

The background is an abstract composition of soft, painterly brushstrokes. It features a palette of light pinks, purples, and pale yellows, with some darker, more saturated strokes in the upper right corner. The overall effect is ethereal and artistic.

PORTRAIT



# Portrait

A collaboration between Vogue and Dominique Crenn that takes Vogue in a new direction, in 2022. A spatial concept for Vogues new story studio that helps bring the brand closer to it's readers

BRAND EXPRESSION IN SPACE | COLLABORATION | HYBRID RETAIL | EXPERIENCE DESIGN

January 2022 - April 2022

ArtCenter College of Design, Term 2 (Spring)



## Project Brief

*To explore how a brands DNA and essence can transform into a compelling narrative and spatial experience for hospitality design. This is achieved through creating a **collaboration between a publishing brand and a well known chef**. In the case of this project, the brand is **Vogue** and the chef is **Domonique Crenn**. The two come together to **shape a new direction for Vogue, that brings the brand closer to its' people, making the magazines stories and conversations for them, rather than to them**. Portrait uses Dominique Crenns' vivacious personality as a driver of this change for the brand. Her belief in the stories of her life being her way to connect with strangers, creating more personal connections through her food, and how all of this comes to life in her restaurant Atelier Crenn, is the main inspiration for the project.*

# VOGUE

## *A little about the brand*

*Vogue is considered the worlds most influential fashion, beauty and lifestyle magazine. With a 129 years of experience and a strong global presence that expands into 26 different countries, they hold great responsibility in shaping the right kind of stories, conversations and sending the right message.*



# The Mission

*Fashion as culture and a place we live in. Inspiring us by predicting the next steps in the world of fashion, beauty, lifestyle and culture, while embracing creativity and craftsmanship*

**VOGUE**



# *What is the future of fashion, beauty and lifestyle?*

*There's an evolution in the preferences of today's consumers. They're choosing comfort and sustainability as the new glamour. Fashion and Beauty for them, is a way to display values, express their true selves and enable a connection and sense of belonging to the world around us. Hence, this is the opportunity for Vogue to use platforms like Fashion and Beauty, to fabricate a more positive future.*



\*Note: Pictures are sourced from Pinterest



*Dominique Crenn*







*French chef and currently the only female chef in the United States, to attain 3 Michelin stars for her restaurant, Atelier Crenn in San Francisco*

*Was adopted by a French couple at the age of 18 months and spent most of her summers at their family farm in Brittany. Her experience of being on the farm, her mothers' cooking and her visits to high profile restaurants developed her culinary tastes.*

*Crenn sees herself as an artist, referring to her dishes as poetic culinara. Food for her is personal, as its' an expression of her memories, her point of view and emotions.*

