

Luxury FirstLook: Strategy 2016

Going Beyond the Product: Creating Physical Experiences for Luxury Consumers

Panelists:

James O'Reilly, Founding Partner, Neuhouse

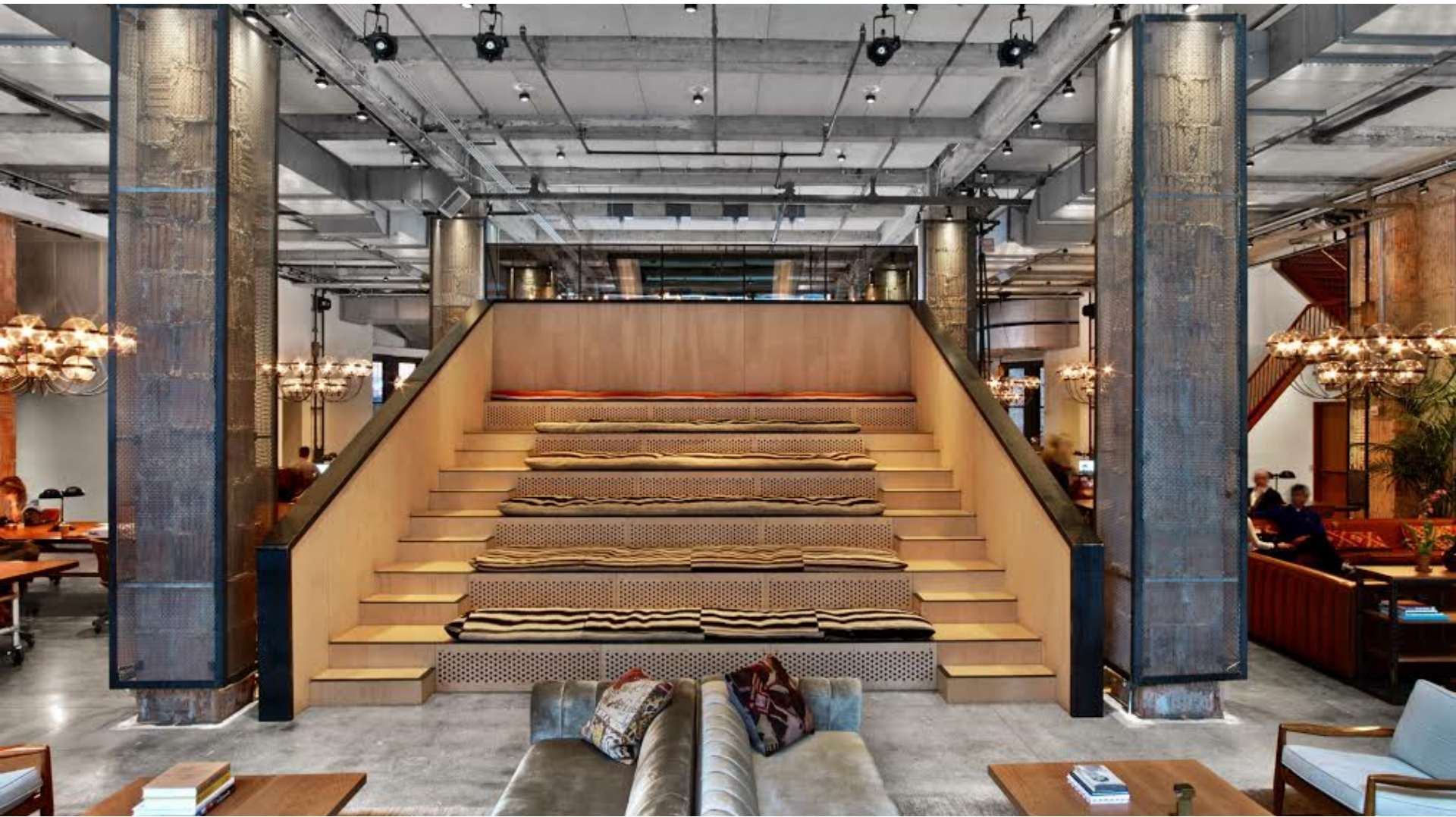
Geoff Cook, Founding Partner, Base New York

Matt Powell, co-president, KBS

Moderator:

Milton Pedraza, CEO, Luxury Institute





NeueHouse

01
Tu



Surface Design Dialogues No. 8
The Gallery
6–8:30 PM

Surface returns to Neuehouse for its eighth installment of Design Dialogues with Adam D. Tihany and Daniel Boulud. Tihany is one of the world's preeminent hospitality designers, and pioneered the trend of collaborating with celebrity chefs such as Wolfgang Puck. Boulud is considered one of America's leading culinary authorities, best known for three Michelin-star Relais & Châteaux restaurant. Surface's executive editor, Spencer Bailey, will moderate.

