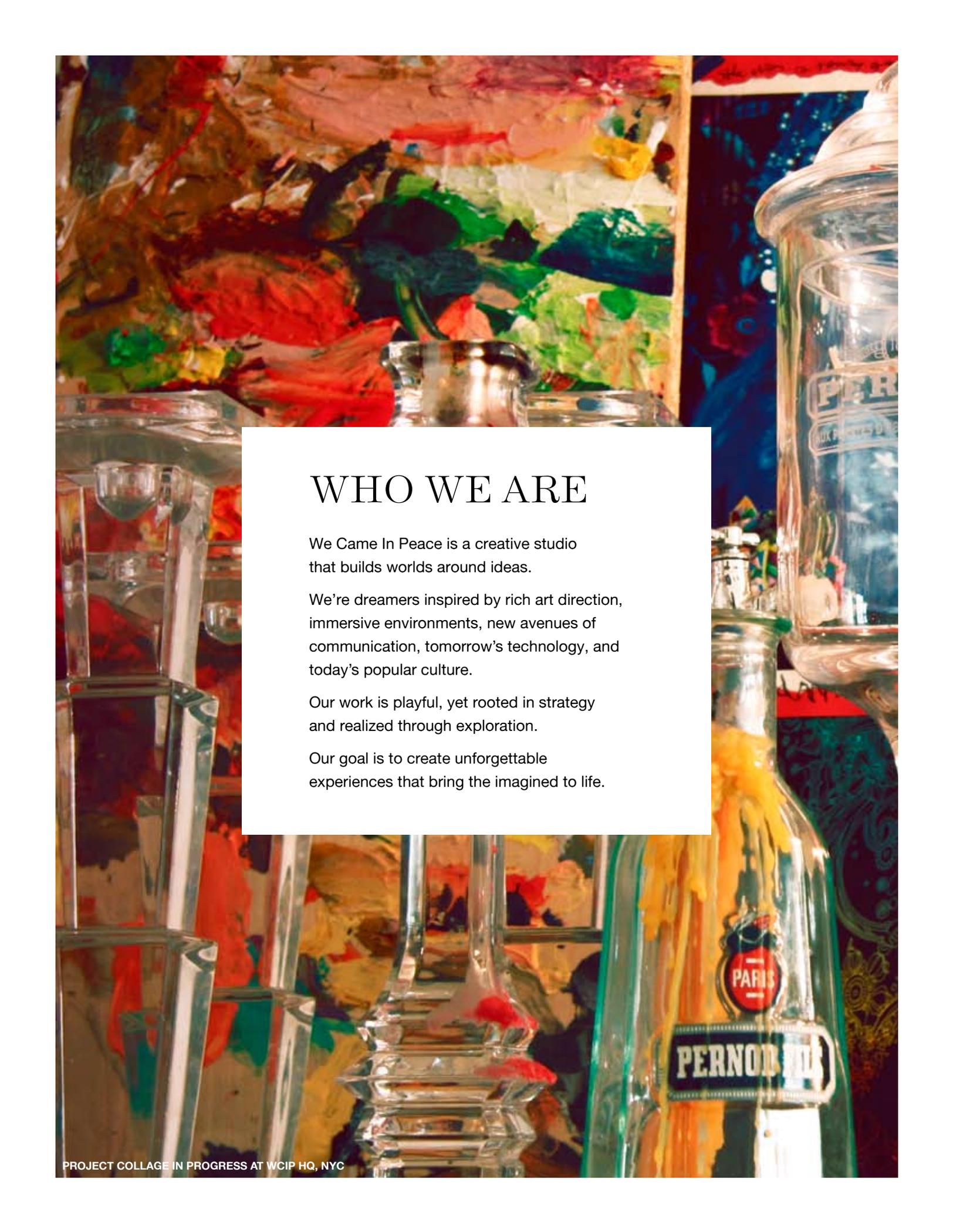


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OUR FAVORITE PROJECTS



WE CAME
IN PEACE



WHO WE ARE

We Came In Peace is a creative studio that builds worlds around ideas.

We're dreamers inspired by rich art direction, immersive environments, new avenues of communication, tomorrow's technology, and today's popular culture.

Our work is playful, yet rooted in strategy and realized through exploration.

Our goal is to create unforgettable experiences that bring the imagined to life.



