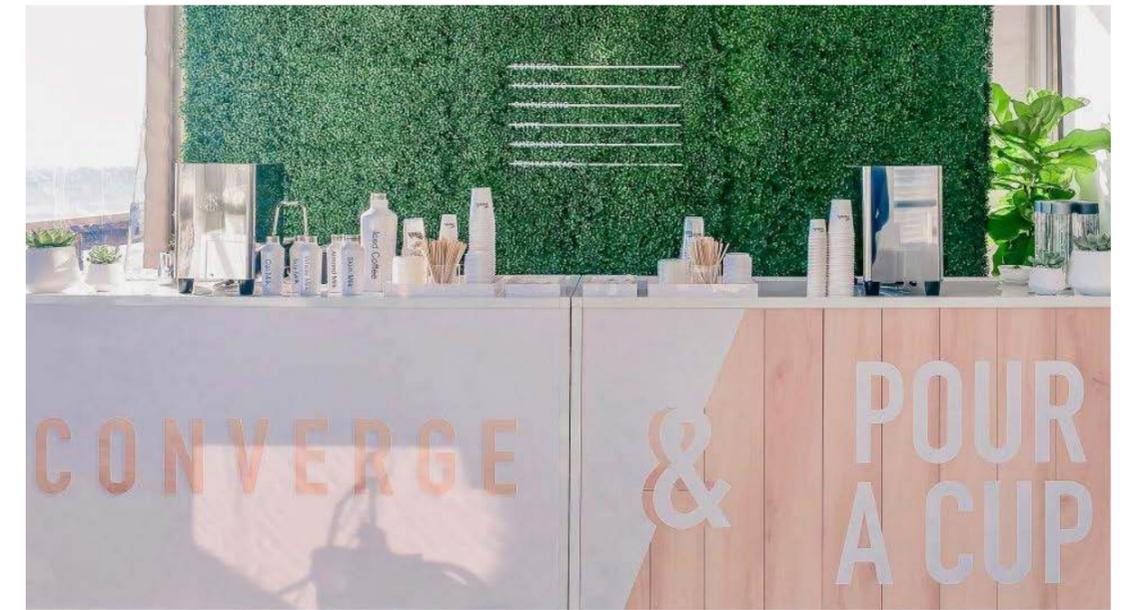
02 / Badges



04 / Swag



03 / Branding Concept



05 / Gifting



06 / Collateral Design



03/ mParticle CAB Summit

Soho House, Rome, Italy

mParticle by Rokt gathered their executive partners for a high-touch Customer Advisory Board Summit at Soho House Rome, blending strategic conversation with immersive Italian hospitality.

The three-day program featured custom stage design, branded environmental details, and a seamless production that elevated the space. Breakout sessions, off-property dinners, and local experiences, from pizza making to guided cultural excursions, created an atmosphere of connection, collaboration, and authentic engagement. The result was a sophisticated summit that brought together strategy, culture, and community in one unforgettable experience.



1 Custom
Main Stage

3 Local Offsite
Activities

6 Authentic
Italian Meals

65 Welcome
Packets

03/ mParticle CAB Summit

Soho House, Rome, Italy

01 / Custom Gifting Station

Featured a curated selection of locally sourced Italian products, allowing guests to create personalized gift sets.

02 / Entry Doors

Wrapped with custom graphics containing the full summit itinerary, floor guide, and illustrations of iconic Italian landmarks, welcoming guests with both information and a sense of place.

03 / Welcome Packet

Designed as a modern nod to classical Roman sculpture, setting an immersive tone that celebrated the destination from the start.

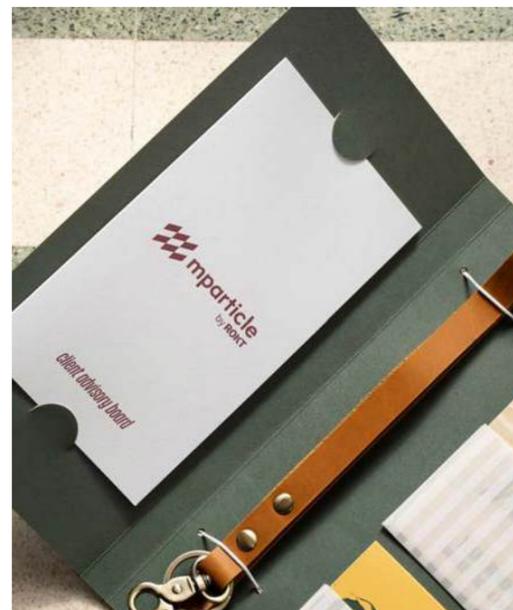
01 / Custom Gifting Station



02 / Badges



04 / Welcome Packet



03 / Environmental Graphics



05 / Coffee Bar



06 / Gifting



04/ Attain Outcome Summit

Baha Mar, Nassau, Bahamas

The Outcome Summit brings together the change-makers — the bold marketers, media leaders, and technology disruptors rewriting rules of what media and marketing should deliver. What we delivered on was creating the perfect atmosphere for these conversations to take place.

The SLS Baha Mar served as our venue, taking over the Rooftop Pavilion as the main stage, while utilizing existing restaurants, on-site activities and offsite excursions to provide networking and interaction opportunities through the 3 days. Fusing Attain's branding with the Bahamas vibes and look and feel helped to balance corporate purpose with the bright environment. Intentional details and surprise and delight moments kept guests engaged around every corner.



120 Room Drops

20 Junkanoo Performers

6 Flamingos For Flamingo Yoga

8 Breakout Locations

04/ Attain Outcome Summit

Baha Mar, Nassau, Bahamas

02/ Check-In Experience

A custom folder included everything attendees needed- name badge, agenda, newspaper print, and activities information.

05 / Activities

Specially curated activities allowed networking and time to relax while immersing in the local environment- flamingo yoga, catamaran excursion, cocktail making classes, and beach cabanas

06 / F+B Collateral + Premiums

Special design and branding touches like menus that rotated to open, cocktail napkins, and drink chips that decorated rims of glasses, brought in details that did not go unnoticed.

01 / Custom Collateral



02 / Check-in Experience



03 / Main Stage



04 / Room Drops



05 / Activities



06 / F+B Collateral and Premiums



05 / Jump Associates

Carneros Resort, Napa Valley, CA

The Jump Offsite is an invite-only summit for strategy and innovation leaders. Bringing future-focused leaders together, 3 days were spent discussing what's changing, what works, and focusing on real conversations, thoughtful strategy, and peer connection to shape the future.

Utilizing key spaces at Carneros Resort, we were able to create major intersection areas for intentional and impactful conversations. The Hub created the central point for networking breaks when not in the main stage or in Deep Dive breakout sessions. Evening parties featured designs that brought Jump's themes and color palette to life, creating the perfect backdrop for connecting. Curated room drops welcomed attendees to the memorable days ahead.



3 Days of
Programming

13 Main Stage
Speakers

304 Speaker
Books Gifted

1 Live Podcast
Taping

05 / Jump Associates

2025

03 / The Hub

The Hub served as the central area for guests during the week, where F+B was served, home to the all-day coffee cart, and where conversations continued from the Main Stage.

04 / Gifting

In addition to the room drop gifting, books written by the featured main stage speakers were available in The Hub library for attendees to take a physical piece of content home with them.

06 / White Party

To keep things fresh from the year prior, an LED light-up dance floor was installed, changing from all white in the beginning of the evening to multi-color as the night progressed, ending in the ultimate dance party.

01 / Arbor Dinner



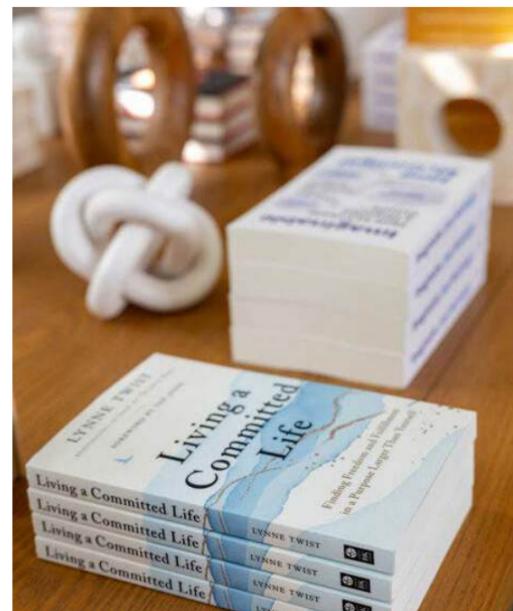
02 / Main Stage



03 / The Hub



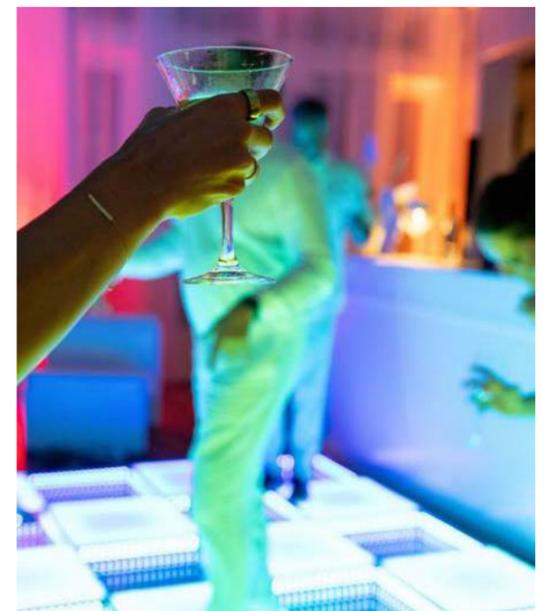
04 / Gifting



05 / Spa Party



06 / White Party



05 / Jump Associates

2024

01 / Welcome Dinner

Jump's orange was amplified through design touches from the floral install on the escort board, print collateral of menus and name cards, to the dried oranges decor.

