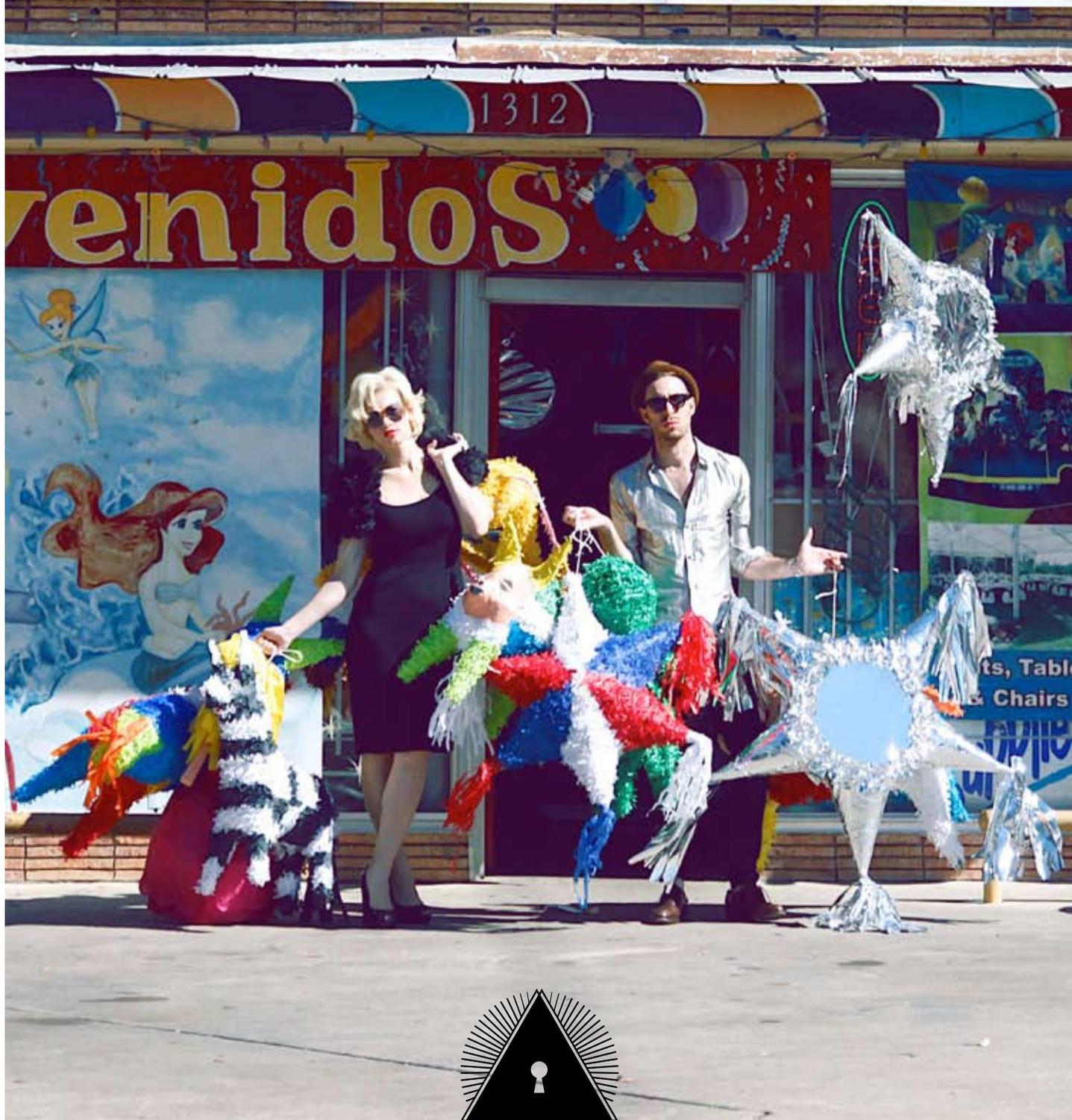
