

[741 PERFORMANCE · PROPOSED COLLABORATION · CONFIDENTIAL]

741 Performance × Symphony Space

PROJECT
RHAPSODY
ORBITAL MEDIA STUDIO

NOT from HERE. Beyond Earth.

A proposed collaboration through Project Rhapsody, a Symphony Space program.

symphony
space

Illustrative campaign visuals for discussion. The ivory colorway is imagined. Subject to creative and technical approval.

A Symphony Space program for creative work in orbit

Project Rhapsody develops brand projects for low Earth orbit, where spacecraft circle the planet close to Earth.

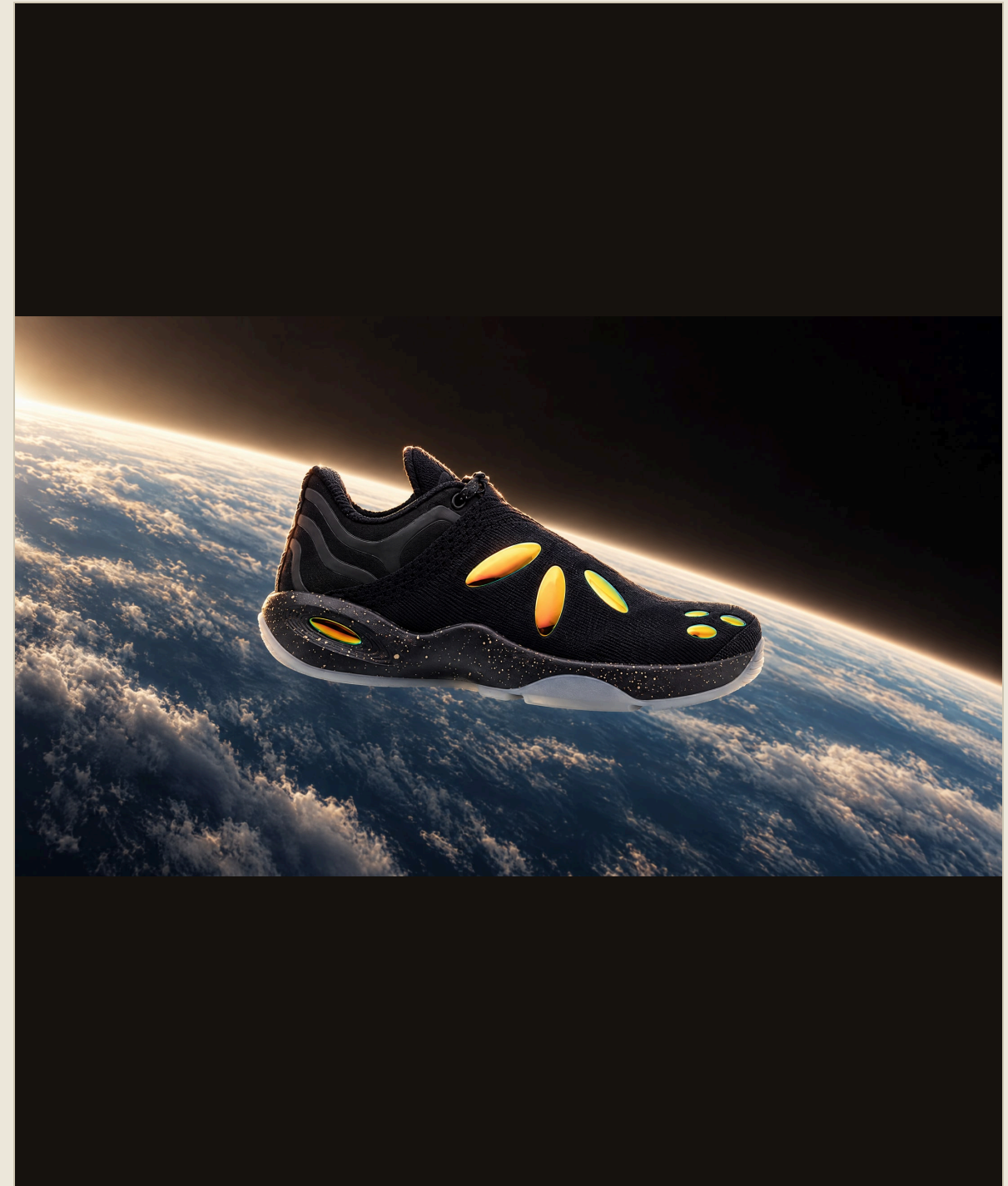
For 741, the opportunity is to bring a selected product or prototype into an orbital campaign, supported by Symphony's mission assessment and an agreed capture plan. Creative scope and participation would follow 741's approval and technical review.



