



EXIT

2023

EXIT AT YOUR OWN DISCRETION

CIRCA 2023

CREATIVE PRODUCTION

INTERIOR DESIGN

ART DIRECTION

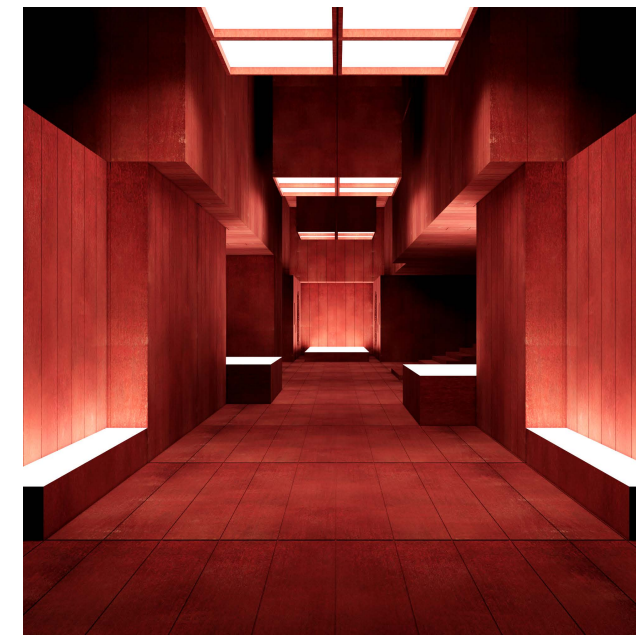
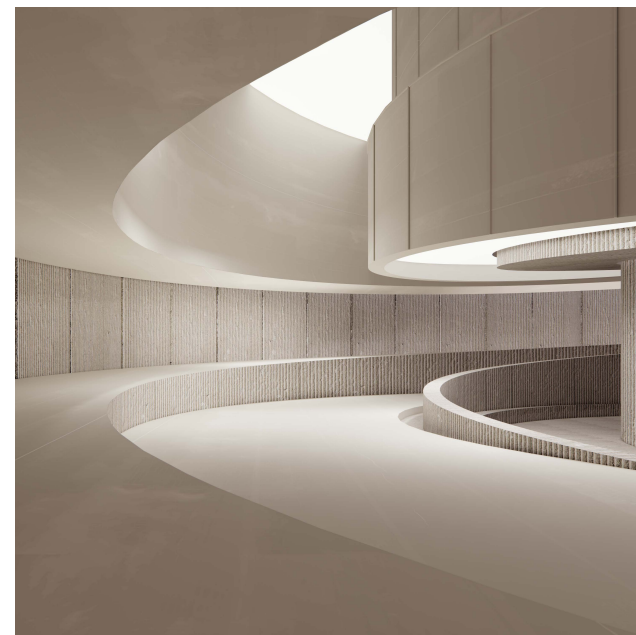
SET DESIGN

3D DESIGN

ABOUT THE PROJECT

EXIT

EXIT is an art project and design brand founded by spatial designer and artist Ceren Arslan. Specializing in concept architecture, spatial design, and storytelling, EXIT crafts extraordinary spaces that transport individuals to realms beyond the mundane. Through an architectural language rooted in out-of-the-box thinking, EXIT's projects provoke unconventional interpretations of familiar contexts, incorporating satirical and unexpected elements. Embracing the idea of escapism, EXIT's distinctive style and neo-brutalist aesthetic inspire both digital and physical productions. Collaborations with designers and brands further drive the boundaries of design, resulting in captivating products and imagery.



EXIT AT YOUR OWN DISCRETION



CEREN ARSLAN

aka **EXIT_CEREN**

Ceren Arslan is a spatial designer and an artist based in New York City. She has been working and collaborating with brands as a concept designer expanding beyond her background from architecture. SHoP Architects, KPF and Kelly Wearstler are a few names she had her professional architecture practices at and recently Ceren joined Bureau Betak in their New York City office.

In addition to her professional practice, Ceren is a recognized artist via her art project and design brand: EXIT which specializes in concept architecture, spatial design, and storytelling. EXIT has been showcased at prestigious events such as Milan Design Week, NYC X Design, Miami Music Week, NFT NYC and Coachella, and she has received recognition from leading publications like Archdaily (with a Jury Award), Architect's Newspaper, Elle Decor, and Design Wanted. She is currently expanding her art project EXIT through different media of expression, collaborating with product designers like Pietro Franceschini, record labels and musicians like DJ Tennis and Carlita, fashion and spirits brands from LVMH as an art director. She has been installing EXIT Rooms as an expanded concept and a physical reality of the brand itself including product design.

Ceren received her Bachelor of Architecture from Pratt Institute NYC in 2018 graduating with the Top Honorable Mention Degree Project Award and still lives in New York City.

EXIT ROOM

PRODUCTION + SET DESIGN



EXITROOM 0002 - DALMATIAN BLUE

Took its name from, one of the iconic darker shades of Porsche, 0002 Dalmatian Blue is a handsome setting of a home in a dalmatian pattern. Curated with select designed objects, the room mimics a typical apartment setting in a monochromatic format. Flattened out at first sight, the room receives its dimension as the visitors step into the blue setting.

Dalmatian Blue is an art installation displayed at NYC X Design 2023 at the Tuleste Factory.

0002 EXITROOM



INSTALLATION

The room is a real-life EXIT experience realized after its digital imagination. Featuring two chairs and a chess box designed by EXIT, the room invited other artists of the Tuleste Factory. It was the debut of painter Camila Varon for the gallery.

0002 EXITROOM



INSTALLATION

As the first space when entered the gallery, Dalmatian Blue room received quite the interest from the guests as a photo moment.



EXIT ROOM 0001 - GOLD RUSH

The very first EXIT Room experience took place at Senza Fine during NYFW February 2023. It was a super secret room dedicated to stimulating a completely different journey than the main stage. With open decks, the artists were invited to perform throughout the night. As part of Senza Fine World x Volcan Tequila partnership, the EXIT Room was dedicated to an exclusive VIP experience for the brand's new premium product Volcan X.A Tequila.

Inspired by the volcanic formations, the room was covered in monochromatic gold drapery. Uplit with soft sunset lighting as an ode to the design of the bottle, the room was a golden exit from the main room.

This room can only be unlocked by invitation and found through following the EXIT signs.

0001 EXITROOM



CREATIVE PRODUCTION

EXIT Room is a secret and more intimate room hidden at every Senza Fine party. It is designed around a different concept each time to elevate the experience of VIP guests.

0001 EXITROOM



CREATIVE PRODUCTION

The room hosted guests from the fashion and music industry who took part at the New York Fashion Week.



EXIT - TENNIS TROPICAL

As part of Miami Music Week 2023, Senza Fine launched Senza Fine Kitchen in collaboration with W Hotels. On that special night DJ Tennis and Chef Bogin prepared a private dinner for 50 guests from the music industry which was hosted by Carlita and LP Giobbi.

The night was designed as a real life EXIT experience of an infinity dinner scene with a mirror installation which extended the 60' table to an endless perception. Ceren, as EXIT and the creative director of Senza Fine, created an immersive atmosphere that engaged both brands together with elevating the senses of sight, sound and taste altogether.

Guests included Diplo, Pete Tong, Damian Lazarus, Anfisa Letyago, Bedouin and more.

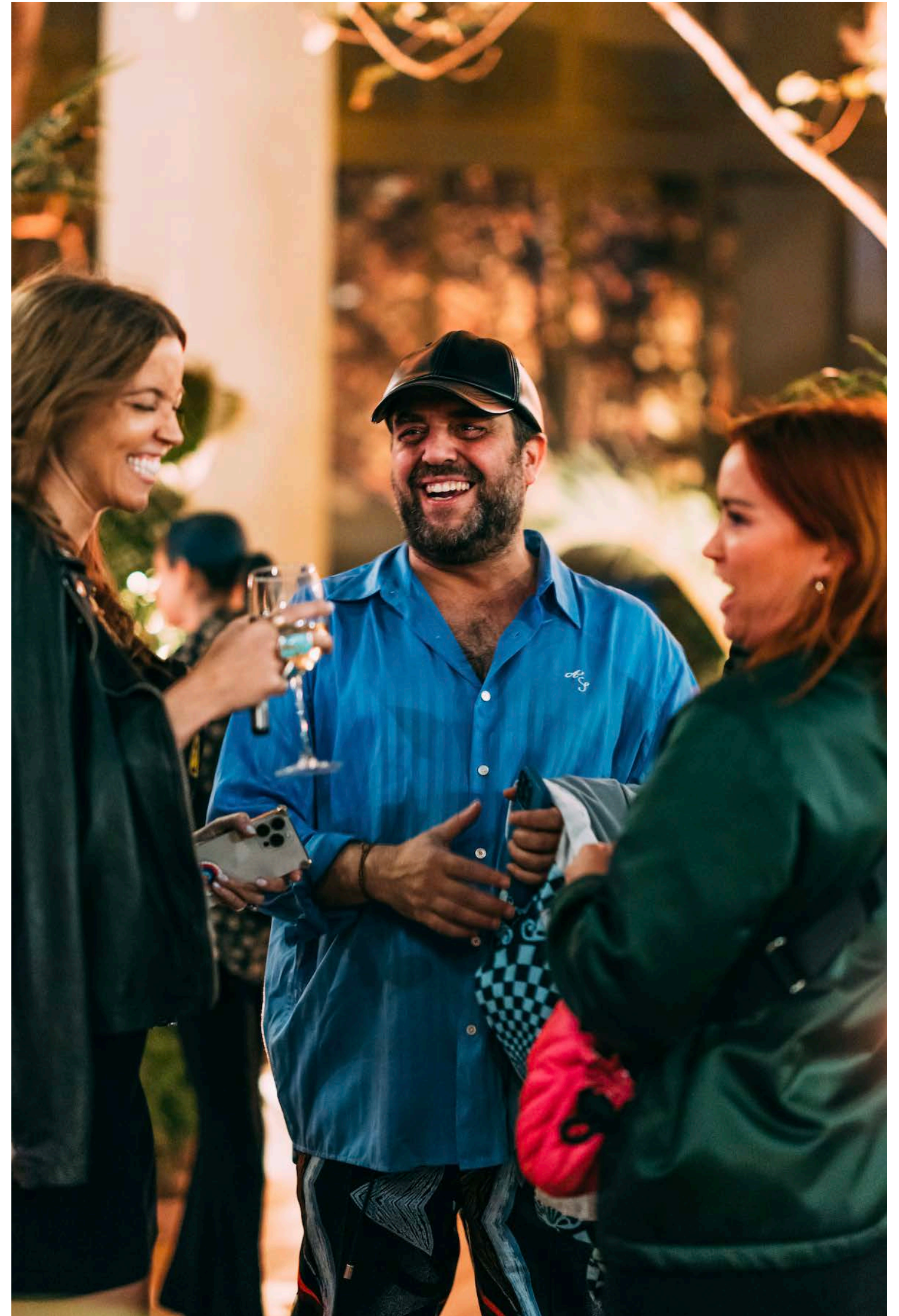
CREATIVE PRODUCTION



EXIT

CREATIVE PRODUCTION

The dinner table was curated with small details hinting clues for the chef of the night DJ Tennis and the hosting brand Senza Fine. 10x12m mirror box illuminated with the brand's logo topped the 70 feet long table by creating an infinity effect. The florals were brought by Calma Floral.