03 / Main Stage

The circle became a motif that was featured throughout the event, nodding to creating a circle of like-minded leaders and peers.

05 / Spa Party

The spa party featured relaxing massages, great music, and even blend your own smoothie bikes, set with the Napa landscape as the backdrop.

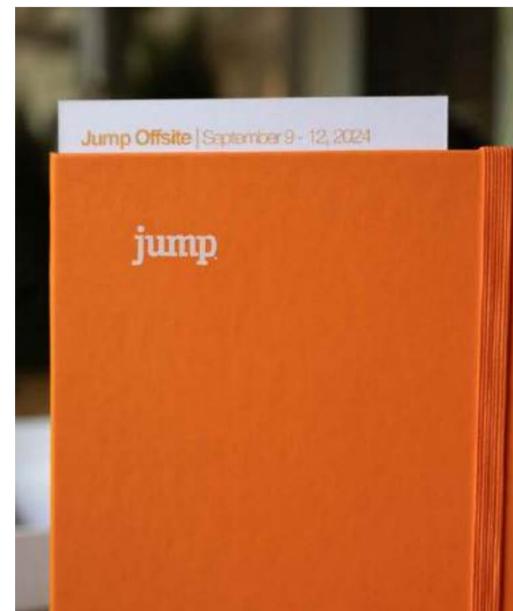
01 / Welcome Dinner



02 / Coffee Bar



04 / Custom Premiums



03 / Main Stage



05 / Spa Party



06 / White Party



Offsite + Summit

Conference

Festival

Pop-up + Retail

Launch + Press

Experiential

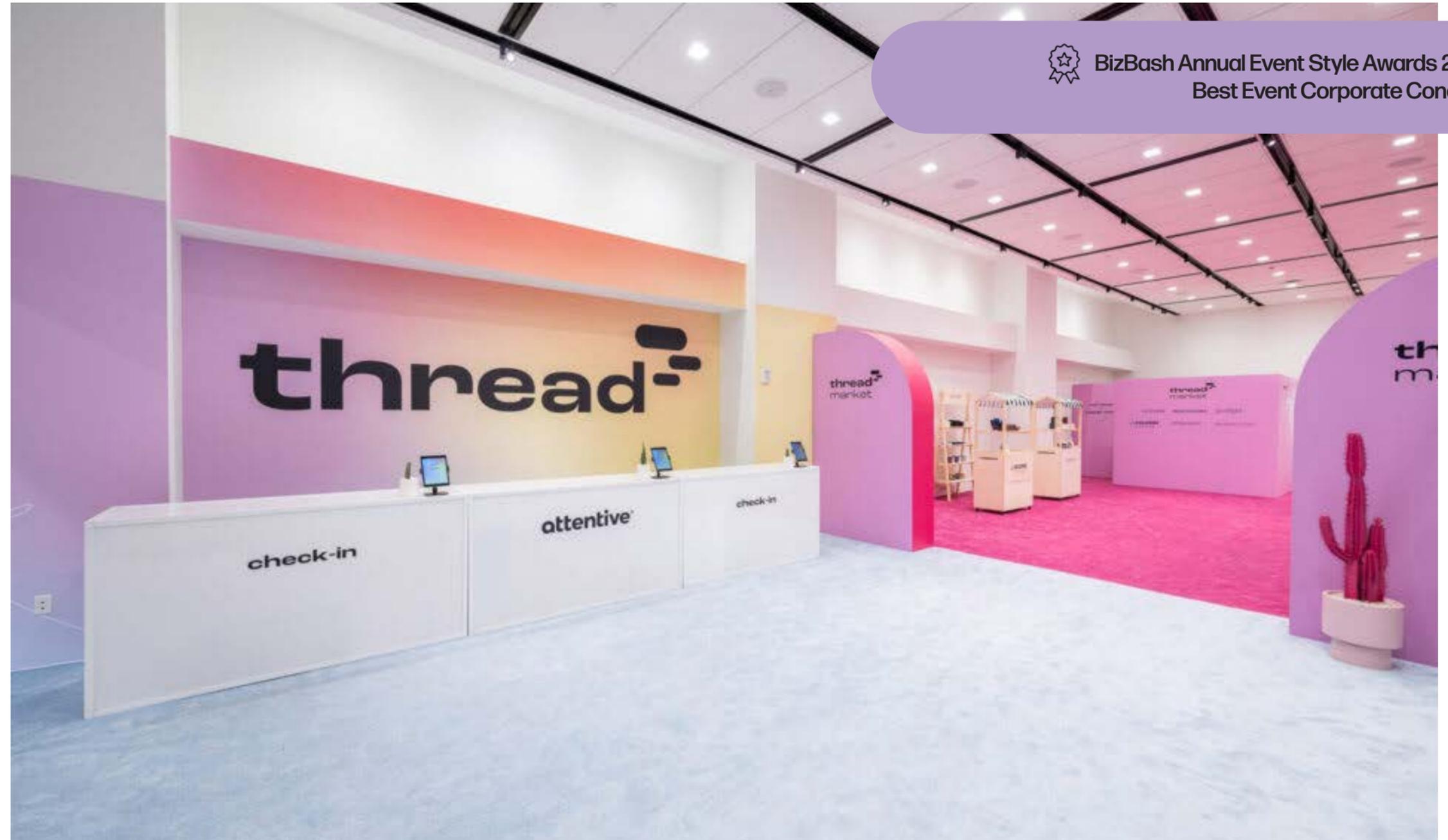
Non-profit

06 / Attentive Thread

Center 415, New York City

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

06 / Attentive Thread

Center 415, New York City

01 / Impactful Branding

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

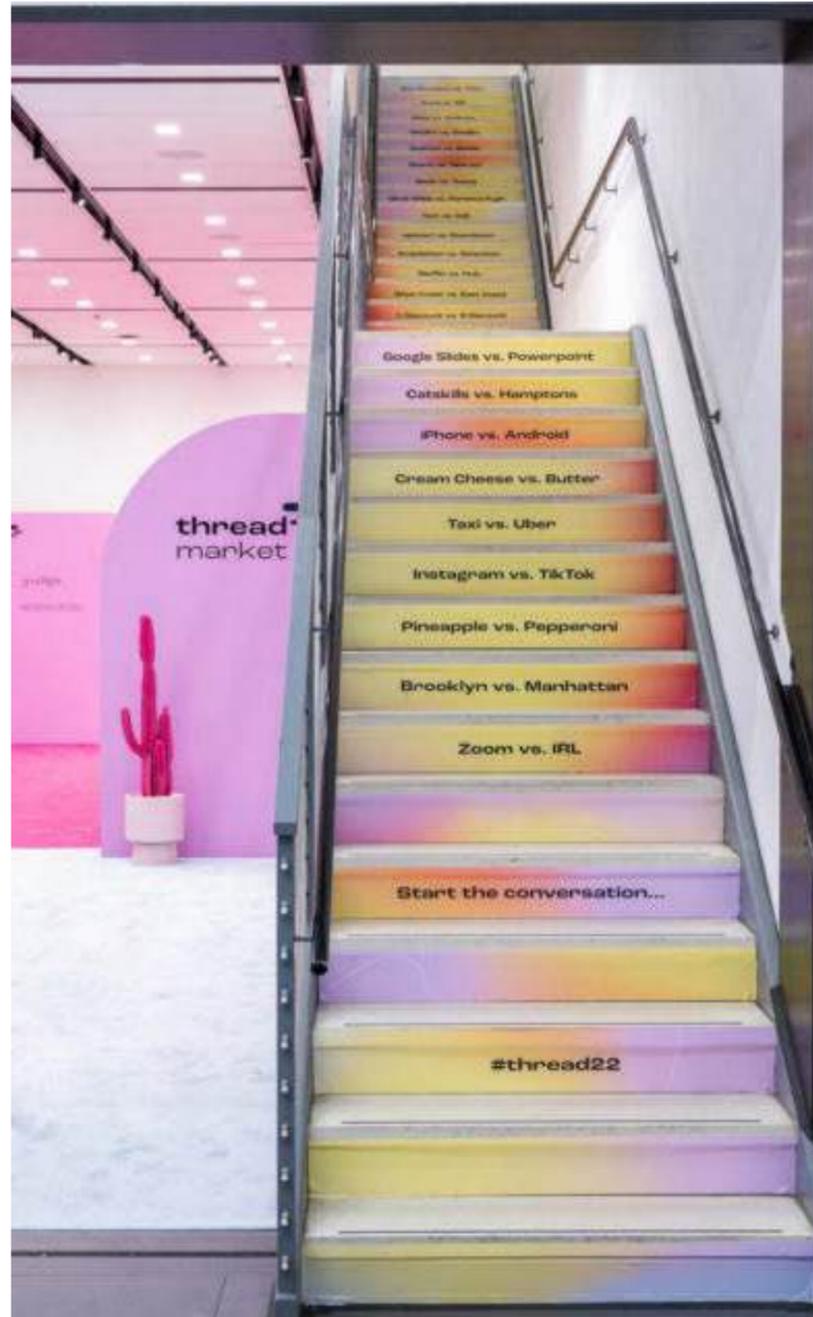
04 / Thread Tunnel

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

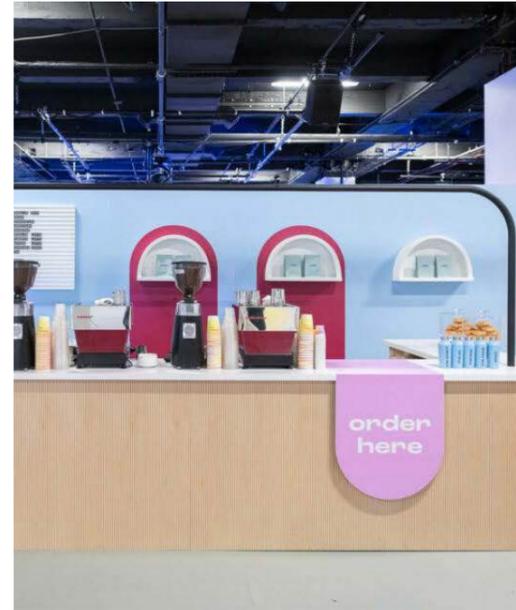
05 / Creative Spaces

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