Taking NOT from HERE beyond Earth

Make the idea literal: explore sending a 741 product or prototype into orbit and capturing it against Earth.

The proposed campaign would connect the product's design and preparation with original film and stills from an approved mission. A potential return could open a further chapter for an exhibition or limited edition, subject to a separate feasibility review.



A new setting for Jaylen Brown's 741

Merry's invitation connects 741's NOT from HERE idea with an orbital project that brings performance footwear into a new creative setting.

The Los Angeles 2028 Olympic and Paralympic period offers a potential cultural context for a story spanning sport, fashion, music and space. Any event affiliation, use of protected marks or official participation would require separate approval.



The 741 opportunity

01 / Orbital campaign

Explore sending a selected product or prototype into orbit for film and stills with Earth as the backdrop.

02 / Materials research

Assess a defined microgravity study of athletic fibers, coatings or footwear materials, with relevant Earth controls.

03 / A potential return and edition

Explore a return mission and a limited edition campaign supported by documented mission records. Recovery and edition scope require separate approval.



Creative direction and mission planning together

741 Performance

Selects the product or prototype, sets the creative brief and approves its presentation.

Project Rhapsody

Develops the concept, filming approach and proposed creative deliverables within Symphony Space’s program.

Symphony Space

Assesses mission requirements and plans integration and operations. Technical feasibility determines the available capture and return options.



A campaign with a documented story

- 01 Creative work: an agreed film and stills package built around an approved orbital session.
- 02 Product history: records that identify the object, its handling and the mission it participates in.
- 03 Audience connection: a campaign that brings the preparation and journey into 741’s world.
- 04 Product learning: an optional study with a defined question, controls and analysis.

741 would select the outcomes that matter and agree how to measure them before production.



741, framed by Earth

Select a product or prototype for a campaign centered on form, material and the view of Earth.

Connect footage of its development and preparation with the proposed orbital capture. The teams would qualify camera placement, mounting, lighting and protection before launch, then agree the film and stills deliverables.



A focused question for performance materials

Explore whether a defined microgravity experiment could inform the development of athletic fibers, coatings or footwear materials.

741's technical team would nominate the question. Symphony would assess the study, containment and measurement requirements. Matched Earth controls and an agreed analysis would be essential before drawing conclusions about performance, durability or manufacturing.



A possible next chapter on Earth

Explore returning a selected product or prototype and building a limited edition campaign around its documented journey.