EXIT

CREATIVE PRODUCTION

The night hosted collaborators and friends of Senza Fine and W Hotels who were attending Miami Music Week. The event brought top-notch producers and creatives in an intimate setting from the cocktail hour until the end of the dinner.

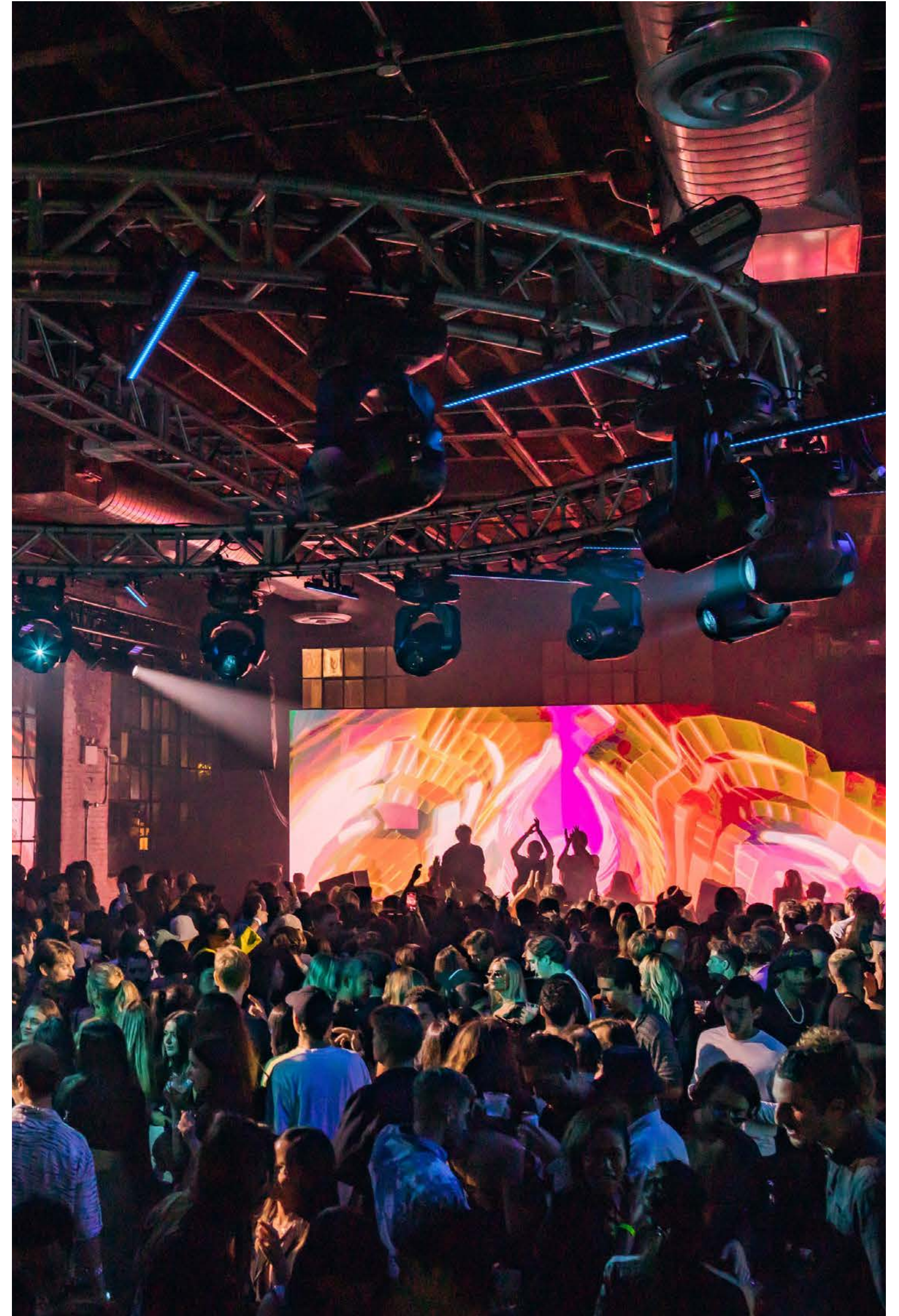


RAISA VANESSA X SENZA FINE NYFW RUNWAY SHOW

Creative direction for NYFW Runway Show by Raisa Vanessa took place in September 2022. The brand displayed their Spring/Summer 2023 Collection. 80 foot long runway was framed by floor design inspired from the collection's new maximalist and joyful patterns backed by an 8 meter LED wall screening the collection's campaign. The show was followed by an afterparty in collaboration with Senza Fine, the second edition of Turkish-Italian DJ Carlita's multisensory high-fashion party concept.

CREATIVE PRODUCTION

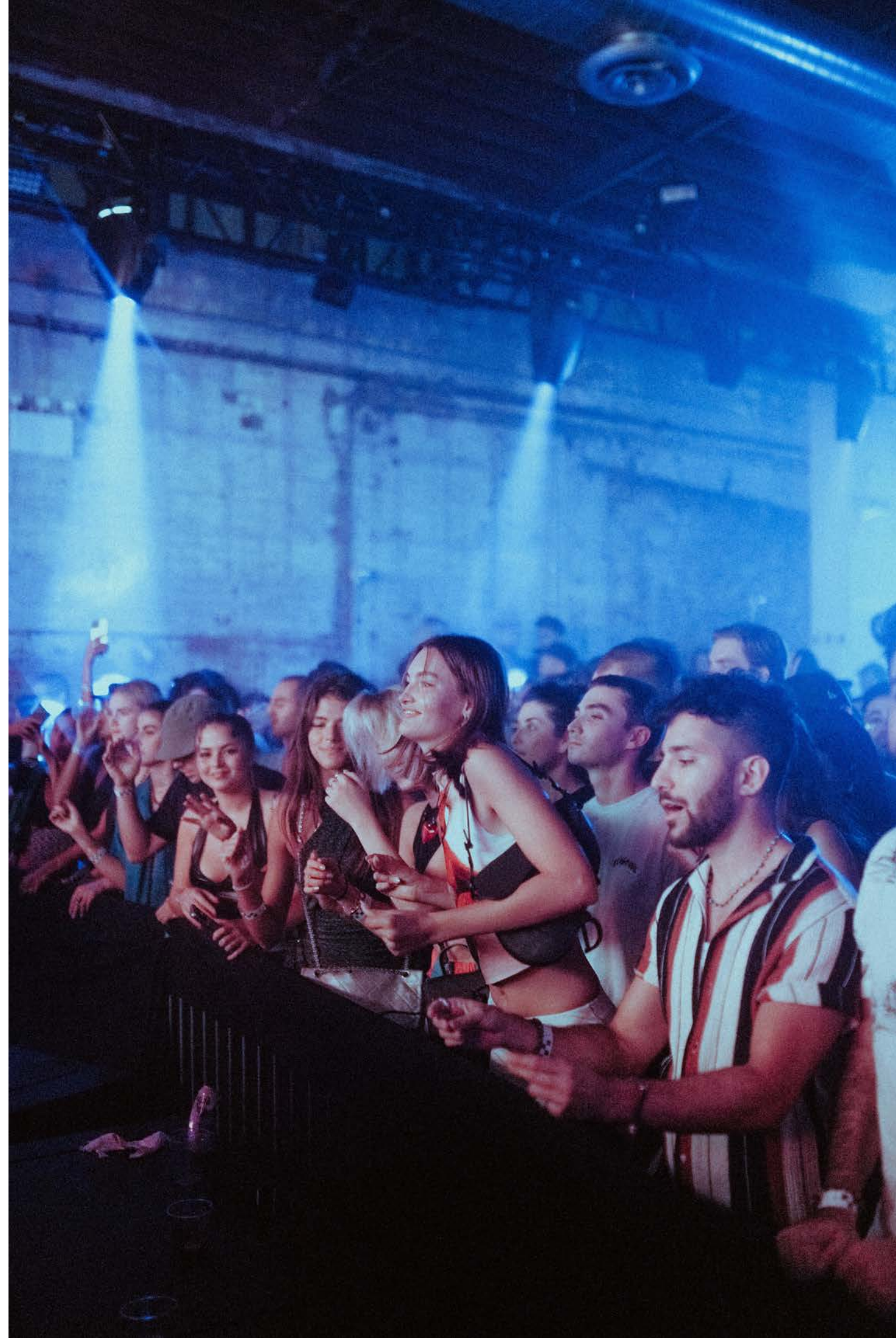
RAISA VANESSA NYFW 2022



CREATIVE PRODUCTION

The night lasted around 12 hours starting with the runway show and followed by a multi-room after party. It took over one of the largest event venues of Brooklyn activating both indoor and outdoor spaces.

RAISA VANESSA NYFW 2022



CREATIVE PRODUCTION

The event hosted guests from fashion and music industry who attended New York Fashion Week and opened its doors to more than 1500 people that night.

COLLECTION

EVERY EXIT IS AN ENTRANCE TO A NEW SPACE

COLLABORATIONS

2023

KELLY WEARSTLER DJ TENNIS CARLITA PIETRO FRANCESCHINI
RAISA VANESSA WALLPAPER ARCHDAILY ROSALUNA MAZ
ODISSEA BILLBOARD GLOBAL LOUNGE NETWORK LIFE AND DEATH
VOLCAN TEQUILA (LVMH) SENZA FINE BLOCKBAR THE NEW YORK ISSUE