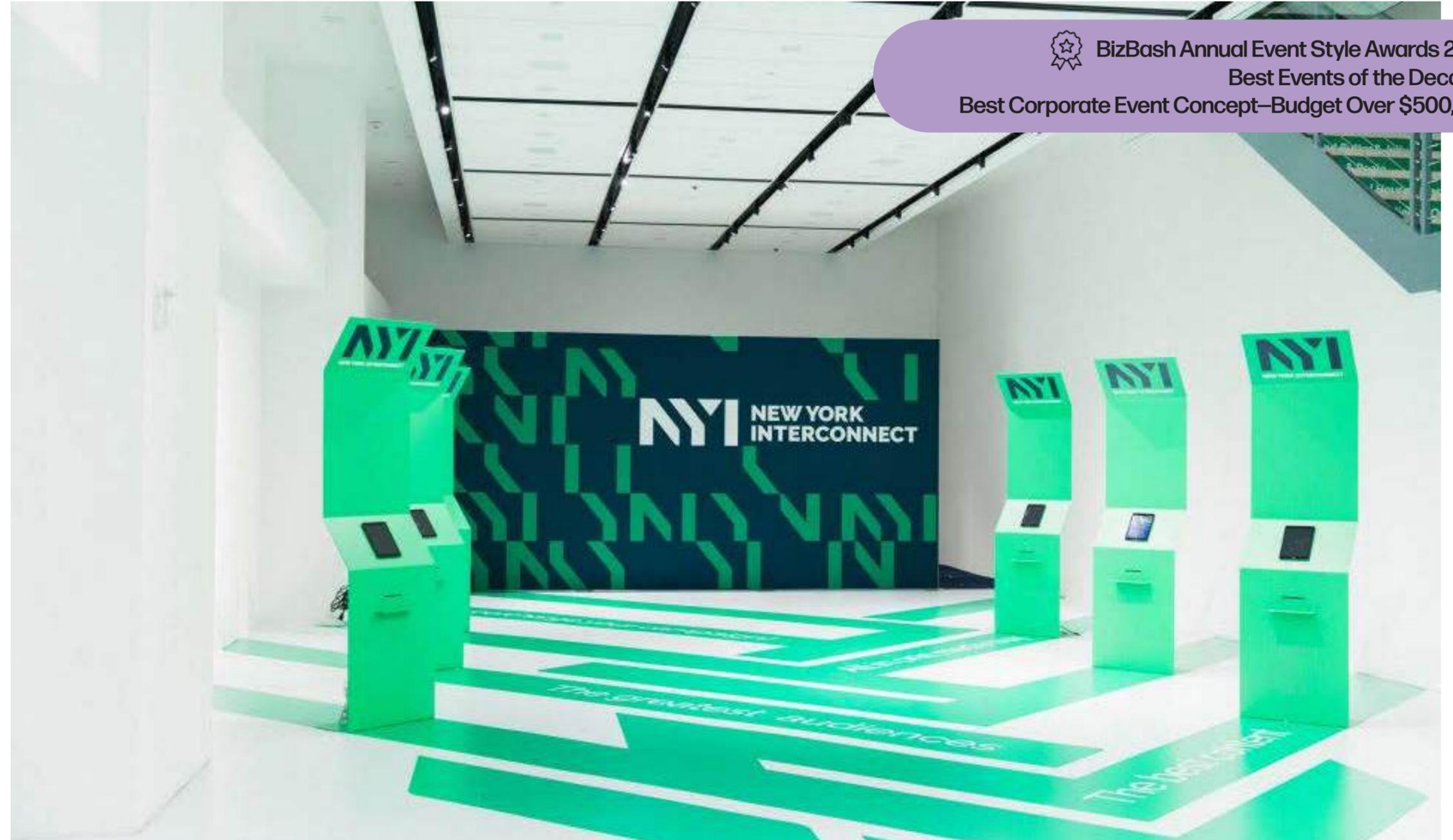


07 / NYI Upfront

Center 415, New York City

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.



 BizBash Annual Event Style Awards 2020
Best Events of the Decade:
Best Corporate Event Concept—Budget Over \$500,000

500 Total
Guests

10 Custom
Builds

30 Network
Talent

1 Live
Performance

07 / NYI Upfront

Center 415, New York City

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



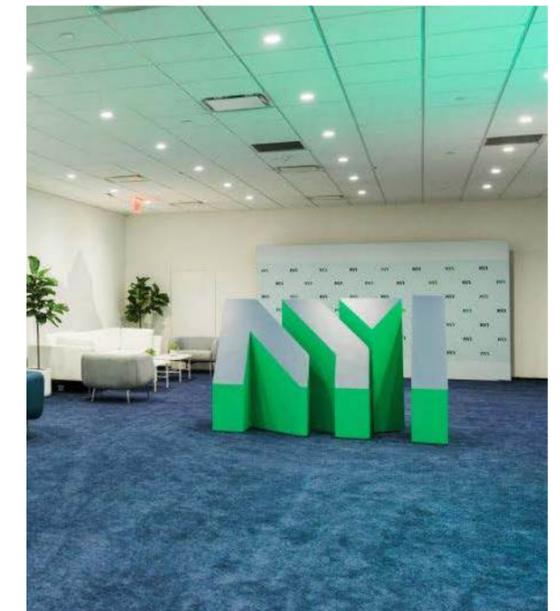
04 / Large Scale Branding



05 / Fabrication



06 / 3D Installation



08 / mParticle Acceleration

Spring Studios, New York City

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

08 / mParticle Acceleration

Spring Studios, New York City

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.

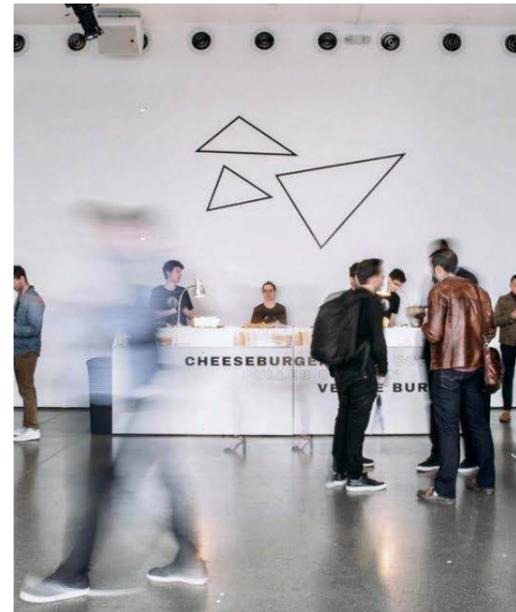
05 / Stadium Seating

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



03 / 3D Stage Design



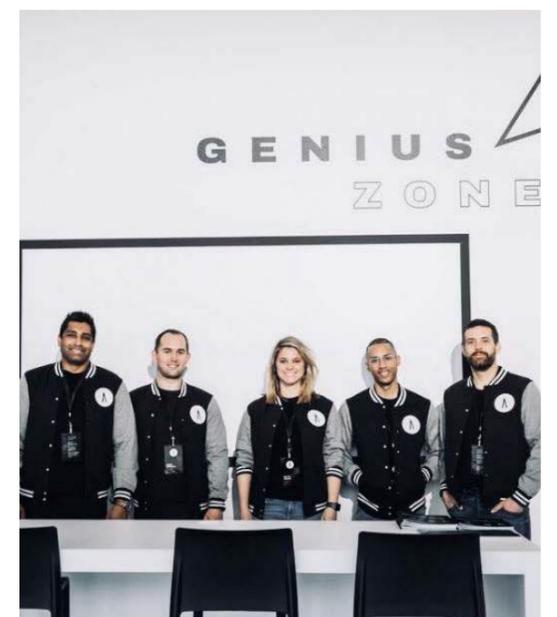
04 / Coffee Bar



05 / Stadium Seating



06 / Genius Bar



09 / 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.



