

# JOSHUA TIERNEY

*Events | Experiential Marketing | Design & Production*

CAPABILITIES & SELECT WORK // JANUARY 2018

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## *About Me*

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My favorite challenge is to architect new eras for clients that are scoped above and beyond a specific activation. Such engagements might seem to be launched via what people often refer to as 'experiential marketing', but they are pre-conceptualized, designed, executed, followed up and maintained with client's long-term stakeholder value in mind.

Either working directly with brands or through agencies, in today's congruent marketing world — where technology, content, and finance increasingly overlap — ephemeral experiences create lasting emotional and digital connections in a fast-changing commercial landscape where consumers increasingly value experiences more than things, and where amplification and brand love is more important than ever before.

Previous work relationships include Dom Pérignon, *Vanity Fair*, Calvin Klein, SAP, the Ambassador Theatre Group, L'Occitane en Provence, ZTE telecommunications, and 20th Century Fox. Award-winning projects have been featured in *Biz Bash*, *Vanity Fair*, *W*, and *Vogue*.

I hold a BFA and an AAS from the Fashion Institute of Technology in New York, and an MBA in International Luxury Brand Management from ESSEC Business School in Paris, France. Currently, I teach Events and Communication Design at the Fashion Institute of Technology. I live in New York.



# Capabilities

*My know-how is built on 3 pillars:  
**Strategic Consulting, Creative, and Production.***

*A decade of expertise in the event, marketing, and creative industries has built a multidisciplinary skill set which allows me to come into any organization — or any phase of a project — as an advisor, designer, or producer. I can absorb the brand identity and culture of any client or team, to work seamlessly as an experiential/events partner.*

## STRATEGY



Experiential Strategy & Consulting  
RFP Responses & Presentation  
Trend Research & Insight Analysis  
Digital Integration  
Strategic Partnerships  
Job Descriptions and Org Charts  
Staff Training and Critical Feedback  
General Management

## CREATIVE



Concept Development  
Experience Design  
Mood Boards, Renderings, Floorplans  
Scenic, Furniture and Fixture Design  
Floral/Décor/Graphics Direction  
Lighting & Sound Direction  
Prop Styling & Visual Merchandising  
Food & Beverage Styling

## PRODUCTION



Project & On-Site Management  
Budget/SOW Development  
Production Schedules & Logistics  
Run-of-Show Development  
Vendor Sourcing & Negotiation  
Venue Scouting  
Permitting, Compliance & Insurances  
Event Staffing & Script Writing

# Client Projects

## FASHION & LUXURY

CALVIN KLEIN



Van Cleef & Arpels

L'OCCITANE  
EN PROVENCE

bloomingdales

## WINE & SPIRITS

Dom Pérignon



BOMBAY SAPPHIRE

Bols  
Genever  
Amsterdam  
est. 1575

## HOSPITALITY

DEL  
POSTO



THE PLAZA  
NEW YORK

GREAT PERFORMANCES  
CELEBRATE FOOD

MORGANS  
HOTEL  
GROUP

## MEDIA

VANITY FAIR

MODERN  
LUXURY

GO

RODALE'S  
OrganicLife

Oath:  
A Verizon company

## ENTERTAINMENT



ATG  
AMBASSADOR  
THEATRE  
GROUP

HUDSON  
THEATRE  
BROADWAY Est. 1903

HBO®

## ARTS & CULTURE

Sotheby's

RAM

jazz  
at Lincoln Center



Brooklyn Museum

## MARKETING

Wieden  
Kennedy+

GREY

GRADIENT

FIRST

JWP

JOSH WOOD PRODUCTIONS

## TECHNOLOGY

SAP



MOTOROLA

ZTE中兴

## FINANCE

Goldman  
Sachs



BRIDGEWATER

Bloomberg

BLACKROCK®

## LAW

McKool SMITH

Linklaters

## NON-PROFIT

UNITED NATIONS  
FOUNDATION

World  
Science  
Festival

RESCUING  
FOOD FOR  
NEW YORK'S  
HUNGRY  
CITY  
HARVEST

## EDUCATION

FIT  
Fashion Institute  
of Technology



# *Case Studies*

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Dom Pérignon



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*The Vintage Trinity  
Product Launch*

IRVING PLAZA  
NEW YORK CITY

[CLICK HERE TO WATCH THE REEL](#)



**DOM PÉRIGNON :  
THE VINTAGE TRINITY**

*Role : Senior Producer  
Agency : GRADIENT Experiential*

Dom Pérignon started with a big brief: for the first time in its history, the *maison* launched three vintages at the same time - a *blanc*, *rosé*, and P2. The *maison* wanted to leverage the occasion to create brand awareness for the new vintages, and also reenergize the brand in a way that would connect with new demographics and WOW the press. The challenge was to create an experience that would simultaneously cater to traditional press, as well as influencers, bloggers, vloggers, and trade accounts and ensure that the impact was amplified beyond the confines of the physical event via social media engagement.



## DOM PÉRIGNON : THE VINTAGE TRINITY

The Dom Pérignon Vintage Trinity communications and experiential platform was created to glorify the divinity and preciousness of each of the products, leveraging the brand's history and DNA. Each of the three vintages was incarnated into an immersive experiential environment with unique scenography and performance art inspired by the tasting characteristics of each of the three vintages.



