

# STORY

## STORY Presents: How Original!

### STORY + Peanuts Celebrate Self-Expression with Charlie Brown, Snoopy and the Gang!

*STORY's 41<sup>st</sup> Installation expands the groundbreaking Peanuts Global Artist Collective, which Seven acclaimed contemporary Artists honor and riff on Charles Schulz's iconic characters through exclusive brand collaborations*

**IMAGES:** <https://www.dropbox.com/sh/i2kwtff26j5u3ve/AAoPlynggk-GFSIMnOMtMaha?dl=0>

NEW YORK, NY – STORY, New York's ever-changing concept store, unveils its 41st installation *How Original!* STORY, open through October 7<sup>th</sup>. Produced in collaboration with [Peanuts Global Artist Collective](#), an unprecedented, worldwide arts initiative that engaged seven contemporary artists to blend Charles Schulz's signature hand-drawn vision with their own individual styles and mediums, the retail experience turns hype culture into a celebration of radical self-expression in an age of remixes and reboots. Drawing on the artistry of the partnership and the spirit of originality that permeates NYC during Fashion Week, STORY invites the city to discover the Peanuts gang anew and express themselves through exclusive collaborations with brands ranging from Champion to Herschel, engaging DIY activations, from a sneaker art bar by [Vans](#) to a leather handbag customization studio by fashion newcomer [I Made That Bag](#).

The [Peanuts Global Artist Collective](#) made its international debut in April 2018 with larger-than-life murals created by artists [Andre Saraiva x Mr. A](#), [AVAF](#), [FriendsWithYou](#), [Kenny Scharf](#), [Nina Chanel Abney](#), [Rob Pruitt](#) and [Tomokazu Matsuyama](#) and displayed in unexpected street locations in New York, San Francisco, Paris, Berlin, Mexico City, Tokyo, and Seoul debuting in April. The unprecedented project has allowed artists to reinterpret the original characters and blend their personal styles with that of Schulz while collaborating with such a diverse roster of makers, designers, and brands on exclusive merchandise. Limited-edition, artist-led drops and expression-centered merchandise moments incorporate the timeless wit and relatability of Snoopy, Charlie Brown, and the rest of Charles Schulz's Peanuts gang to show and tell how originals continue to make and remake culture through their own lens.

For its part, STORY designed and developed a series of limited-edition collaborations featuring the Peanuts Global Artist Collective artworks in never before seen ways. Brands including [Champion](#), [PINTRILLI](#), [Herschel](#), [Stance](#), [Kway](#), [Corkcicle](#), [Away](#) and others reimagine the art as apparel, accessories, and collectibles, creating a way for Peanuts fans and art lovers alike to participate in the global event.

"The Peanuts Global Artist Collective is a truly thrilling project that makes contemporary art accessible to everyone by combining my grandfather's beloved characters with the bold work of these acclaimed artists," says Lindsey Schulz, granddaughter of Peanuts creator Charles Schulz. "We are delighted to bring the project to a new level of creativity and innovation through this exciting collaboration with STORY."

STORY also lends its signature touch through hands on activations and curated merchandise and event programming. September 27<sup>th</sup> Pitch Night, STORY's designer and maker open call returns to its search for originality. Macy's CEO Jeff Gennette will be joined by O Magazine Creative Director Adam Glassman for the night of live discovery and Maker storytelling. Cool-kids brand Rockets of Awesome stops by for a kid-centered DIY event, featuring its Insta-famous metallic bomber jacket. On the pre-made side, there's cause focused statement-tee brand [Prinkshop](#), quirky-cute dog vases from [Katie Kimmel](#), and paint splattered handmade mugs and accessories by [BTW Ceramics](#).

To coincide with the launch and take the Peanuts Global Artist Collective's public-art mission outside of STORY, Peanuts is unveiling dozens of eye-catching dog bowls designed by participating artist Rob Pruitt inside STORY as well as outside a number of other stores, restaurants, and businesses based in Chelsea. The bright red, can't-miss-them dog bowls, featuring images of Snoopy and a Pruitt signature panda, will be on display through October 7.