300 Total
Guests

6 Impact
Labs

7 Food
Concepts

1 Off the Market
Space

09 / Forter IMPACT

2025

Spring Studios, New York City

01 / Coffee Bar

The Impact Coffee Bar featured a custom-painted coffee bar, window graphics, with suspended menu signage. Branded cups, napkins and stirrers were the perfect final touches.

03 / Main Stage Design

Featuring Spring Studios windows as the backdrop, transparent panels of acrylic featured Forter's colors, which creating a dynamic and changing design element as the light shifted throughout the day.

04 / Decision Makers

Content was created for touch screen kiosks for video, images, and copy interaction that highlighted key individuals

01 / Coffee Bar



02 / F+B



04 / Decision Makers



03 / Main Stage Design



05 / IMPACT Labs



06 / IMPACT Shop



09 / Forter IMPACT

2024
Center 415, New York City

01 / Exterior Branding

With incredible street presence that Center 415 provides, window graphics and branding enhanced the guest experience before even entering the space.

02 / Environmental Graphics

With the theme of NYC, environmental graphics helped to differentiate areas within the venue, with special nods to Central Park, the skyline, and bodegas.

05 / Impact Labs

Painted a green to match NYC subway stops, metal frames suspended TV screens and product information while still allowing the environmental graphics to be the main visual.

01 / Exterior Branding



02 / Environmental Graphics



03 / Custom Coffee Bar



04 / Main Stage Design



05 / IMPACT Labs



09 / Forter IMPACT

2022
Little West 12th, New York City

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



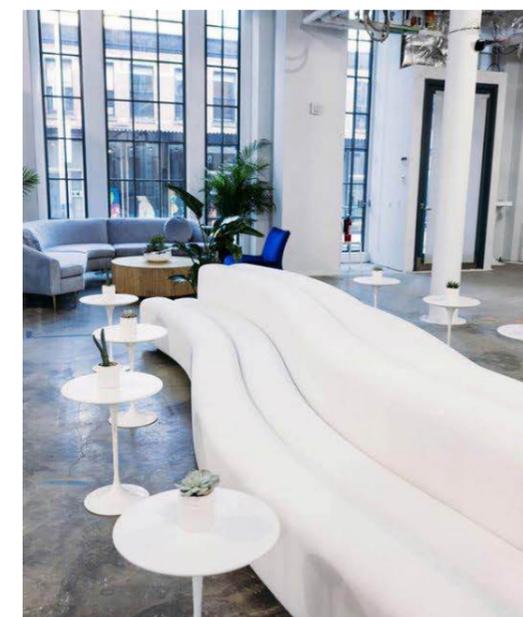
03 / Main Stage Design



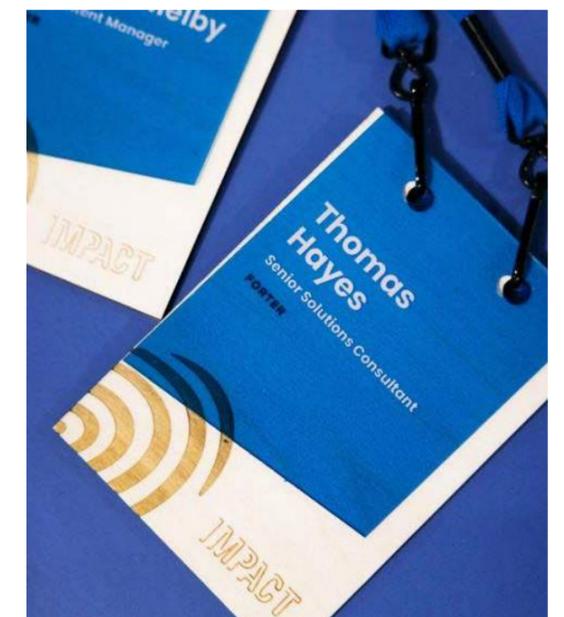
04 / F + B Concepts



05 / Look + Feel



06 / Premium Badges



Offsite + Summit
Conference

Festival

Pop-up + Retail

Launch + Press

Experiential

Non-profit

10 / Teads at Cannes Lions

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

10 / Teads at Cannes Lions

2022

03 / Yacht + Quayside Build

The quayside build was the first touchpoint onto the yacht and served as a throughway 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



11/ Pandora at Cannes Lions

2019

For the 2019 Cannes Lions Festival of Creativity, Pandora looked to 23 Layers to bring the power of audio to life through storytelling. The immersive audio experience in the cabana showcased the six dimensions of sound-leading advertisers through each dimension and identifying their effect on the physiological, emotional and cognitive.

The cabana was fun, engaging, personalized and modern- it stood out among the rest and identified Pandora as the unmistakable leading audio advertising platform.



3 Days of
Programming

15 Private Music
Sessions

20 Hi-Tech
Headphones

500 Cooling
Agents

11 / Pandora at Cannes Lions

2019

01 / Festival Branding

Pandora's cabana was fully branded to create a cohesive space, welcoming guests for content sessions, activations, and hosted parties.

02 / Audio Experience

A listening station provided individual headphones and a personal listening experience that amplified Pandora's messaging.

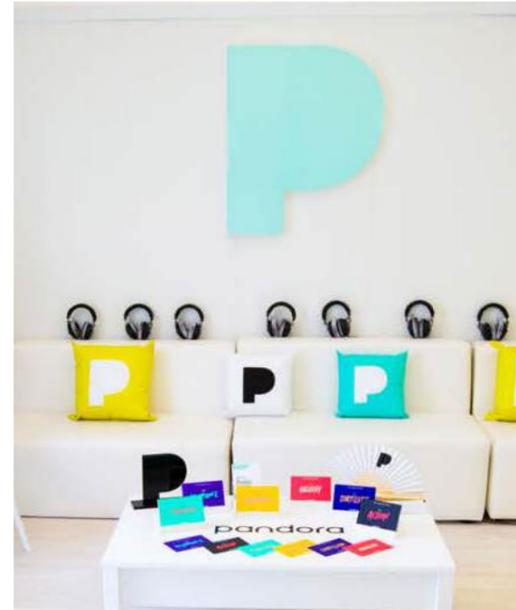
03 / Photo Moment

Everyone loves a photo moment! Branded props and a curated playlist encourages guests to step in and support the theme of "Female Empowerment."

01 / Festival Branding



02 / Audio Experience



03 / Photo Moment



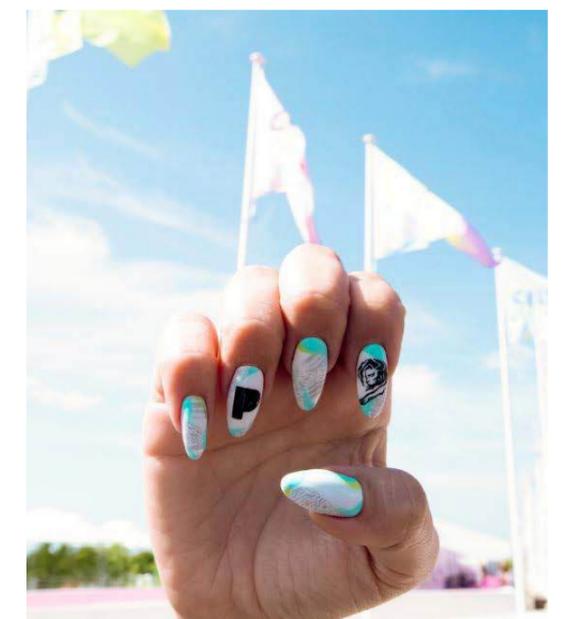
04 / Fabrication



05 / Branded Premiums



06 / Photography



12 / Cognitiv at Cannes Lions

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, custom fabrications, to yacht branding. Quayside activations provided instant brand awareness, engagement with new and returning clients, and provide an impactful touchpoint and surprise and delight moment throughout the day.



4 Live Days

4 Years of Partnership

3 Epic Themed Events

9 Hours Of Live Entertainment

12 / Cognitiv at Cannes Lions

2025

03 / Quayside Experience

An iced coffee bar provided the perfect kickstart to the day, welcoming guests and inviting them to pause and send a note at the postcard writing station

05 / Custom Fabrications

A custom merchstand perfectly displayed branded guest premiums ranging from hats, face spray, and wet bags. Being stationed next to the all-day hydration station created a centralize engagement area for guests.

06 / Client Dinners

Themed dinners were brought to life through printed F+B menus, tabletop and dinnerware rentals, florals and curated decor.

