

## **Lippincott Exhibition Makes Its North American Debut**

*Like me: Our Bond with Brands* opens at the Condé Nast Gallery on September 26, challenging our relationship with brands today and into the future

**New York, NY (Sept. 26, 2016)** – Branding pioneer Lippincott, the creative consultancy behind the Campbell's soup can, the Starbucks Siren and the Coca-Cola ribbon, announced the North American debut of its exhibition at the Condé Nast Gallery in New York City.

*Like me: Our bond with brands* examines society's evolving and complex relationship with brands. Through sculpture, pop art, painting and digital media, the exhibition challenges visitors to reconsider the role of brand in their own lives. The exhibition launched last year at the Design Museum in London where it was ranked as a London Design Festival must-see.

"At Lippincott, for the last seven decades, we have been deeply involved in the way in which brands have shaped culture," states Heather Stern, Chief Marketing and Talent Officer at Lippincott. "Through this exhibition, we want to give visitors a fresh perspective on the way brand influences our lives today, while exposing the significant changes we see on the horizon. Whether consciously or not, we all play a role in shaping the major force brands have become and we're inviting both brand builders and bystanders to reflect on this shifting dynamic."

The show will feature several never before seen exhibits curated and designed by Lippincott, including a provocative take on the history of brand, a playful look at today's selfie culture and an installation on brand's future. It will also include a series of watercolors by the renowned artist Don Nice and an original sculpture from Brooklyn artist Michael Murphy, both of which explore the relationship between brand, identity and culture.

*Like me* is the first interactive exhibition held at the Condé Nast Gallery, located on the 34<sup>th</sup> floor of 1 World Trade Center. Home to some of the world's most iconic media brands and influencers, this impressive space offers 180-degree views of lower Manhattan and its landmarks. **It will run from September 26 through October 14.**

"We are truly excited to host Lippincott's 'Like me' exhibit at the Condé Nast Gallery," said Erica Boeke, Head of Strategic Brand Experiences at Condé Nast. "The interactive, thought-provoking content is unlike anything we have ever hosted, and we think Condé Nast is the perfect venue to have a conversation on the future of brands."

A private viewing and networking event debating the future of brand will kick off on the evening of September 27, featuring an eclectic panel of brand and business experts including Kira Wampler (Chief Marketing Officer of Lyft), Stephen Gold (Chief Marketing Officer of IBM Watson), Norman de Greve (Chief Marketing Officer of CVS Health) and more. With the exhibition as their backdrop, the panelists will discuss the technologies that are changing consumer behavior and the long reaching implications for brands, businesses and beyond.

For more information visit [www.lippincott.com/likeme](http://www.lippincott.com/likeme). To inquire about a private viewing or invitation to one of the Like me events, contact [arotter@5wpr.com](mailto:arotter@5wpr.com).

# LIPPINCOTT

499 Park Avenue  
New York, NY 10022  
212 521 0000

## About Lippincott

[Lippincott](#) is a global creative consultancy. We bring to our clients' toughest challenges the acumen, rigor and preparedness of a premier business consulting firm — and the spirit, courage and imagination of a world-class innovation and design agency. An industry pioneer for over 70 years, we partner with the world's leading companies to help them succeed on the edge of change. Lippincott is part of [Oliver Wyman](#), a wholly owned subsidiary of [Marsh & McLennan Companies](#).

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