

Over Us

2019-2020 FASHION DESIGN BA STYLING_ART DIRECTION

N°21 BRAND EVENT_‘OVER US’

BY DURU ATES_STEPHANIE ARAS_ZEYNEP USTUN

**I LIKE DESIGNERS WITH A CONSISTENT STYLE.
SOMETHING PRECISE THAT DOES NOT CHANGE
EVERY SEASON.
I'M DRAWN TO THAT.**

ALESSANDRO DELL'ACQUA

BRAND TIMELINE : N°21



JULY_N21 FOR LIMITED / UNLIMITED EXHIBITION



WOMAN'S COLLECTION RELEASED



FIRST ACCESORIES RELEASE



MEN'S COLLECTION RELEASED



N21 FIRST STORE IN TOKYO, JAPAN OPENS



NOVEMBER_ PRODUCTION- DISTRUBUTION PLAN SIGNED WITH Grant SpA



SEPTEMBER_ KARTELL COLLABRATION KNOT #N21LovesKartell



FIRST STORE IN SHISEGAE, SEOUL, KOREA OPENS



NOVEMBER_ FIRST FLAGSHIP STORE IN HONG KONG, CHINA OPENS



JUNE_ KWAY x N21 COLLABRATION



JANUARY_ FW16 N21 KIDS RELEASE IN PITTÌ BIMBO FLORENCE



FIRST MILAN FLAGSHIP STORE OPENS



APRIL_ N21 FOR KARTEL COLLABRATION TATI LAMP #N21LovesKartel



JUNE_ FARFETCH STARTS TO SELL N21



MAY_ SHOP-IN-SHOP STORE OPENS IN RINASCENTE, MILANO



FEBRUARY_ NET-A-PORTER STARTS TO SELL N21



SEPTEMBER_ FIRST LIVE N21 ON NET



JUNE_ FIRST STORE IN PORTO CERVO, ITALY OPENS



MAY_ N21 x LINDA FARROW COLLABRATION



APRIL_ MILAN HEAD QUARTERS OPENS



JANUARY_ A DISTRUBUTION PLAN WAS SIGNED FOR KOREA WITH LEE & HAN



JUNE_ STUTTERHEIM x N21 ON RUNWAY



OCTOBER_ POP UP KIDS STORE IN HAROLD'S OPENS



JANUARY_ STUTTERHEIM x N21 IN STORES

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020

ARTIST : MARIO MERZ



THROUGH THE IGLOO MOTIF MERZ EXPLORES THE FUNDAMENTALS OF HUMAN EXISTENCE: SHELTER, NOURISHMENT AND HUMANITY’S RELATIONSHIP TO NATURE.
HE EXAMINES THE LOST PURITY OF PRE-INDUSTRIAL SOCIETIES AS WELL AS THE CHANGING, NOMADIC IDENTITY OF MODERN MAN.
MERZ’S IGLOOS ARE COMPRISED OF DIVERSE MATERIALS INCLUDING THE ORGANIC AND THE ARTIFICIAL, THE OPAQUE AND THE TRANSPARENT, THE HEAVY AND THE LIGHTWEIGHT.

THE IGLOO IS A WOMB,
AND WOMBS CAN GIVE BIRTH TO THINGS.