01 / Postcard Writing Station



02 / Programming



03 / Quayside Experience



04 / Branding



05 / Merchstand + Hydration Station



06 / Client Dinners



12 / Cognitiv at Cannes Lions

2022 - 2024

01 / Quayside Design

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

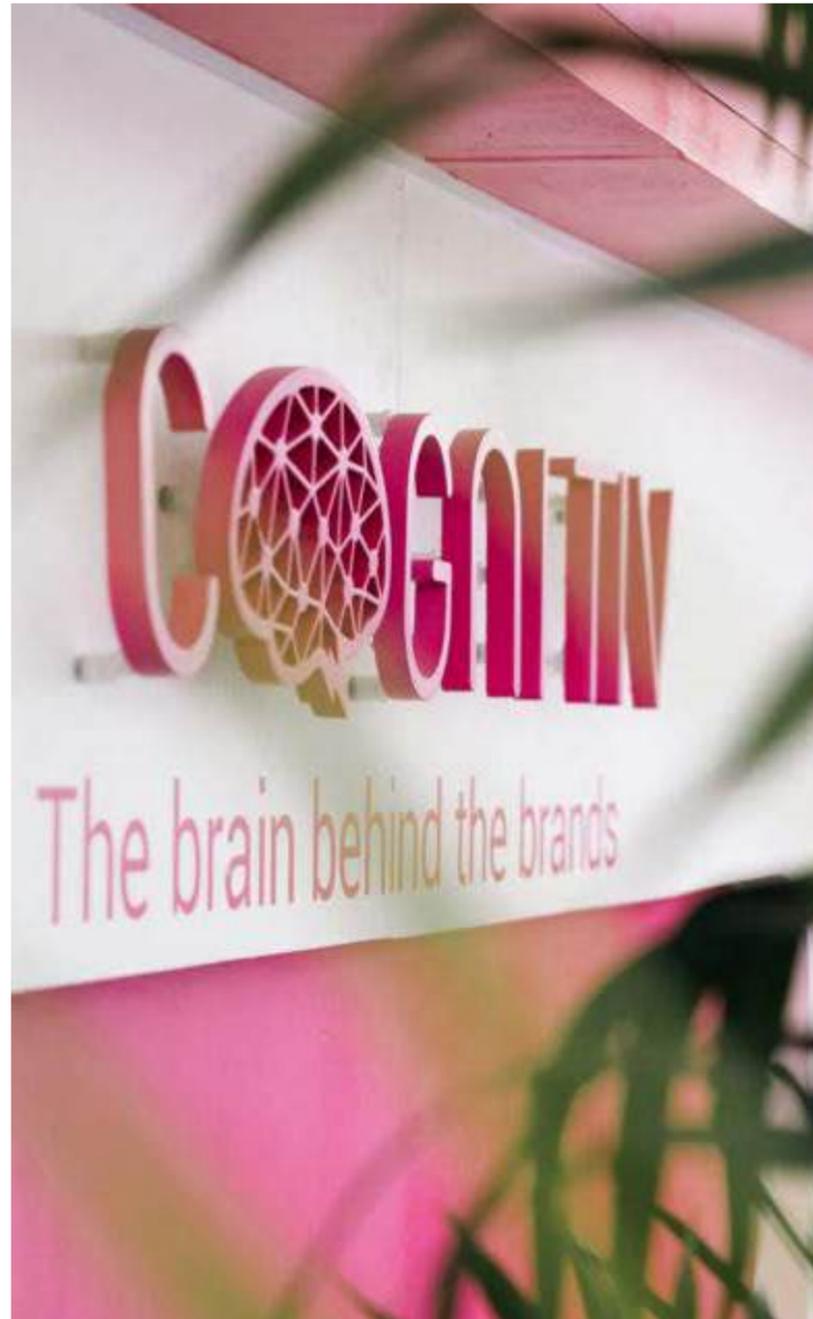
04 / Custom Premiums

Cognitiv's brand presence was weaved through items ranging from custom ice cubes, neon signs, branded smoothie cups, and fans 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



03 / Smoothie Bar



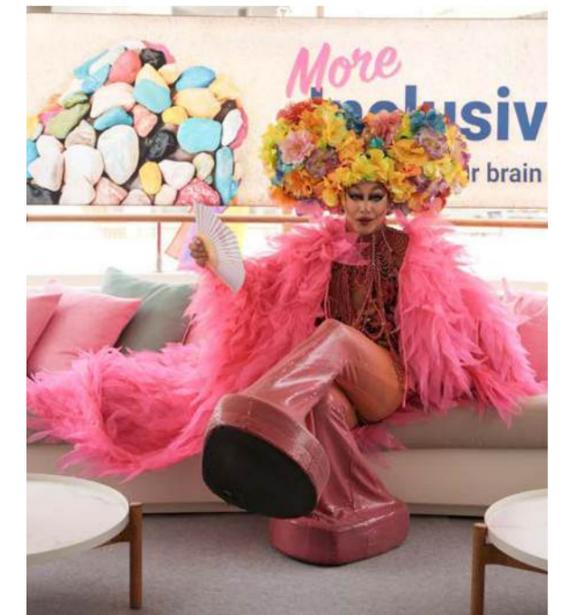
04 / Custom Premiums



05 / Floral Install



06 / Entertainment



13 / Waterdrop @ South Beach Wine & Food Festival + Store Opening

Miami, Florida

Originating in Europe, Waterdrop has a mission to encourage people to drink more water in order to live a healthier lifestyle. To launch a community in Miami, Waterdrop focused on presence at the SOBEWFF, then integrating the design and elements into a storefront in South Beach.

Waterdrop at the SOBEWFF featured a custom fabricated bar with integrated product display, hydration taps, and branding. Festival sampling then extended to in-store sampling with the launch of their storefront. A mural from a local artist brought in the Miami look and feel in Waterdrop's color palette and branding, perfectly tying the brand in with their new home.



1 In-Store Custom
Local Artist mural

8 Featured Flavors

10,000+ SOBEWFF
Samples

30,000+ Festival
Attendees

13 / Waterdrop South Beach Wine & Food Festival

Miami, Florida

04 / Built-In Taps

Taps were built-in to the backdrop of the fabrication, allowing seamless sampling of core flavors, while providing an interactive opportunity.

05 / Signage

Free-standing signage encouraged samplers to engage with the brand through social media following, sharing snaps, and staying in touch beyond the experience.

05 / Premiums

Water bottles were color coordinated to match featured flavors, allowing samplers the chance to walk away with a bottle of their own to continue their hydration journey.

01 / Fabrication



02 / Sampling



04 / Built-In Taps



03 / Product Display



05 / Signage



06 / Premiums



13 / Waterdrop Miami Store

Miami, Florida

01 / Product Display

The product display integrated into their festival backdrop was mimicked in the storefront, using the colored packaging as a design element, which could be switched out seasonally to feature new flavors.

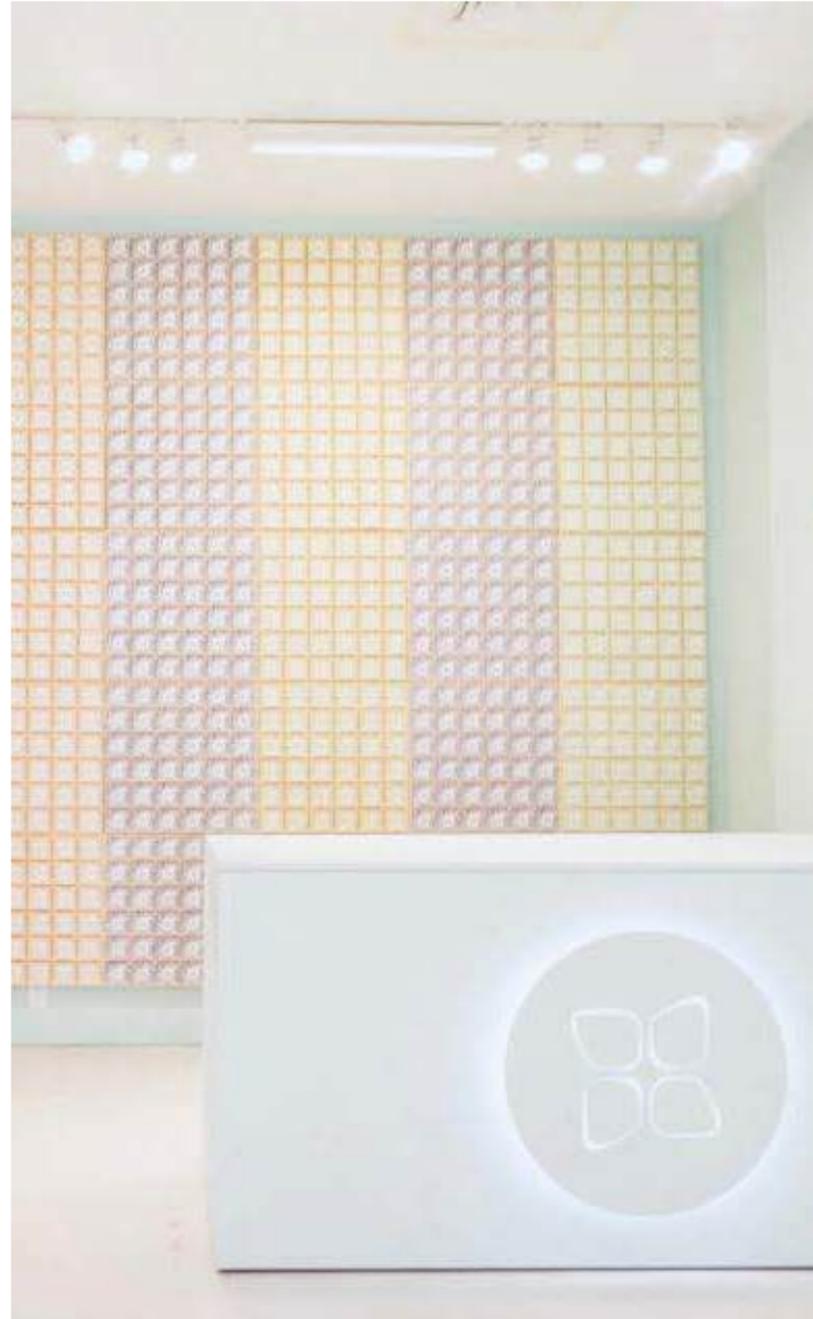
03 / Custom Finishes

Custom fabrication display shelving and counters beautifully highlighted Waterdrop, from backlit shelves, to tabletop displays and storage drawers.