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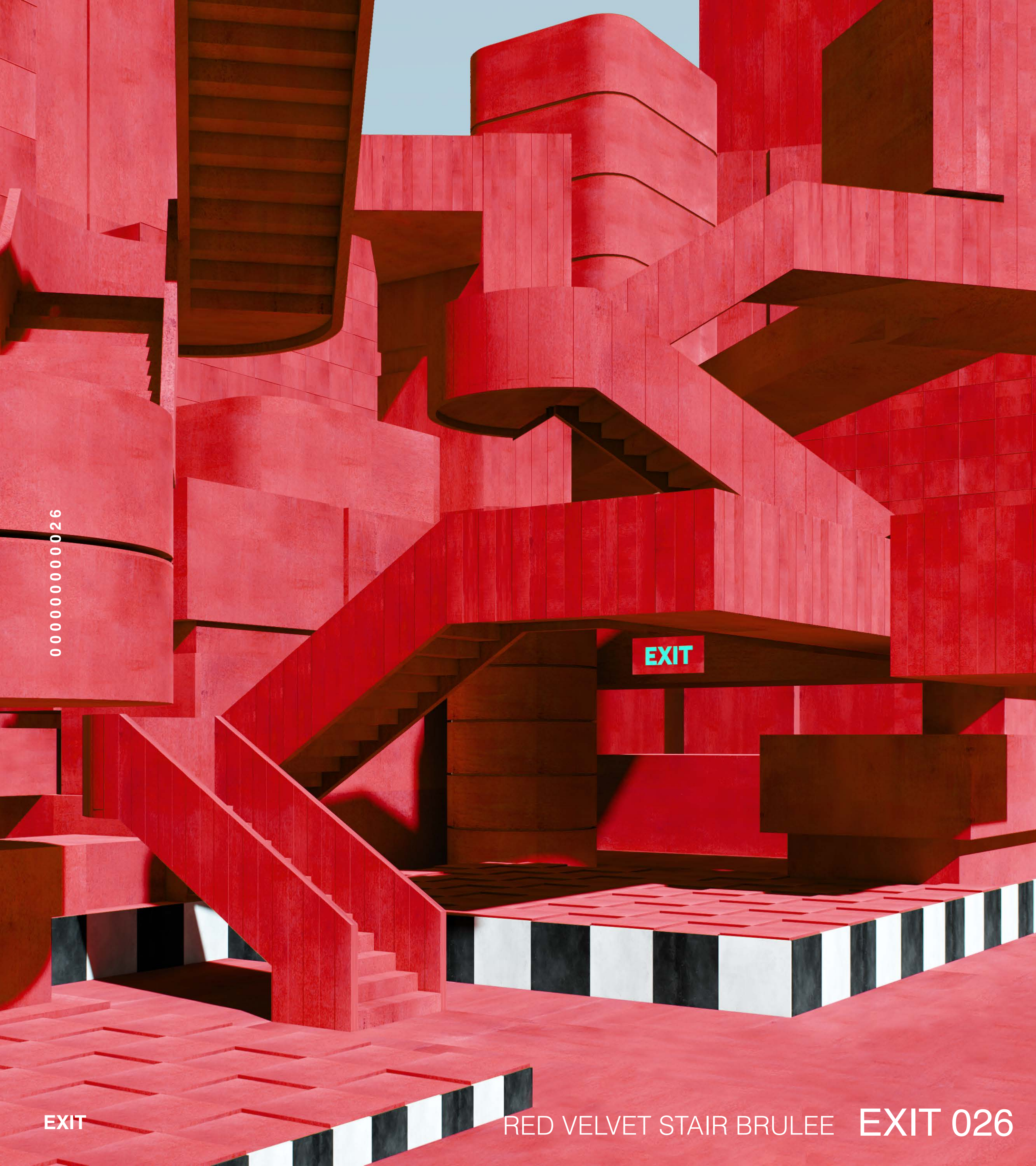
EXIT

RED ROOM EXIT 039



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EXIT 050 SPIRAL STROLL



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EXIT

RED VELVET STAIR BRULEE EXIT 026



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EXIT 032 WHERE IS WALDO? WITH PIETRO FRANCESCHINI

20
CEREN



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EXIT

PINK SILO ROOM EXIT 053



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21
CEREN

EXIT 051 CHESSBOX FOR NFT NYC



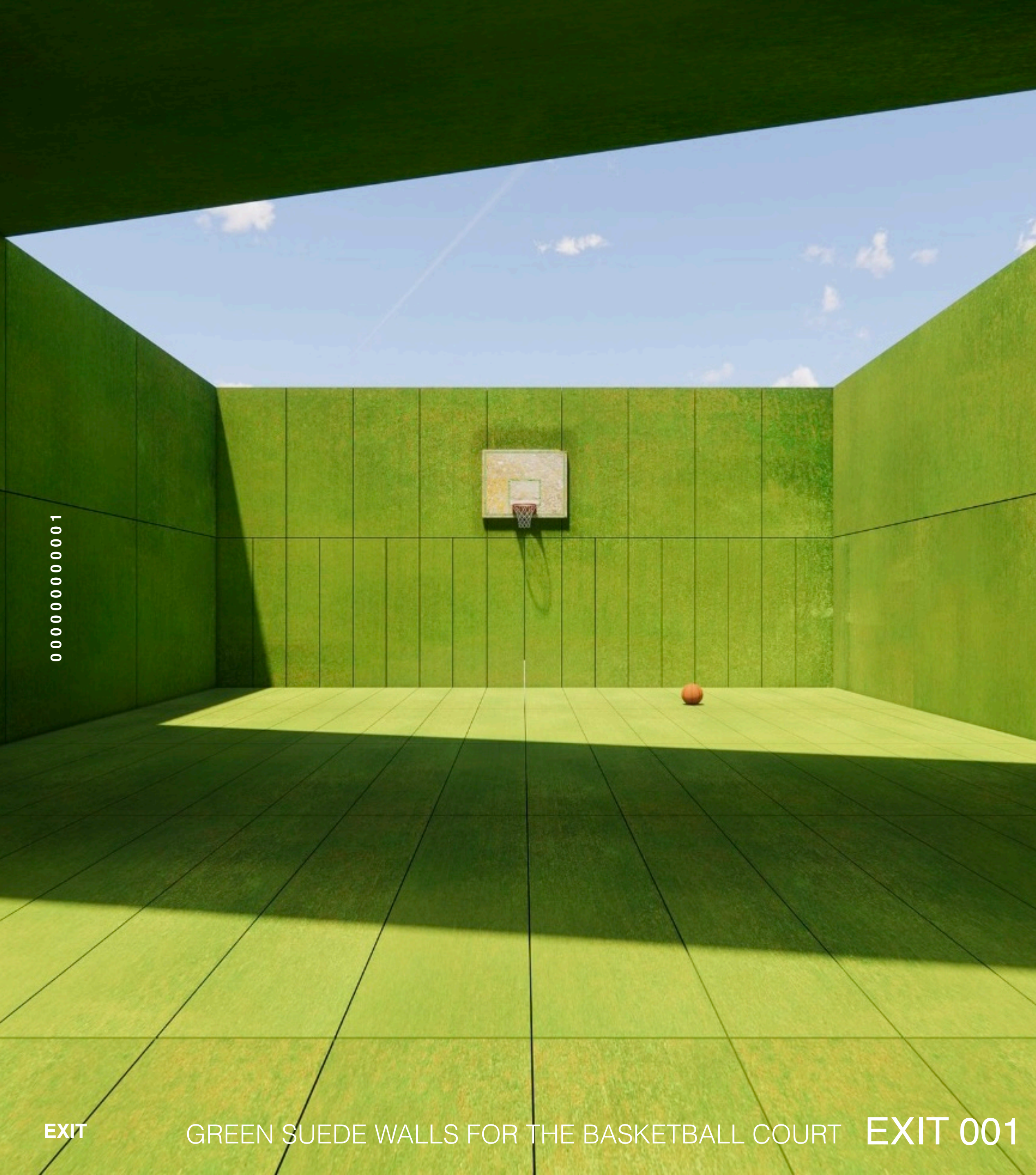
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THE ULTIMATE DINNER TABLE WITH MAZ EXIT 019



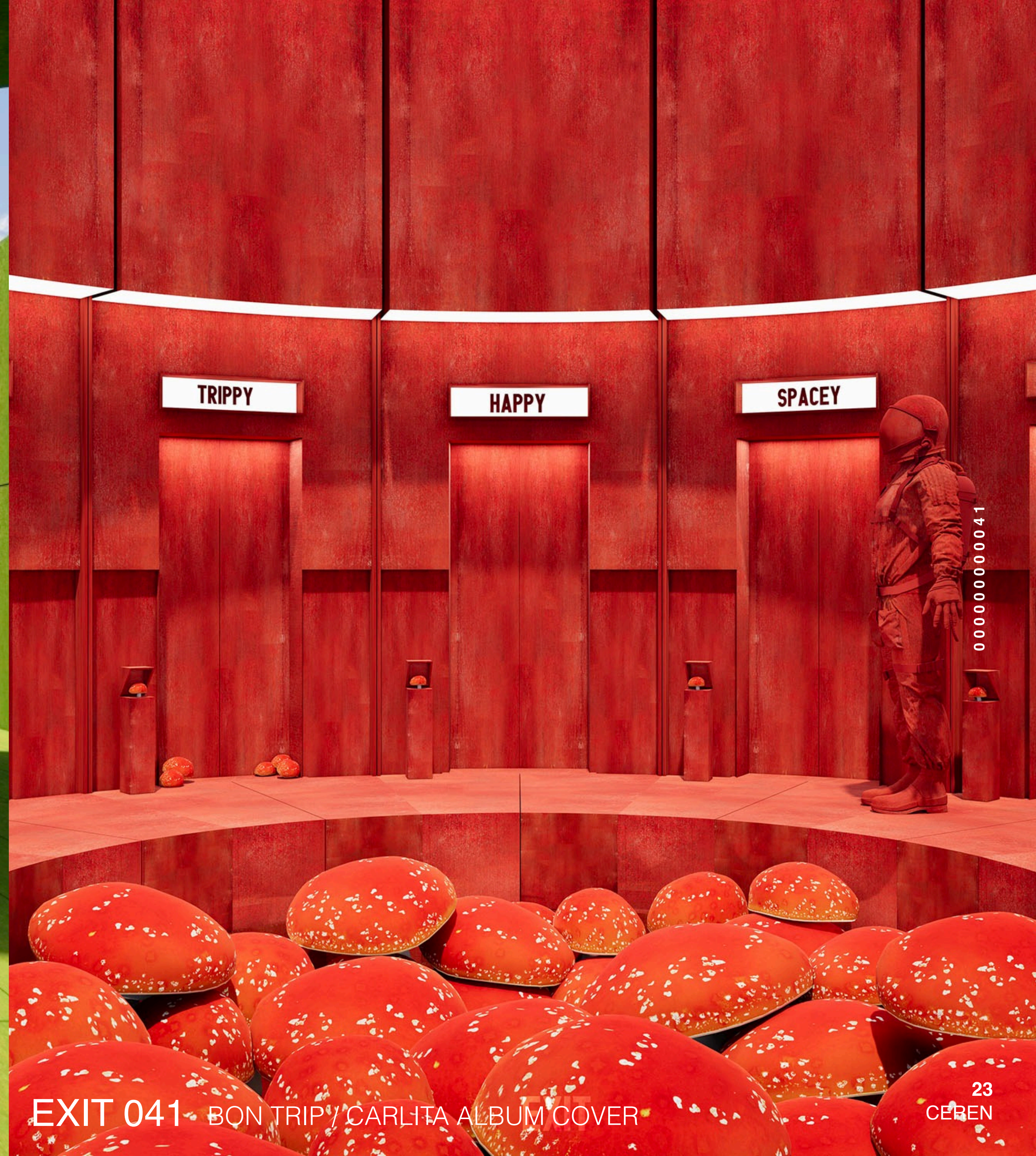
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EXIT 022 A VERY BRUTAL LANDSCAPE



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EXIT GREEN SUEDE WALLS FOR THE BASKETBALL COURT EXIT 001



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EXIT 041 BON TRIP / CARLITA ALBUM COVER



