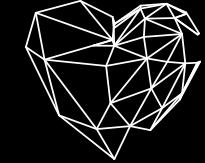


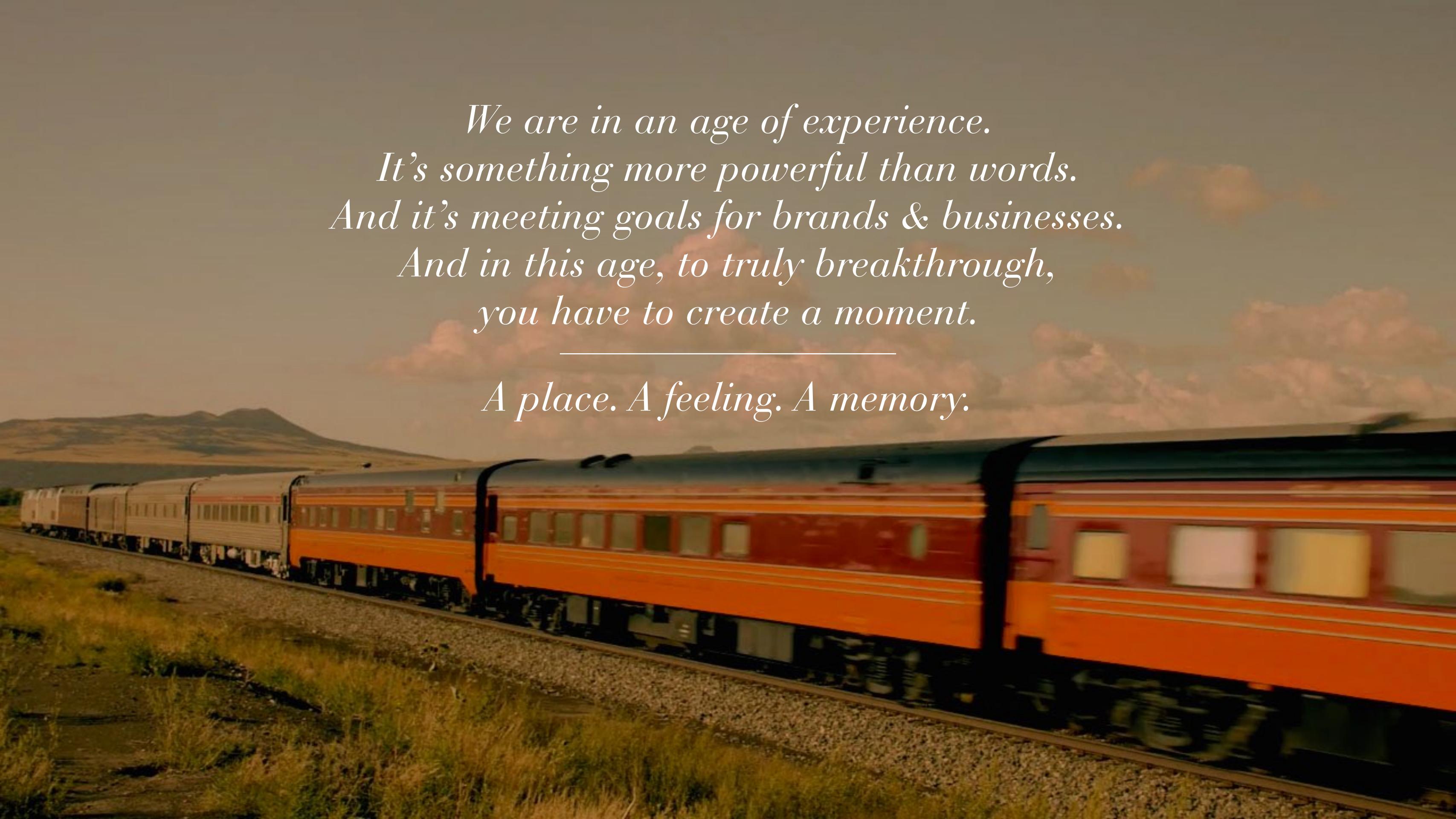
Meet Fake Love





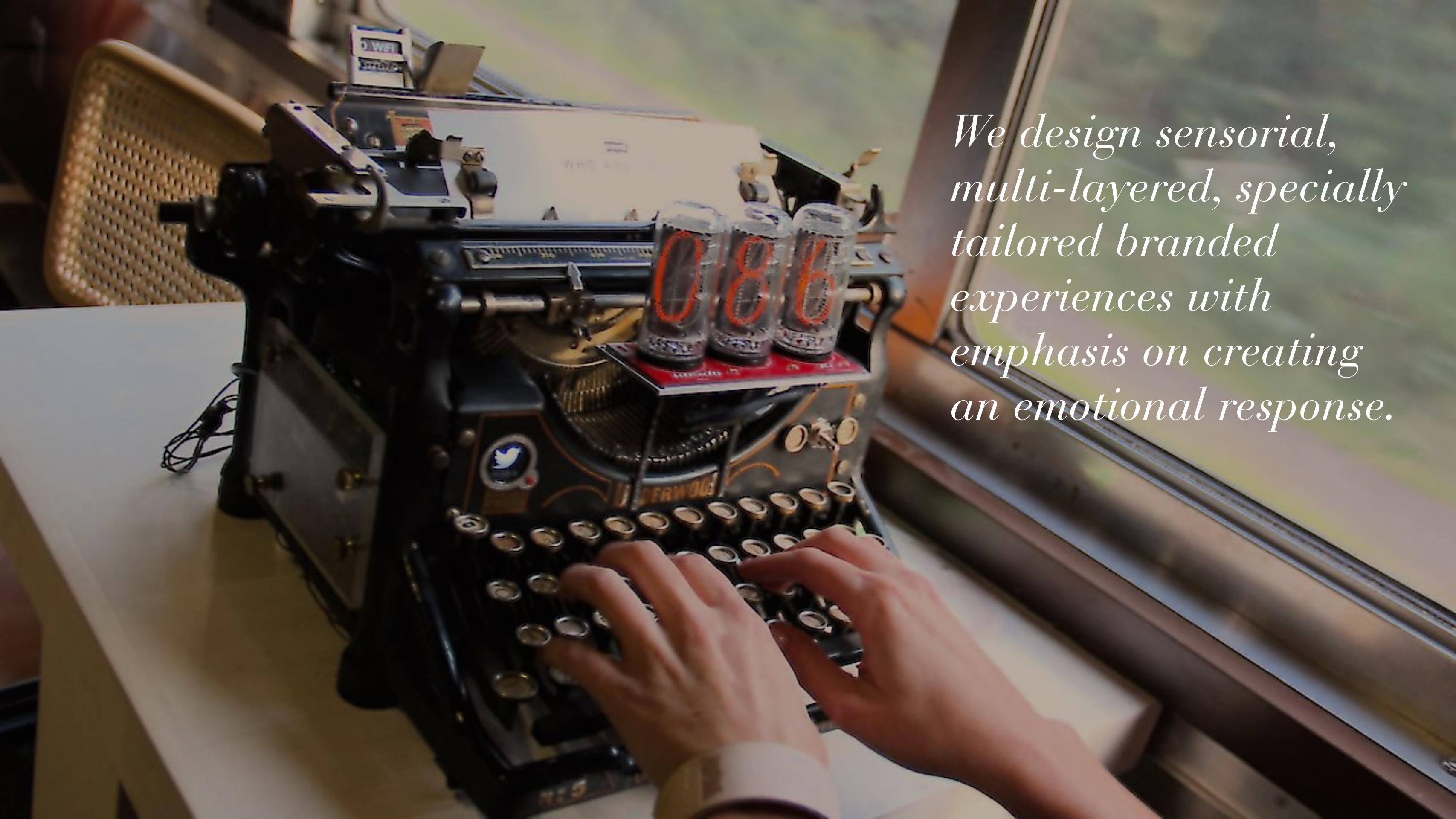
HII

We're Fake Love, an innovative experiential design agency, crafting award-winning work that creates real emotional connections.

A long train, consisting of several orange and green passenger cars, is traveling from left to right across a landscape. The train is positioned in the lower half of the frame, with its motion blurred to suggest speed. In the background, there are rolling hills or mountains under a sky filled with large, white and grey clouds.

*We are in an age of experience.
It's something more powerful than words.
And it's meeting goals for brands & businesses.
And in this age, to truly breakthrough,
you have to create a moment.*

A place. A feeling. A memory.