WINNER!  
2017 EVENT STYLE AWARDS  
**BIZBASH**  
BEST PRODUCT  
LAUNCH



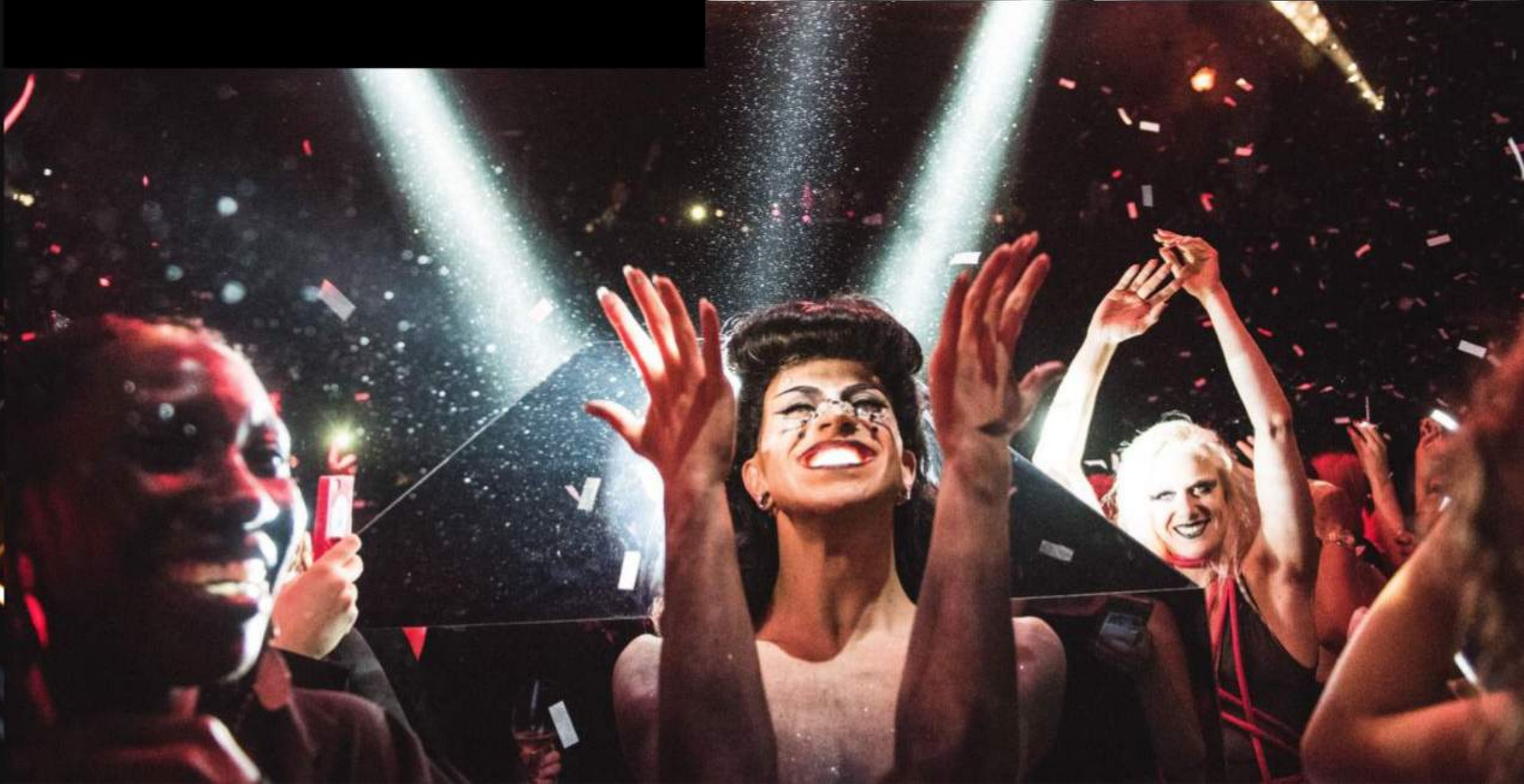


### DOM PÉRIGNON : THE VINTAGE TRINITY

First discovered by the 50 attendees of an elegant press dinner, the vintage rooms created sufficient interaction to keep their attention while the dinner space was transformed to accommodate an additional 450 guests. Inside the vintage rooms, guests sampled the new creations of the *maison* and immersed themselves in the product universe, encouraging photo opportunities and social sharing. On the mainstage, a one-night-only cabaret performance by the theatre group behind MANKO, an of-the-moment restaurant and cabaret in Paris, created an “insider” attraction, while keeping the brand at the forefront of the conversation as the performances also highlighted the unique vintages. The experience culminated in a reveal moment where all three vintages were displayed in a light and show extravaganza, segueing into a late night dance party.