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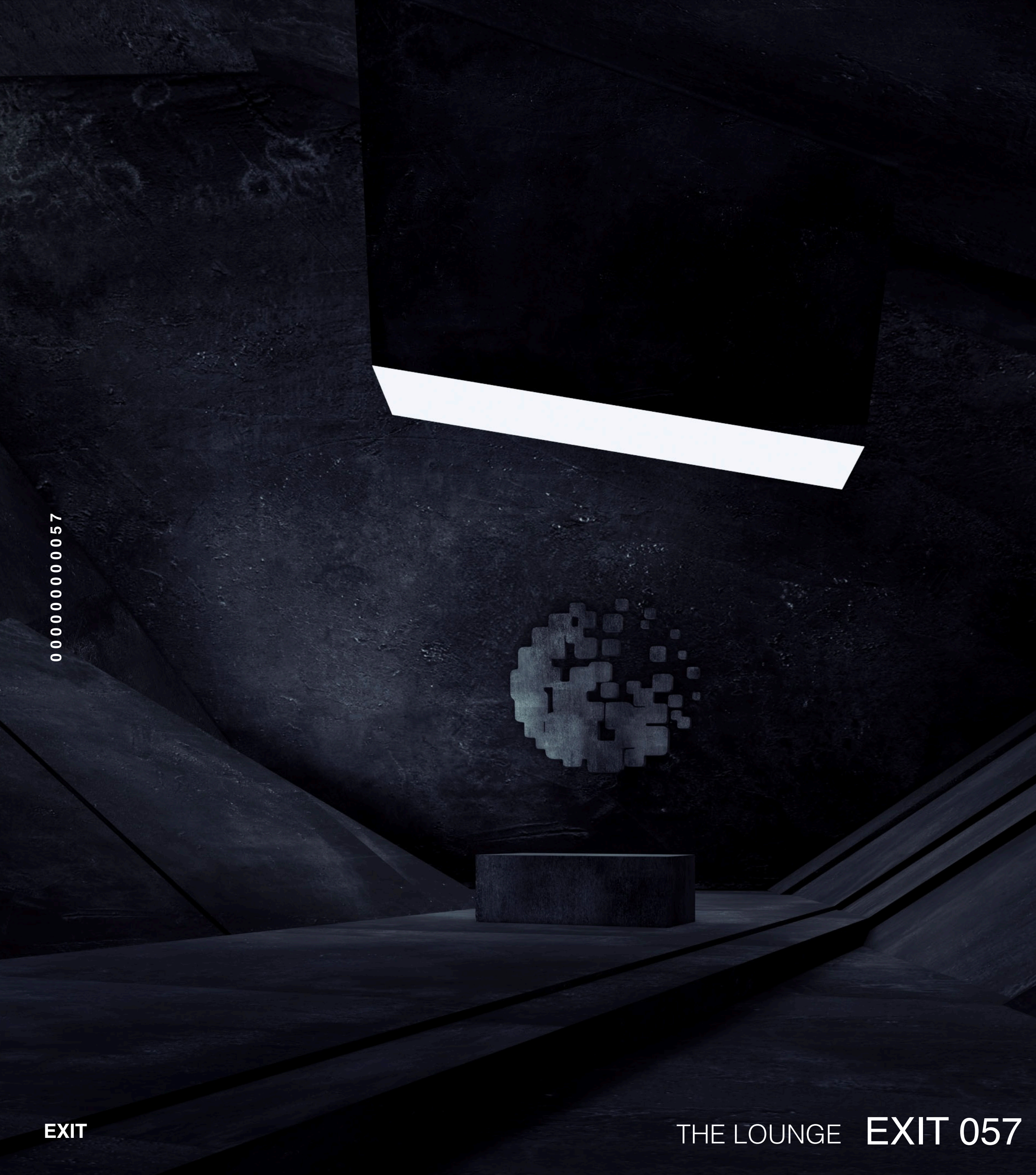
EXIT

CHURCH OF TOLERANCE EXIT 043



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EXIT 054 PARKOUR



0000000057

EXIT

THE LOUNGE EXIT 057



0000000055

EXIT 055 DEBATE CLUB





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EXIT

PING PONG EXIT048



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27
CEREN

EXIT045 CONVERSATION PIT



0000000056

EXIT



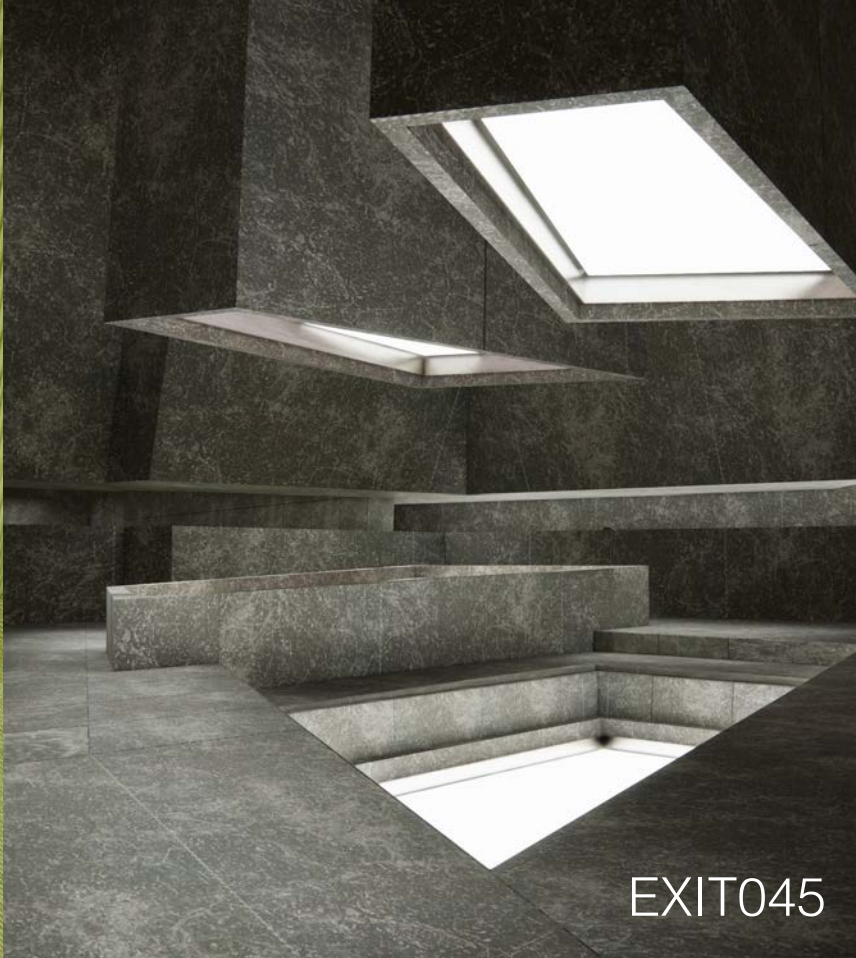
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EXIT056 FASHION CRIME - AI