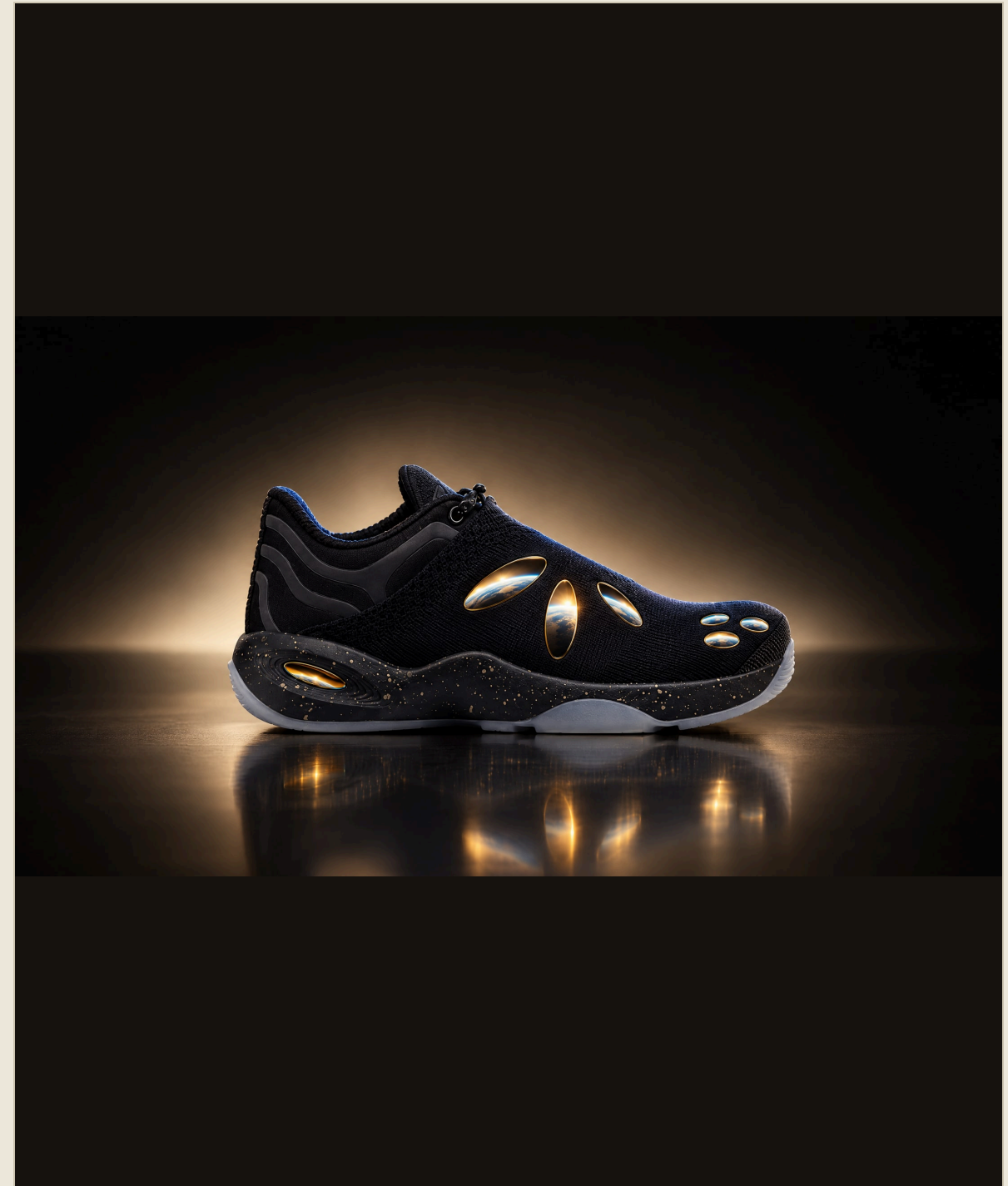
The return requirement must pass feasibility review before it becomes part of the scope. 741 would determine the edition, presentation and audience use. Records and public claims would identify exactly what traveled and what the mission verified.



NOT from HERE: Beyond Earth

One selected product or prototype. A campaign following its development, preparation and proposed orbital appearance, with Earth as the visual setting.

The initial pilot would focus on an agreed film, stills and mission record. A materials study or return mission could follow as separately scoped options. Final deliverables depend on creative approval and technical feasibility.



The creative work and the launch plan

- 01 Brief: select the product, audience and intended campaign.
- 02 Qualify: assess protection, imaging, platform fit and any research or return requirement.
- 03 Prepare: engineer, test and approve the mission configuration.
- 04 Launch and capture: carry out the approved session and filming plan.
- 05 Deliver: provide the agreed assets, mission records and any research analysis.

741 retains creative approval under the agreed process. Symphony retains authority over mission safety and operations.



Approval and stewardship

Agree ownership and usage rights for product designs, brand assets, footage, creative masters and any research results before integration begins.

The project agreement would define custody, handling, confidentiality, publication review and any recovery requirement. Any exclusivity or reserved capacity would require explicit agreement. Public claims would reflect verified mission evidence.



What the project should deliver

Creative

Approved films and stills that meet 741’s brief, with agreed measures of reach and engagement.

Commercial

Attributable inquiries or sales measured against a defined baseline where feasible.

Mission record

Reviewable records of the selected object’s preparation, handling and participation.

Optional research

Protocol completion, data quality and comparison with Earth controls. Any performance claim would require supporting evidence.



Proposed 2028 planning windows

Merry's invitation proposes initial tests in Q2 and Q4 2028. These are planning windows, subject to Symphony's development, qualification and availability.