MARIO MERZ

EVENT TIMELINE : OVER US



ONE NIGHT

ONE BRAND N21

ONE ARTIST MARIO MERZ

ONE LOCATION PIRELLI HANGARBICOCCA

ONE EVENT TIMING

19.00 EXHIBITION - 22.00 PARTY

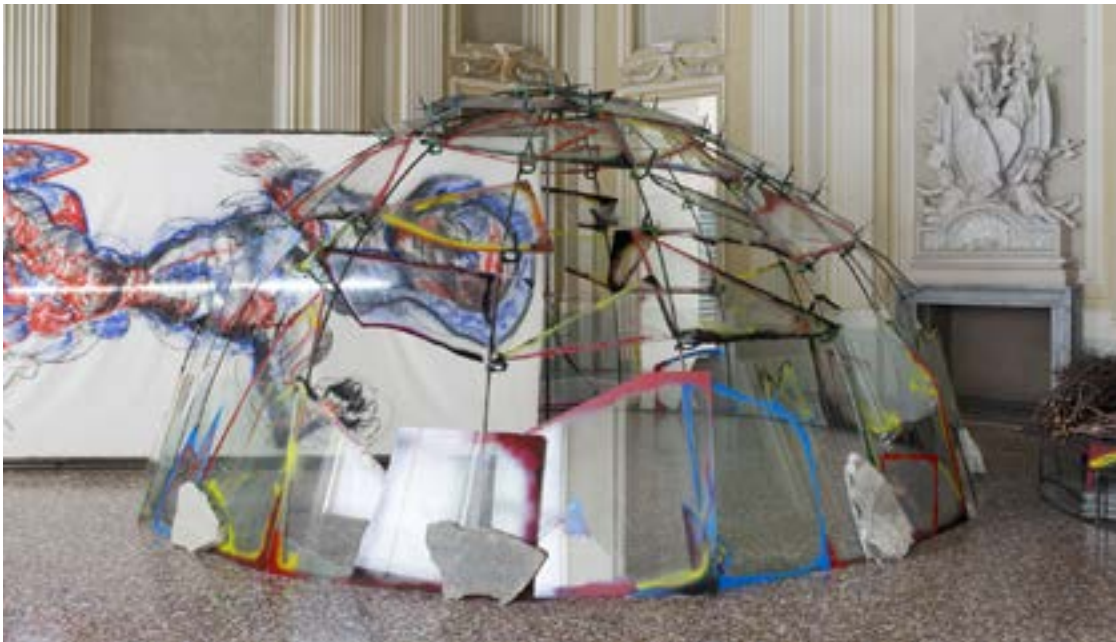
TYPE

PRIVATE EVENT

GUESTS 500 PEOPLE (200 Journalist - 300 Guests)