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LAUNCH

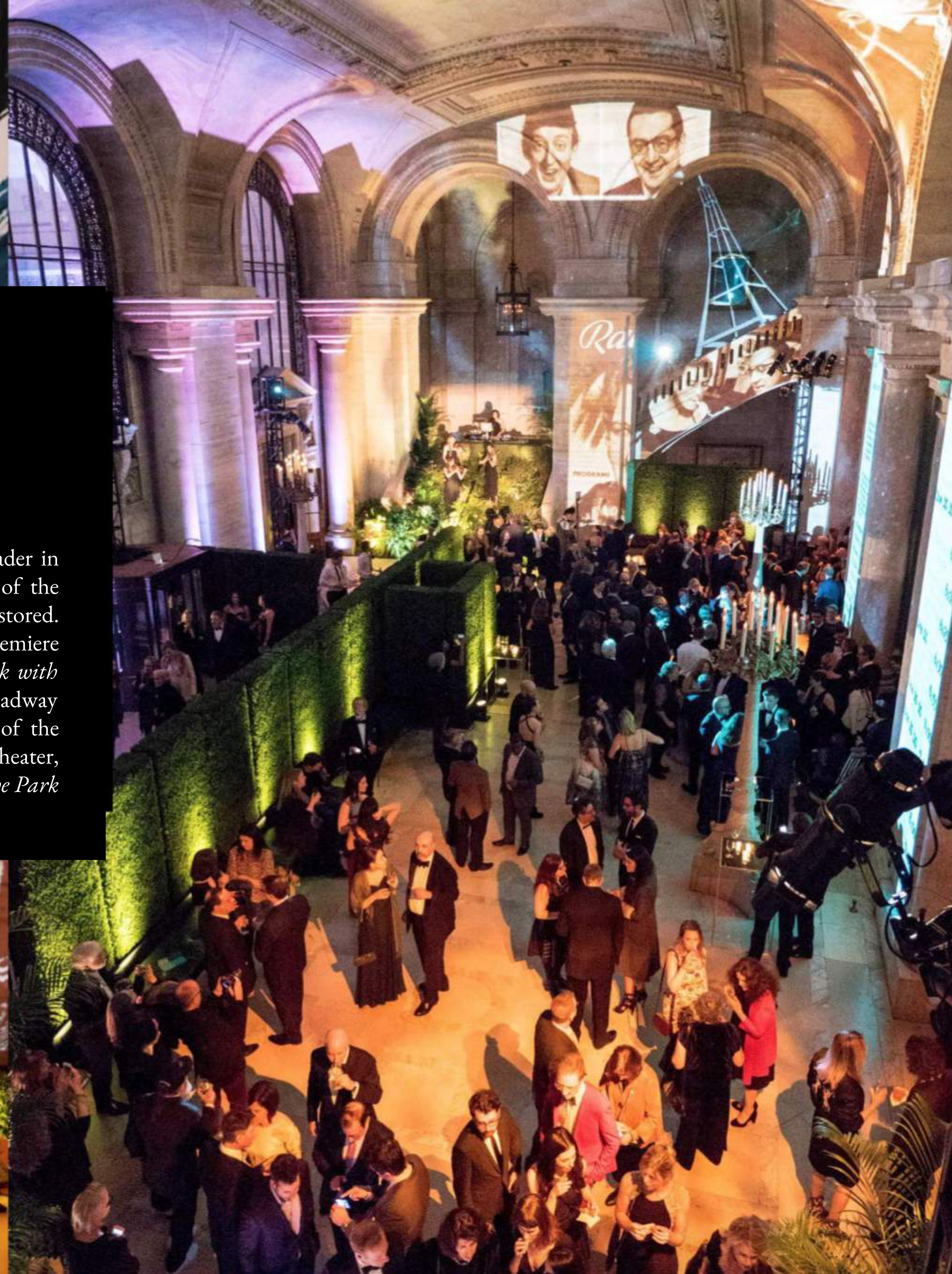




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*Hudson Theatre Acquisition*  
- and -  
Sunday in the Park With George  
*Opening Night After Party*

NEW YORK PUBLIC LIBRARY  
NEW YORK CITY



**AMBASSADOR THEATRE GROUP :  
HUDSON THEATRE REOPENING /  
SUNDAY IN THE PARK WITH GEORGE  
OPENING NIGHT AFTER PARTY**

*Role : Senior Producer*

*Agency : GRADIENT Experiential*

The Ambassador Theatre Group (ATG), a London-based international leader in live theatre hosted an elegant celebration to toast the historic reopening of the Hudson Theater on Broadway, which the group had recently acquired and restored. ATG was also celebrating the opening night performance of the premiere production in the theatre, Stephen Sondheim's musical *Sunday in the Park with George* starring Hollywood actor Jake Gyllenhaal, who was making his Broadway debut. The after-party needed to communicate around the acquisition of the Hudson Theatre by ATG, the history and heritage of the historic Hudson Theater, as well as create excitement for the media around the opening of *Sunday in the Park with George*.





**ATG :**  
**HUDSON THEATRE REOPENING**  
**/**  
***SUNDAY IN THE PARK WITH***  
***GEORGE***  
**OPENING NIGHT AFTER PARTY**

Drawing inspiration from the art of Georges Seurat, on which the musical *Sunday in the Park with George* is inspired, the New York Public Library was transformed with projection mapping that morphed from imagery of the famous Seurat painting *A Sunday Afternoon on the Island of La Grande Jatte*, to brushstrokes from the production artwork, to archival playbills, production art, and photos from the Hudson Theater.

Black-tie clad guests were greeted by strapping waiters serving Moët & Chandon champagne were overwhelmed by the sight of the projection mapping that enveloped the room, and the sound of a modern string trio and DJ playing in tandem on a stepped soundgarden.



VANITY FAIR

*Saks  
Fifth  
Avenue*

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*Vanity Fair x Saks Fifth Avenue  
International Best Dressed List*

ACADEMY MANSION  
NEW YORK CITY

## VANITY FAIR x SAKS FIFTH AVENUE : INTERNATIONAL BEST DRESSED LIST

*Role : Senior Producer*

*Agency : GRADIENT Experiential*

Vanity Fair hosted their annual International Best Dressed List event in collaboration with Saks Fifth Avenue at the Academy Mansion on the Upper East Side of Manhattan. Design elements were selected to complement venue, a former Gilded Age mansion, to create a warm, residential feeling. The look and feel of the event was appropriate for a society cocktail party on the Upper East Side, while being filled with instagrammable details such as lush florals and a lavish dessert table sponsored by Ladurée. The opulent dessert display featured an incredibly rich mix of pastries, accented by overflowing fruit bowls and candelabras, evoking an Old Master painting. A string trio, appearing traditional, clad in Halston Heritage and Prada, played classical arrangements of contemporary pop music, while a video wall featured content from the magazine. Vintage and modern furniture were mixed for a contemporary vibe, outrageous floral arrangements graced the mantles, and uplit potted palms evoked the grandeur of Victorian Palm Courts.



**VANITY FAIR x SAKS FIFTH AVENUE :  
INTERNATIONAL  
BEST DRESSED LIST**

An opulent dessert display of Ladurée  
confections served as edible and  
instagrammable décor.



CALVIN KLEIN

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*Calvin Klein Underwear  
30th Anniversary Street Marketing Activation*

PIER 94  
NEW YORK CITY





**CALVIN KLEIN UNDERWEAR:  
30TH ANNIVERSARY STREET MARKETING ACTIVATION**

*Role : Designer/Producer  
Freelance*

To celebrate the 30th anniversary of iconic Calvin Klein Underwear, the brand celebrated with an activation at the annual Pier Dance in New York, a key event in the annual Heritage of Pride programming. The ad campaign came to life and was recreated on the pier. A scaffolding structure became a playground for statuesque models, clad in candy-colored Calvin Klein underwear, creating a stunning and instagrammable photo op. Underwear was distributed as part of the activation to build awareness and reinforce loyalty among a key demographic for the brand.



Introducing Bold Calvin Klein Underwear for men



Introducing Bold Calvin Klein Underwear for men

BOMBAY  SAPPHERE

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*Bombay Sapphire East  
Influencer Dinner*

632 on HUDSON  
NEW YORK CITY



**BOMBAY SAPPHIRE EAST  
INFLUENCER DINNER**

*Role : Creative Director  
Agency : Great Performances*

To celebrate the launch of Bombay Sapphire East, the brand hosted a dinner for influencers in the food, beverage, and lifestyle space. Inspiration was derived from the Bombay Sapphire brand DNA. Inspired by the British Raj and the fragrant botanicals featured in the gin, the brand codes were reinterpreted to communicate around the tradition and know-how of the brand but to also convey a sense of modernity.



## **BOMBAY SAPPHIRE EAST INFLUENCER DINNER**

Celebrity Chefs Marcus Samuelsson, Daniel Boulud, and José Andrés created fusion food creations that blend east and west, a nod to brand, and that incorporated the botanicals from the produce. The decor featured a blend of traditional European garden flowers, exotic spices and botanicals. Indian sari fabric table runners were juxtaposed with ornate English china, while the meal was eaten with chopsticks. Brass accents, candlelight, and found objects suggested the mystery of the East. Indian-style floral garlands draped on the backs of chairs created instagrammable moments for dinner guests.

