

100% A full black battery icon in the top right corner.

9:41

Tuesday, September 12





## Video



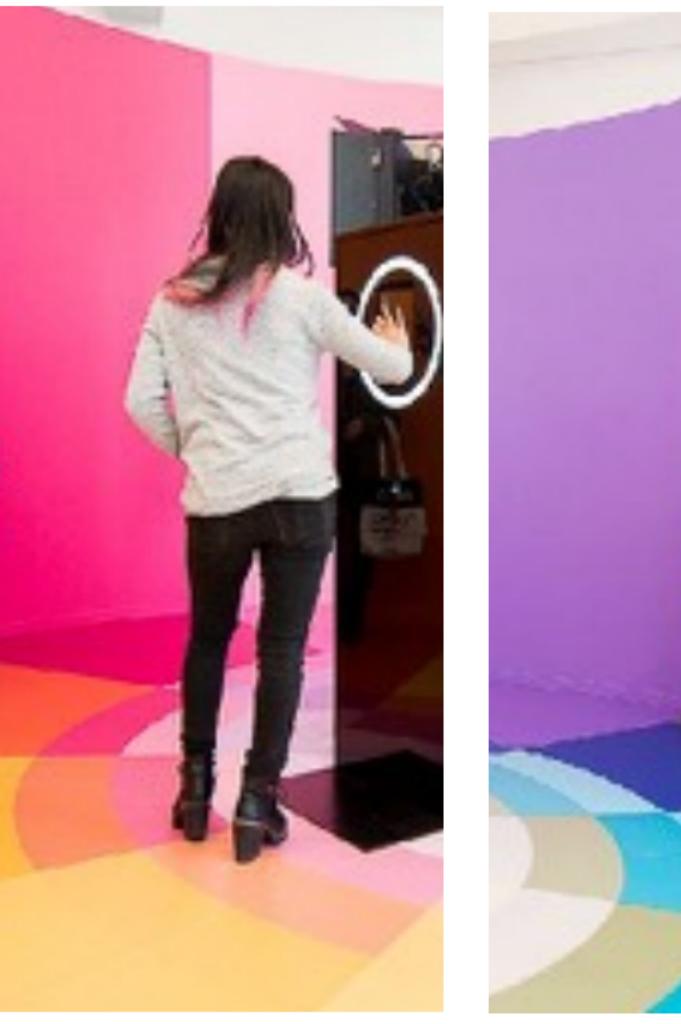
ohhappyday

Paid partnership with gap

...









**Experiments. In. Color.**

**Experience The Zoetrope — Experiential Activation**

create-on-site(flickr video) click for video



## Video



ohhappyday

Paid partnership with gap

...





## Video



ohhappyday

Paid partnership with gap

...





Experiment. in. Color.