MUSIC ETHNIC TECNO by VIKEN ARMAN

ARTWORKS



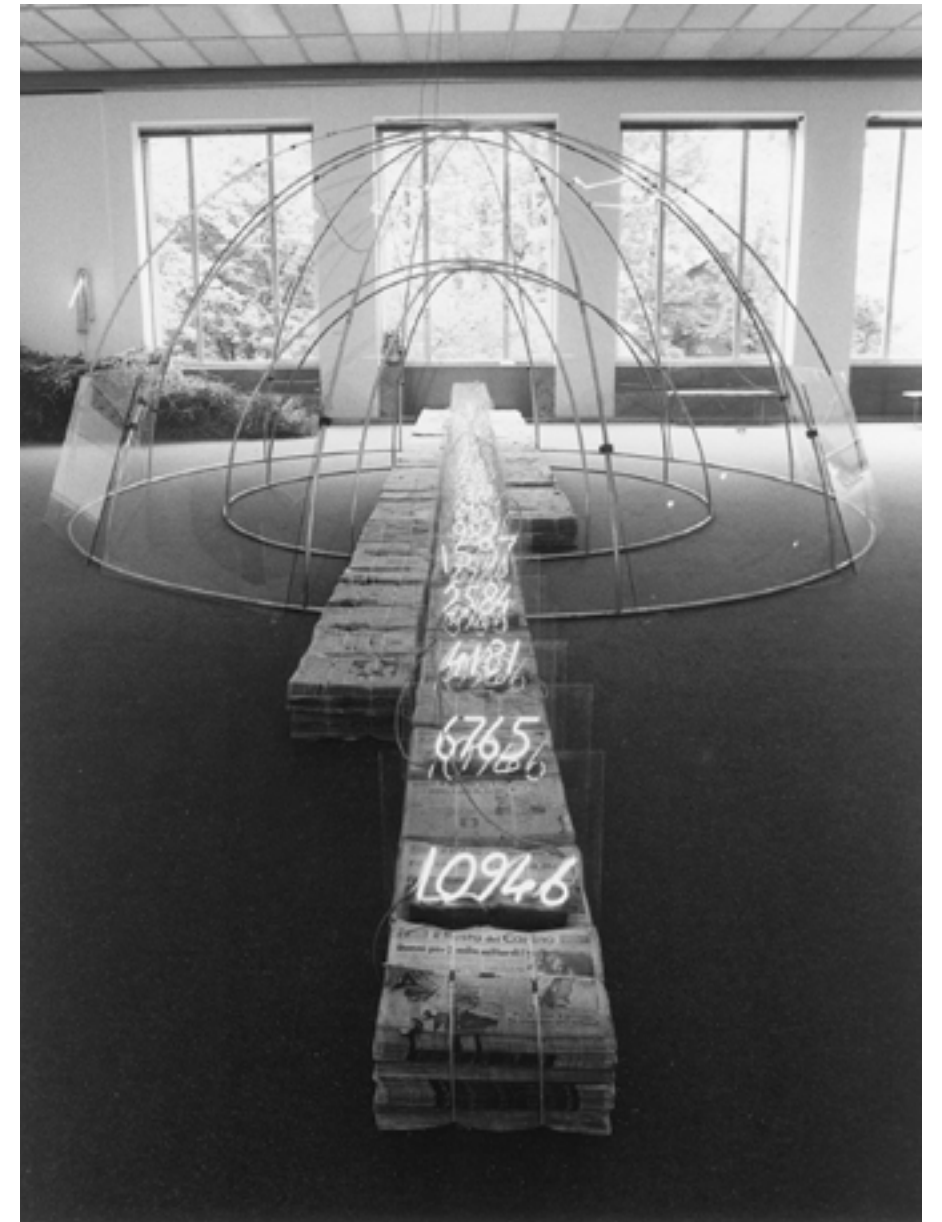
1981

ARCHITETTURA FONDATA
DAL TEMPO
118 X 235 IN.



1984-2002

UNTITLED (TRIPLO IGLOO)
118 X 235 IN.



1985

SENZA TITOLO
118 X 500 IN.

ARTWORKS



1987

DROP OF WATER
118 X 500 IN.



1978

'IF THE HOAR FROST GRIP THY TENT THOU WILT
GIVE THANKS WHEN NIGHT IS SPENT'
118 X 235 IN.



1968-69

IGLOO CON ALBERO (IGLOO WITH TREE)
118 X 235 IN.