09
We



Suriname: Land of El Dorado
The Gallery
6:30–8 PM

Join Pamela Love, Phoebe and Annette Stephens of Andra Neen, and Yelena Noah on their travels to Suriname. These four cutting-edge jewelry designers have made several trips to South America, where they've met with indigenous people of the rainforest, Maroon women, Indonesian artists and preservationists to foster a cultural exchange and celebrate Suriname's craftsmanship with an international audience. The talk will be moderated by Melik Kaylan, cultural writer for *Forbes* and the *Wall Street Journal*.

03
Th



Women In Entertainment
The Gallery
5–7 PM

First Time Fest and NH present "Women In Entertainment," featuring a discussion with Brooke Shields, Rosie Perez, Carol Alt and Daphne Rubin-Vega. Shields is a Golden Globe-nominated actress and has appeared in several Broadway productions. Perez is an Oscar-nominated actress, director and choreographer. Alt is a model and actress who has appeared on over 500 magazine covers since the 80s. Rubin-Vega is an actress, singer and dancer best known for her role in the hit Broadway musical *Rent*.

15
Tu



In Conversation with Christo
The Gallery
6:30–8 PM

Join us for a special evening with Christo, the legendary environmental artist, as he discusses his creative process and upcoming projects. Alongside his late partner Jeanne-Claude, Christo has created some of the most spectacular semi-permanent artworks of the 20th century—and once famously opined, "it takes much greater courage to create things to be gone than to create things that will remain." His installations have included "The Gates" at Central Park and "Wrapped Reichstag" in Berlin.

April

06
Su



From Rock to Score: Slash & Duncan Sheik
The Gallery
3–5 PM

Join us for a spirited conversation with rock legend Slash and singer/songwriter Duncan Sheik, presented by First Time Fest and NH. Named by *Rolling Stone* as one of "The 100 Greatest Guitarists of All Time," Slash will discuss his journey from the former lead guitarist of Guns N' Roses to his experience scoring an upcoming horror film. Slash will speak with Duncan Sheik, the composer of Tony award-winning rock musical, *Spring Awakening*. Alan Scherstuhl from the *Village Voice* will moderate.

17
Th



Bill Cunningham: Facades Tour
170 Central Park W.
6:30–7:30 PM

Bill Cunningham has been a fashion photographer for *The New York Times* since the 70s, and is widely considered a founding father of street-style photography. Join us on a tour of the New York Historical Society to view his photographic essay, *Facades*. The essay documents the architectural riches and fashion history of NYC by pairing models in period costumes with historic settings. Both whimsical and bold, the show highlights the historical perspective of the

08
Tu



Tribeca Hacks <Story Matter>
The Gallery
6:30–8 PM

Be the first Stateside audience to hear a recap of Tribeca Film Institute's "Story Matter"—that paired scientists with filmmakers for a hackathon at the home of the Higgs Boson—CERN, Switzerland. The collaboration challenges our attempt to explain the origins of life by formulating new story lines into innovative technologies. Guests will hear about the process from two CERN hackathon participants, the artistic director of CineGlobal Festival and Ingrid Kopp, TFI's Director of Digital Initiatives.