28
CEREN



EXIT044



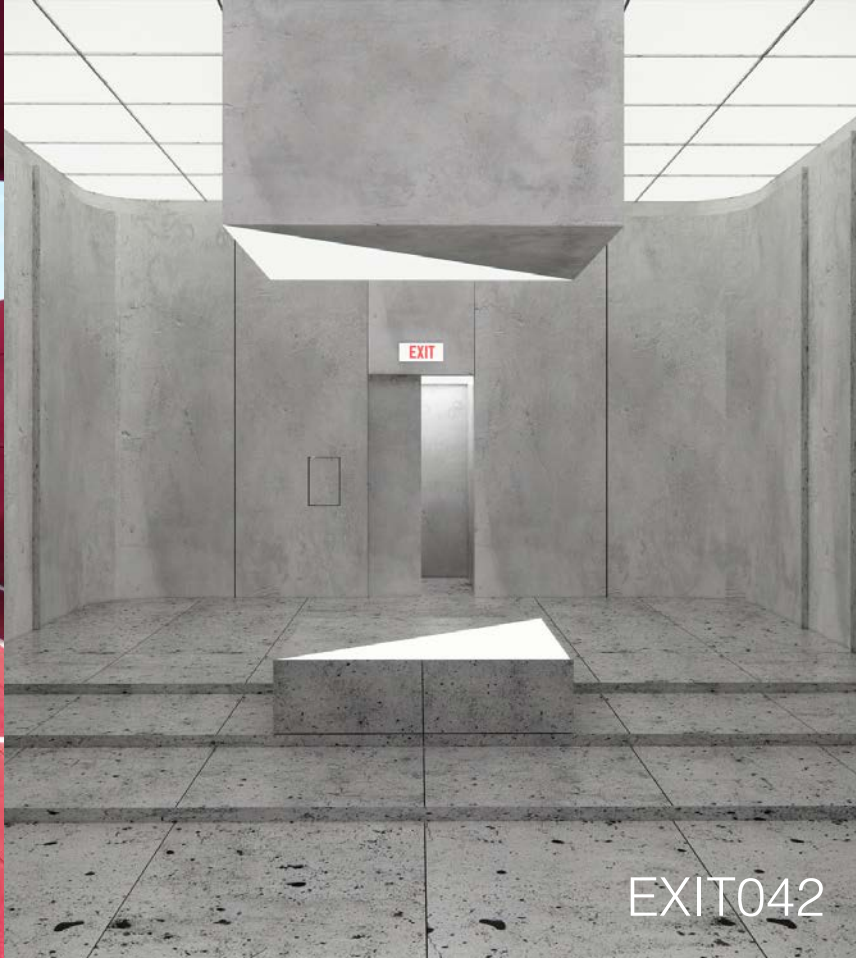
EXIT045



EXIT018



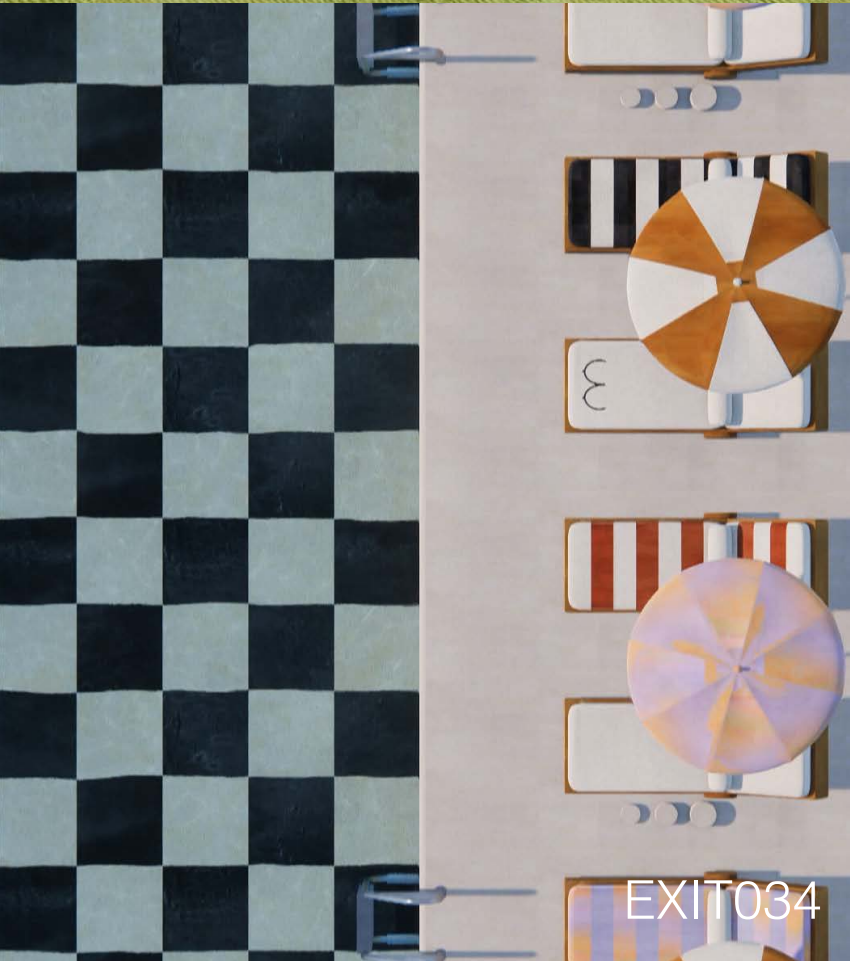
EXIT047



EXIT042



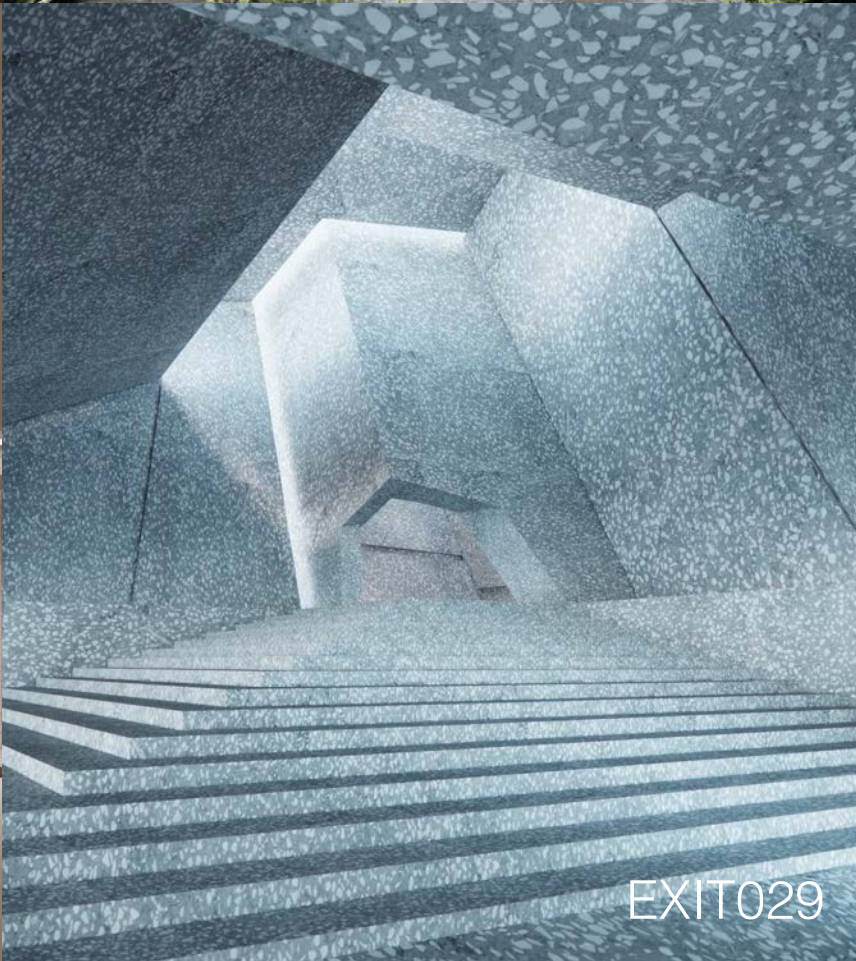
EXIT053



EXIT034



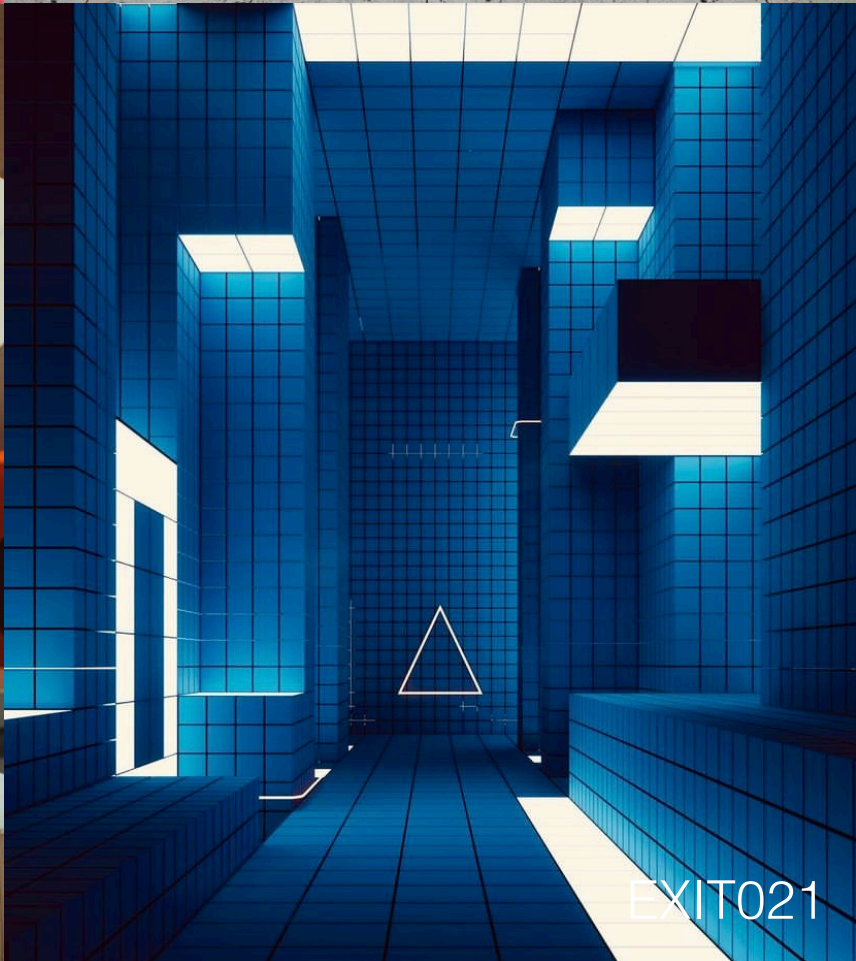
EXIT050



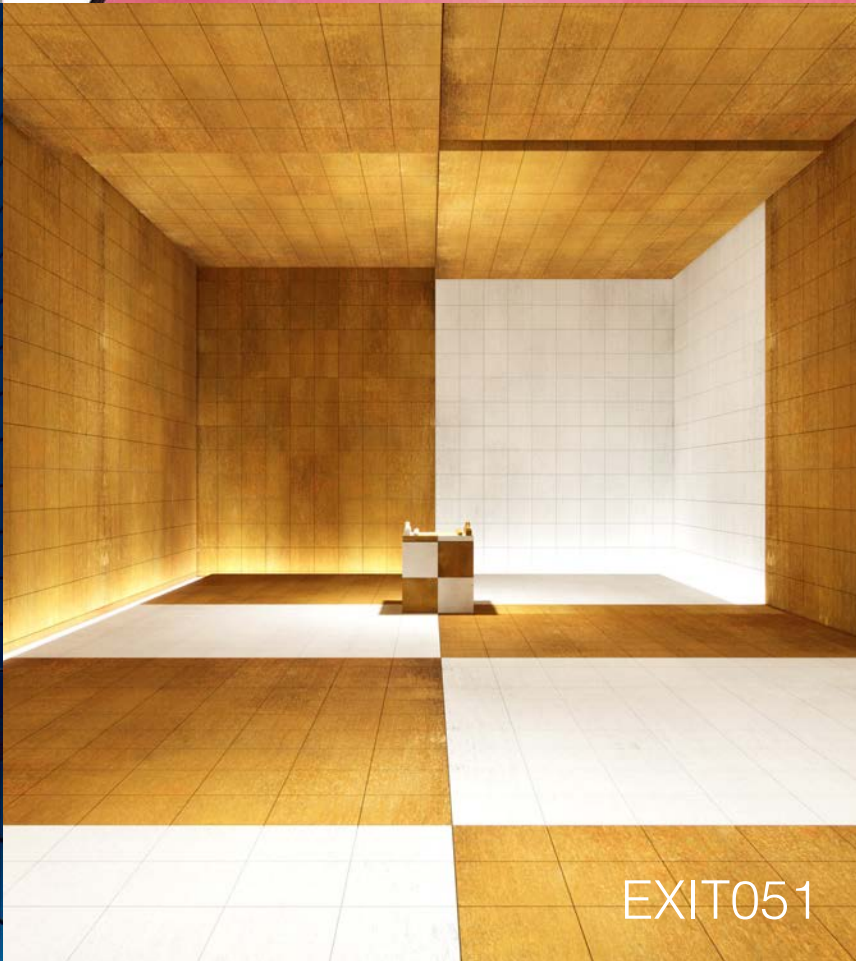
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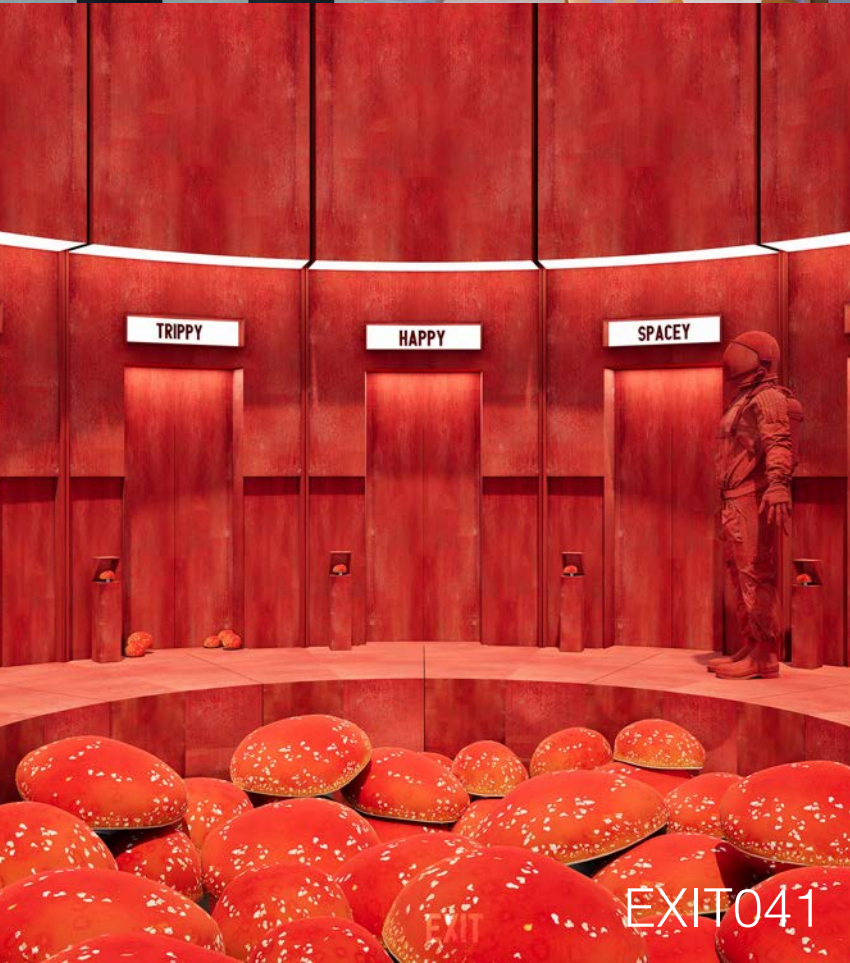
EXIT032