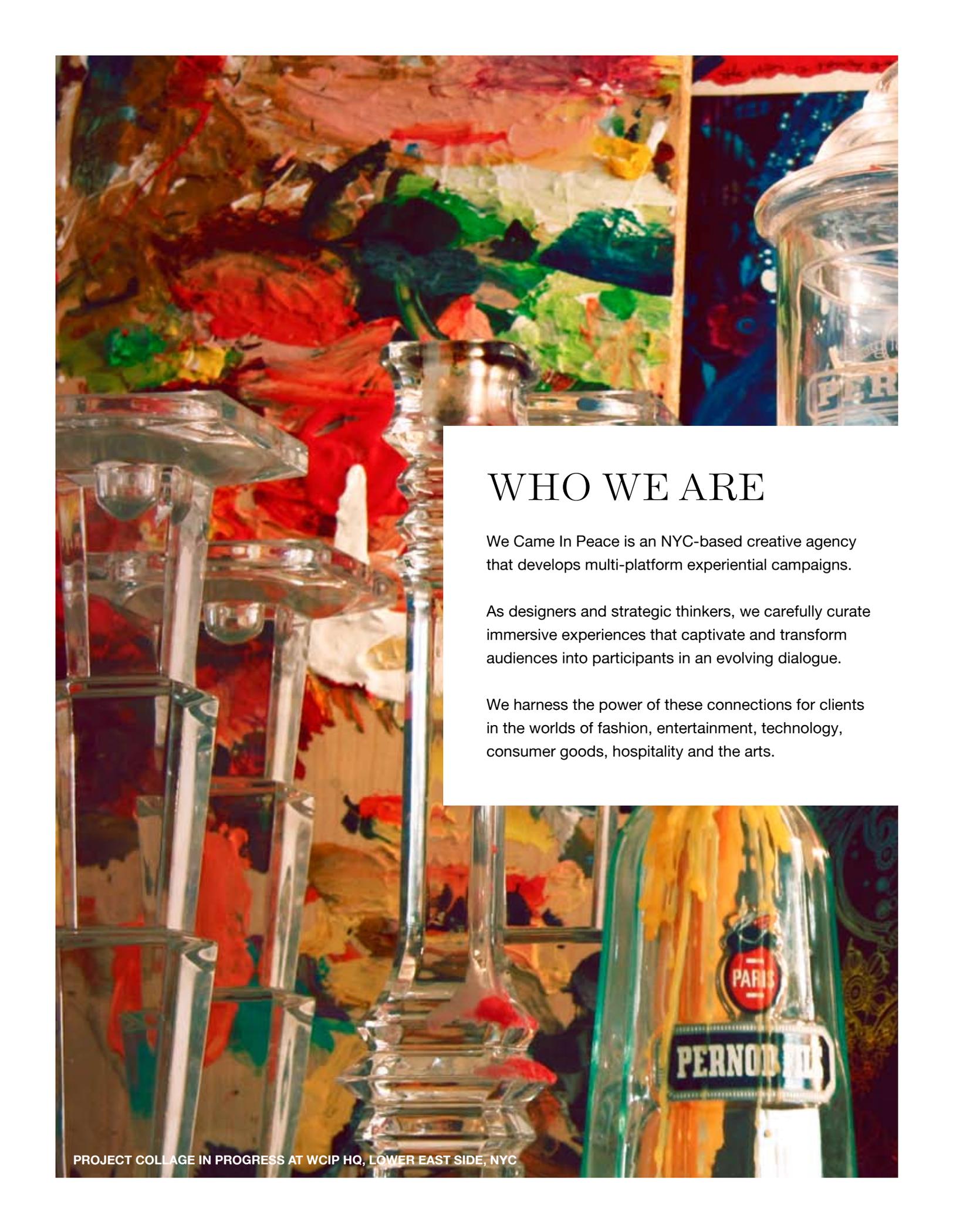