CREATE YOUR  
OWN COLORFUL  
CAMPAIGN VIDEO

ONLY AT THIS LOCATION

MARCH 15 - 18  
11am - 7pm

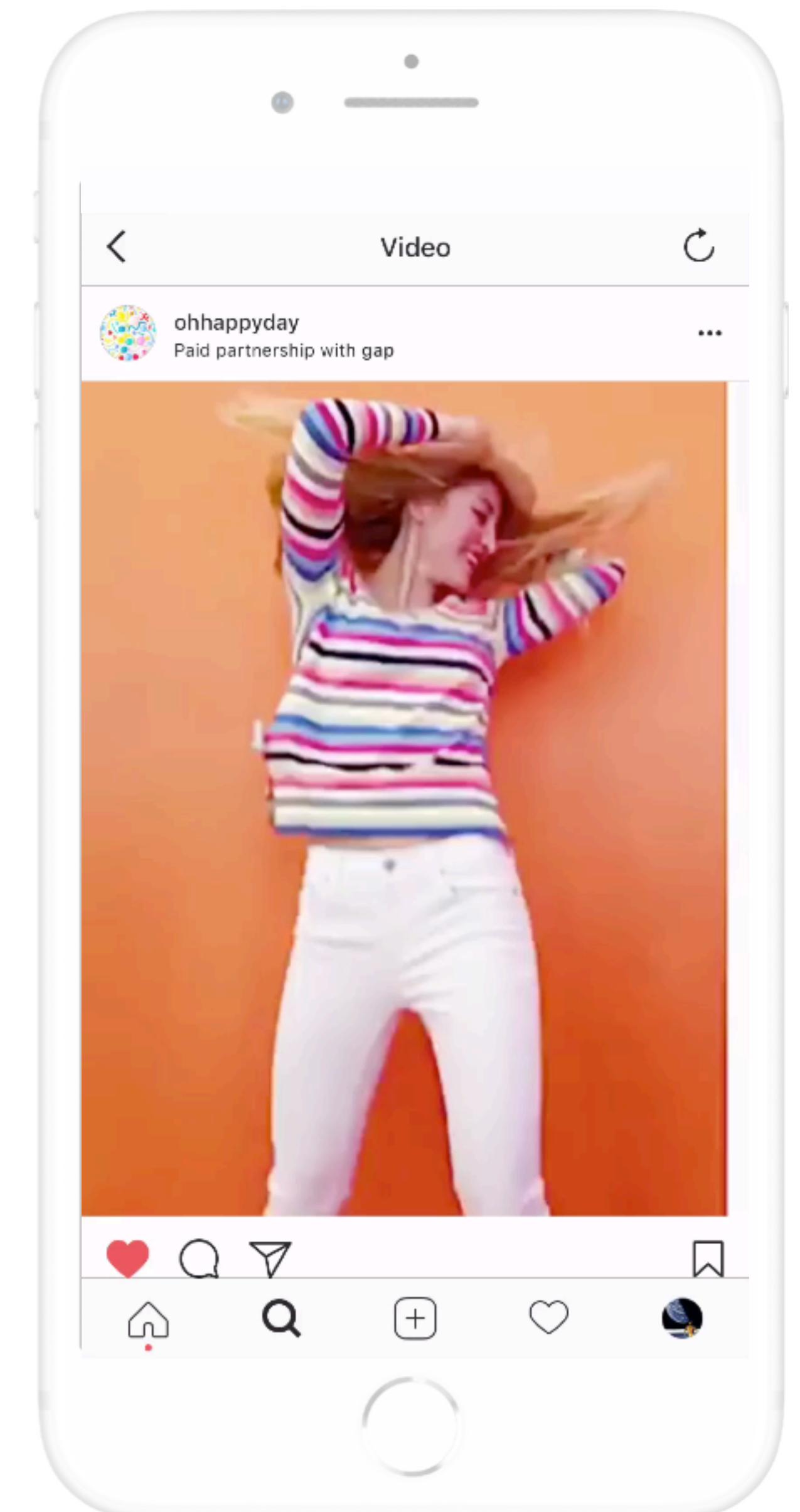
Experience the  
**zoetrope**

**GAP**



## Experiments. In. Color.

Experience The Zoetrope — Experiential Activation



Influencer video created on-site (click for video)

# The Gap Is Open

## Experiential Activation

Gap's Fall 2016 campaign, #DoYou, came to life with a unique 4-day retail experience and workshop, located at The Supermarket in Tribeca, that invited consumers, influencers and media to interact with the Gap in a new and engaging way.

Featuring collaborations with some of New York's most creative talents in fashion, music, media and art.

# The Gap Is Open

Join us for the opening of our pop-up workshop space showcasing the work of local artists alongside live customization by a host of creative collaborators

Thursday September 8  
6.00pm – 9.00pm

393 Broadway  
New York  
NY 10013

Music by  
No Vacancy Inn  
Brooklyn United  
plus special guest

Visuals by  
Haley Wollens  
Benedict Brink  
LQQK Studio  
Endless Editions  
Thomas Colligan

RSVP@TheSupermarket.NYC  
#DoYou

GAP

(click for video) >