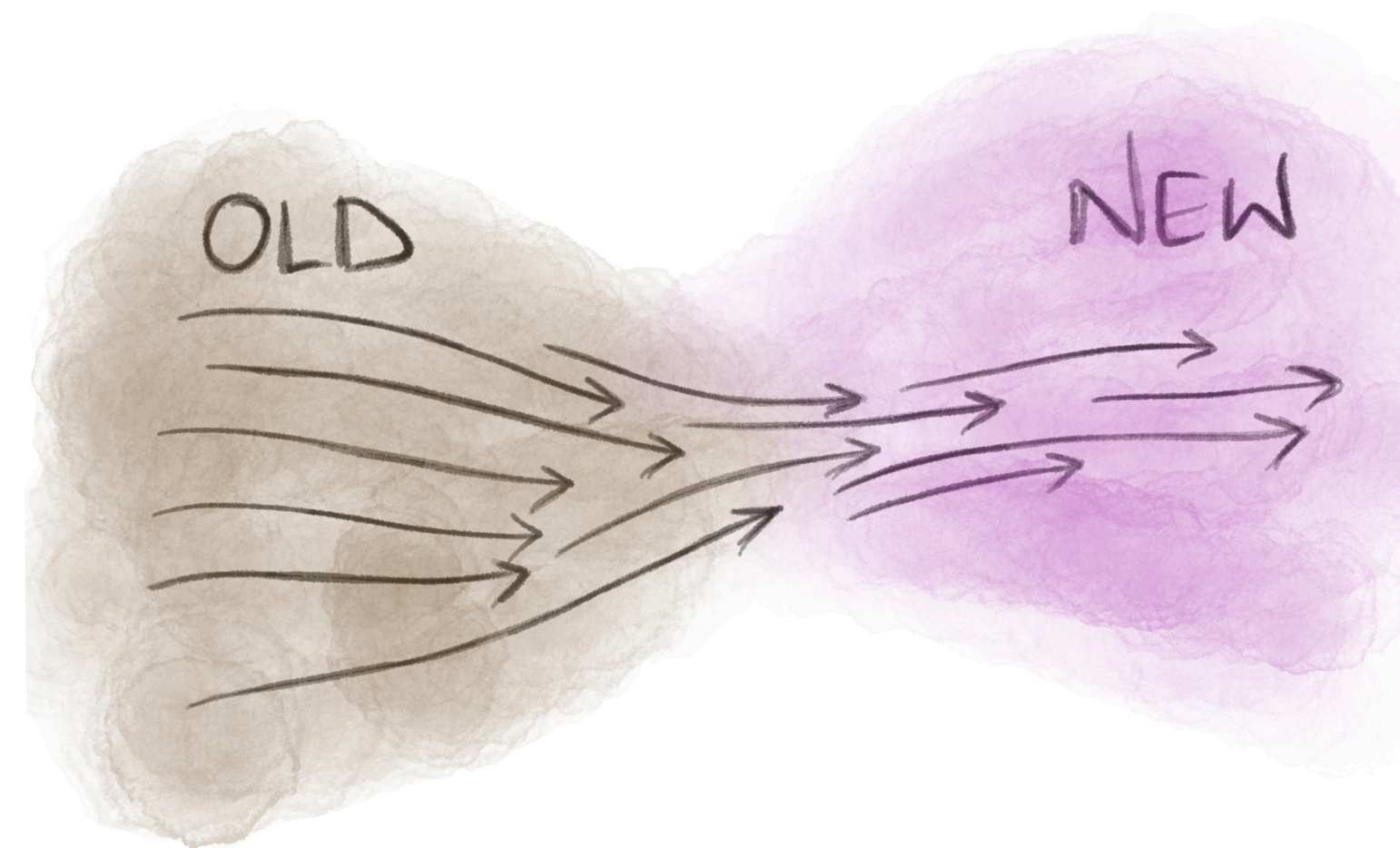
*She strives to connect with strangers, connect with people that visit her home, her restaurant, through her art. Food is her language, her way of communicating. "You can eat something, and you can remember it forever", she says, fondly speaking about her memory of an intriguing bite into a juicy tomato.*

*She believes that San Francisco is a place where people feel safe to be who they want to be. It's a place that appreciated the expression of her true self.*

*Dominique Crenn*



# VOGUE × Dominique Crenn



## **Brand values**

- The responsibility of **shaping global conversations** that define our societies and to speak with a collective voice
- Embracing creativity and craftsmanship
- **Thought provoking imagery and storytelling**
- **Diversity, responsibility and respect** for individuals, communities and our natural environment

## **Chef's personality/values**

- **Being true to yourself and understanding who you are**
- **Connecting with strangers** through food and story
- Following your passion and vision, giving it your best
- **Creating memories** through unique culinary experiences