**RAQUILLES PARTY**  
**PIÑATAS** **TODO PARA SU FIESTA** **CASCARONES**  
Rent: tables & chairs\* **MOONWALKS**  
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WE CAME  
IN PEACE



## WHO WE ARE

We Came In Peace is an NYC-based creative agency that develops multi-platform experiential campaigns.

As designers and strategic thinkers, we carefully curate immersive experiences that captivate and transform audiences into participants in an evolving dialogue.

We harness the power of these connections for clients in the worlds of fashion, entertainment, technology, consumer goods, hospitality and the arts.



## WHAT WE DO

**Creative Development**  
**Strategic Planning**  
**Art Direction**  
**Event Design**  
**Interior Decorating**  
**Retail Environment Design**  
**Production Management**  
**Show Direction**  
**Pop-up Experience**  
**Visual Merchandising**



# CAFE BUSTELO



**Project /** The Filling Station

**Place /** Marfa Film Festival, Marfa, TX

**Task /** Pop up a Bustelo coffeeshop in the middle of the desert, building a connective “third space” during the third annual Marfa Film Fest.

**Summary /** A desert lounge housed in a turn-of-the-century Masonic Lodge on historic Highland Avenue, The Filling Station was, literally, the “heart” of the festival. An installation of Cafe Bustelo cans, stones borrowed from a local rock shop, a 20 ft. custom-built heartshaped bar, eclectic furnishings and indigenous plants, The Filling Station’s aesthetic was inspired by Marfa’s open, minimal desert surroundings and magical energy. By day, guests sipped Bustelo Cools, surfed the web, swapped stories, and took in the moment to a soundscape of Bossa Nova, Exotica, Space-Age Bachelor Pad, Soft-Psych, and Latin influences.

“ The way We Came In Peace brought the Cafe Bustelo brand to life was fascinating. I’ve known this brand my whole life, and The Filling Station was truly Bustelo at its best. ”

- JP SOUTO, OWNER OF CAFE BUSTELO

By night The Filling Station buzzed with bands, guest DJs and VIP’s, closing out the festival with a dance party that lasted until the sun rose over the Chinati Mountains.

**Takeaways /** The Filling Station buzzed with an intoxicating creative energy throughout the festival, becoming a hub for VIPs like America Ferrera, Patron founder John Paul Degorio, and Lou Reed of the Velvet Underground to mix with filmmakers, press, and locals alike. The space garnered attention from OK Magazine, Vanity Fair, The Austinist, and Texas Monthly.



# VIRGIN MOBILE



**Project /** The ReGeneration Busker Brigade  
**Place /** The streets of Washington, DC and  
The Virgin Mobile Freefest, Columbia, Maryland  
**Task /** Employ a unique, street-level marketing strategy  
to raise funds and awareness for Virgin Mobile's youth  
homelessness cause, The ReGeneration.

**Summary /** Inspired by the relationship between  
homeless youth and young street performers, WCIP formed  
The Busker Brigade, a crew of 12 young street acts scouted  
from around the country. Buskers flew to DC and took to the  
streets for three days prior to the Virgin Mobile Freefest, per-  
forming to raise money and awareness for the ReGeneration  
campaign and the festival. A crowd of over 50,000 attended  
the Freefest, where the buskers performed their own stage.  
WCIP integrated iconic street elements throughout the  
campaign, including the production of a stage created using  
over 300 street construction cones and reclaimed steel.

**Takeaways /** The Busker performances drew large  
crowds in heavily trafficked areas of downtown Washington DC,  
contributing significantly to campaign donations and promoting  
the Virgin Mobile brand to the target demographic.

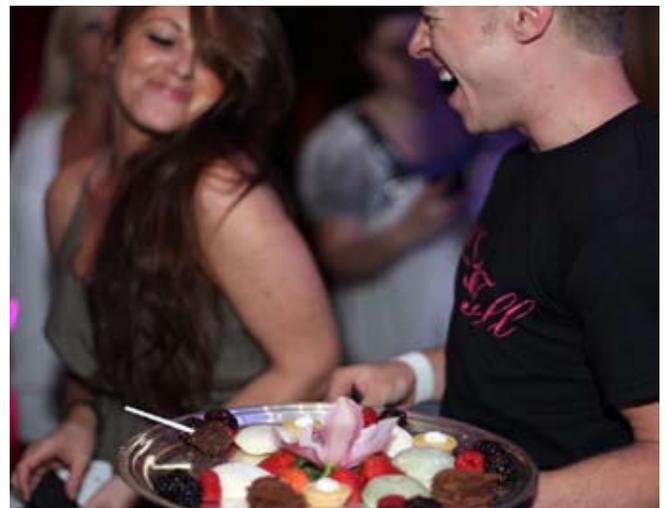
Passers-by interacted with buskers onsite, creating a  
dialogue between the brand and consumers, some new fans  
even popped up again to watch their performances at the  
festival that weekend. At the festival, the busker stage became  
a visual beacon, drawing people from across the grounds  
with its electric orange glow.

“ We want to do our part in rescuing kids from the streets. If they get a chance, they have a lifetime to contribute to society. ”

- VIRGIN FOUNDER, RICHARD BRANSON



# SCHICK



**Project /** “Just Add Water” Intuition Launch  
**Place /** BlogHer Conference, New York, NY  
**Task /** Craft an experience around the new line of Schick Intuition “Just Add Water” razors.

**Summary /** Floating above bustling Columbus Circle, Schick hosted an evening of blog-worthy moments for the attendees of BlogHer, the largest gathering of lady bloggers in the world. Featuring the new “Just Add Water” razor and ad campaign, WCIP brought yards of live grass, fresh flowers, and leggy models together to create a tableau enjoyed by press and partiers alike. The Schick Intuition girls languished next to a reflecting pool, demonstrating the ease of shaving while dodging luminescent rain from cotton clouds suspended 18 feet overhead. Pop singer/songwriter Gavin DeGraw added to the evening’s star power, as host Karina Smirnoff joined our models for a spontaneous leg-shaving demo.