ZTE

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Axon M  
*Global Product Launch*

DUGGAL GREENHOUSE  
BROOKLYN, NEW YORK

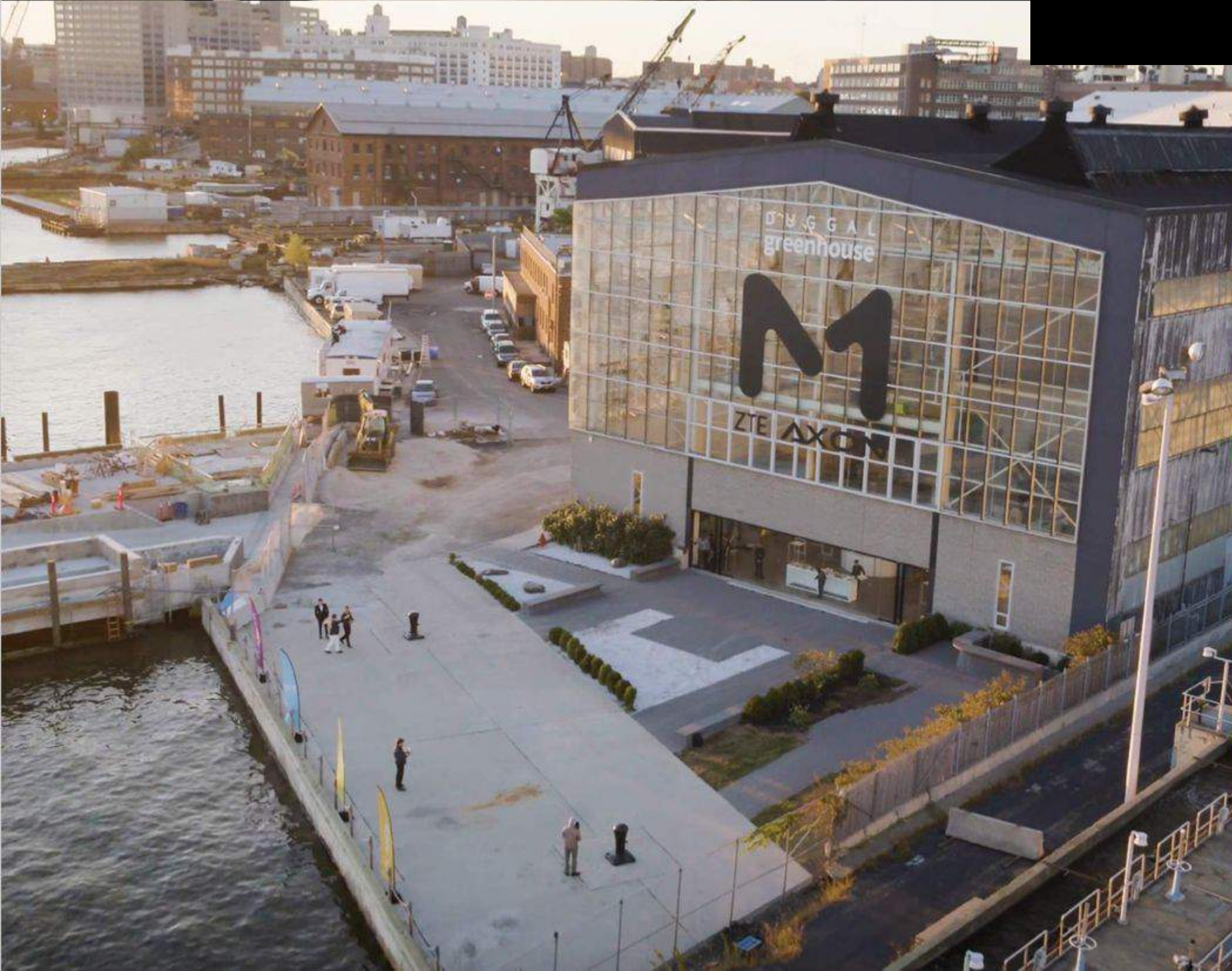
[CLICK HERE TO WATCH THE REEL](#)