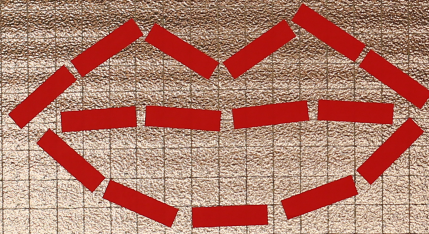
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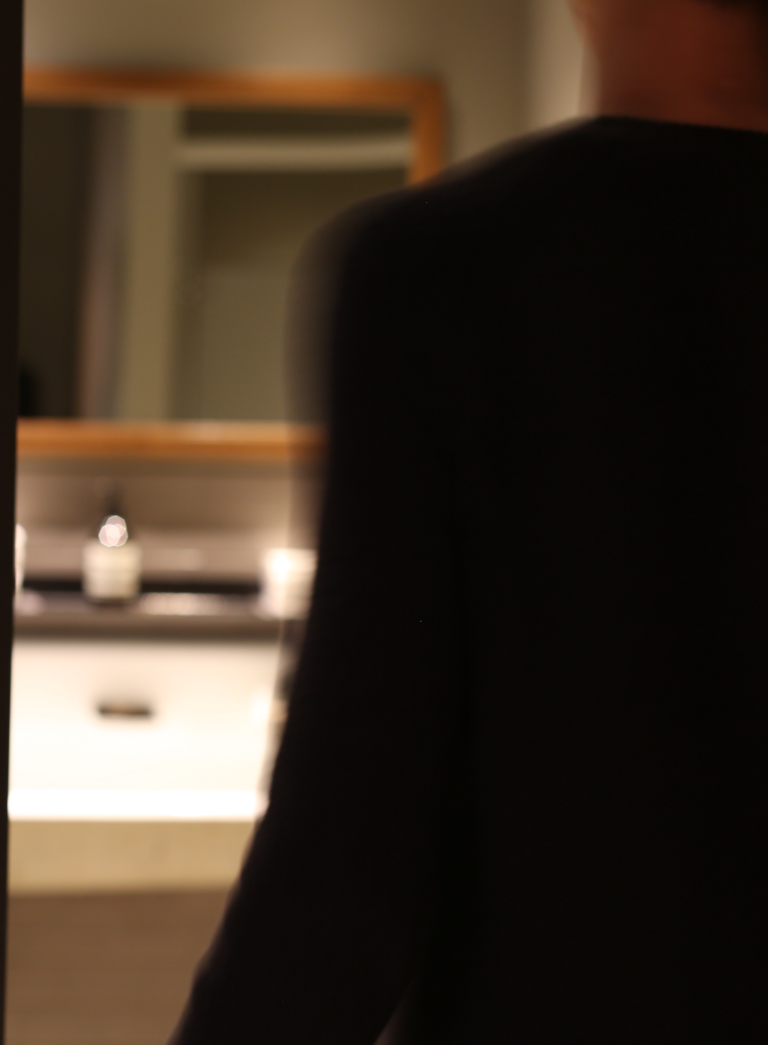
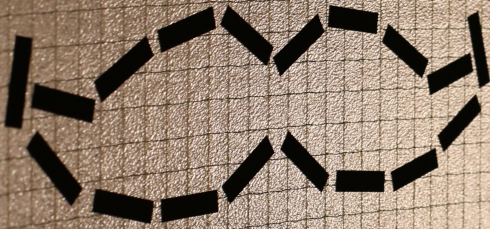
In Concert with Cibo Matto
The Library
7–9 PM

Get ready for an evening with New York-based, avant-pop duo Cibo Matto, who have returned after a 14-year hiatus to deliver their third album, "Hotel Valentine." *The New York Times* calls them "the finest trip-hop musicians to wax rhapsodic... over litig, tricky-worthy beats." Their 1996 debut saw them arrive on the scene with tales of sugar water and jerky, and while their latest offering is a little less gastronomic, it's still

LADIES



GENTS





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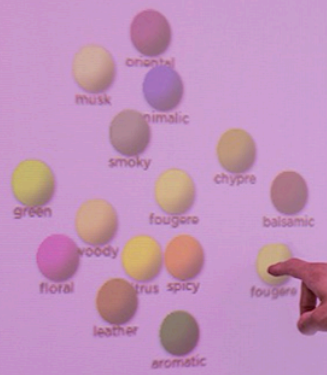
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Press and hold a Family to find out more information.



GO BACK

1. Select a Family
2. Select 5 Notes
3. Craft Fragrance

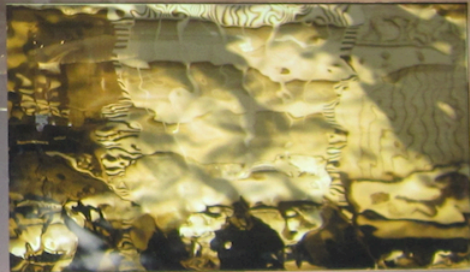


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A WINDOW INTO THE NEAR FUTURE.



WATCH CARS ON 6TH AVE TURN INTO
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UNLESS INDICATED
OTHERWISE
3:00 PM - 7:00 PM
EXCEPT SUNDAY
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