

PUMA x NATUREL
A Collaborative Product Launch Party



Naturel





WHAT : Collaborative Launch Party
WHO : Puma and Fine Artist Naturel
LOCATION : Olsen Gruin Studio, New York, NY
DATE : July 20th, 2017





CHALLENGE : To design & install a sleek dual purpose digital sound system for a top-tier DJ/Music Producer DJ Clark Kent.

For the first half of the event, the system would be used to deliver crystal clear audio with a 5 wireless mic system for a panel discussion between DJ Clark Kent, Naturel, Jeff Staple, Joe LaPuma, and Rick Owens. For the second half, the system would be re-equalized & used to deliver hard hitting bass while maintaining clear audio for a DJ set in a very confined space. The system needed to be the smallest and sleekest in its class without compromising quality.



New York's fine artist Naturel got together with Puma to release a series of "urban-landscape" inspired sneakers.

In support of this collaboration, DJUSA was brought in for the launch party to secure the communications of the collab to all guests who were in attendance that evening. Everyone got to hear the artist speak about his most recent work with the footwear brand and no one missed a beat spun by DJ Clark Kent.

A **DJUSA** PRODUCTION