“ The Schick event was the talk of the expo floor at BlogHer...it was the best party as far as I’m concerned. In the words of my teenagers...OMG!! ”

- CHRISTINE SCHETTIG-SARGENT, BLOGHER ORGANIZER

## Takeaways / The “Rainshower”

vignette became the focal point of the party, transforming from a live tableau into an interactive photo backdrop. Celebs mugged for the press, surrounded by the glowing Schick girls. Images of the stars happily posing with the product spread across the blogosphere. Coverage included The Examiner, Life.com, and Bizbash.

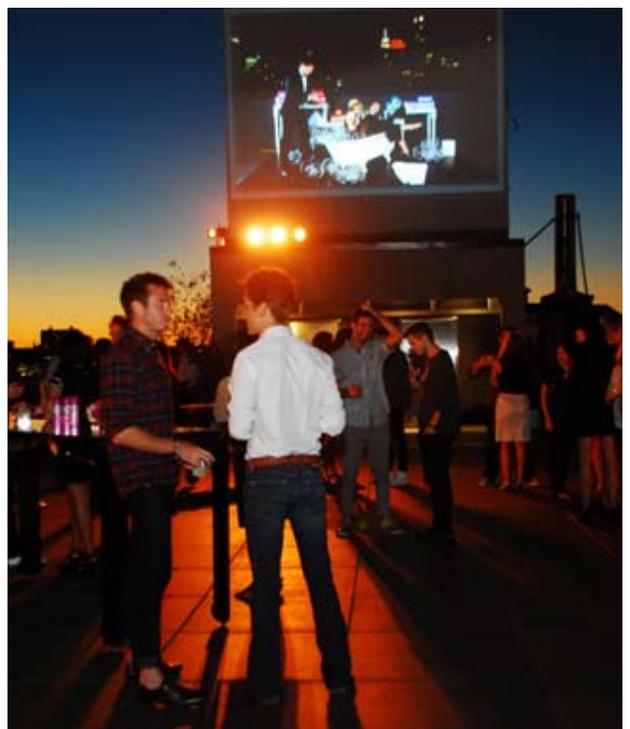


# SKINTIMATE



**Project /** Skintimate Studios Teen Filmmaker Premiere  
**Place /** Skylight West, Fashion Week, New York, NY  
**Task /** Create a fun and interactive presence for the brand that appealed to a crowd of creative teen girls.

**Summary /** Partnering once again with our friends at BMF Media Group, WCIP dreamed up another interactive photo-vignette to the delight of party-goers at the Skintimate Studios premiere, a celebration of female teen filmmakers from across the country. The evening was designed to be a girl's dream come true: countless floral arrangements, a 25-foot pink carpet complete with celebrity appearances, and an interactive "Make Your Own Skintimate Ad," which included larger than life bubbles, a bathroom butler, the NYC skyline as the backdrop, and each ad being projected live over the entire party. Skintimate's newest line of products were seamlessly worked into the background of the set, creating an elegant and effervescent brand presence.

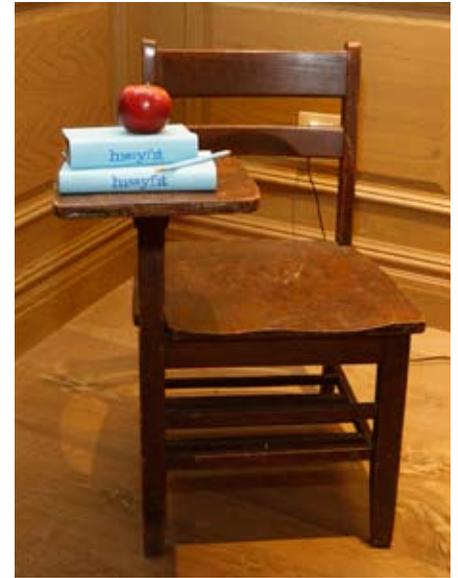




**Takeaways /** Sixteen young filmmakers fantasies came true under a starry Manhattan sky, as they were whisked from the premier event to a bustling rooftop party. Celebs like Molly Sims were on hand to congratulate the girls and pose in front of the whimsical bathtub scene with an epic skyline backdrop.



