

**Forbes**

## Tale Of Us Will Debut New York City 'Afterlife' Show During Fashion Week



This Saturday, legendary techno producer duo Tale Of Us is bringing their world-renowned Afterlife show to Avant Gardner during New York Fashion Week.

"Afterlife itself is bringing together our ideas of music, fashion and art," Tale Of Us says. "We think of the visual production of the main stage at Afterlife events as something very creative."

The event will span across three rooms at Avant Gardner—The Brooklyn Mirage, the Great Hall and the Kings Hall—and boast a video installation piece titled *Jardins d'Été* by media artist Quayola. The piece will be accompanied by Tale Of Us' *Endless* album, creating an audio-visual work named *Endless-Jardins*, according to the music producers. Tale Of Us has previously worked with Quayola in the past: The artist created a video installation dubbed *Camouflages* for Afterlife's Ibiza residency this summer. In addition to Ibiza, Afterlife has also been presented in London, Mexico City, Amsterdam, Buenos Aires, Miami, Bucharest, Athens, Tulum and Milan. However, this will be the first time the world event has come to New York City.



The show will take place Saturday, Sept. 8. Courtesy of Damiano Alessandri. DAMIANO ALESSANDRI

In addition to the legendary duo headlining the event, the show will also feature other talent from Tale Of Us' label, which is also called Afterlife. The lineup will include acclaimed artists such as Recondite,

Adriatique, Patrice Bäümel, Hunter/Game, Brian Cid, and Roland Appel.

Advocates Recognize Progress, Work That Lies Ahead, During Ovarian Cancer Awareness Month  
Tale Of Us performed during New York Fashion Week last year at Gotham Hall after a pre-show at menswear designer Boris Bidjan Saberi, they say. Their interests in fashion and art extends outside of their Fashion Week performances: They launched “Afterlife x Bruno Bordese” shoes in 2016 with the designer, and they also collaborated with Boris Bidjan Saberi in 2017 to launch their own line titled “Afterlife x 11 by BBS.”

“We wear a lot Boris Bidjan Saberi and after meeting Boris and his team, it came naturally that we should collaborate,” Tale Of Us adds. “We really identify with the attention to detail of this brand and that their garments are handmade.”



Tale Of Us is a producer duo by Matteo Milleri and Carmine “Karm” Conte.  
Courtesy of Eliot Lee Hazel. ELIOT LEE HAZEL

The music producers say they originally created Afterlife, both the event and their record label, in order to have more freedom musically and aesthetically. “It is when you have your own label and event that you can develop your vision without any compromise,” they add. According to Tale Of Us, the Afterlife event is unique from other shows because of its “overall experience for the senses.”

As for what’s next: “We will continue to make and play the music we are known for, as well as exploring other styles of music and collaborations,” Tale Of Us says. “We will keep trying to push the boundaries of what a party and label can be with Afterlife, and we have plans to start another label at some point in the future. Generally, we want to keep moving and breaking down the borders between the different art forms we love.”