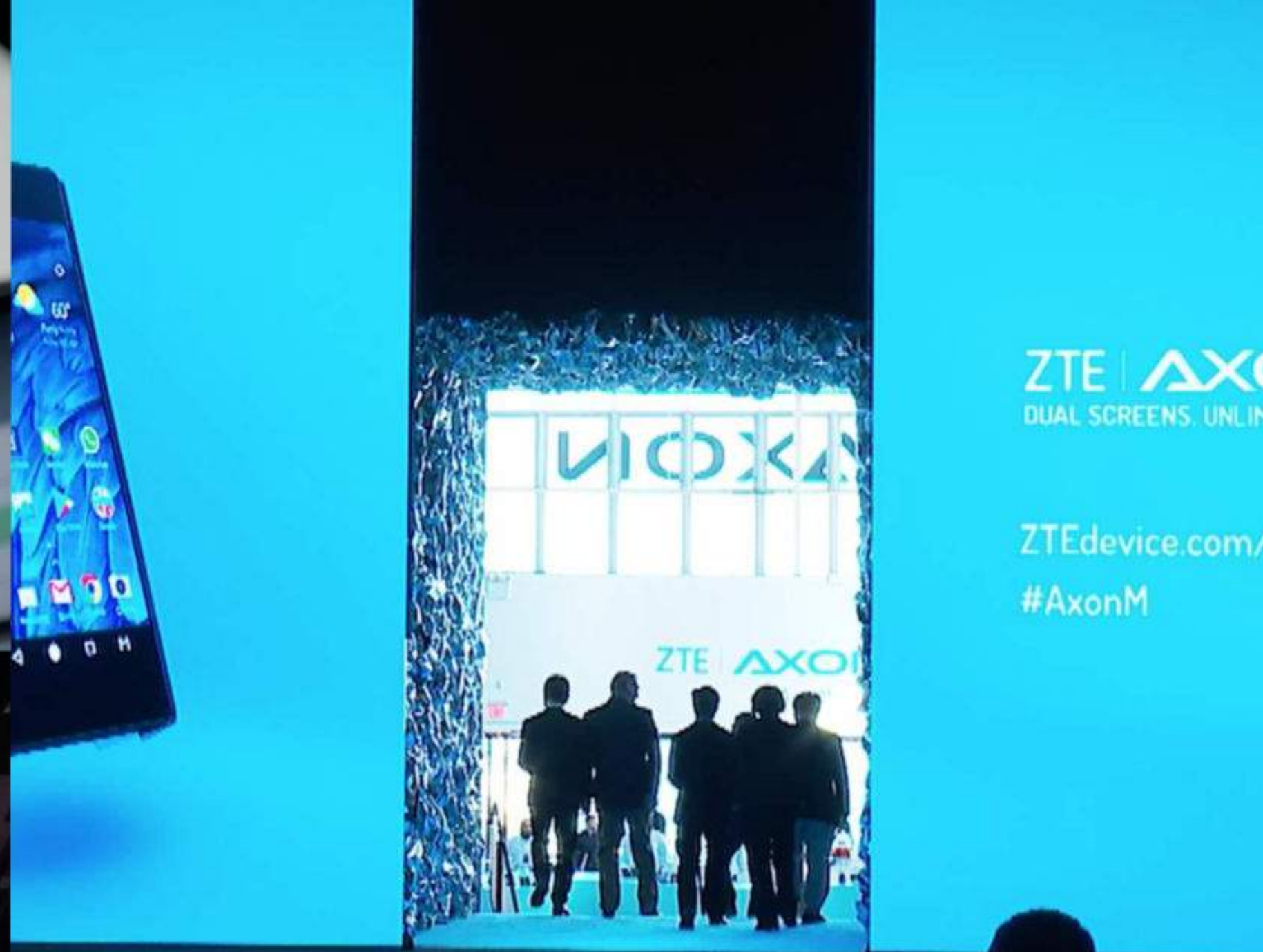
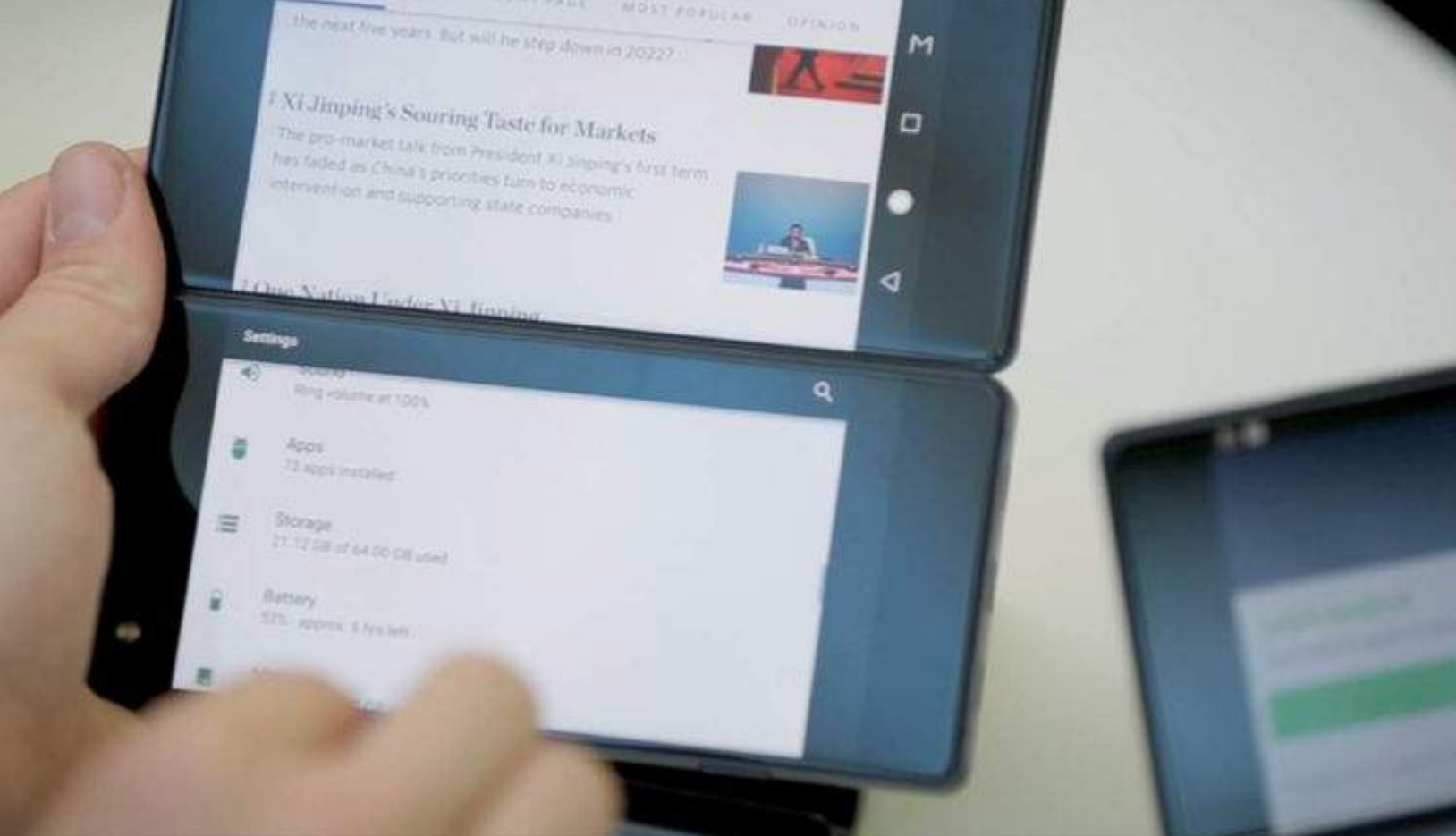


## ZTE | AXON M PHONE LAUNCH

*Role : Senior Producer*  
*Agency : GRADIENT Experiential*

For the first-ever global launch in the United States for ZTE, the Chinese telecommunications giant, the brand chose NYC for their launch to reach the American market, a key demographic for growth. Guests arrived to Duggal Greenhouse via water taxi. The launch hosted press from Asia, Europe, and the USA, and was livestreamed to the world for truly global reach.