A close-up photograph of a person's hands typing on a vintage typewriter. The typewriter has a dark, ornate base with gold-colored keys. Above the keyboard, there is a small digital display screen showing the number "086". The background is slightly blurred, showing what appears to be a window or a glass partition.

*We design sensorial,
multi-layered, specially
tailored branded
experiences with
emphasis on creating
an emotional response.*

INTRODUCING FAKE LOVE

We concept, design, fabricate, animate, generate and invent anything you can imagine - And some things you can't.

Some call what we do experiential marketing or event marketing; others interactive design or new media art.

We call it Fake Love.

*The rules of
traditional marketing
need not apply.*

*Our work moves
beyond the feature
and benefit led
approach to focus on
real connections.*



AT A GLANCE

To us, creativity only comes with collaboration amongst those with diverse perspectives.

The core team has been with Fake Love since the beginning and we add to it selectively.

We're zealous about finding ways to bring experience to life and building a company that works for todays entrepreneurial and diverse creative landscape.

Our roots are neither from advertising or traditional experiential agencies - we come from the artist community focused on how technology can enable beautiful stories.

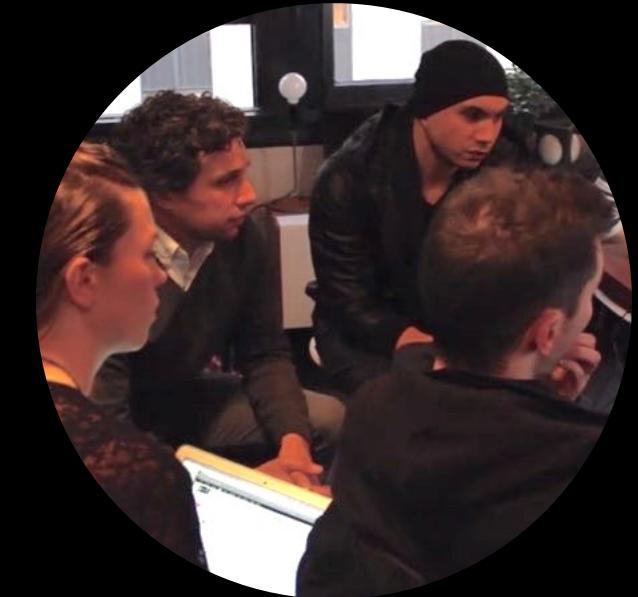
It's something unique about us. We take great pride in being able to bridge the commercial and noncommercial worlds.