# HISSYFIT



**Project /** Hissyfit University

**Place /** The Crosby Hotel, New York, NY

**Task /** Introduce the Hissyfit brand to US beauty editors in an unexpected and engaging way.

**Summary /** Australian cosmetics group, Hissyfit, made a splash on the New York beauty scene with a private brunch held at Soho's newest boutique destination, the Crosby Hotel. Event producers BMF Media Group enlisted WCIP to help design the visual concept for the event. The result was Hissyfit University, a multi-room, multi-media learning experience that included custom chalkboard illustrations, playfully designed product vignettes complete with erasers, rulers, trophies, and other school-inspired materials, as well as a fully merchandised supply store. Celebrity makeup artist Reggie Wells debuted his new product line, The Clockpots, moving between the "Eye," "Cheek," and "Face" stations to demonstrate the features of each Clockpot.



**Takeaways /** Over a hundred of the beauty industry's top trendmakers graduated with a degree from Hissyfit University, learning the secrets of Reggie Wells signature style. Guests received a complete set of Hissyfit products for continued education.



# MICROSOFT



**Project /** Expression Studio 4 Launch

**Place /** Internet Week, Lower East Side, New York, NY

**Task /** Bring together the media, tech and design industries in a hands-on exploration of Microsoft's Expression Studio 4.

**Summary /** Juxtaposing the next wave of design technology against the architecture of a century-old gothic-revival synagogue, Microsoft premiered Expression Studio 4 to a crowd of industry elite and downtown digerati. Six Expression Stations lined the room, offering guests the opportunity to explore the new software at their own pace. The guests' creations were then streamed to a video DJ, who layered the images over live footage of the event and mixed them with animations created just for the launch event. These branded projections filled the rest of the space with color and light, flashing on an assortment of surfaces, including a cloud of 400 white balloons above the bar.





“ Software isn't always the most glamorous product to launch, but the Expression Studio 4 event really showed off Microsoft's artsy side. ”

-ANNA SEKULA, BIZ BASH



**Takeaways /** Some 700 designers, bloggers, developers, and hipsters made the trip to the Angel Orensanz Foundation in the Lower East Side to experience with the new program and watch their creations mixed live to the music. Microsoft was especially proud to see the tech industry's positive tweets and blog posts quickly making the rounds online.



# THE TWENTYTEN



**Project /** Collection Four Video and Presentation

**Place /** NYFW'10, Goldsmith, New York, NY

**Task /** Develop an integrated experiential campaign to debut the Twentyten's Collection Four

**Summary /** The Twentyten is known for creating avant garde pieces that maintain functionality for everyday life, juxtaposed with hand-crafted fabrications and a futuristic design sensibility. Their fourth collection was a whimsical exploration of the inner-workings of the mind, its hallucinations, and the complexity and irrationality of the creative spirit. WCIP worked with The Twentyten to develop a visual concept for the new collection and its supporting campaign. Based on a fictional female character and her descent into madness, we collaborated with friends FakeLove and Matthew Barela to create a stunning video look book for the collection, shot location at the Brooklyn Naval Yard. We debuted the work at the Collection Four presentation during NYFW in September. Hosted at the

Goldsmith Mannequin showroom high above the Hudson, the stark white interior became a perfect backdrop for a new interpretation of what a fashion presentation is, or might become. Featuring video projections of the collection on multiple walls and over 100 mannequins styled as clones of our female heroine, WCIP crafted a contextual showcase for guests to become immersed in the collection, while always keeping the garments as the focus.



**Takeaways /** The debut of The Twentyten's latest collection was well received by fans and the industry, earning writeups from Surface magazine, Fashionista.com, Bobbintalk, and NY Magazine's the Cut. The spring collection has recently been picked up in several new boutiques in NYC and LA.