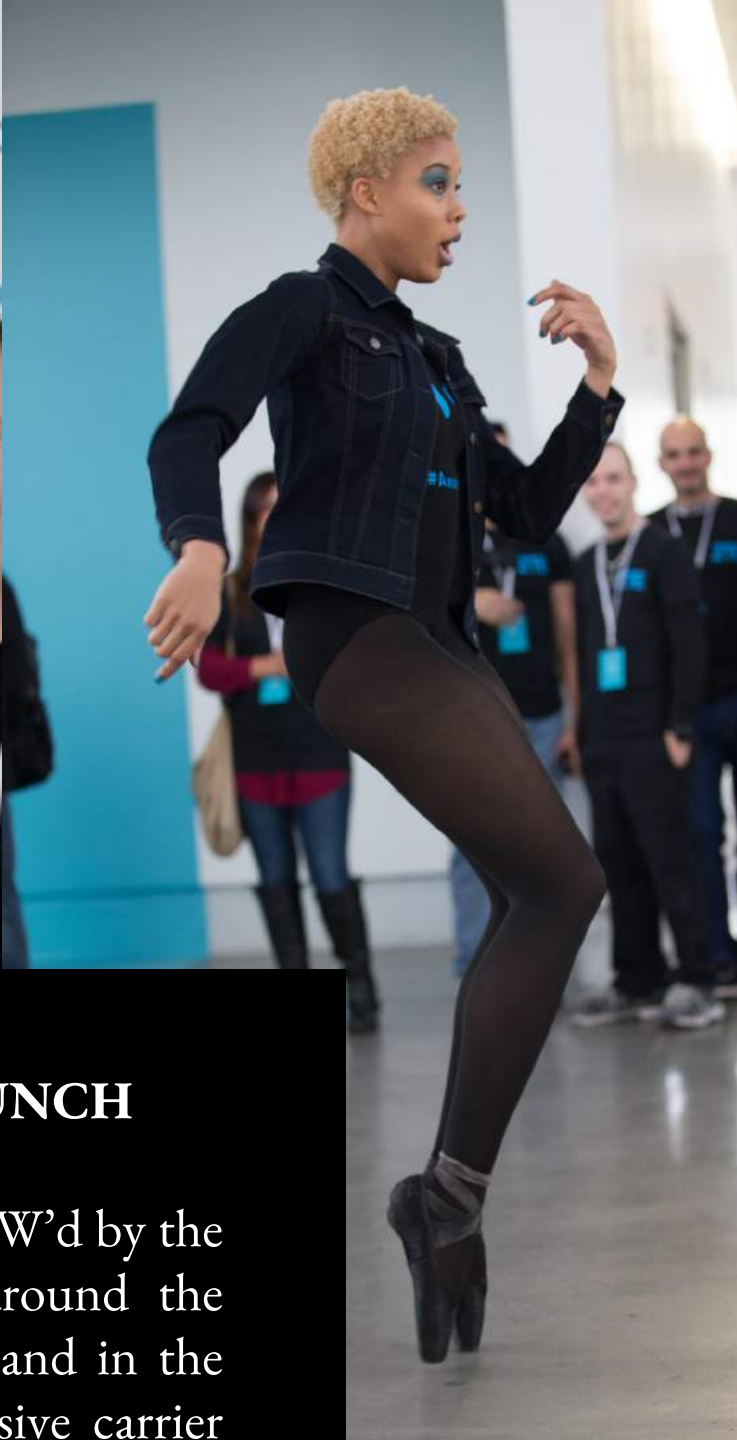


## ZTE | AXON M PHONE LAUNCH

Faced with the challenge of making the ZTE launch stand out amidst simultaneous competitive launches within the telecommunications sector, the launch presentation was followed by an immersive demo area with experiential zones highlighting product use cases.

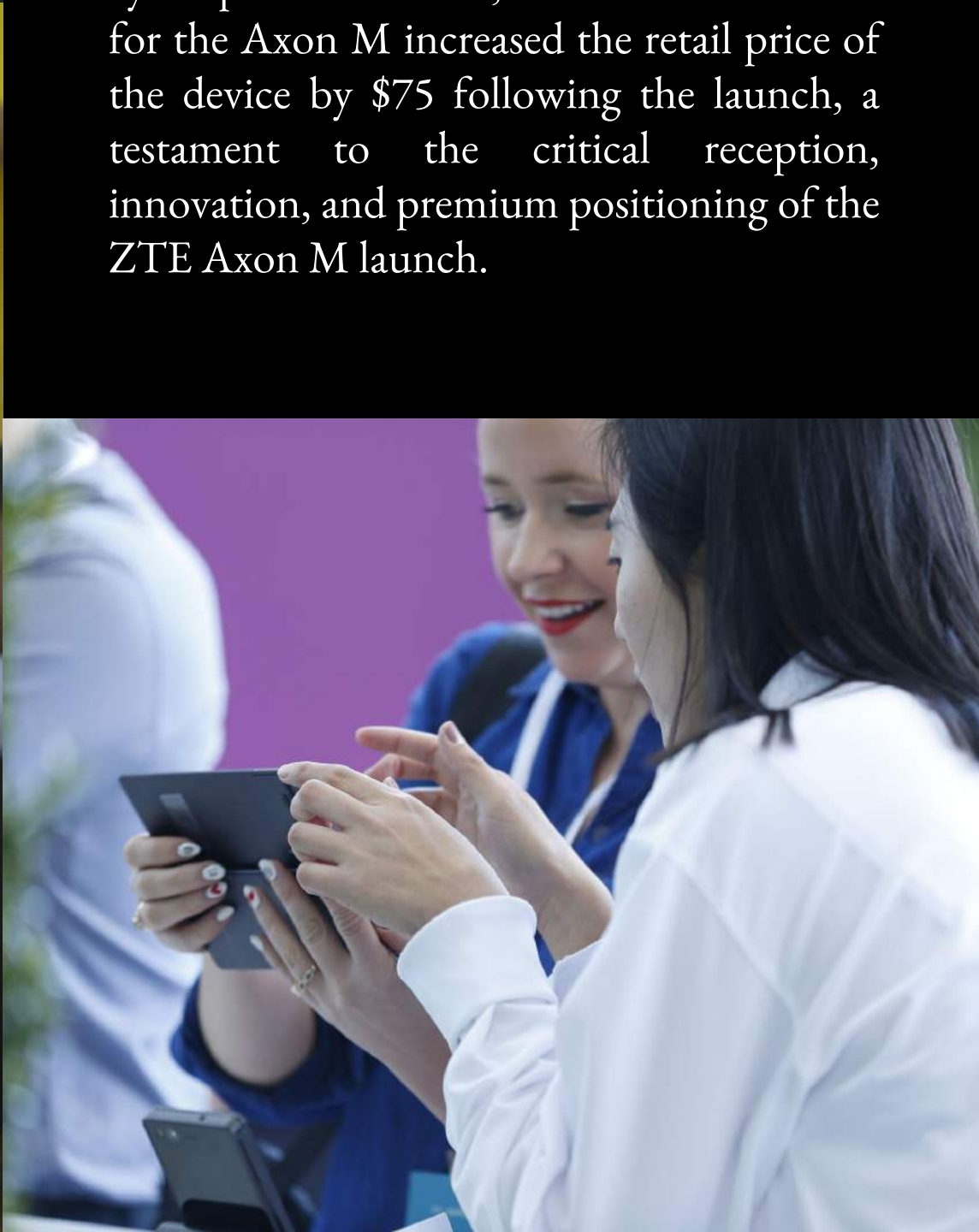
Inspired by the innovative functionality of the phone, the first-ever mobile device to feature dual screens, an experiential platform was developed around the concept of duality. The platform spoke to the functionality of the phone, as well as contemporary lifestyle trends of millennials, who do not limit themselves in their self definition (i.e. - the 'slasher' generation.)