05 / Built-In Taps

Continuing the built-in taps from the festival allowed self-serve sampling in the store, encouraging flavor exploration.

01 / Product Display



02 / Exterior Branding



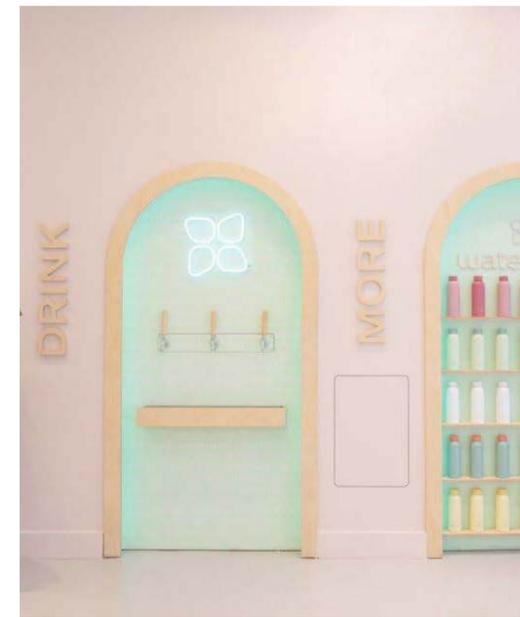
03 / Custom Finishes



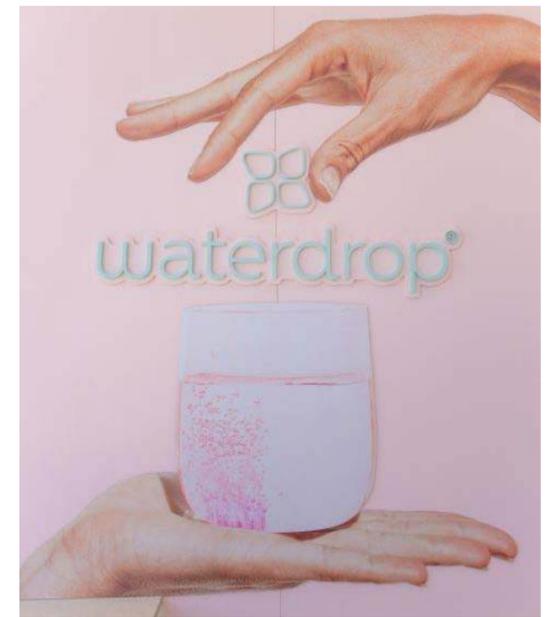
04 / Sampling



05 / Built-in Taps



06 / Branding



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

14 / 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

14 / 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

02 / Ice Cream Picks

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

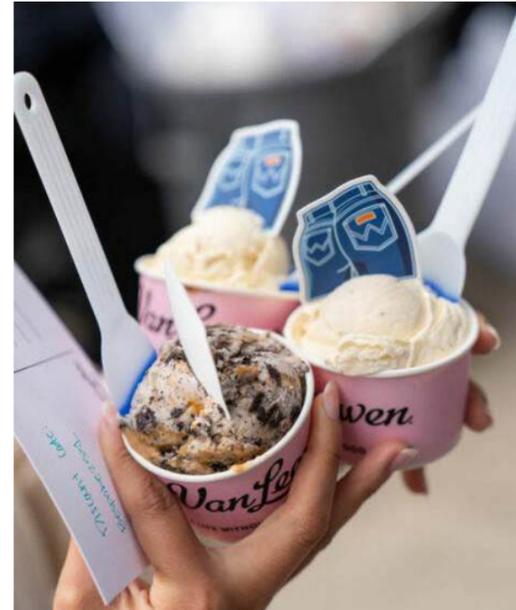
05 / Postcard Activation

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



15 / 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

15 / 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.

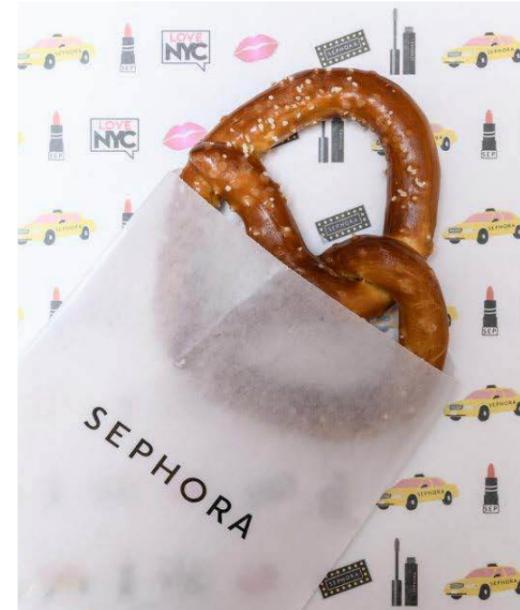
06 / Activations

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



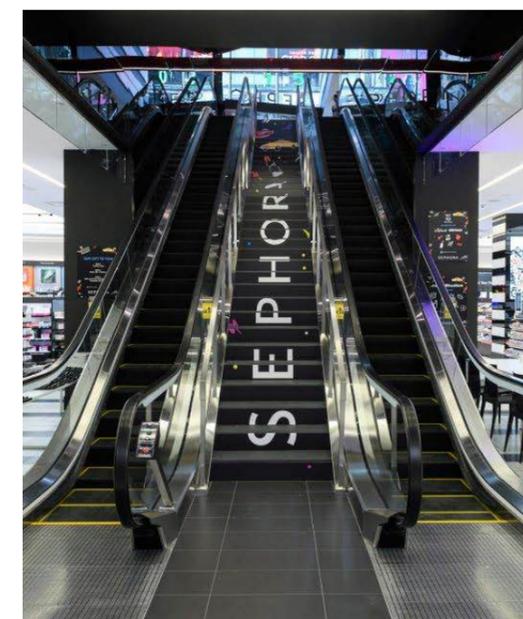
03 / Entry Moment



04 / Cocktail Branding



05 / Stair Kicks



06 / Artisan Stations



16 / Popsugar Shoppable Retail Window

New York City, NY

A storefront in NYC was taken over by Popsugar with their partnership with Stacy's Pita Chips, shining a spotlight on remarkable female founders sourced directly from Stacy's FoundedByHer.org business directory.

Shoppable windows featured custom fabrications and product displays for exploration by those passing by. QR codes and signage shared the stories behind each display and theme, more information on the products, and the purpose of the limited time pop up.



20+ Featured
Products

8 Fully Designed
Window Displays

7 Live Days

3 Custom
Neon Signs

16 / Popsugar Shoppable Retail Window

New York City, NY

01 / Designed Windows

Three windows displayed the themes of Mind, Body, and Soul, individually designed with curated products and display methods.

05 / Lighting

Custom lighting installs in the window fabrications kept the storefront lit and prominent throughout the hours of the day.

06 / Shoppable QR Code

QR codes on each window allowed individuals to virtually shop, sharing the stories of the founders behind the products.

01 / Designed Windows



02 / Window Product Displays



04 / Featured Partners + Founders



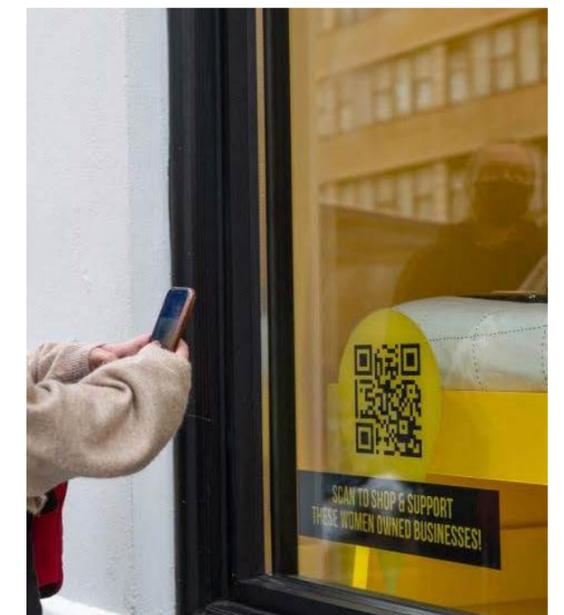
03 / Pop-Up Branding + Signage



05 / Lighting



06 / Shoppable QR Code



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Festival
Pop-up + Retail
Launch + Press
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Non-profit

17 / 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

17 / 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.