## **COLLABORATORS:**

**Champion:** The iconic sportswear brand unveils a limited-edition capsule of sweatshirts featuring artwork from the Peanuts Global Artist Collective, exclusively at STORY. Screen-printed and embroidered pieces reimagine the artwork as bold graphics and patterns - perfect for the streetwear collector.

**PINTRILLI:** Known for their iconographic pins, Brooklyn brand PINTRILLI debuts a collection of limited-edition screen-printed totes that visualize art from the Peanuts Global Artist Collective. Removable and collectible large-format pins take these totes from ordinary to extra.

**Bamford Watch Department:** Frequent STORY collaborator for their luxurious, personalized timepieces, Bamford Watch Department offers a limited-edition run of luxury watches featuring artwork from the Peanuts Global Artists Collective. Pieces incorporate art by Andre, FriendsWithYou and Kenny Scharf into bold faces with complementary bezels and bands.

**AWAY Luggage:** Buzzworthy direct-to-consumer luggage brand AWAY collaborates with the Peanuts Global Artist Collective on a series of travel accessories, inclusive of their signature dopp kit and everywhere bag. The packable pieces show off exclusive artworks through embroidery by local embroidery house.

**Herschel Supply Co.:** Practical-gets-punched-up accessories maker Herschel Supply Co. collaborates with the Peanuts Global Artist Collective on limited-edition run of printed backpacks and accessories. Pieces feature the brand's well-crafted details with pattern play from Rob Pruitt, FriendsWithYou and more.

**Chasing Paper:** Urbanite friendly wallpaper brand Chasing Paper makes it possible for you to bring the travelling street art exhibition home. The brand's removable, peel and stick papers get covered in artwork from The Global Artist Collective including a cutest-ever cloud print from FriendsWithYou.

**K-WAY:** The iconic French brand known for its sporty-chic waterproof shell jackets gets remixed by artists FriendsWithYou, Nina Chanel Abney, and [Andre Saraiva x Mr. A](#). Screen-printed art is featured on pullover half zip and full zip style windbreakers for both kids and adults.

**Mi Cielo:** Felt artist Kayo Master turns works from The Peanuts Global Artists Collective into a run of hand-stitched basics for both adults and kids. Onesies and tee-shirts feature handmade felt appliques - perfect for adding character to your wardrobe.

**Denik Journals:** Denik collaborates with all seven artists from the Global Artist Collective on a run of bold soft cover notebooks.

**Stance Socks:** Disruptive socks and basics brand Stance collaborates with all seven artists from the Peanuts Global Artist Collective on a series of printed socks. Pairs for both adults and kids feature the artwork on styles ranging from sporty to subdued.

**Sugarfina:** Curated confectionery, Sugarfina teams with all seven artists from the Peanuts Global Artist Collective on a range of design-minded candy. Artwork appears across painterly packaging with the candy contents ranging from peach gummies to watermelon sours.

**Corkcicle:** Innovative drinkware brand Corkcicle teams with all seven artists from the Peanuts Global Artist Collective on a range of bold water bottles. The primary colored bottles feature single elements by each artist, creating a clean statement piece.

**Huf:** Legendary NYC skate brand Huf teams with all seven artists from the Peanuts Global Artist Collective on a run of exclusive printed boards. The collectible decks feature the artwork reimaged on a wooden canvas.

**Off Duty:** Wear your art on your sleeve. Nina Chanel Abney's work for the Peanuts Global Artist Collective comes to life as a bold canvas pouch and personalized denim jacket.

## **EVENTS**

**DIY Events:** STORY plays host to a series of co-creation events with local makers and artists, alongside some of our favorite brands

- Makers Wanted:
  - **Van's DIY with artist Rosa Perr**, September 13<sup>th</sup> + 20<sup>th</sup> 6:30 – 8p
  - **Van's DIY with artist Alicia Scardetta** – dates TBD
- Creators Wanted:
  - **DIY with Jessica Marquez** – Sashiko Stitching – September 24<sup>th</sup> 6:30 – 8p
  - **DIY with Jessica Marquez** – Photo Collage – September 25<sup>th</sup> 6:30 – 8p
- Bag Artists Wanted
  - **I Made That Bag** – onsite weekly for personalized small leather goods. Check website for schedule.