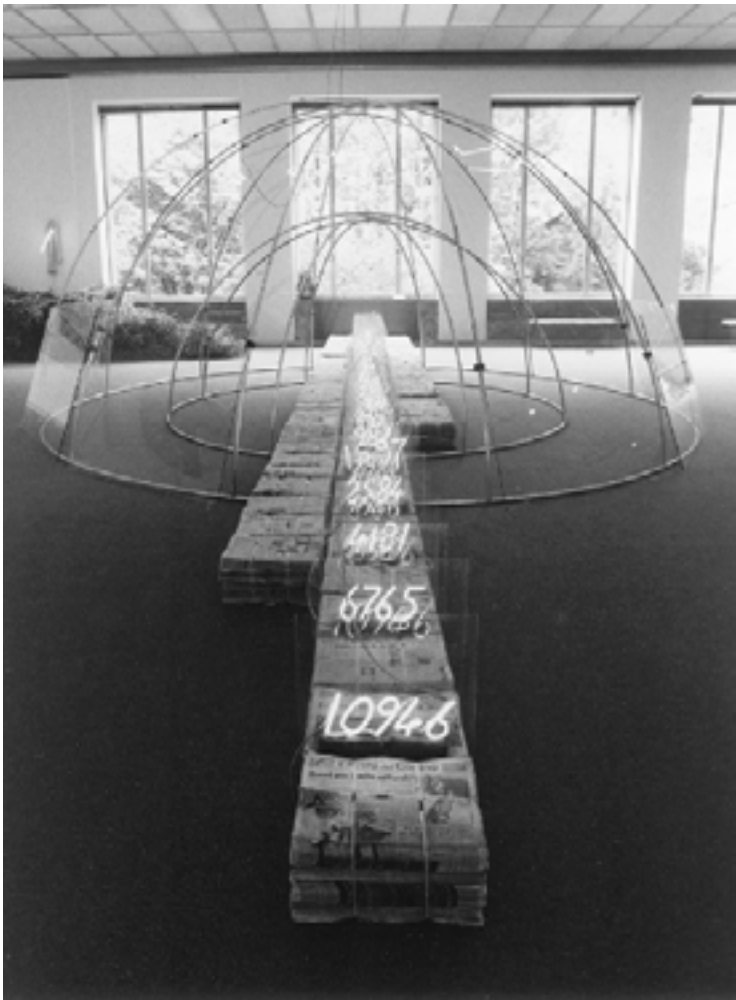
1



2



3



4



5



6

CONCEPT : MATERIALS AND COLOURS

MATERIALS



GLASS

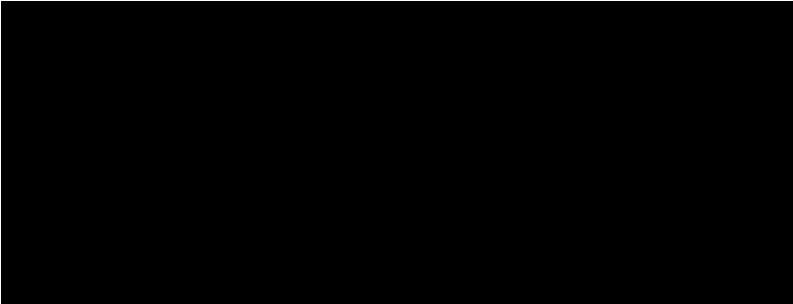


METAL



PLASTER

COLOURS



BLACK

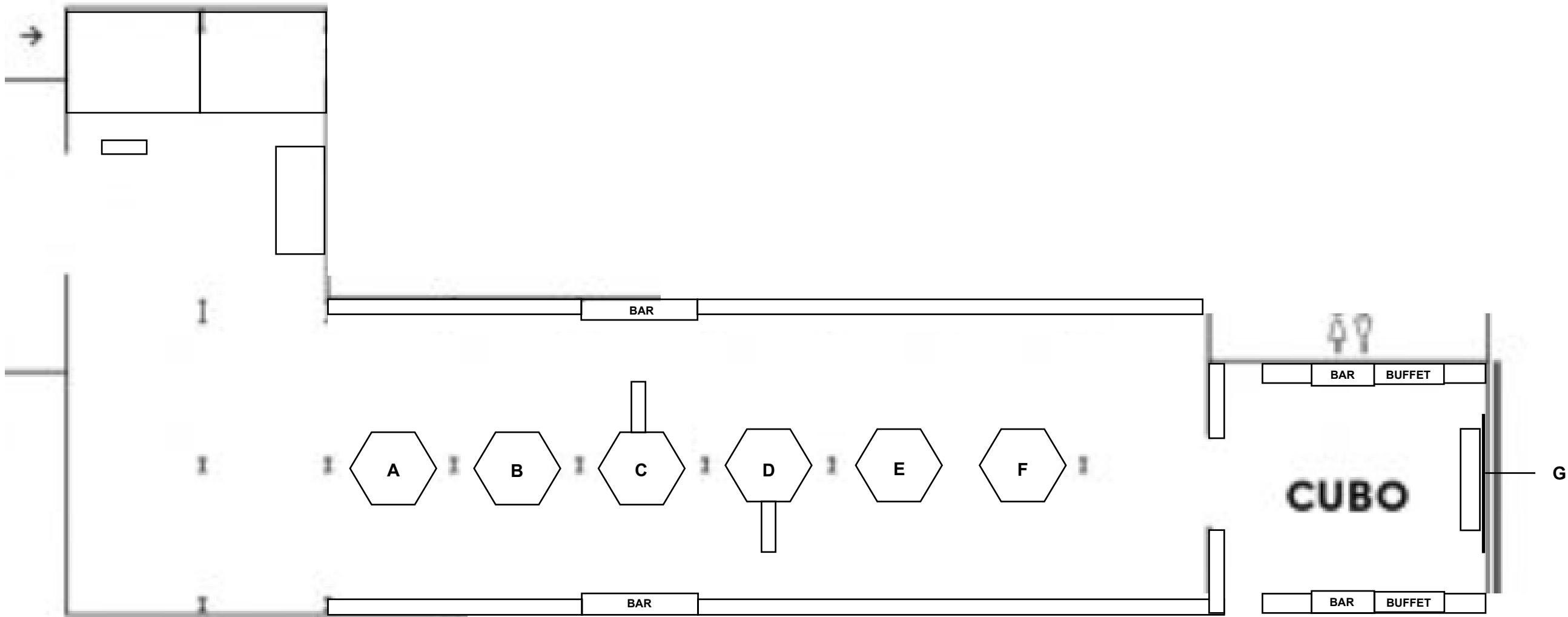


BLUE IN NEON



METALISTIC SILVER

LOCATION: INSTALLEMENT



A



B



C



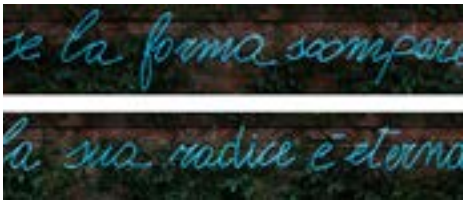
D



E



F



G

THE SPACE: EXHIBITION AREA



ENVIRONMENT

INDUSTRIAL
EMPTY / PLAIN
BLACK &
WHITE

CEILING



CUBE



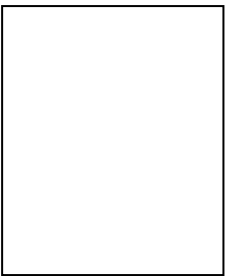
DOORS



FURNITURES: EXHIBITION



MATERIAL:
BLACKENED STEEL



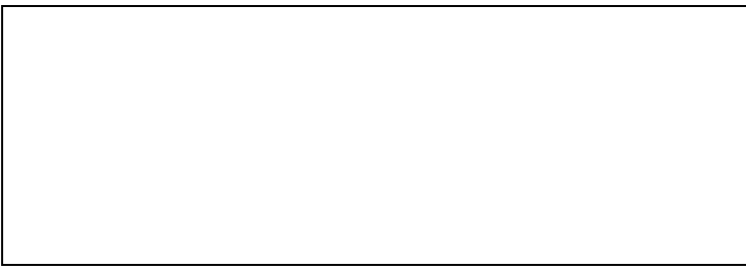
55 cm

Front View

SEATINGS



MATERIAL:
BLACKENED STEEL



120 cm

Front View

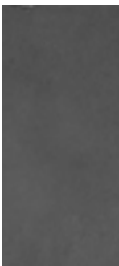
LIGHTS



BAR



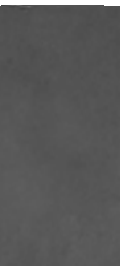
MATERIAL:
BLACKENED STEEL



BAR SHELF



MATERIAL:
BLACKENED STEEL

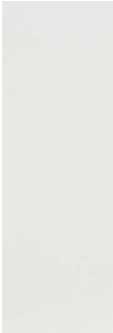


FURNITURES: CUBE

