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# PARTNERS & SPADE

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PRESS RELEASE

5.1.10

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STOREFRONT HOURS:

SAT 12-7 SUN 12-6

WEEKDAYS BY APPOINTMENT

Partners & Spade, established in 2008 by Andy Spade and Anthony Sperduti, is a storefront and studio on Great Jones Street in the NoHo neighborhood of lower Manhattan. The studio produces films, books, apparel and conceptual products as well as marketing and branding projects for select corporate clients. The storefront, open on weekends to the public, presents a constantly re-imagined group show of artwork, objects, collections and ideas generated by an ever changing cast of collaborators.

Begun as a means for its founders to pursue varied creative interests, Partners & Spade draws on Spade and Sperduti's collective experience in advertising, filmmaking and fashion to create compelling brand strategies, products and one-of-a-kind artifacts, as well as a unique space for art happenings and special gatherings.

Select Partners & Spade projects include:

#### *Films*

Most notably, "The Pleasure of Being Robbed" with Red Bucket Films, which was chosen for the Director's Fortnight at Cannes in 2008 and purchased by IFC Films; "Paperboys," a documentary by Mike Mills; and "Dimmer", a documentary by Talmage Cooley that was short-listed for the Academy Awards and included in the Museum of Modern Art's Sundance film collection.

#### *Publishing*

Self-published photography books have led to a six-book deal with HarperCollins to produce conceptual art books such as: "The Benefits of Looking Up", "I Think I Can, I Think I Can" and books of "advice" for both sexes, "How to Stay Out of the Doghouse" and "How to Keep Him on a Short Leash". The studio also continually produces self-published projects under the Partners & Spade imprint.

#### *Design and Branding Projects*

J. Crew : Partners & Spade conceived, designed and helped launch J. Crew's first-ever menswear shop, known as the Liquor Store, at West Broadway and White Street in Tribeca. An example of Spade and Sperduti's talent for developing uniquely powerful brand experiences, the conversion of an abandoned tavern to an upscale men's clothing shop has been a success since its opening. Partners & Spade was responsible for concept, space design, special packaging and brand identification, as well as curating of special stock items and hiring of key staff.

AOL : Working with CEO Tim Armstrong to evolve the AOL brand around its 25th anniversary, Partners & Spade commissioned art legend Chuck Close to create portraits of iconic AOL users who are shaping worldwide culture in their fields. Partners & Spade is also creating new brand identities for various websites under the AOL umbrella.

### *Product Design*

K-Swiss : A limited edition Partners & Spade design of the classic K-Swiss tennis sneaker was launched with a set of short films created for the 266 customers who purchased the shoes.

Roll & Hill : In collaboration with Jason Miller, Partners & Spade designed a bespoke brass lamp with customized monogramming, from the same studio that monogrammed for Goyard.

### *Storefront*

The shop is continuously changing and is meant to be a space of discovery, a place where every visit is distinct. The shop grew naturally out of the founders' creative process and serves as a showcase for art, objects, and unusual projects. On any given day one may find for sale a half-eaten celebrity sandwich on a plate, a t-shirt designed by 10-year-old artist Marika Thunder, a custom fixed gear bike by Benedict Radcliffe, or unique pieces by visiting artists such as Mike Mills, threeASFOUR, Ted Muehling, Kim Hastreiter, Mark Borthwick, and Tobias Wong.

Creative happenings include the monthly classes of Avant Garde Preschool, which brings together notable artists and children for a morning of creation; free tax preparation on April 14th by a registered CPA; or special events such as Thurston Moore's musical performance coinciding with the launch of his book imprint Ecstatic Peace Library

### *Partial client list*

AOL

Absolut Vodka

Boast Apparel

J. Crew

K-Swiss

Harper Collins Publishing

Hudson's Bay Company

Roll & Hill

Swanson Vineyard

Target

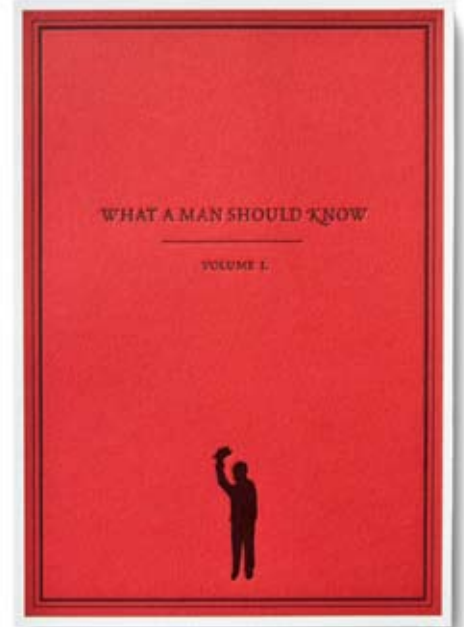
## BIOS

Andy Spade and Anthony Sperduti founded and are co-creative directors of Partners & Spade. They met in the early 1990s when they worked together at Kirshenbaum+Bond advertising agency.

Andy Spade started his career in advertising working on marquis brands such as Coca Cola, Lexus, and Paul Stuart. In 1993 he founded the iconic brands Kate and Jack Spade and was honored by the CFDA for excellence in design. Under his creative leadership, 26 Kate Spade stores were opened in North America and Japan. Along with launching Partners & Spade, he is currently creating an educational TV series titled “I AM” with Red Bucket Films, and publishing a catalogue of found photography named “Strangers Pictures.” He lives in New York city with his wife, Kate, and daughter, Bea.

Trained as an art director, Anthony Sperduti has worked as creative director at notable advertising agencies Wieden & Kennedy (Portland, New York and London offices), TBWA\Chiat\Day, Modernista and with many brands like Nike, The Gap, Microsoft, Coca-Cola, ESPN, MTV, Volvo, and Heineken. He has also conceived and produced on award-winning short film projects shown at Sundance, Cannes, and Berlin Film festival “Pol Pot’s Birthday,” and “Dimmer.”

# STUDIO WORK

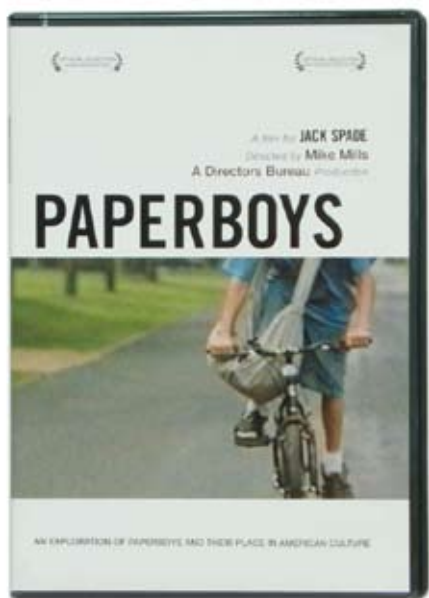


kate spade  
NEW YORK  
Also available glass

# STUDIO WORK



NOTION



**JACK SPADE**  
TRAVEL BAGS, TRENCHCOATS, GENERAL MERCHANDISE  
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## STORE IMAGES



# STORE IMAGES



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