SELECTS FROM THE TWENTYTEN COLLECTION FOUR VIDEO LOOKBOOK

# I LOVE FACTORY + PERNOD



**Project /** The Eternal Coronation NYFW'10 Presentation

**Place /** The basement of China 1, East Village, NY

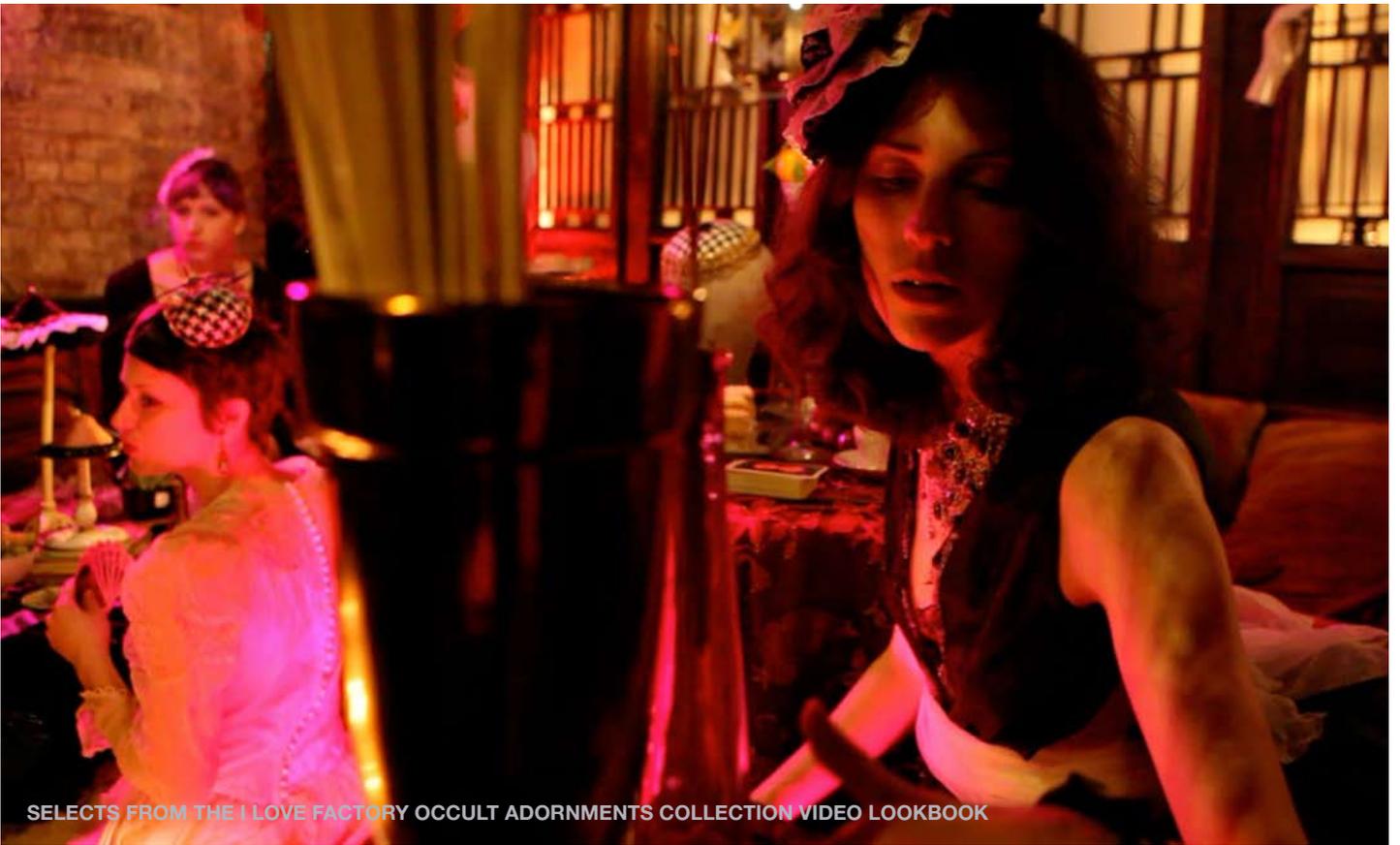
**Task /** Create a presence during NY Fashion Week that brings to life the luxury and whimsy of the I Love Factory brand of hand made millinery and the mystery of Pernod Absinthe.

**Summary /** The Eternal Coronation was a secluded experience that merged dark Victorian opulence with eastern mysticism into a multi-sensory macabre tea party. Guests were privy to a life-sized shadow box populated by piles of mushrooms, fish heads under bell jars, tarot cards, occult books, mannequin parts in a human-sized birdcage, and a coven of mysterious women adorned in the collection. Ribbons of incense and Cambodian psychedelic music filled the room, as guests sipped exotic cocktails of Pernod Absinthe and Prometheus Springs. Each guest received a hand painted mask upon entry and left with a copy of the evening's soundtrack. WCIP produced a short film as the invitation to the party, as well as an additional film of the party itself.

**Takeaways /** Harmonizing the elements of video, music curation, digital gifting, brand integration, and experience design, WCIP continued to push the boundaries of the conventional fashion presentation formula with the Eternal Coronation. The event received attention from Daily Candy, Last Night's Party, Style Rookie, Futureclaw, and more. ILF garnered fans around the globe and attracted the attention of major publications such as WWD, Teen Vogue, New York Magazine, Nylon and Elle Japan. Several I Love Factory pieces have also been featured on Gossip Girl.