EST 2010



Brooklyn/New York



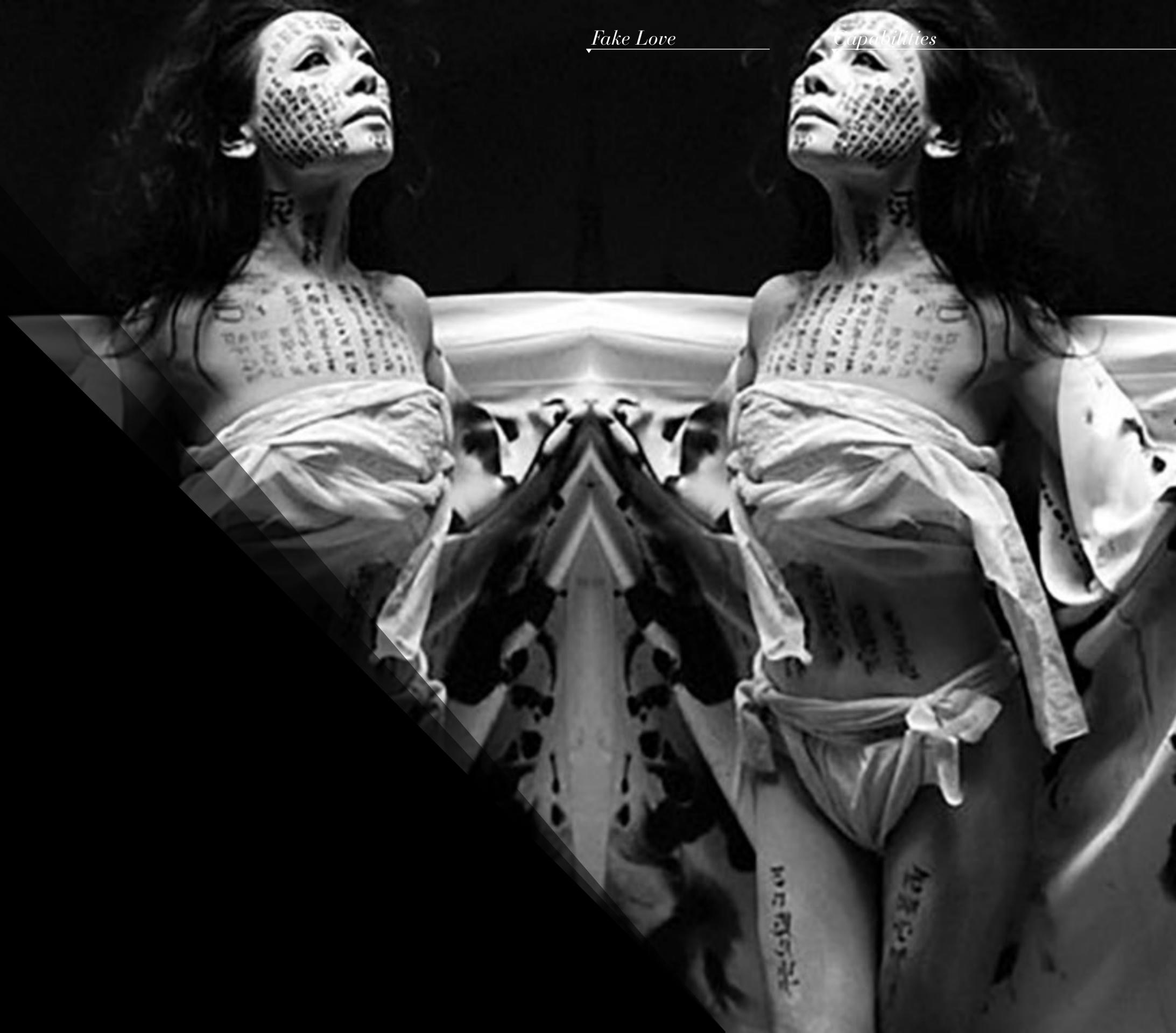
20 Full Time



Augmented Talent Network



Independently Owned



A LOVE FOR THE ARTS

Our founders and many team members have a solid background in fine arts and technology. Our practice embraces the combination of these areas, seamlessly integrating all emerging mediums.

The ideation phase often taps into those artist roots, bringing together disparate fields of visual and performing arts.

We believe this connection to the artist community allows the work to benefit as it becomes more impactful, emotional and in the end, helps to create things people talk about.

CONSTANT INNOVATION

Uncommon. Hand crafted. Unconventional. Original.

It's a challenge to know how to use new media in a way that comforts visitors so they immediately understand how to interact and respond.

And, it's a challenge to come up with something new. Every time.

We pride ourselves in leading our concept exploration from a place of creators passion that knows not what duplication is.

So, we accept this challenge.
Every time.



Make *Fake Love*

WHAT WE DO

Blending creative design and technology that may come to life as:

- ▶ Virtual Reality
- ▶ 4D Projection
- ▶ Interactive Animation
- ▶ Immersive Sculpture
- ▶ Natural User Interfaces
- ▶ Physical Interactive Creations
- ▶ Avant Garde film and content
- ▶ Generative Sound Design
- ▶ Digital / Mobile / POS Integration

HOW WE DO IT

Fabricate for:

- ▶ Pop Up
- ▶ Installation
- ▶ Activation

Leverage relationships :

- ▶ Artist Community
- ▶ Media Influencers
- ▶ Cultural Tastemakers
- ▶ Brand Ambassadors

Seamless behind the scenes :

- ▶ Permitting
- ▶ Logistics
- ▶ On the ground supervision
- ▶ Global coordination

WHERE IT COMES TO LIFE

Global and local implementations that launch singularly or simultaneously:

- ▶ Concerts
- ▶ Tradeshow
- ▶ Museum Exhibit
- ▶ On the street
- ▶ Conferences
- ▶ Retail & Storefront
- ▶ Corporate locations
- ▶ City streets
- ▶ Outer Space

Some Of Our Clients

Brands

MARC JACOBS



SONOS
THE WIRELESS HiFi SYSTEM

TIFFANY & Co.