WHAT WE DO

**CREATIVE DEVELOPMENT
STRATEGY + PLANNING
PRODUCTION MANAGEMENT
ART DIRECTION
PRODUCTION DESIGN
BRANDED ENVIRONMENTS
ART INSTALLATIONS
VISUAL MERCHANDISING
INTERIOR DESIGN
POP-UPS**

THE BAND VAN



Project / The Band Van

Place / SXSW '11, Austin, TX

Task / Provide artists with transportation to and from shows while creating a mobile content hub at SXSW'11.

Summary / The Band Van partnered up with Carrera sunglasses for SXSW 2011, instantly becoming an iconic mobile media outpost for all artists, fans, press, and lovechildren in need of a VIP lounge on wheels. A 1989 Ford Econoline with genuine band van roots was reincarnated as the ultimate shagged-out old-school love den, complete with all the creature comforts a rockstar could imagine. Groupies tripped out on the wall to wall shag carpeting, hidden beverage compartments filled with toy instruments, bead curtains, psychedelic accessories, and a ceiling wallpapered in blacklight karma sutra posters.



The Band Van shuttled artists to gigs in a whole new way, becoming the ultimate hang spot for traveling musicians and a key resource for music industry and press. A content generating machine, the Band Van was wired to capture high quality sound and video, streaming performances, interviews, and behind the scenes hijinks live, via on-board wifi.



CAFE BUSTELO FILLING STATION



Project / The Cafe Bustelo 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.



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.

The Filling Station buzzed with an intoxicating creative energy throughout the festival, garnering attention from OK Magazine, Vanity Fair, The Austinist, and Texas Monthly.

“ 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, CAFE BUSTELO



CAFE BUSTELO ON THE ISLAND



Project / Cafe Bustelo On The Island, Art Basel 2011
Place / The Mondrian Hotel & Flagler Memorial Island, Miami
Task / Integrate Bustelo into a must-attend industry event

Summary / The international art world was caught up in a maelstrom of hype in December of 2010 at the 8th annual Art Basel Miami. At the eye of this storm was The Island, a temporary gallery without walls that materialized on city-owned Flagler Memorial Island, a sandy dot afloat in the turquoise waters of Biscayne Bay. A collaboration between L.A.-based public art initiative L.A.N.D. and Miami-based arts collective OH WOW, The Island was described by the NY Times as a “refuge for anyone yearning to flee the gridlock,” of Basel’s tents. This temporal, yet timeless event brought together 17 artists including Terrence Koh and Jack Pierson. Guests began their experience at the lushly appointed Mondrian Hotel, exchanging designer platform wedges for limited edition Havianas. Bustelo Boys were on hand to guide visitors through all points of the experience, from check-in to landing beachside on The Island. Guests relaxed



on the five-minute jaunt across the water, sipping Bustelo Cools and basking in Miami sunshine. WCIP manned the sails of the production, ensuring smooth sailing for attendees and ease of mind for the curators. One guest said it best: “I think the art is just being here.”

Much like a tropical storm, the press and media attention around The Island built slowly leading up to the event, culminating in an all-out PR hurricane the morning of December 3rd, 2011. Described as one of the “Top Ten Things to See” at Basel by the NY Times, the art world glitterati and industry mavens thronged to the Mondrian Hotel for a chance of slipping onto one of the ferries out to the Island. For the lucky few who actually made the complete journey, the consensus was overwhelmingly positive. Artforum reported “the ferry ride itself was less than five minutes—enough time for a scantily-clad cabana boy to hand out Café Bustelo energy drinks to the crowd. This buoyed morale for when we pulled up to the picture-perfect island...” As the sun set over Biscayne Bay, voyagers returned to a poolside party to share stories of their island adventures.



DINNER AT THE LVMH TOWER

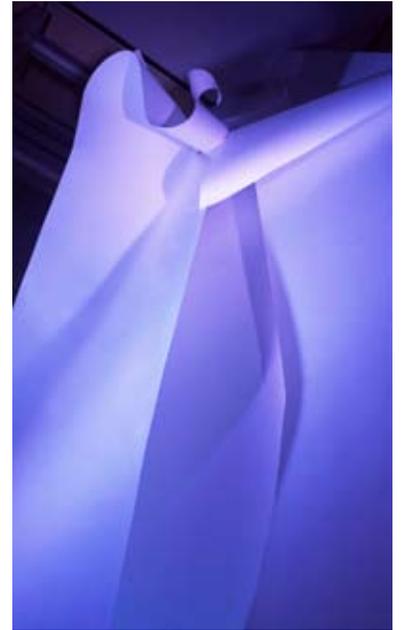


Project / Dinner At The LVMH Tower

Place / Private Ballroom at LVMH Headquarters, NYC

Task / Reimagine a corporate ballroom as an inspired, artistic event space.