“ Without the continuous branding support of WCIP, I Love Factory would not be able to seamlessly pull off our successful seasonal events, nor would we project the image we so carefully curate together. ”

- I LOVE FACTORY FOUNDER + DESIGNER, LAUREL ST. ROMAIN



SELECTS FROM THE I LOVE FACTORY OCCULT ADORNMENTS COLLECTION VIDEO LOOKBOOK

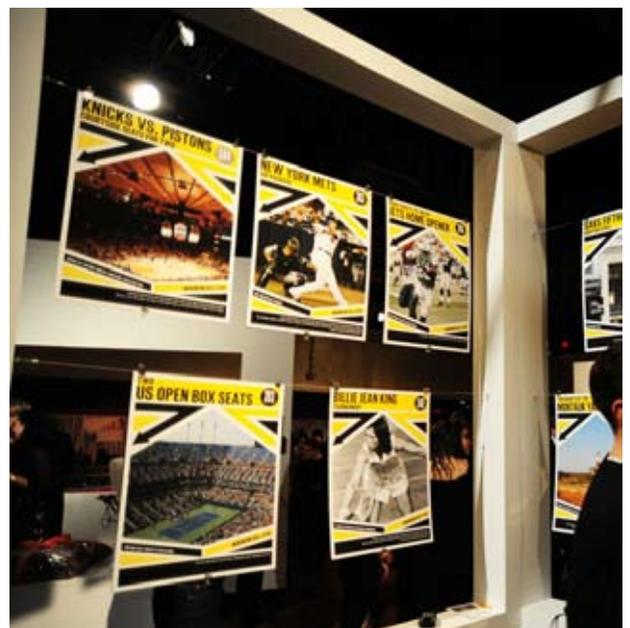


# THE BAILEY HOUSE



**Project /** The 22nd Annual Auction and Party  
**Place /** Roseland Ballroom, New York, NY  
**Task /** Infuse a fresh creative voice into the Bailey House Auction, integrating video with iconic event design and graphic signage to elevate the event.

**Summary /** Through continued dedication to Bailey House, a charity that helps provide housing and supportive services to people living with HIV/AIDS, WCIP has earned a seat on the planning committee of the annual charity auction. Each year, the city's large-hearted Intelligensia mix, mingle, and bid upon art, leisure, and other donated items to raise funds for New Yorkers living with the disease. WCIP's role with Bailey House has grown from graphic support in 2008 to full-scale creative development today. For the 2010 auction, WCIP introduced a dynamic new video component to accompany the Constructivist-era graphic signage and event design.





“ We Came in Peace founders Andrew Stevens and Kim Swift are extraordinary talents. Their generosity and hard work have helped Bailey House to raise considerable funds to serve and house homeless people living with HIV/AIDS. The combination of their creativity and caring is a potent force for good in our city. ”

- BAILEY HOUSE BOARD CHAIRMAN, JEFFREY SCHNEIDER

**Takeaways /** Despite a snowstorm and recession, this year's auction was a rousing success. The Roseland Ballroom was transformed into a glittering hall filled with 800+ guests who helped raise nearly \$600,000 to help homeless New Yorkers living with HIV/AIDS secure safe, affordable housing and related services.



# PORSCHE



**Project /** 2011 Porsche Cayenne Launch  
**Place /** Longview Gallery, Washington, DC  
**Task /** Collaborate with Urban Daddy and Porsche to launch the 2011 Cayenne to a distinguished DC crowd.

**Summary /** When Urban Daddy, the premier online purveyor of men's lifestyle info, expanded their empire to our nation's capitol, they created an irresistible conduit for upscale advertisers to reach a rarely tapped tastemaker crowd. Porsche's launch of the 2011 Cayenne called for a space that could accommodate multiple vehicles and a well-heeled crowd. WCIP transformed the stark interior of DC's Longview Gallery into a luxe gentleman's lounge, complete with masculine Bauhaus chairs, tufted leather banquettes and wood-paneled bars. The luxury autos were displayed like larger-than-life works of art, encircled in isolated in pools of light, yet remaining open for guests to experience first-hand. Partygoers wandered between tasting stations manned by D.C. culinary celeb, Robert Wiedmaier, while champagne flowed to the beat of a six-

