

KINGSPØKE

We are a purpose-built team of creatives with varied skillsets and passions around experience design, sport, fashion, fine art and culture.

While a majority of our clients are in New York or California, our ability to communicate rich aesthetic stories and campaigns to the millennial demographic keeps us busy at work from our headquarters in the great State of Maine ~ where we seek to inspire rather than just create.

The **Kingspoke Arc** is thoughtfully tailored for those brands and individuals seeking the essential inspiration required to elevate next year's product line, the next campaign, the brand as a whole and the people that are charged with building it.

Whether team building, creative discovery, adventure, or retreat is the spirit of the adventure, the Kingspoke Arc is intentionally designed to deliver very personal and bold experiences that transform individuals, evolve brands and unite those participating.

UNPLUG. IMMERSE. TRANSFORM.



PROJECT BRIEF

In just four weeks produce a memorable experience on behalf of eight Sperry executives and three members of their lead agency that would unify the team, inspire future product developments and ensure that Sperry remains rooted in what was the foundational brand platform—the sea.

DIRECTION

Inspired by four pillars: team building, adventure, inspiration and the need to unplug, Downeast galvanized a fresh management team through shared experiences, authentic maritime inspiration and the discovery of both individual and shared limitations through this crafted adventure—and more so—how to overcome them.

Marking a clear turning point for the brand, Downeast delivered the creative discovery and team building experience Sperry required to solidify a cohesive vision and steer the course ahead from a \$400m shoe company to a billion dollar lifestyle brand by 2020.

RESULTS

“Our mission is to ignite the human spirit through sea-based discovery and adventure. As a management team, I could certainly feel that spirit being ignited as we went through the few days. The opportunity to experience that as a team was incredibly powerful.”

Rick Blackshaw, President



GALLERY

In our high foot-traffic gallery space on the streets of Portland, Maine, Sperry was welcomed with a custom gallery show consisting of locally harvested driftwood that our artists hand painted with an inspirational maritime color palette. While the show was for Sperry Downeast, it hung in our space for about six weeks and was one of the most popular gallery shows to date.



DESIGN IS IN THE DETAILS

In Downeast, every piece of design was thoughtfully produced to inspire. Not only were these pieces designed in house, but lugged island to island and set up for the guest’s arrival at each stage of the journey, ensuring a comfortable and creative atmosphere would make way for key conversations, bonding and discovery.