EXIT021



EXIT051



EXIT041



EXIT038



EXIT038



EXIT048



EXIT046



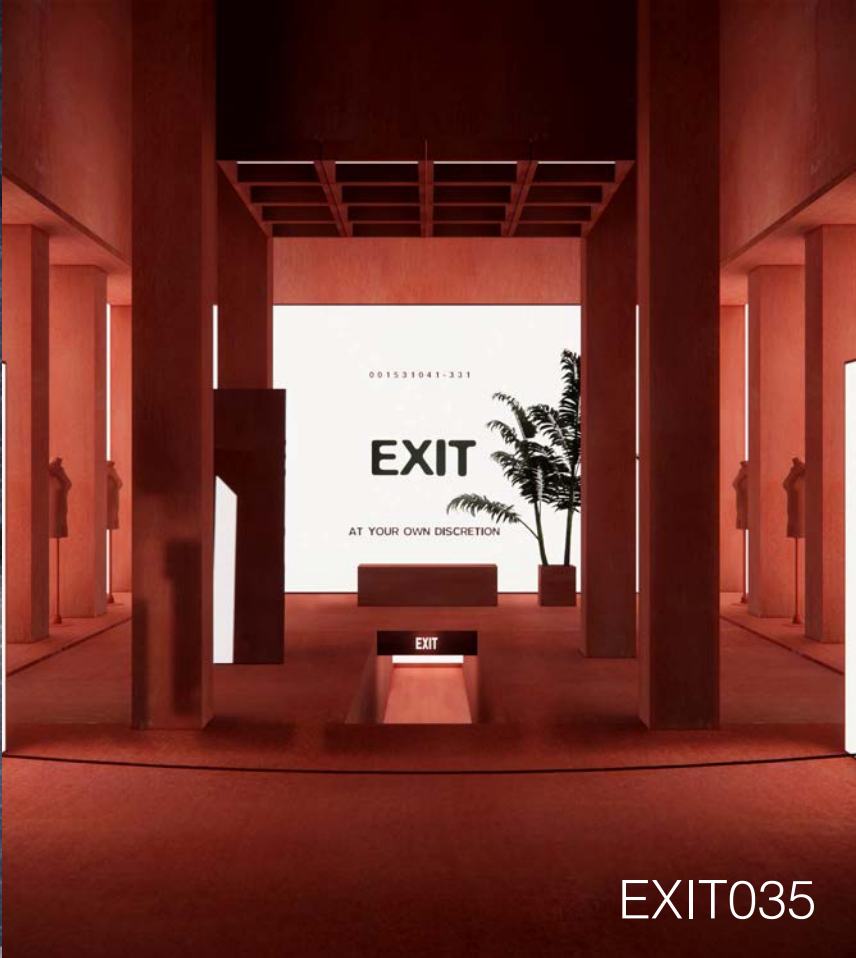
EXIT057



EXIT036



EXIT043



EXIT035



EXIT032



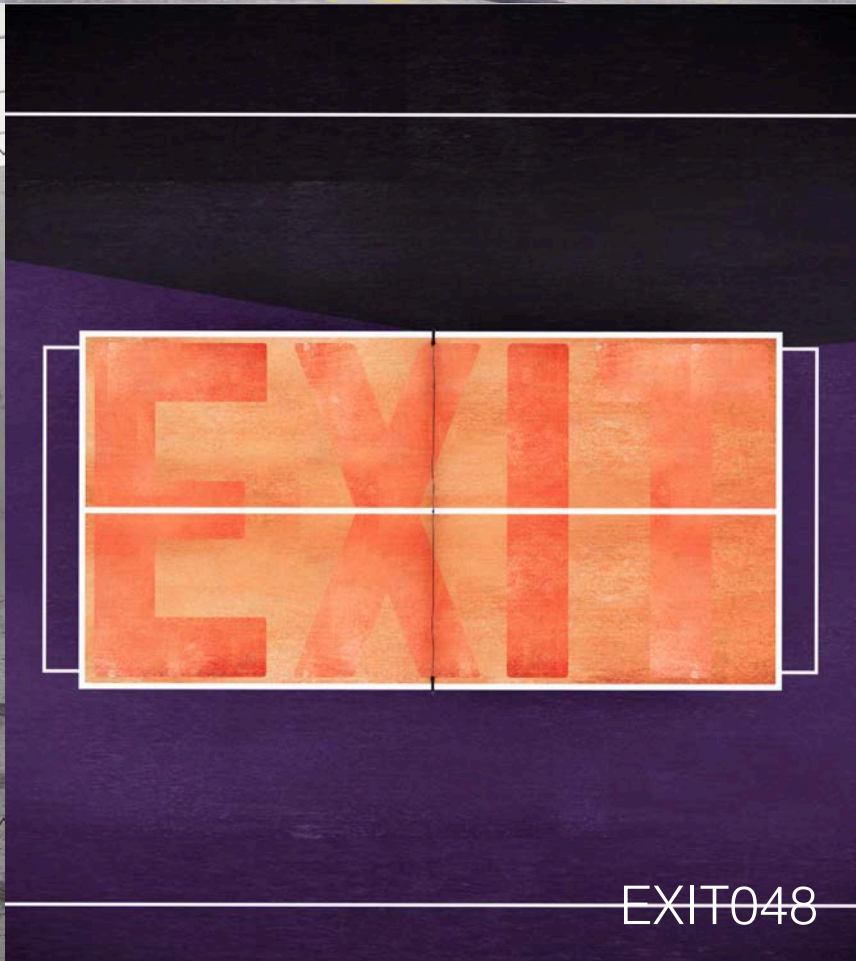
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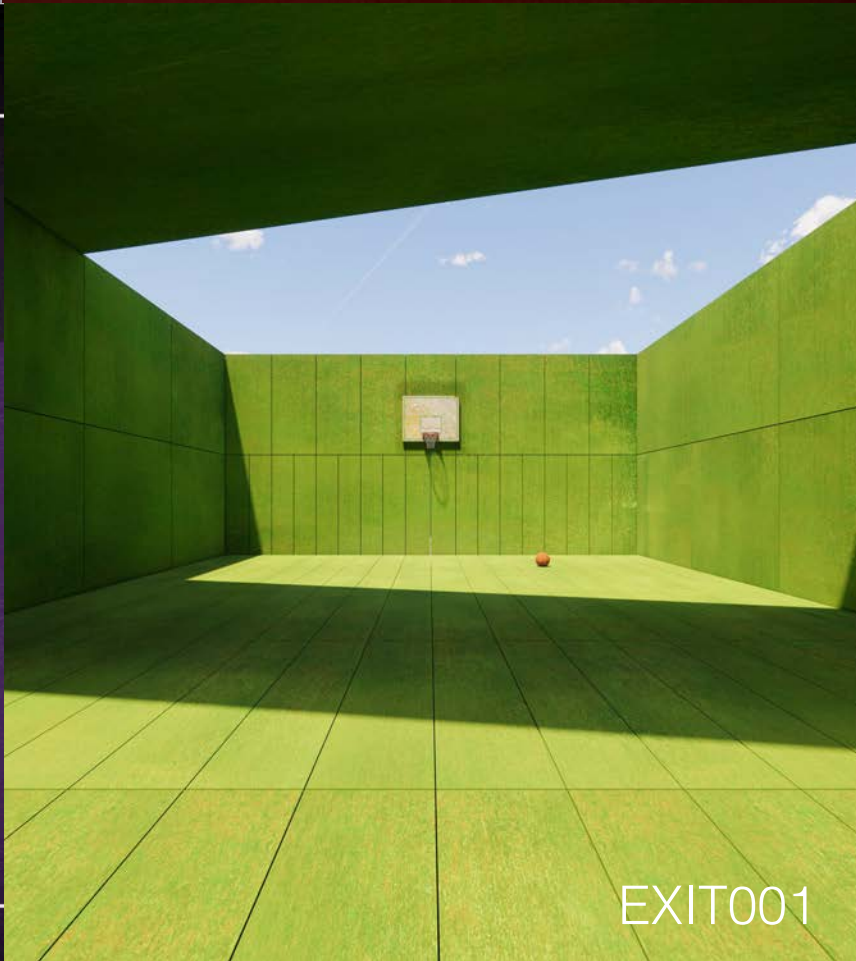
EXIT044