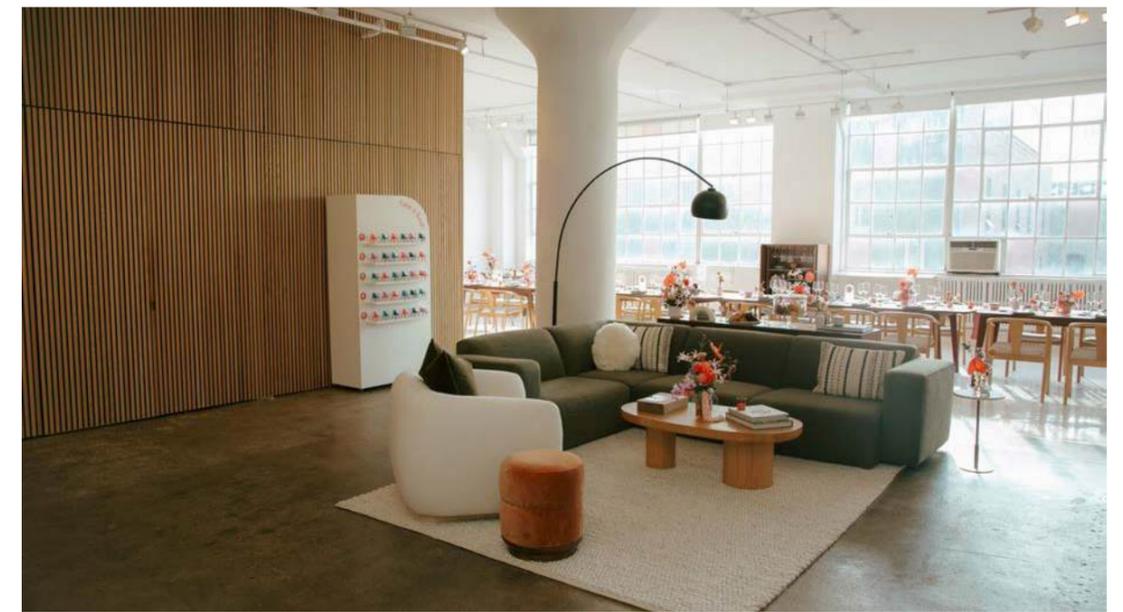
01 / Escort Board



02 / Photo Booth



03 / Furniture Styling



04 / Surprise + Delight



05 / Styling



06 / Vinyls



18 / Spotify AudioVisual Book Launch

Lightbox, New York City

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

18 / Spotify AudioVisual Book Launch

Lightbox, New York City

02 / VIP Guests

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

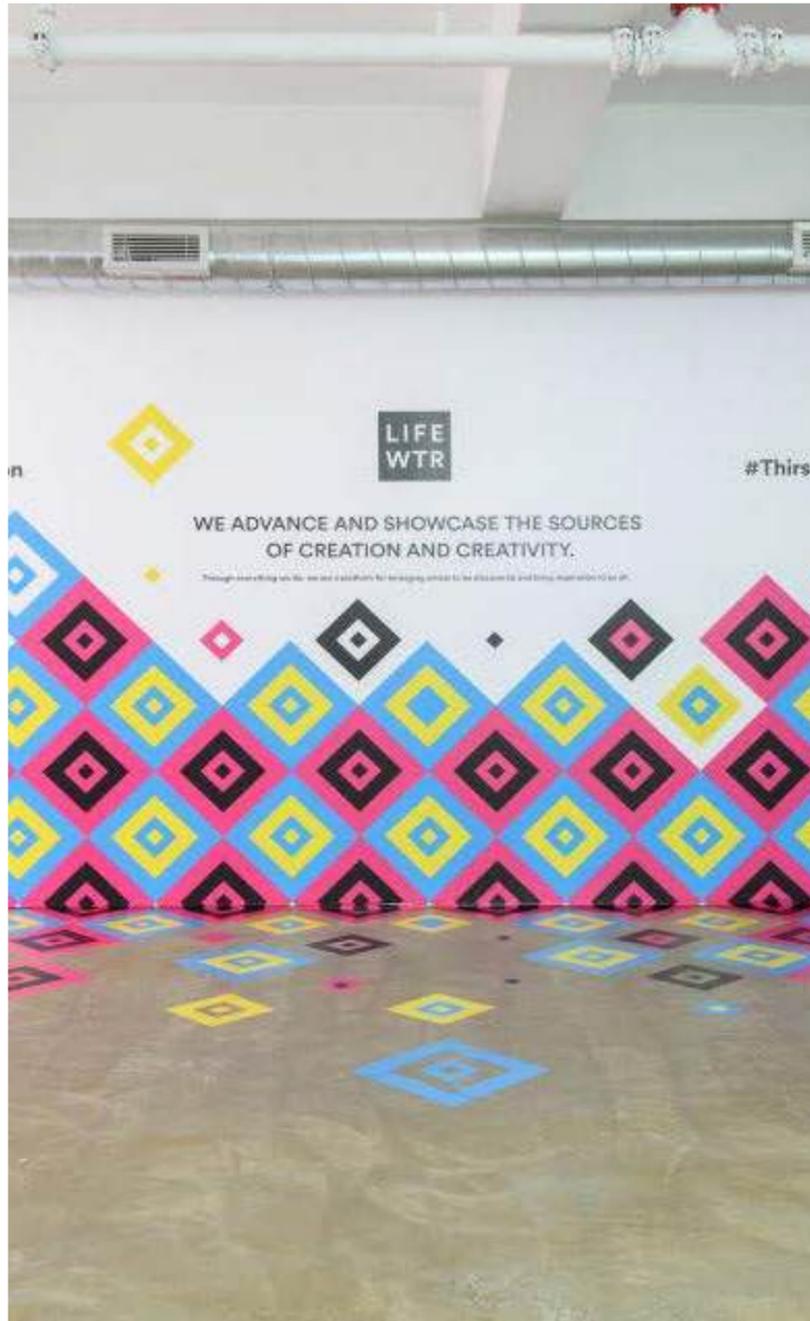
03 / Immersive Storytelling

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



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19 / GroupM Block Party

The Oculus, New York City

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

19 / GroupM Block Party

The Oculus, New York City

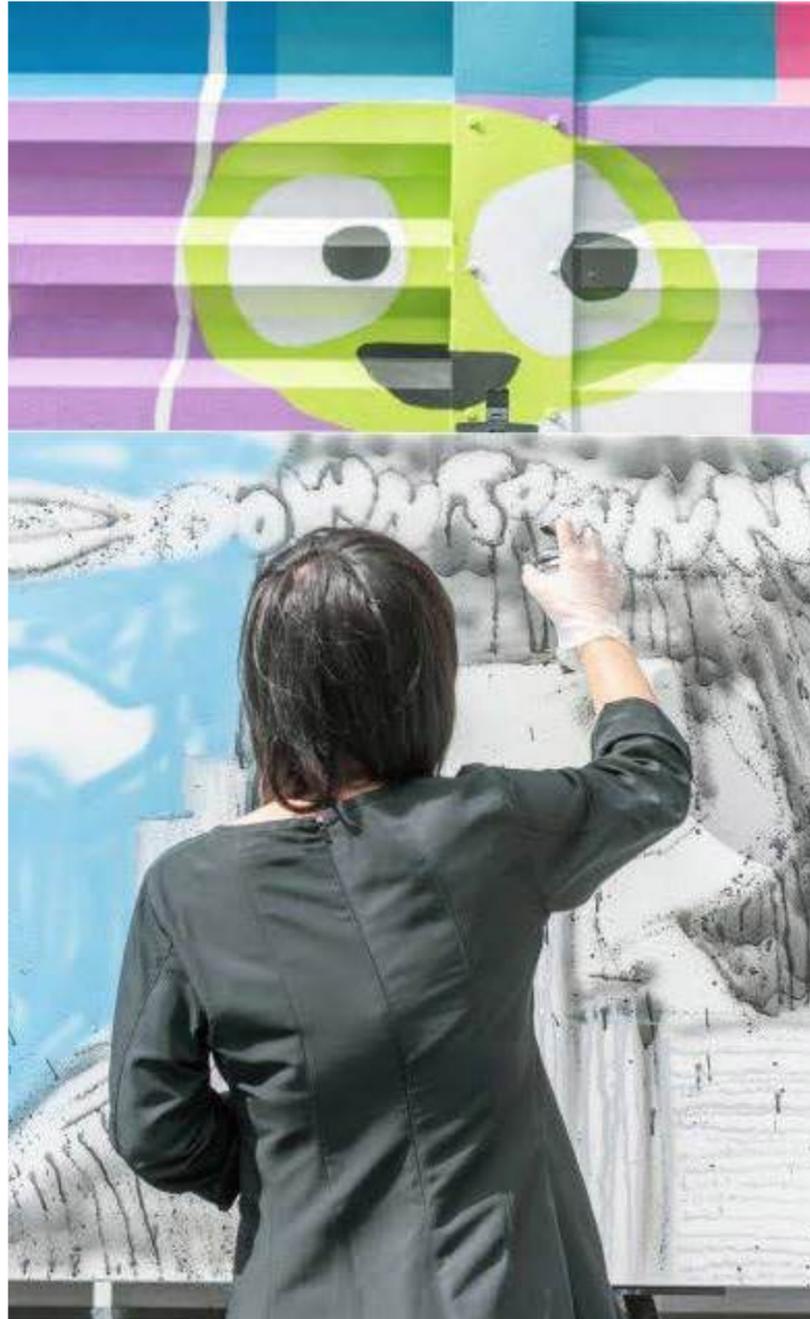
01 / Live Art

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



20 / Old Coin to Bitcoin

The SF Mint, 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

20 / Old Coin to Bitcoin

The SF Mint, 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.