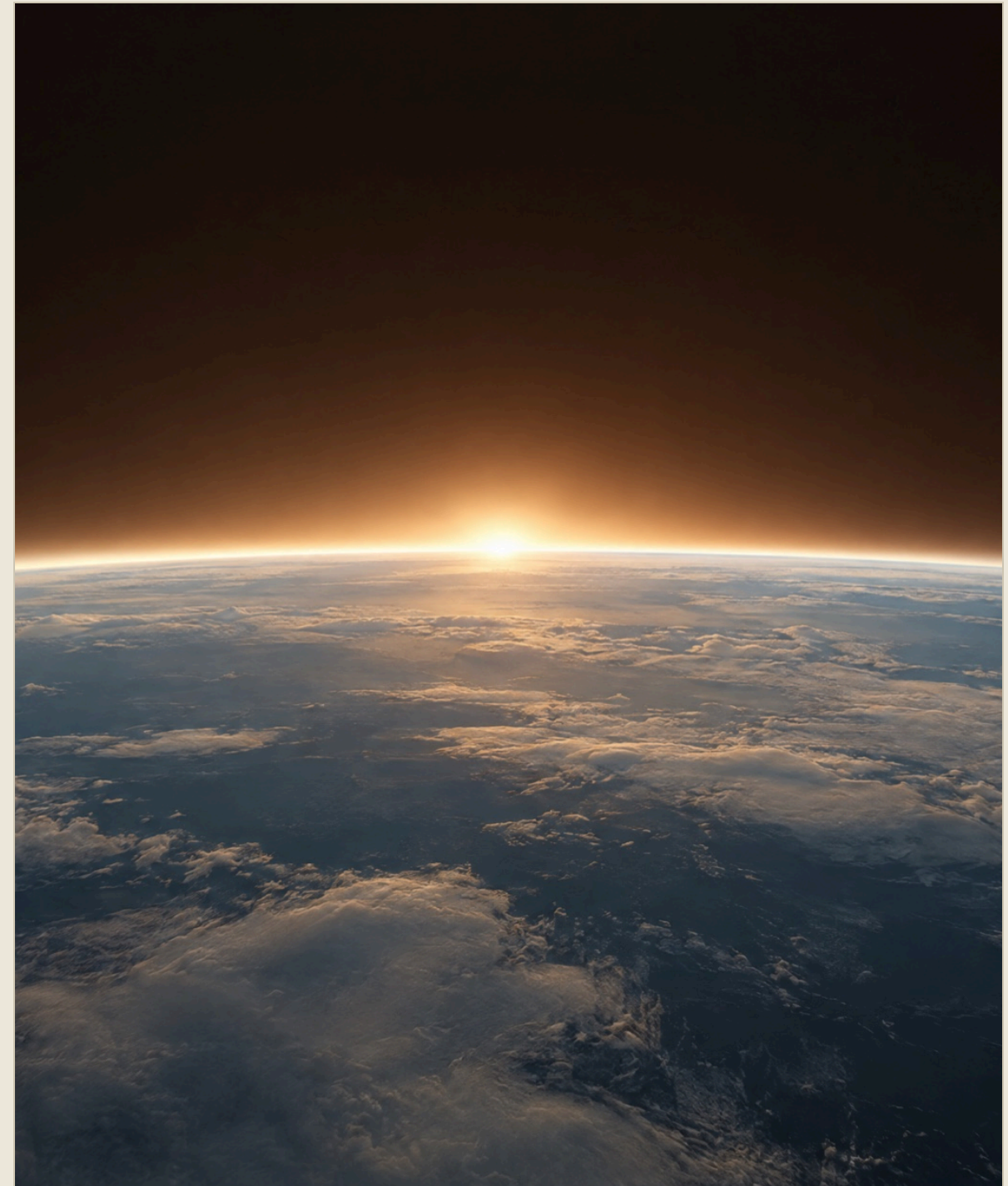
Creative consultation

Choose one product or prototype and define the capture brief. Assess a materials study or return only where it serves a clear objective.

Mission selection

Confirm the appropriate platform, session window and deliverables after technical review. Reconcile campaign timing around Los Angeles 2028 with the available mission and any required rights.

Final scope, timing and commercial terms would follow feasibility and agreement.



16 / FOUNDING CIRCLE INVITATION

A first conversation for 741

Join a creative consultation with Rhapsody and Symphony's technical leads to shape NOT from HERE: Beyond Earth for 2028 and future missions.

Merry's invitation seeks inaugural partners by the end of November 2026. Participation and mission scope remain subject to agreement.