Google



Agency Partners

mullen

droga

SID LEE

SapientNitroSM

AKQA

SAATCHI & SAATCHI

Collaborators

Doug Aitken

Chris Milk

Diplo

Phantogram

Girl Talk

Shen Wei

Aerosyn Lex

Scope Arts

Awards



**GOOGLE &
COCA COLA
Project Re:Brief**

- + GRAND PRIX
- + CYBER SILVER
- + CYBER BRONZE
- + MOBILE SILVER

**LEVIS
Station to Station**

- + CYBER SILVER
- + CYBER BRONZE

**LEXUS
Trace Your Road**

- + MEDIA LION SHORLIST
- + DIRECT LION SHORTLIST

**GOOGLE &
COCA COLA
Project Re:Brief**

- + GOLD PENCIL
- + INTERACTIVE BANNERS

Press



FAKE LOVE WINS AT CANNES
LIONS FOR LEVI'S AND LEXUS
Little Black Book Article



POV: INTERVIEW WITH JOSH
HOROWITZ AND LAYNE
BRAUNSTEIN OF FAKE LOVE
Interview by Jami Oetting of
The Agency Post



LEXUS ITALY'S REAL LIFE
VIDEO GAME
Fast Company, PSFK, Creativity
Magazine +

THE CREATORS PROJECT
REVIEWS
Wired, CNET, Gizmodo +



EGOTIST BRIEFS FAKE LOVE'S
LAYNE BRAUNSTEIN AND
JOSH HOROWITZ
Interview with founders by
The New York Egotist



ROOMS FILLED WITH SOUND
AND COLOR FOR VISUAL
SOUND EXPERIENCE
Sonos Fake Love Case
Study



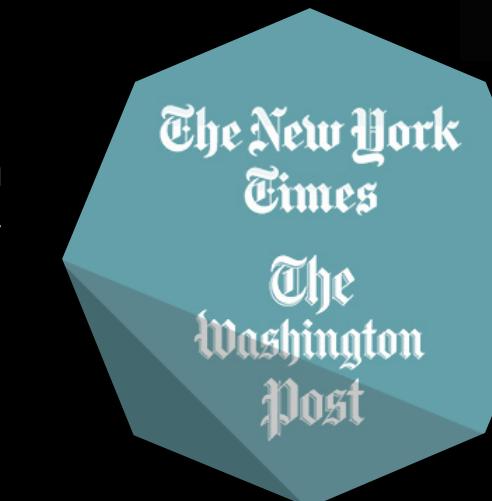
LOVE FOR GOOGLE'S
PROJECT RE:BRIEF COKE
The New York Times,
Washington Post, +



ADWEEK'S NEW MODEL
AGENCY
Turning the Digital into
Physical



TIFFANY'S T-LINE LAUNCH
REVIEWS
Harper's Bazaar
Fashionista
Elle Magazine +





TWITTER HQ TIMELINE

BRAND CHALLENGE

We were asked to create a permanent installation that embodied the history of Twitter for their San Francisco HQ.

KEY INSIGHT

This is a fast paced, micro-messaging social media brand focused on the user generated content. Their platform has a legacy and a recognized impact on live information flow and broadcast of current events.

OUR SOLUTION

For this permanent installation we created a series of reactive sculptures to tell the story of Twitter - the story of #NOW. Shaped as icons, each sculpture reflected an important moment/story in the brand's history.

Clever CTAs invited guests to pick them up. As they did so, embedded magnets placed on the bottom of each piece triggered the projection of a timeline of content that whimsically told the story of that object on the wall. The more users interacted, the more timelines projected. A beautiful visual portrait of the brand's legacy!

[CASE STUDY LINK](#)



INTEL + MUZSE ADORNED

BRAND CHALLENGE

To contextualize wearable technology within history for the cutting-edge partnership between Milk and Intel (MUZSE).

KEY INSIGHT

The new partnership wanted to take a stand and show the market its commitment to innovation in fashion and technology.

OUR SOLUTION

We conceived and created a series of interactive installations to showcase the evolution of the pieces across time. Conceptually, just as the wearables, the stations only had a function after contact/interaction. This strategy allowed visitors to use the actual exhibit to seamlessly test out the products on display.