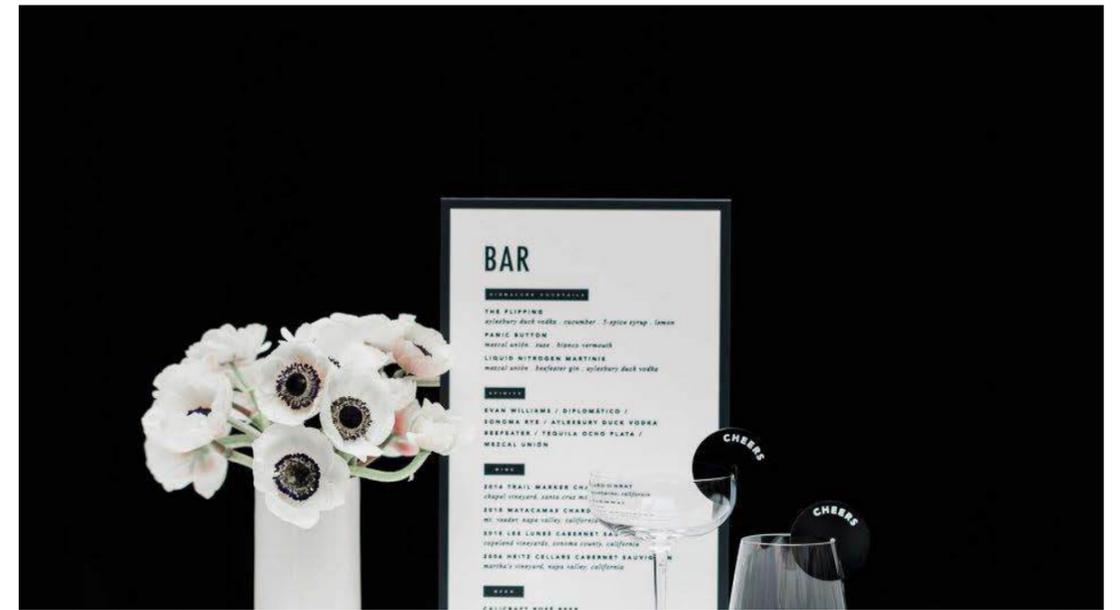
01 / Tablescape Design



02 / Crypto Currency



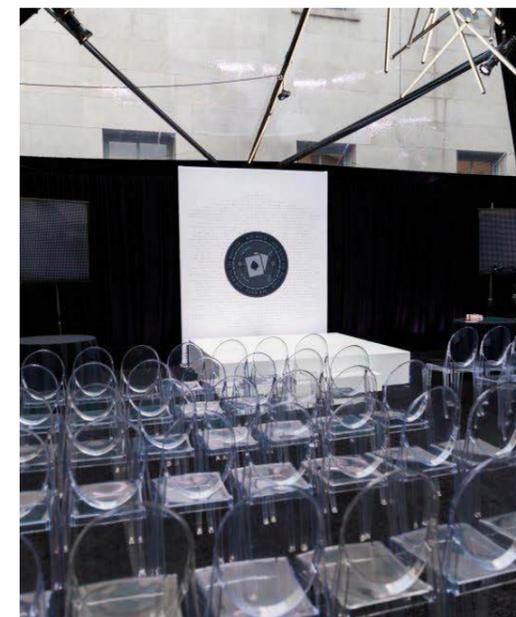
03 / Details



04 / Escort Board



05 / Fireside Chat



06 / Talent



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21 / 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

21 / 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



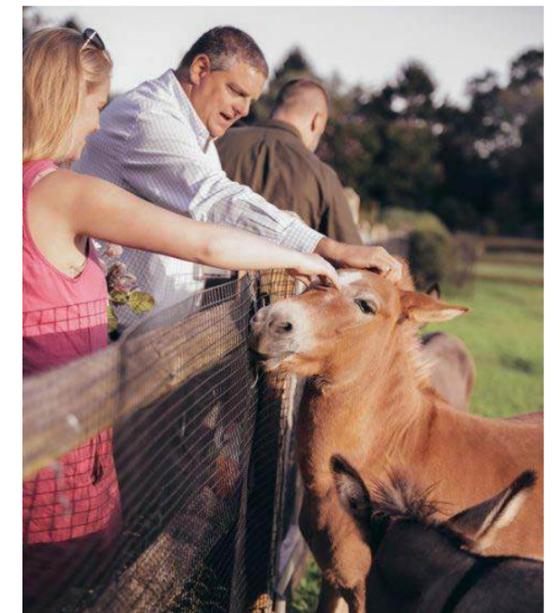
04 / Styled Vignettes



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





NEON RIVER

A CREATIVE WEDDING AGENCY



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 *I 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



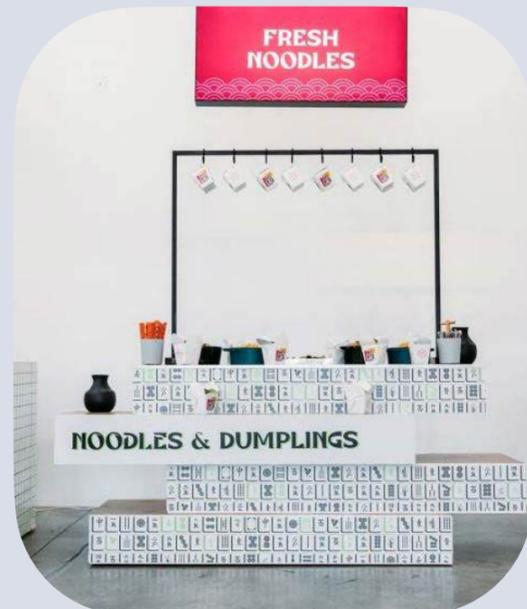
03 / The Reception



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

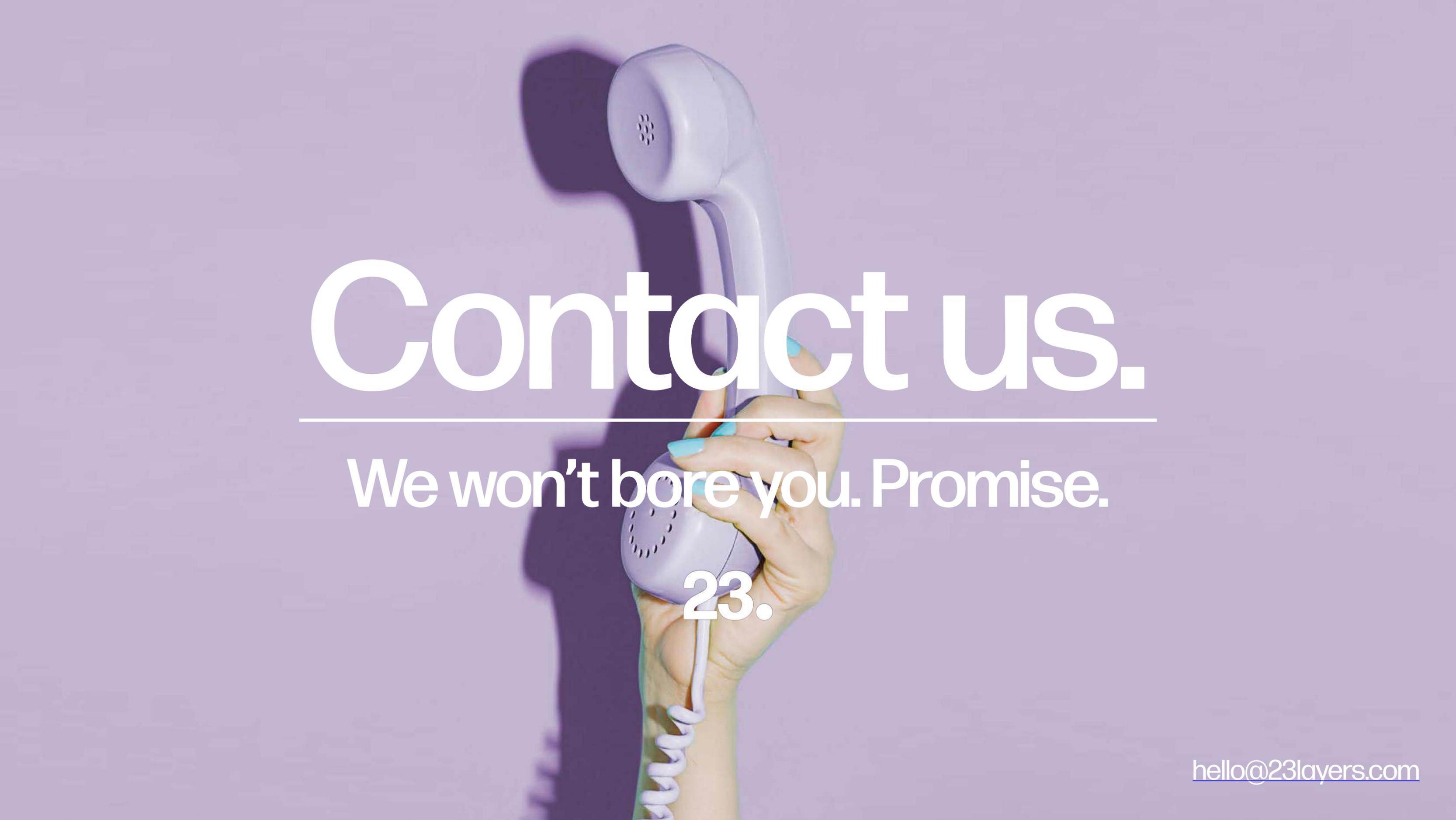


05 / Surprise!



06 / The Ceremony



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

Contact us.

We won't bore you. Promise.

23.