**ZTE | AXON M PHONE LAUNCH**

Both media and guests were WOW'd by the launch, igniting conversation around the #AxonM across social channels and in the cybersphere. AT&T, the exclusive carrier for the Axon M increased the retail price of the device by \$75 following the launch, a testament to the critical reception, innovation, and premium positioning of the ZTE Axon M launch.



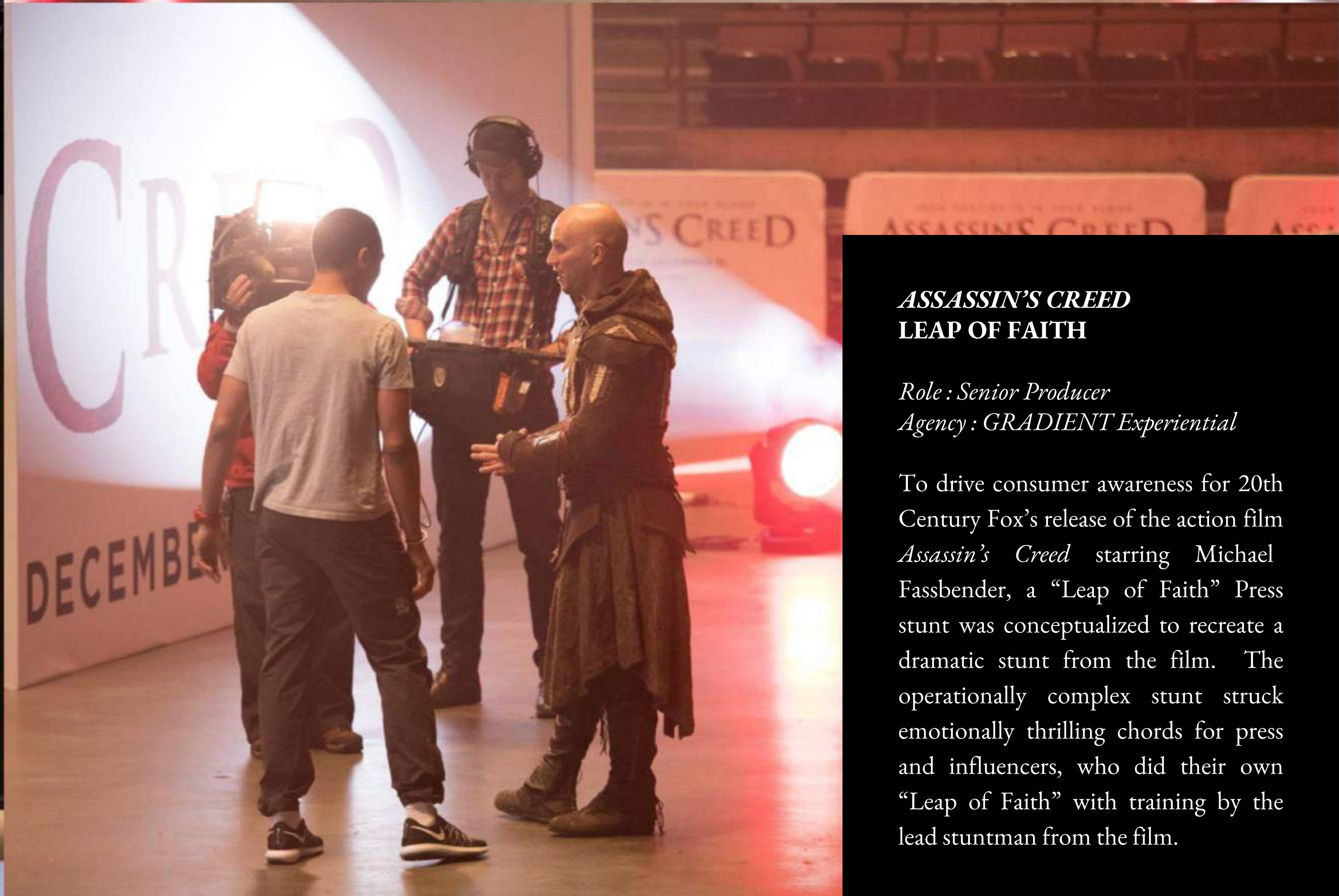




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Assassin's Creed  
*Press Stunt*

NEW YORK CITY



***ASSASSIN'S CREED  
LEAP OF FAITH***

*Role : Senior Producer*

*Agency : GRADIENT Experiential*

To drive consumer awareness for 20th Century Fox's release of the action film *Assassin's Creed* starring Michael Fassbender, a "Leap of Faith" Press stunt was conceptualized to recreate a dramatic stunt from the film. The operationally complex stunt struck emotionally thrilling chords for press and influencers, who did their own "Leap of Faith" with training by the lead stuntman from the film.

## *ASSASSIN'S CREED* LEAP OF FAITH

The stunt featured the film's acclaimed stunt performer, Damien Walters, who leaped from a 106-foot scissor lift, the equivalent of a 10-story building, onto an inflatable airbag below. The stunt surprised and delighted press and consumers with shock and awe. To generate shareable content and media coverage, members of the press attempted their own 20-foot jump in 1-on-1 stunt training experiences with the stunt man, recreating their own "Leap of Faith" from the film.





*ASSASSIN'S CREED*  
LEAP OF FAITH

Facebook Live interviews kept the jump trending on social media and in the blogosphere. The stunt was featured on *Good Morning America*.