TABLES



MATERIAL:
GLASS



SEATINGS



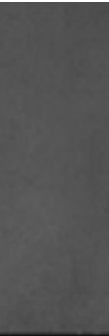
MATERIAL:
LEATHER



DJ CABIN



MATERIAL:
BLACKENED
STEEL



MATERIAL:
NEON

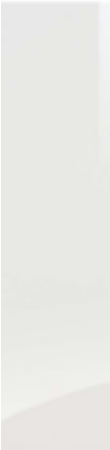


TABLE : STATIONARY

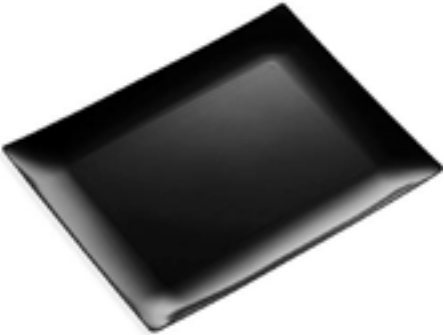
GLASSES



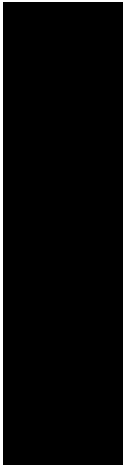
MATERIAL:
GLASS



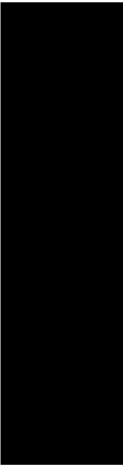
PLATES



MATERIAL:
DURABLE
PLASTIC



COLOUR:
BLACK



CUTLERY



TONGS

MATERIAL:
WOOD



COLOUR:
BLACK

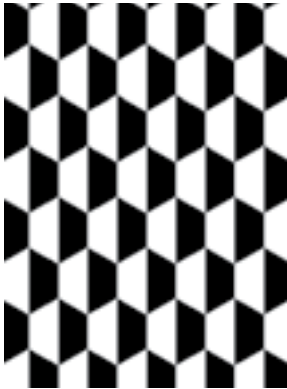


NAPKINS



MATERIAL:
WOVEN CLOTH LOOKING
THICK PAPER

COLOUR:
N°21 HEXAGONS



I. TYPE



MATERIAL:
SOFT TISSUE PAPER

COLOUR: BLACK



II. TYPE

DINNER



APERATIVE TYPE: **OPEN BUFFET**
 APERATIVE LOCATION: **THE CUBE**
 APERATIVE STARTING HOUR: **22.30**

TECHNICAL PRESENTATIONS:
SUSHI SALMON SANDWICHES A Wonderful Selection includes Salmon from Canadian Mountain Skirts, Jicama Sticks & Mini Pearl Tomatoes.