**Extra-Extra Happy Hours!** Our favorite after-work event series is back with good food, drinks, and tunes. DJ Chris Annibel stops by to pump up the jams while master mixologists serve up original cocktails and our favorite food truck parks outside for complimentary happy hour bites.

**September 14<sup>th</sup>, 5:30 – 7:30p**

**September 21<sup>st</sup>, 5:30 – 7:30p**

**Glitter Bombed: DIY with Rockets of Awesome** Cool kids brand Rockets of Awesome leads a hands on customization and crafting session. Kids are invited to pin, patch, and personalize pieces, including the brand's signature metallic bomber jacket.

**September 26<sup>th</sup>, 4:00-5:30pm**

**Pitch Night:** September 27<sup>th</sup>, STORY's signature Pitch Night returns and invites designers, makers, and artists to show up and share their product stories with its panel. Macy's CEO Jeff Gennette and O Magazine Creative Director Adam Glassman give attendees three minutes to pitch their original creations for the iconic store and magazine respectively.

**September 27<sup>th</sup>, 5:30-9pm**

**A Conversation with *The Originals* author, Adam Grant** How do creative people come up with great ideas? Organizational psychologist and Wharton professor, Adam Grant wrote the book on "Originals" thinkers who dream up new ideas and take action to put them into the world. The New York Times bestselling author of GIVE AND TAKE, ORIGINALS, and OPTION B with Sheryl Sandberg joins us to talk through the unexpected habits of originals -- including embracing failure.

**October 3<sup>rd</sup>, 6 – 7:30 pm**

#### LOCATION + DETAILS:

##### **STORY**

144 Tenth Avenue on the southeast corner at 19th Street

Phone: 212.242.4853

##### **Hours:**

Monday - Wednesday: 11am-8pm

Thursday: 11am-9pm

Friday - Sunday: 11am – 8pm

Websites:

[thisisstory.com](http://thisisstory.com)

[peanutsglobalartistcollective.com/](http://peanutsglobalartistcollective.com/)

Twitter:

[@ThisIsStory](https://twitter.com/ThisIsStory); [@snoopy](https://twitter.com/snoopy)

Instagram:

[@ThisIsStory](https://www.instagram.com/ThisIsStory); [@snoopygrams](https://www.instagram.com/snoopygrams)

Events:

[thisisstory.com/events/](http://thisisstory.com/events/)

Facebook: <http://www.facebook.com/pages/Story/245619708845990>  
<https://www.facebook.com/Snoopy/>

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#### **ABOUT STORY:**

STORY is a retail concept based in Manhattan that blurs the lines between retail and media through an innovative, change-based model. Envisioned by founder Rachel Shechtman as a living magazine, the 2000-square-foot shop located on 10th Ave in Chelsea takes the editorial viewpoint of a magazine, changes like a gallery, and sells things like a store. Since opening, it has presented over 40 unique merchandise installations including Making Things, Style.Tech, and Home for the Holidays, and worked with partners including General Electric, Intel, and Target to bring each concept to life. Looked to as an industry innovator, STORY has been featured in the New York Times, Ad Age, and named one of New York's top shops by Time Out.

#### **ABOUT PEANUTS:**

Charles M. Schulz first introduced the world to the *Peanuts* characters in 1950, when the *Peanuts* comic strip debuted in seven newspapers. Since then, Charlie Brown, Snoopy and the rest of the *Peanuts* gang have made an indelible mark on popular culture. *Peanuts* animated specials and series air on major networks and streaming services, including ABC, Cartoon Network and Boomerang in the U.S., Family Channel in Canada, and the WildBrain network on YouTube worldwide. Fans also enjoy *Peanuts* through thousands of consumer products around the world, amusement parks attractions, cultural events, social media, and a daily comic strip available in all formats from traditional to digital. In 2018, Peanuts partnered with NASA on a multi-year Space Act Agreement designed to inspire a passion for space exploration and STEM among the next generation of students. The *Peanuts* characters and related intellectual property are majority owned by DHX Media (TSX: DHX, NASDAQ: DHXM), through its subsidiaries Peanuts Worldwide, a partnership with the family of Charles M. Schulz, and Peanuts Holdings, a partnership with Sony Music Entertainment (Japan) Inc.