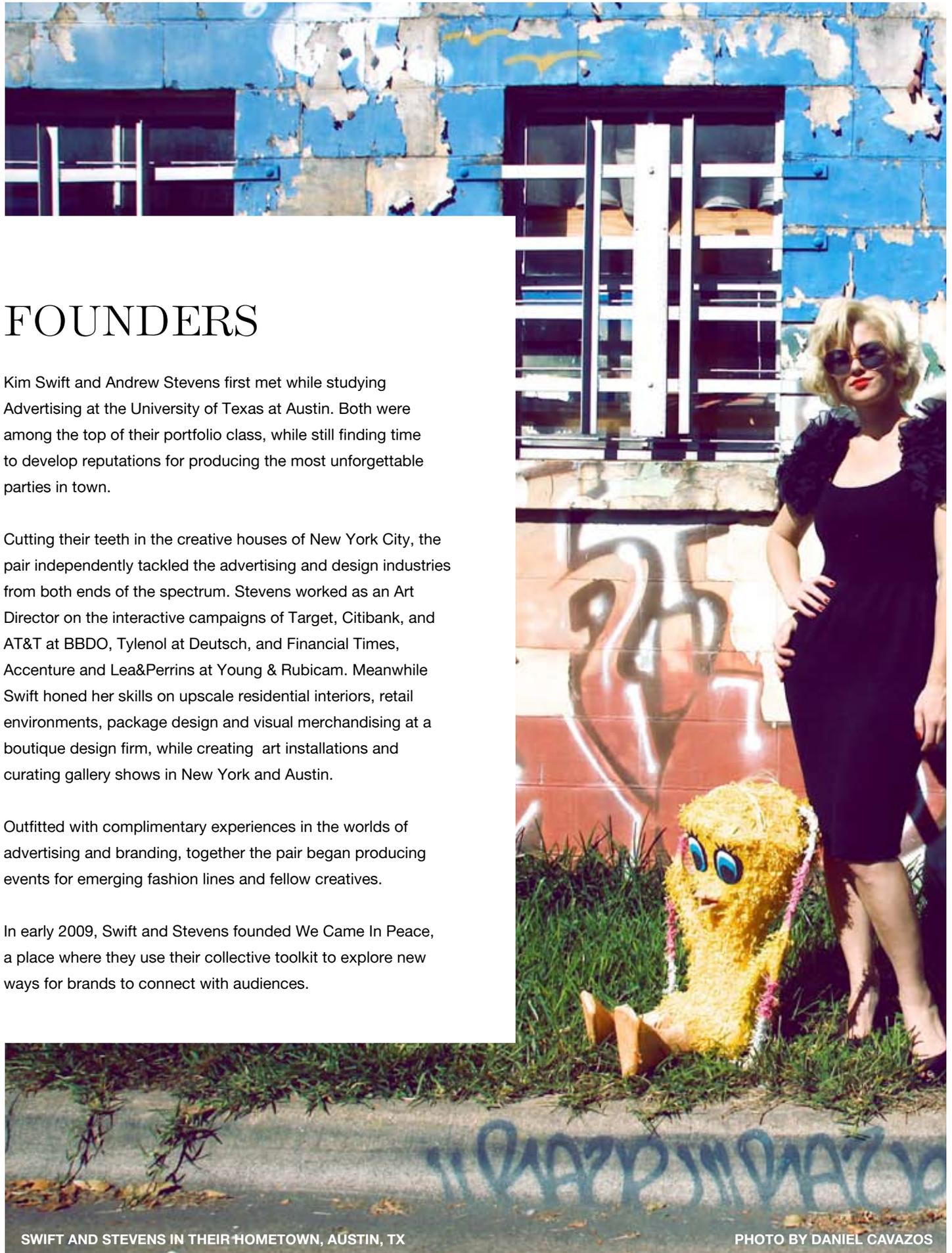


piece acoustic band, fronted by a tuxedoed trumpeteer straight from the jazz age.



**Takeaways /** Over the course of the evening, 300 of D.C.'s discerning auto aficionados had their engines revved by the new collection of 2011 Porsches. Coverage included Washington Life, Revamp.com, and GuestofaGuest. Porsche reps happily reported several pre-sales generated from the event.





# FOUNDERS

Kim Swift and Andrew Stevens first met while studying Advertising at the University of Texas at Austin. Both were among the top of their portfolio class, while still finding time to develop reputations for producing the most unforgettable parties in town.

Cutting their teeth in the creative houses of New York City, the pair independently tackled the advertising and design industries from both ends of the spectrum. Stevens worked as an Art Director on the interactive campaigns of Target, Citibank, and AT&T at BBDO, Tylenol at Deutsch, and Financial Times, Accenture and Lea&Perrins at Young & Rubicam. Meanwhile Swift honed her skills on upscale residential interiors, retail environments, package design and visual merchandising at a boutique design firm, while creating art installations and curating gallery shows in New York and Austin.

Outfitted with complimentary experiences in the worlds of advertising and branding, together the pair began producing events for emerging fashion lines and fellow creatives.

In early 2009, Swift and Stevens founded We Came In Peace, a place where they use their collective toolkit to explore new ways for brands to connect with audiences.

SWIFT AND STEVENS IN THEIR HOMETOWN, AUSTIN, TX

PHOTO BY DANIEL CAVAZOS



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