COCONUT COVERED ASPARAGUS A Blend of Fresh Crab, Parmesan Cheese & Coconut

MOJO SHRIMP Marinated and Grilled Smokey Shrimp with Garlic Parsley Mojo on a Bamboo Skewer

NATURAL PRESENTATIONS:
SUSHI ROLLS Sticky Rice Wrapped in Sea Weed w/ Diced Avocado, Cucumber, Crab, Salmon & Tuna . Served with Soy Sauce, Wasabi & Pickled Ginger

ASSORTED CHEESES Assorted Cheeses from all around the World with Grapes and Pear Sweet - Sour Cheese Marmelade

COMMUNICATION : INVITATION



INVITATION & COVER

GRAPHIC ELEMENTS



TYPOGRAPHY:
TITLE: **HAND WRITING**
 FORMATS

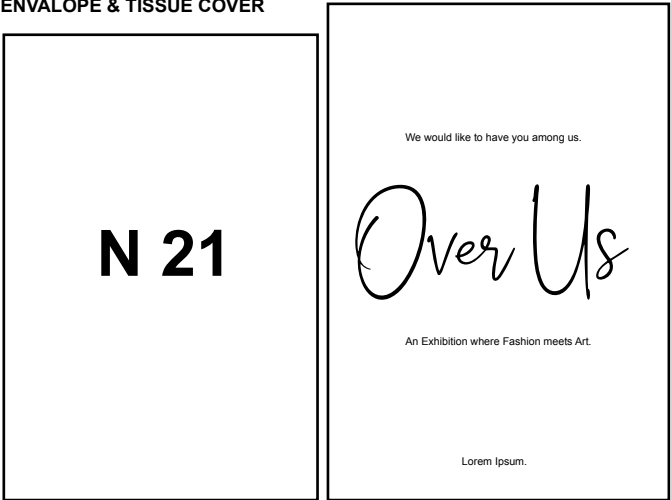
PRINTING:
INV. TITLE: **WHITE**
INV. DETAIL: **WHITE**
BRANDING: **BLACK SHINY**



MATERIAL:
THICKNESS: **ACYRILIC LASER CUT**
 0.5 MM



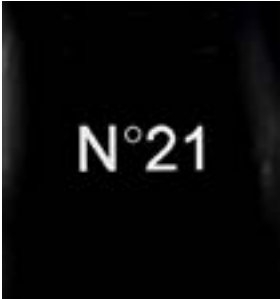
ENVELOPE & TISSUE COVER



PRESENTATION
MATERIAL: **PRINTED**
 TISSUE PAPER
TYPOGRAPHY: **ARIAL**



PACKAGING
MATERIAL: **BLACK SHINY STICKER**
 PAPER
 ARIAL
 (ALLIGNED CENTER)
COPY: **N'21 ART EVENT**
 Via Chiese, 2, 20126 Milan



INVITATION

EXTRAS : GIFTS



GIFTS:

MINIATURE IGLOOS OF MARIO MERZ
MATERIAL: **ACRYLIC - METAL MESH**
SIZE: **15 CM**

N'21 KEYCHAIN IN VARIOUS COLOURS



GIFT PACKAGING:

MINIATURE IGLOO OF MARIO MERZ BOX
MATERIAL: **MATTE FINISH**
SIZE: **25 X 15 CM**

N'21 KEYCHAIN IN VARIOUS COLOURS BOX
MATERIAL: **SHINY FINISH**
SIZE: **15 X 5 CM**

PAPER
MATERIAL: **TISSUE PAPER**
COLOUR: **TRANSPARENT**



EXTRAS : DJ & EVENT



EVENT

DJ / ENTERTAINER

NAME: VIKEN ARMAN
ORIGIN: FRENCH

MUSIC

TYPE: ETHNIC TECHNO

SET UP

NECESSITIES: GIG BAG
 EXTENSION PLUG SOCKET
 BACKUP USB DRIVES
 POWER ADAPTORS AND CABLES
 BACKUP PREMIXED CD'S
 EXTRA USB CABLES
 FLASHLIGHT

THANK YOU FOR YOUR ATTENTION