RESULTS

- + Extensive media coverage
- + Shortlisted to AICP Next Awards
- + Extensive social media presence and integration

[CASE STUDY LINK](#)



NEXT AWARDS

MASTER & DYNAMIC LAUNCH

BRAND CHALLENGE

We were asked to launch a premium headphone brand in a saturated market, highlighting the company's direct link to creative audiences.

KEY INSIGHT

This is a high-end, design-driven, premium audio brand focused on the interaction between sound and creativity.

OUR SOLUTION

For this NY launch we created a breathtaking, multi-sensorial, immersive event that embodied the company's credo "Sound is Creativity".

Fake Love conceived a series of interactive sculptures that actively occupied the event's entryway. Inspired by their logo and textures, the interactive sculptures generated unique sounds and visual projections.

RESULTS

- + M&D Launch Party
- + 5 Unique Pieces
- + Touch + Sound + Sight

CASE STUDY [LINK](#)





BELVITA TROPHYBOT

THE IDEA

BelVita wanted to celebrate morning accomplishments by having fans Tweet them with #MorningWin.

THE CREATIVE

To paint a full picture, the installation had to be part process/machine, part performance/theater, and needed a great space. We rented out a storefront in Soho and got to work. The space was designed with the brand's warm color palette, soft natural wood, and a crisp gallery white and laid out to feel welcoming and high energy. Witty decals on the storefront's windows caught the attention of passersby while also telling the story of the activation.

The live installation happened in five stations: tweet search, 3D scanning of models, 3D printing, trophy building and tada! (display & shipping).

We didn't want to leave anyone out. So #morningwin tweets that didn't get selected for the real trophy received a personalized virtual trophy. Lastly, everyone received a fun custom video of their trophy being printed

[CASE STUDY LINK](#)

SONOS PLAY & PLAYGROUND

BRAND CHALLENGE

To create distinct activations that generated different levels of product trial in a highly competitive market.

KEY INSIGHT

We were working with a set of fully integrated wireless HiFi speakers - a sensorially engaging system that enables immersion through sound.

OUR SOLUTION

With the premise of creating innovative, multi-sensorial experiences within social gatherings we presented two distinct activations.

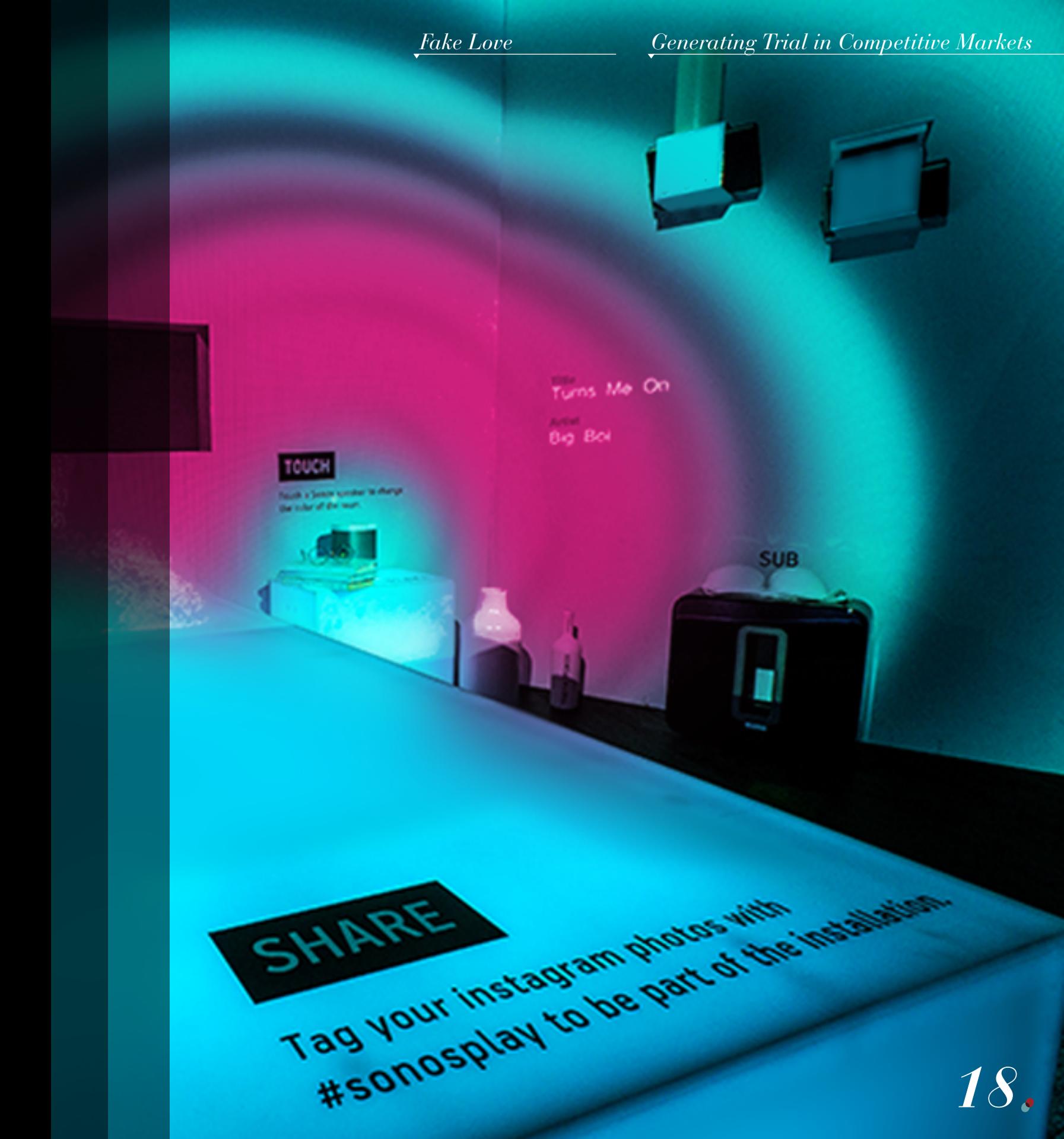
Sonos Playground Deconstructed was a site-specific installation at the Museum of the Moving Image.