EXIT042



EXIT048



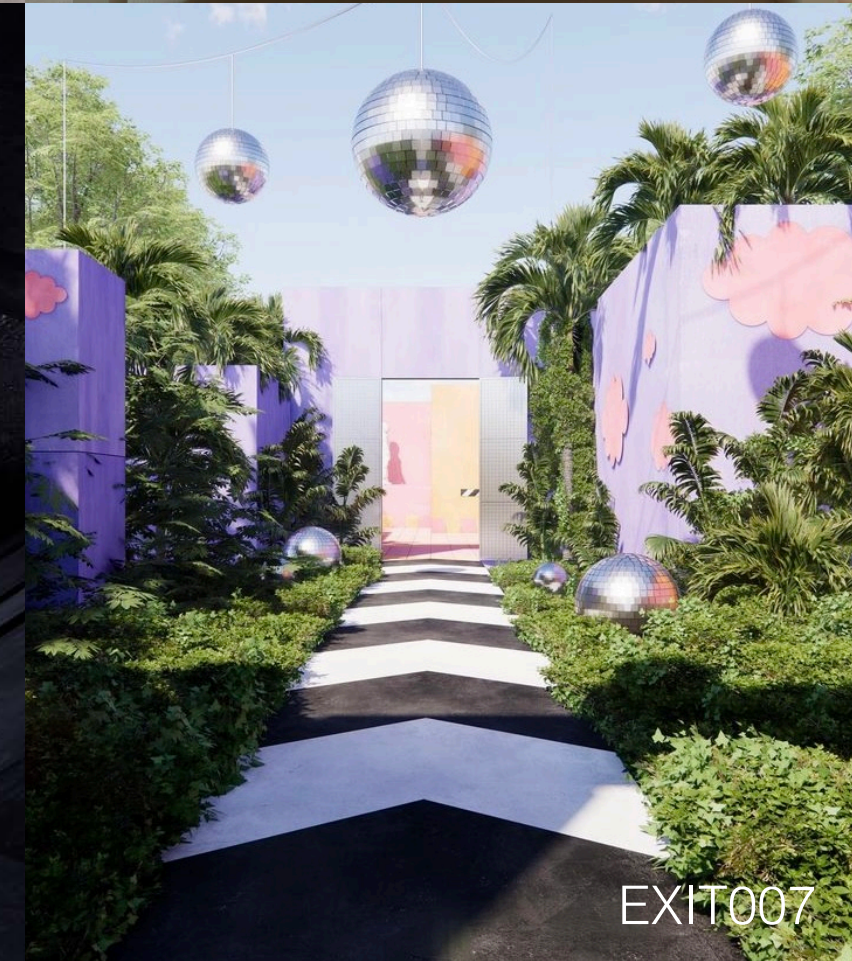
EXIT001



EXIT017



EXIT057



EXIT007



EXIT039



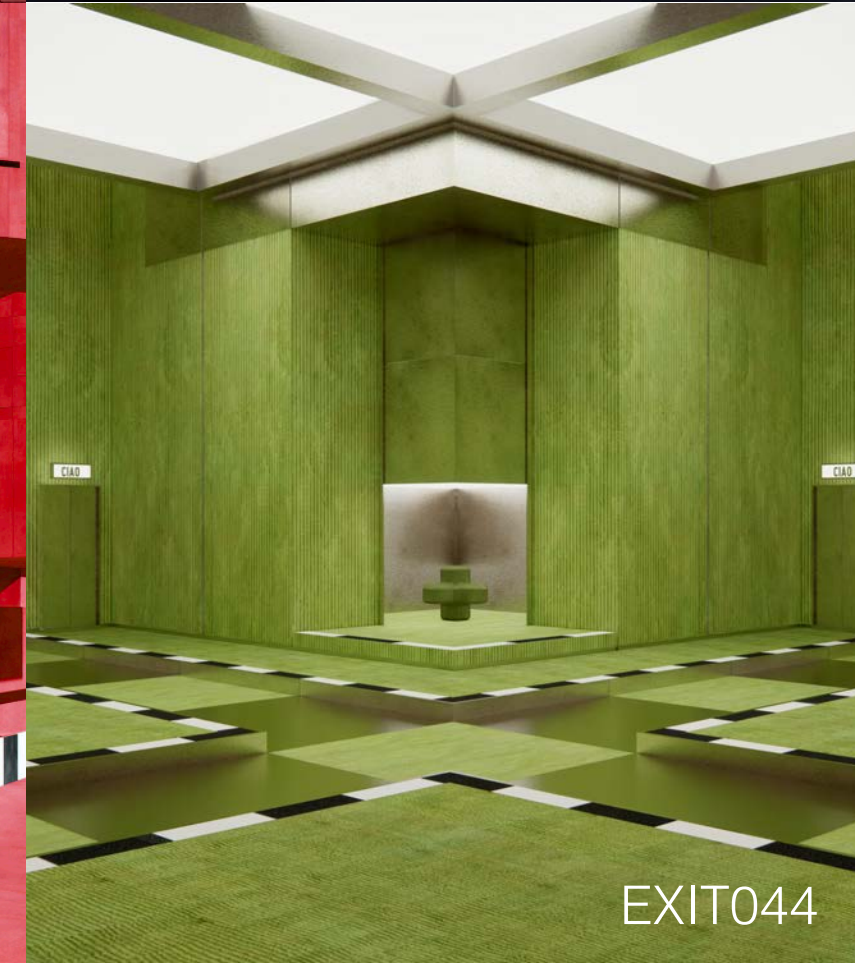
EXIT018



EXIT038



EXIT026



EXIT044



EXIT051

PUBLICATIONS

EXHIBITIONS + PUBLICATIONS



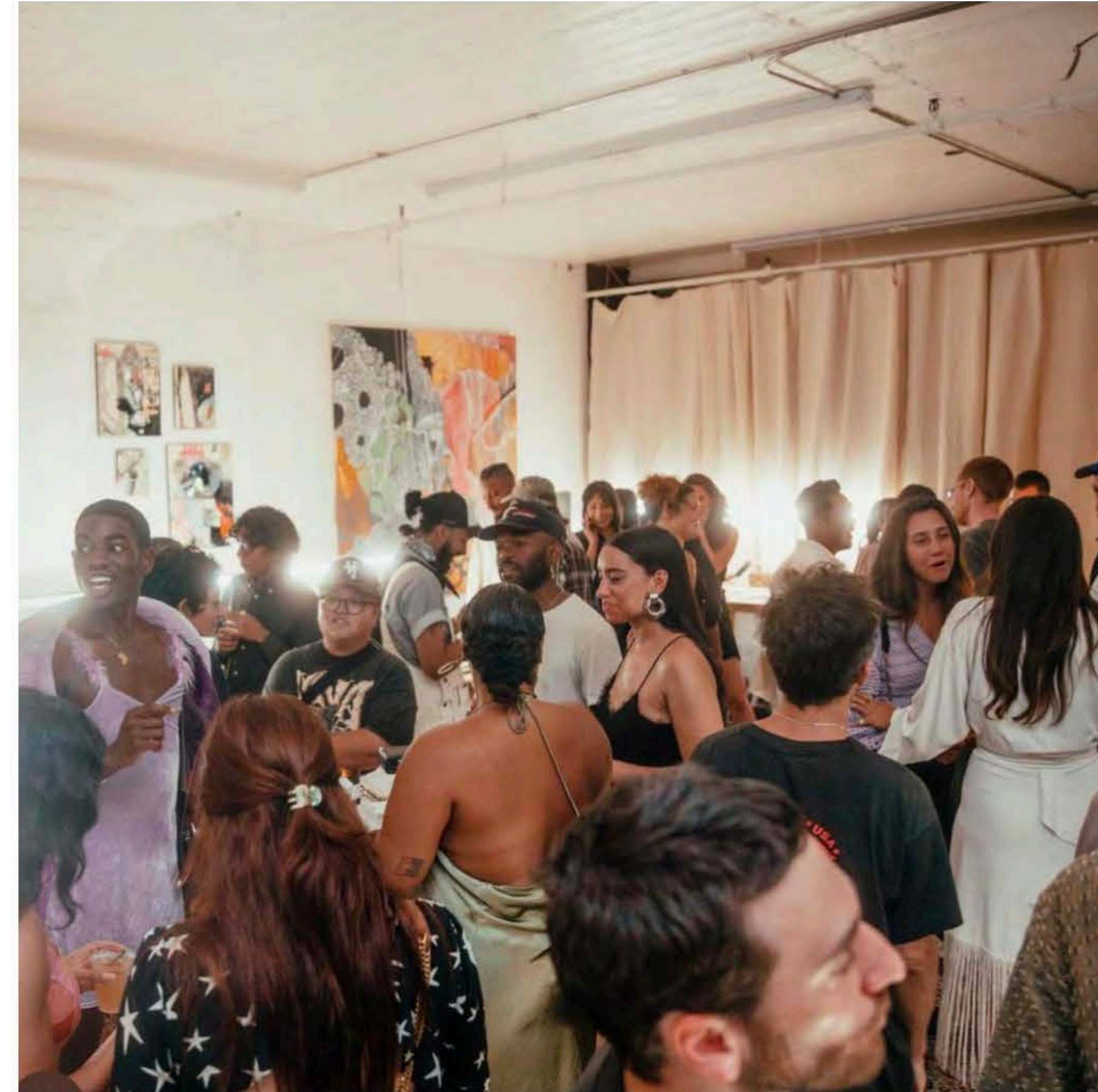
SOLO EXHIBITION AT AWD GALLERY

Solo show in Soho NYC in October 2021 displaying the most recent collection from EXIT to the public. First time digital environments shared in physical format. The exhibition included AR features and video installations to connect the artwork to the audience even further. All benefits donated to children.

SOLO EXHIBITION

00000000SOHO

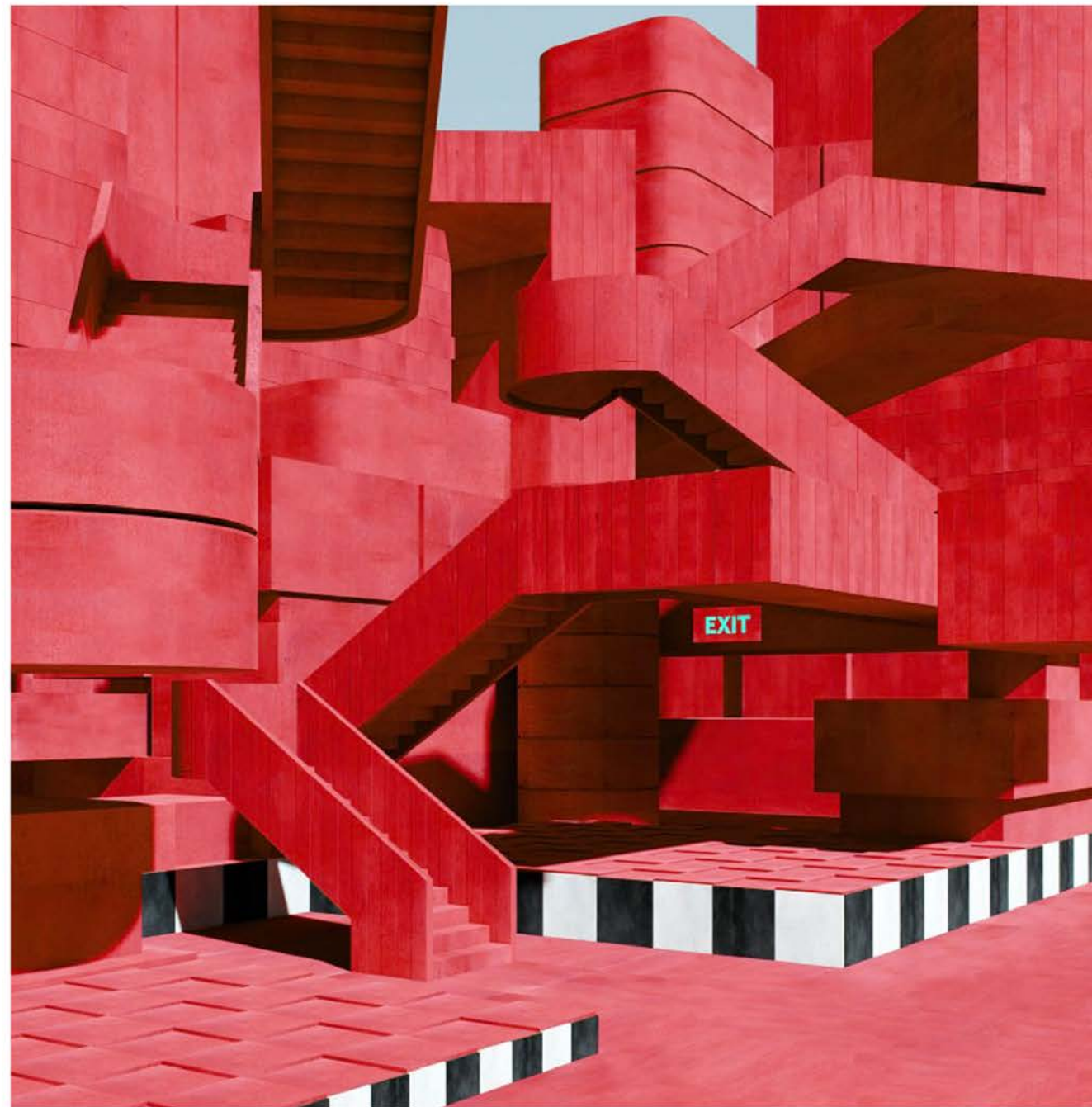
ROOM SERVICE



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GROUP SHOW WITH METAHAIKU

Group show in Los Angeles by Metahaiku Studio who is a creative agency based in Los Angeles. The show featured up and coming artist using various media forms and displayed 5 works from EXIT.