Sotheby's

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Golden Age of Comics  
*Exhibition and Sale*

SOTHEBY'S  
NEW YORK CITY



## SOTHEBY'S GOLDEN AGE OF COMICS

Role : Creative Director

Agency : Great Performances

To celebrate the *Golden Age of Comics* sale at Sotheby's in New York, a fun, youthful cocktail was organized taking its cues from comics of the mid to late 20th century. Costumed waitstaff surprised and delighted guests, while thematic food and beverage took its cues from Pop Art, in a nod to the art of Roy Lichtenstein.

Atypical for the traditionally conservative Sotheby's, the *Golden Age of Comics* sale offered an opportunity for the venerable auction house to feature its youthful side and connect with young collectors.



RODALE'S  
**OrganicLife**<sup>™</sup>

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Rodale's Organic Life  
*Magazine Launch*

GARY'S LOFT  
NEW YORK CITY



## RODALE'S ORGANIC LIFE LAUNCH EVENT

Role : Creative Director/Producer

Agency : Great Performances

To celebrate the launch of *Rodale's Organic Life*, a new lifestyle magazine, an immersive experiential environment was conceptualized to transport advertisers and guests into the editorial pages of the magazine.

The charm of a garden and greenhouse were channeled for the design and décor. Flowers, foliage, and a build-your-own-bouquet station were complemented by fresh, organic fare. A living wall of lush foliage served as a non-traditional step-and-repeat backdrop.







**RODALE'S ORGANIC LIFE  
LAUNCH EVENT**

To highlight the ethos of the new lifestyle magazine, the event was hosted in a loft with a residential look and feel in Manhattan.

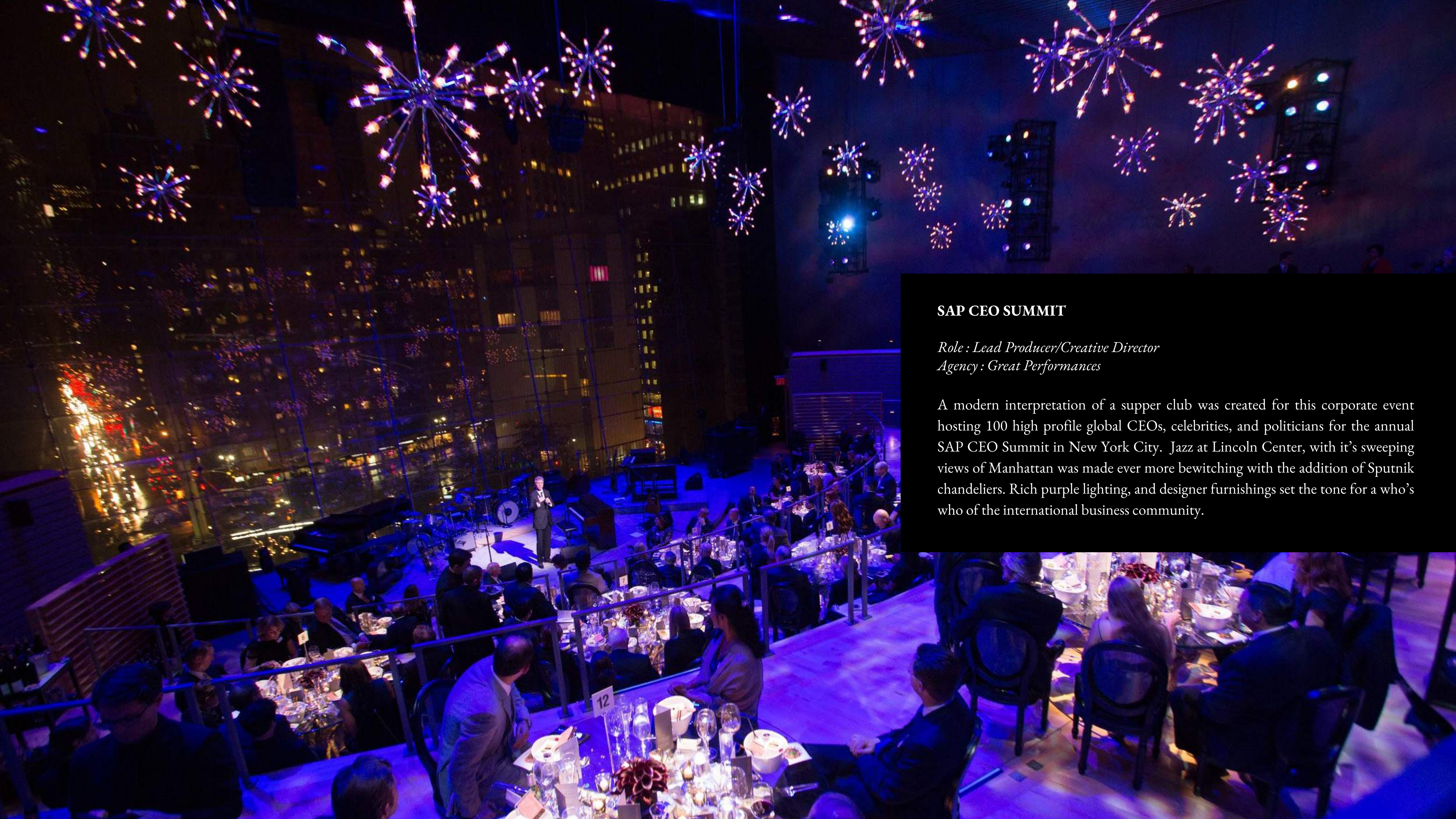
Large botanical print graphics provided a backdrop for instagram-worthy food displays. An edible crudité garden delighted guests. Handmade reclaimed furniture made by local Brooklyn woodworkers echoed the ethos of the brand.





*Global CEO Summit*

JAZZ AT LINCOLN CENTER  
NEW YORK CITY



## SAP CEO SUMMIT

*Role : Lead Producer/Creative Director*

*Agency : Great Performances*

A modern interpretation of a supper club was created for this corporate event hosting 100 high profile global CEOs, celebrities, and politicians for the annual SAP CEO Summit in New York City. Jazz at Lincoln Center, with it's sweeping views of Manhattan was made ever more bewitching with the addition of Sputnik chandeliers. Rich purple lighting, and designer furnishings set the tone for a who's who of the international business community.



## SAP CEO SUMMIT

Grammy Award winning singer-songwriter Norah Jones performed a private concert while guests enjoyed a 5-course dinner by Japanese celebrity chef Masaharu Morimoto. Sleek banquettes and contemporary furnishings created a cool, clubby ambiance, and candlelight created the vibe of a swank, smoky supper club.



*Thank you.*

JOSHUA  
TIERNEY



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