Sonos Play was a house-party-like event. - an exciting and forward-thinking interactive experience.

RESULTS

- + Gesture and Audio Reactive cutting-edge experiences
- + Top 9 Vibe Electrifying Shows
- + MOMI & SXSW

CASE STUDY LINKS: [PLAY & PLAYGROUND](#)





LEVI'S STATION TO STATION

BRAND CHALLENGE

We were tasked with creating an inspiring and innovative way to make this iconic and well established brand come to life.

KEY INSIGHT

One of leading heritage brands in the world, with a solid reputation of innovation and enthusiasm.

OUR SOLUTION

We designed and produced four vintage tools that were not only connected to social media, but that also told a story in their own right. These objects seamlessly broadcasted unique content and experiences for a global audience.

RESULTS

- + 2.3 mil social impressions
- + 433 mil global media impressions
- + 2 Cannes Cyber Lions
- + 3000 miles of tracks

[CASE STUDY LINK](#)

LEXUS TRACE YOUR ROAD

BRAND CHALLENGE

Redefine what Hybrid meant - guiding it towards being synonym of an exciting luxury car.

KEY INSIGHT

Proud of promoting progress and fully engaging in technological practices, they act as an innovative brand with focus on high-performance hybrids.

OUR SOLUTION

We created a live experiential gaming activation. The result was something entirely new and stunning - a life sized real time user generated racetrack made of light.

RESULTS

- + 100K + hits a day
- + 2.3 mil + unique views
- + 230% increased dealership traffic

[CASE STUDY LINK](#)

ACURA PRISM

BRAND CHALLENGE

To take all the trending topics on social media at Sundance and make it meaningful for visitors.

OUR SOLUTION

Working closely with Mullen we created Acura Prism, a network of interconnected, and socially charged large scale sculptures. The design of the sculptures and interface were tied closely to the new branding that was being created concurrently by the agency for Acura.

Each sculpture contained a 360° prism touchscreen that aggregated and beautifully visualized all the local trending social chatter. An expansive dataset was used including Twitter, Instagram, Foursquare, Facebook, the New York Times, the entire Sundance database and more. The sculptures at the Sky Lodge also changed color depending on the weather in Park City- hint, it's cold.

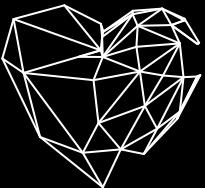
RESULTS

- + 6+ Social Datasets
- + A Unique Social Rating System
- + Acura's First Experiential Activation

CASE STUDY [LINK](#)



TALK SOON!



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