Summary / One a wintery evening, twenty five floors above Madsison Avenue, a gathering of arts patrons dined together and celebrated the talent of a young choreographer and concert pianist. We Came In Peace crafted a subtle, striking environment in which the events unfolded. Using over a thousand feet of clean white paper, WCIP transformed an austere modern glass cube into a dynamic blank canvas for creative expression.



VIRGIN MOBILE BUSKER BRIGADE



Project / The Virgin Mobile Busker Brigade
Place / The streets of Washington, DC and The Virgin Mobile Freefest, Columbia, Maryland
Task / Employ a unique, street-level event 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, performing 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.

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



HISSYFIT UNIVERSITY



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.



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 EXPRESSION



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.



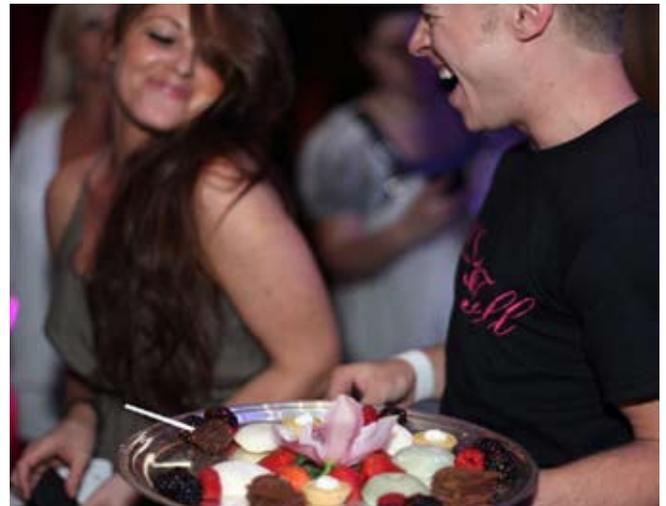
Some 700 designers, bloggers, developers, and hipsters made the trip to the Angel Orensanz Foundation in the Lower East Side to experience with the new program and watch their creations mixed live to the music. Microsoft was especially proud to see the tech industry's positive tweets and blog posts quickly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



▣▣ 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

SCHICK JUST ADD WATER



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 SARGENT, BLOGHER ORGANIZER

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, and Bizbash.

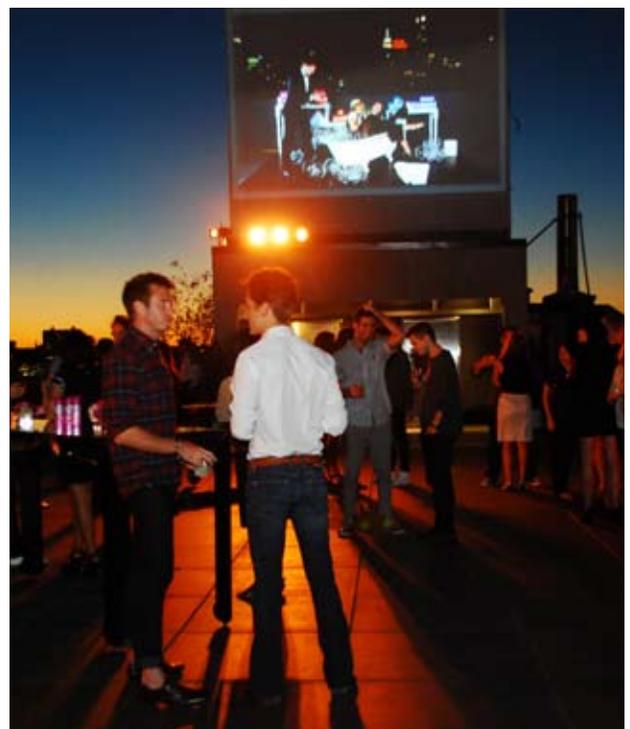


SKINTIMATE STUDIOS



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.



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.



THE BAILEY HOUSE AUCTION



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.



Despite a snowstorm and recession, the 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.