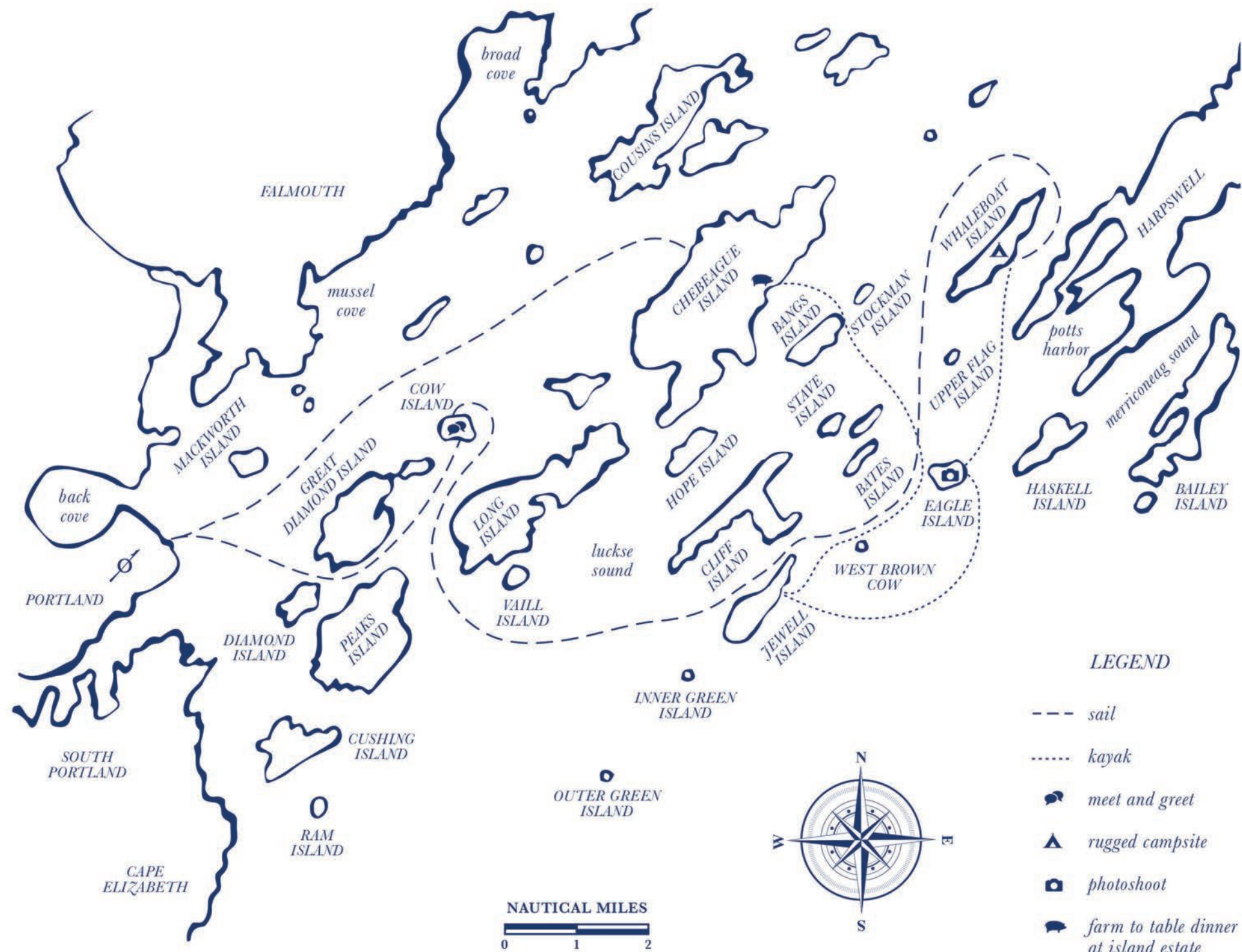


JOURNAL

Perhaps the most essential facet of the experience, the locally-crafted, hand-stitched leather journal held probing prompts that pushed the team to dive into the maritime environment and evaluate how Sperry could continue to remain rooted in the sea while evolving forward. At various stages we budgeted journaling time into the itinerary and in these quiet moments—whether sailing across Casco Bay or on a remote Maine island—Sperry logged memories that will continue to inspire the brand and the creatives behind it.

*While we wish you had this beautiful hand crafted journal in your hands, the excerpts in the following pages have been pulled to better understand the depth held within.





Fold-Out Letterpressed Map



THE DOWNEAST EXPERIENCE

Maine.

Soak in the salt, relish the rocky coast, honor the maritime heritage, and be inspired by the grit and fortitude of the characters who walk these shores year after year. While *Sperry Downeast* is meant for adventure — it has also been designed for both creative and personal discovery and deepening the connection to your fellow colleague and the sea — dive in.



THIS IS YOUR JOURNEY

Remember these days.

Etch your experience inside this logbook. Keep it handy.

Dust it off frequently. Let it inspire the future — yours and *Sperry's*.

Document, design, converse, and observe, but most importantly — celebrate the one thing that brings us all together — the sea.





**WED
07.29**

0930	Arrive at KINGSPØKE HQ	<i>high tide: 0958 / 2209</i>
	Meet & Greet	<i>low tide: 0346 / 1552</i>
1030	Depart KINGSPØKE	<i>sunrise: 0525</i>
1130	Take Schooner to Cow Island	<i>sunset: 2008</i>
1300	Character of the Sea visit	
1400	Set sail from Cow Island	
	Lunch	
1630	Arrive at Whaleboat Island	

**THURS
07.30**

0800	Yoga & Swim	<i>high tide: 1047 / 2259</i>
0900	Breakfast	<i>low tide: 0435 / 1642</i>
1000	Kayak instruction course	<i>sunrise: 0526</i>
1030	Depart island by kayak	<i>sunset: 2007</i>
1130	Arrive at Eagle Island	
	Historic site visit & photo shoot	
1230	Depart Eagle Island	
1330	Arrive at Jewell Island	
	Explore, photo shoot, lunch	
1430	Depart Jewell Island	
1600	Arrive at Chebeague Island	
	Shower, massage, light fare	
1800	Cocktail hour	
1900	Maine farm to table dinner	

**FRI
07.30**

0800	Yoga & Swim	<i>high tide: 1136 / 2348</i>
0900	Breakfast	<i>low tide: 0523 / 1733</i>
	MONO creative discussion	<i>sunrise: 0527</i>
1130	MONO departs for airport	<i>sunset: 2006</i>
1230	Sperry departs for Portland	
1430	Arrive at Grain Surfboards	
1530	Depart Grain Surfboards	



What is / has been under my feet?

Minimalism: What are some things I could have left at home?





What characters in the Maine maritime scene are wearing Sperry's and who should be wearing them?



Where did my feet feel best? And worst?



If I was on my own Odyssey Project, where would I be walking?



Our tradition is the sea, are we taking care of it?
Where can I / we give back?





Our materials. Which ones are working? Which ones are not?



High tech vs. low tech — When does it matter?



What would my childhood self be doing instead of journaling right now?



How can the sea better authenticate our brand?





How will I ensure this experience better inspires our product,
our brand and our people?



How will this experience better inspire me?





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