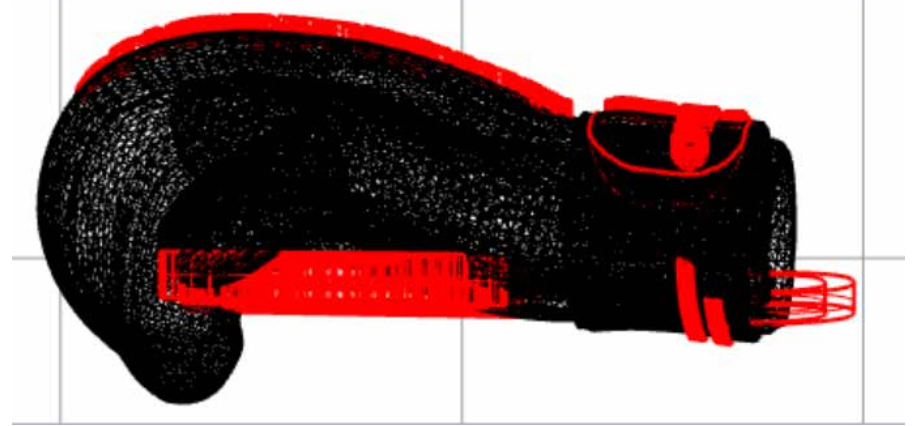
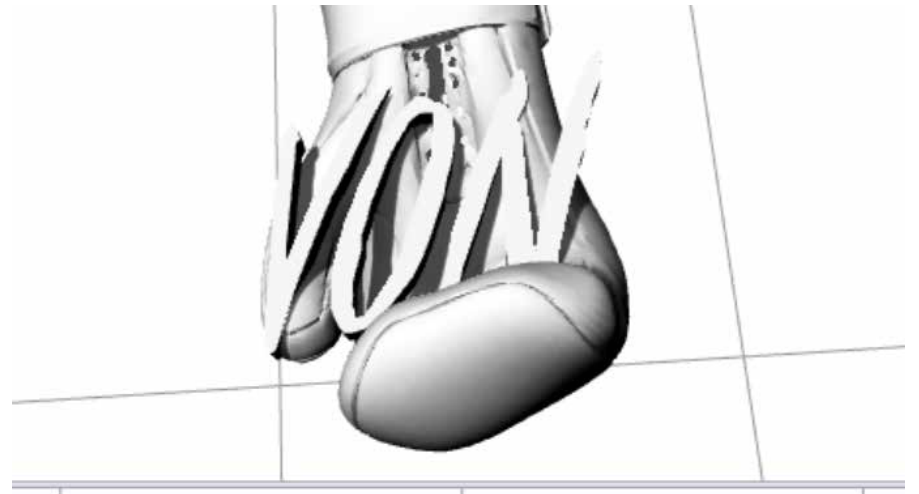




OVERTHROW X ELLEN VON UNWERTH

Client Overthrow NYC
Partners WIRED Magazine
Year 2018
Location New York, NY
Role in Project Design & Build
Client Project Manager Kate Kirkland,

Quintessential lower east side, and New York, this 360' experiential design crossover project works with digital design, 3D printing, themes of fighting for political, ethical, and feminist rights. Highlighting female power and the 'VON' magazine No.1 Fight Issue, this launch party is celebrated through Overthrow x Ellen von Unwerth. #whatareyoufightingfor



WE-DESIGNS worked with both Ellen and John Gagliano (Art Director of Overthrow) to ensure an authentic 'New York City' sense of 'fight', and created a pop-up event that embraced design x technology x product merchandise. Six VIP individuals received the exclusively designed, 3D printed 18K gold glove pendants, in addition, to experiencing a photo opportunity with Ellen von Unwerth at the green room.

Ellen von Unwerth is a German photographer and director, specializing in erotic femininity. She worked as a fashion model for ten years before becoming a photographer, and now makes fashion, editorial, and advertising photographs. Overthrow New York is a cultural institution and 'home of underground' boxing, located at 9 bleecker street, in the Lower East Side.