“ 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



PORSCHE CAYENNE LAUNCH



Project / 2011 Porsche Cayenne Launch

Place / Longview Gallery, Washington, DC

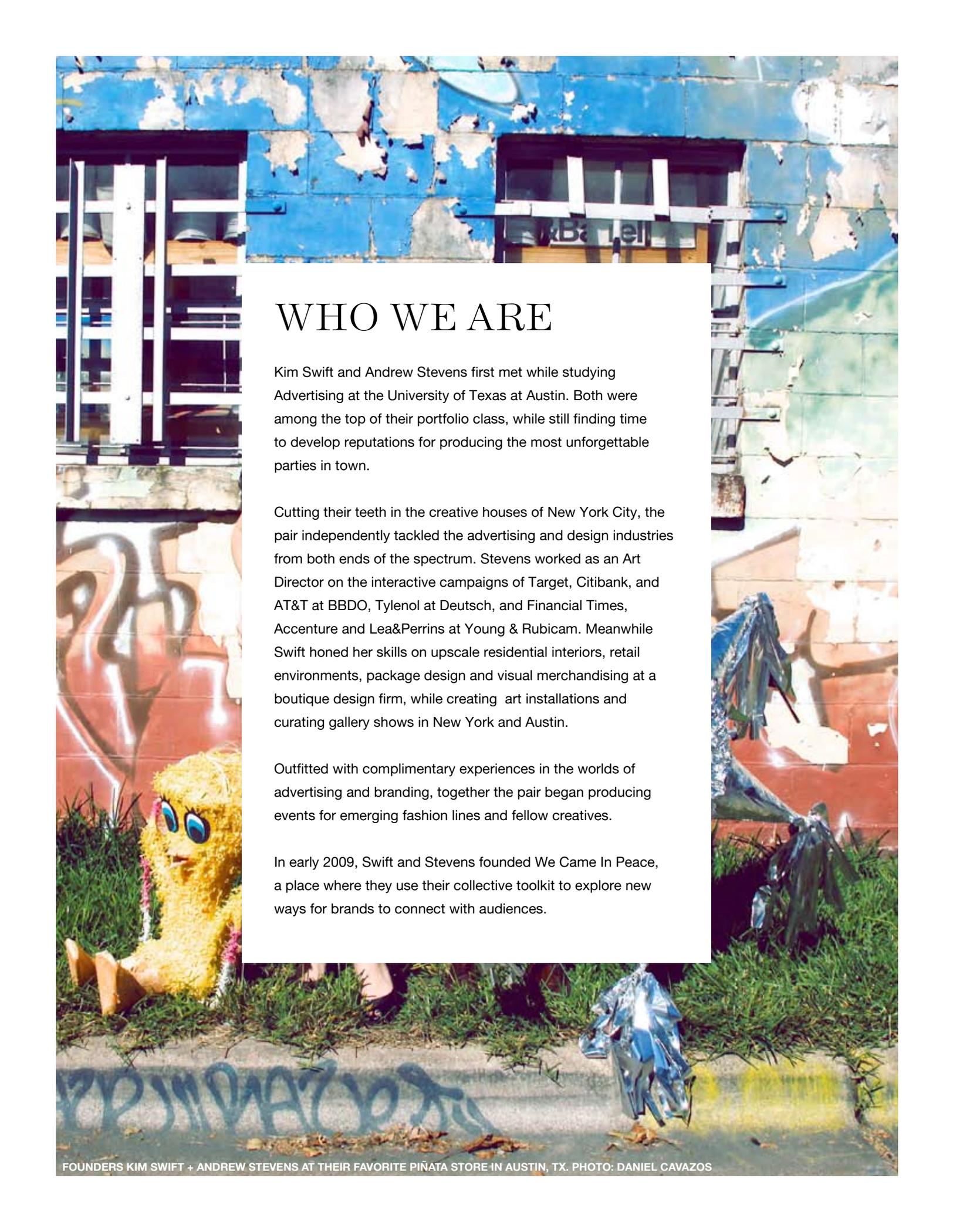
Task / Collaborate with Urban Daddy and Porsche to launch the 2011 Cayenne to a distinguished DC crowd.

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. Tasting stations were manned by culinary celeb, Robert Wiedmaier, as champagne flowed to the beat of a six-piece band fronted by a tuxedoed trumpeteer straight from the jazz age.



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.





WHO WE ARE

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.



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