"Visualizations Always Start with the Story": An Interview with Visual Artist Ceren Arslan

ArchDaily had the opportunity to talk to Visual Artist [Ceren Arslan](#) about branching out from the architecture practice, how she describes her creative process, her latest project EXIT, and what the future holds for architectural visualizations.



designwanted Playing ping-pong is a form of constructive escapism and serves as a recreational exit. The Philippe table by Ceren Arslan ([@exit_ceren](#)) is introduced as an homage to his first mentor, Philippe Baumann, who taught that architecture comes with an edge. Baumann and his son, Oskar, love ping-pong.

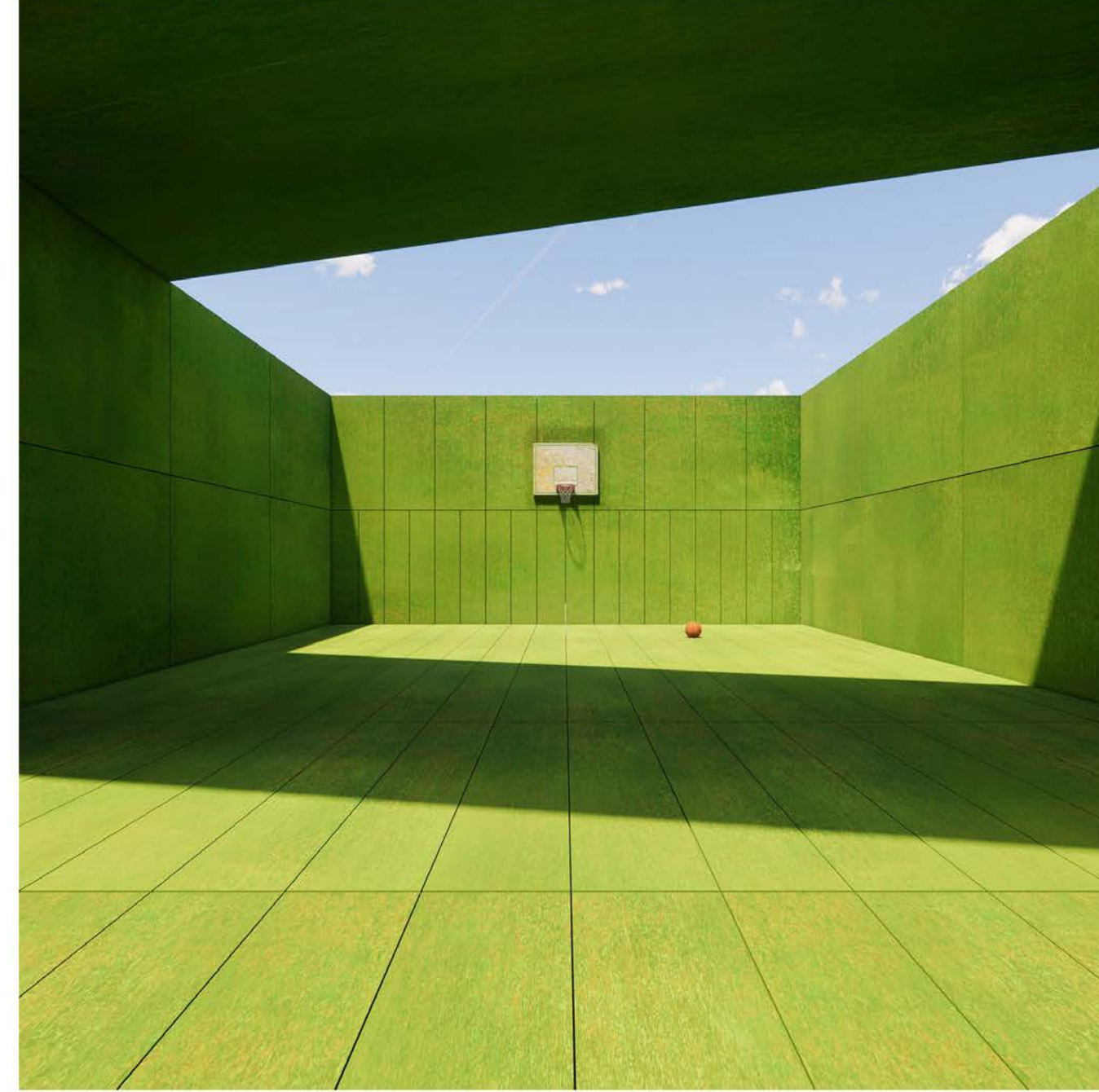
L'OFFICIEL
AMTD 2014



Genç mimarın sıra dışı tasarımları

Mimari tasarımcı ve dijital sanatçı Ceren Arslan ile onu meslektaşlarından ayıran EXIT adını verdiği sanat projesi hakkında konuştuk.

ELLE DECOR



LE 5VIE DI MILANO RIPARTONO DA DESIGN 'N' ART, E SCALDANO I MOTORI IN ATTESA DI SETTEMBRE

Dal 12 al 18 aprile il distretto si anima, in città e online, di un ricco programma di mostre, forum ed eventi per addetti ai lavori e appassionati

DAILY SABAH



Ceren Arslan's 'EXIT': Extraordinary spaces break ordinary order

New York-based architectural designer Ceren Arslan's art project 'EXIT' plays on the reality of going out or going away from a place or situation into a metaphorical escape from reality, breaking the spell of the mundane

The Architect's Newspaper



EXIT Room #002: Dalmatian Blue spatial designer and artist Ceren Arslan

AN Interior in conversation with Tuleste Factory

TF: Lyorra Pissaro with the Allaux Brothers in collaboration with Quincy Ellis of Factice are showing two new works. The pieces, which are composed of projected images and resin frames, combine new technology with traditional techniques to explore the fluctuating nature of internal and external landscapes. We also have a special curation and immersive space called *EXIT Room #002: Dalmatian Blue* by spatial designer and artist Ceren Arslan who known for her work with Kelly Wearstler and EXIT. The name references a darker shade of porsche blue. This Dalmatian blue creates a handsome setting for a Dalmatian pattern. Curated with select designed objects, the room mimics a typical apartment setting in an immersive, monochromatic format. Flat upon first sight, the room receives its dimension as the visitors enter and become part of the work. As a gallery, we are dedicated to exploring and showcasing new concepts in contemporary design and art and the digital sphere is an important part of that.

ACUMEN EXPERIENCES



CEREN ARSLAN OR THE NEW REALITIES

New York-based artist-designer Ceren Arslan creates architectures and environments from digital data for hyper-realistic visual experiences.



Meet Ceren Arslan, renowned architect and visual designer of Carlita's *Bon Trip*

We caught up with **Arslan** to chat about her history with **Carlita** and **Life and Death**, her inspiration behind the *Bon Trip* artwork, her **EXIT** project, and her philosophies on the relationship between music and design.

WORK EXPERIENCE

- 2023 - Current Designer, Bureau Betak**
Designer, Tiffany&Co NY - Out of Blue Exhibition
Designer, Tiffany&Co Shanghai - Out of Blue Exhibition
- 2021 - 2023 Architectural Designer, Kelly Wearstler**
Lead Designer, Metaverse
Project Designer, Hong Kong Penthouse
Designer, ArtBasel Installation
Dallas Proper, Hotel Design
- 2018 - 2021 Architectural Designer, KPF**
Designer, NYCHA Chelsea
Designer, JK Extra
Designer, HKUST Northeast Precinct
Designer, Luna Lobby + Plaza Development
- 2017 Designer, SHoP Architects**
Junior Designer, Australian Open Stage 3 Masterplan
Designer, Baumann Architecture

COLLABORATIONS + WORK

- | | | |
|--------------------|----------------------|-----------------------|
| 2021 - 2023 | Kelly Wearstler | Life and Death |
| | DJ Tennis | Kids of Broken Future |
| | Carlita | Blockbar |
| | Pietro Francheschini | The New York Issue |
| | Raisa Vanessa | Maz |
| | Wallpaper | Odissea |
| | Archdaily | Billboard |
| | Bureau Betak | Volcan Tequila |
| | Don Julio | Superba |
| | Senza Fine | Tuleste Factory |

PUBLICATIONS + AWARDS

- Dezeen, Ben Dreith**
"Twelve things to do and see during New York's 2023 Design Week"
- Archdaily, Jury Award**
Visualizations Award 2022
- Archdaily, Dima Stouhi**
"Visualizations Always Start with the Story"
Architect's Newspaper, Sophie Aliece Hollis
"AN Interior in Conversation with Tuleste Factory"
- L'Officiel, Turkey**
"Extraordinary Designs from Young Architect"
- Elle Decor Italia, Stefano Annovazzi Lodi**
"Le 5VIE Di Milano Ripartano Da DESIGN 'N' ART Di Settembre"
- Sphere Magazine, Nikey Cheng**
"Award Winning Designer Ceren Arslan Shares With Us Her Journey
Founding Exit And Her Unique Storytelling Methodology"
- Billboard, Katie Bain**
"First Spin: The Week's Best New Dance Tracks"
- Studio Mercado, Onur Coban**
"DIALOGUE: Ceren Arslan | Architectural Designer & Digital Artist"
- Marie Claire Maison, Isil Karahanoglu**
"Ceren Arslan breaks the ordinary"
- Maison Francaise, Beliz Gorgul**
"The EXIT Project"
- Wallpaper Magazine, Tily Macalister-Smith**
"Kelly Wearstler on Design and the Metaverse"
- Dezeen, Ben Dreith**
"Kelly Wearstler showcases marble furniture in fabric-draped Miami installation"
- HYPEBEAST, Alice Morby**
"Kelly Wearstler Teams up With Eight Designers For New Collaborative Collection"
- TMRW Magazine, Megan Bowles**
"Raisa Vanessa Graces NYFW With A Dose of Maximalism"
- Daily Sabah, Buse Keskin**
"Ceren Arslan's 'EXIT': Extraordinary spaces break ordinary order"
- Acumen Magazine, Nathalie Dassa**
"Ceren Arslan or the New Realities"
- Architect's Newspaper, article by Emma Natzon**
"Aesthetic of Prosthetics Compares Computer-Enhanced Design Practices"