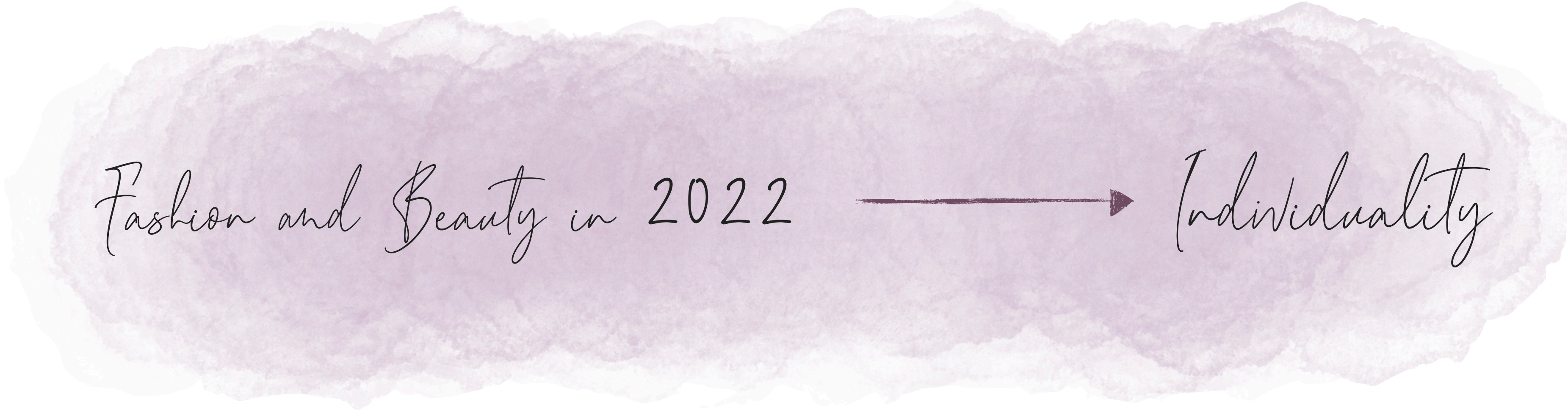
Using the chef's personality and values as the **ambassador of this change in direction** for Vogue.  
Vogue's new message is inspired by Dominique Crenn and all that she stands for. This new direction will  
be **driven by her personality, food and stories in space.**

What does beauty mean to you?









*Fashion and Beauty in 2022* —————→ *Individuality*

*Vogue's new direction celebrates Individuality as the new meaning of Fashion and Beauty. In 2022, we're moving from Beauty being the ideal to individuality being the new ideal. We are bringing the brand closer to its readers and making platforms like Fashion and Beauty more about its people and less about unrealistic standards. This 2022, Vogue will speak of trends that come from its consumers, from people, rather than taking the trends to them.*

**VOGUE**



# VOGUE

*Understanding the consumer*

Uncertainty

Vulnerability

Apprehension

Post 2020 emotional mindset

Brand Nudge

Creating the pathway to a positive mindset

Comfort

Confidence

Strength

Positive pathway



# VOGUE *Brand Strategy*

1. Redefining the **why**
2. An **empathy driven** approach to create **stronger connections** with consumers
3. Designing a **story studio** that acts as a first person point of research for **upcoming magazine themes and conversations**
4. Creating a space where consumers can **heal, reflect and connect**



# VOGUE

## Project Statement

Portrait is **Vogue's story studio** that **reconnects people with who they really are**, through **stories, conversations and food**. This experience is shared amongst 12 people at a time and is **choreographed** to have interactive elements that **empower their true selves in space**.

There is something powerful about being in a **room full of strangers** and that's when the **value of individuality** comes to life..





*How can this space be created?*





*If this studio were being created in 1965, it would look like this, where stories were crafted to appeal to the elite societies of New York, who's ideal was the perfect body and facial feature. But today, the story is different, and hence, the spatial strategy is too.*





# Storytelling as a spatial strategy

Using stories to connect people and space to one another



*Why storytelling?*

```
graph TD; A[Why storytelling?] --- B[Teaches empathy]; A --- C[Creates a connection with space]; A --- D[Increased value of relationships]; A --- E[Shared experiences]; A --- F[Memorable moments]; A --- G[Stronger connections with people]; A --- H[Helps an experience grow]; A --- I[Feels more personal];
```

*Teaches empathy*

*Creates a connection with space*

*Increased value of relationships*

*Shared experiences*

*Memorable moments*

*Stronger connections with people*

*Helps an experience grow*

*Feels more personal*

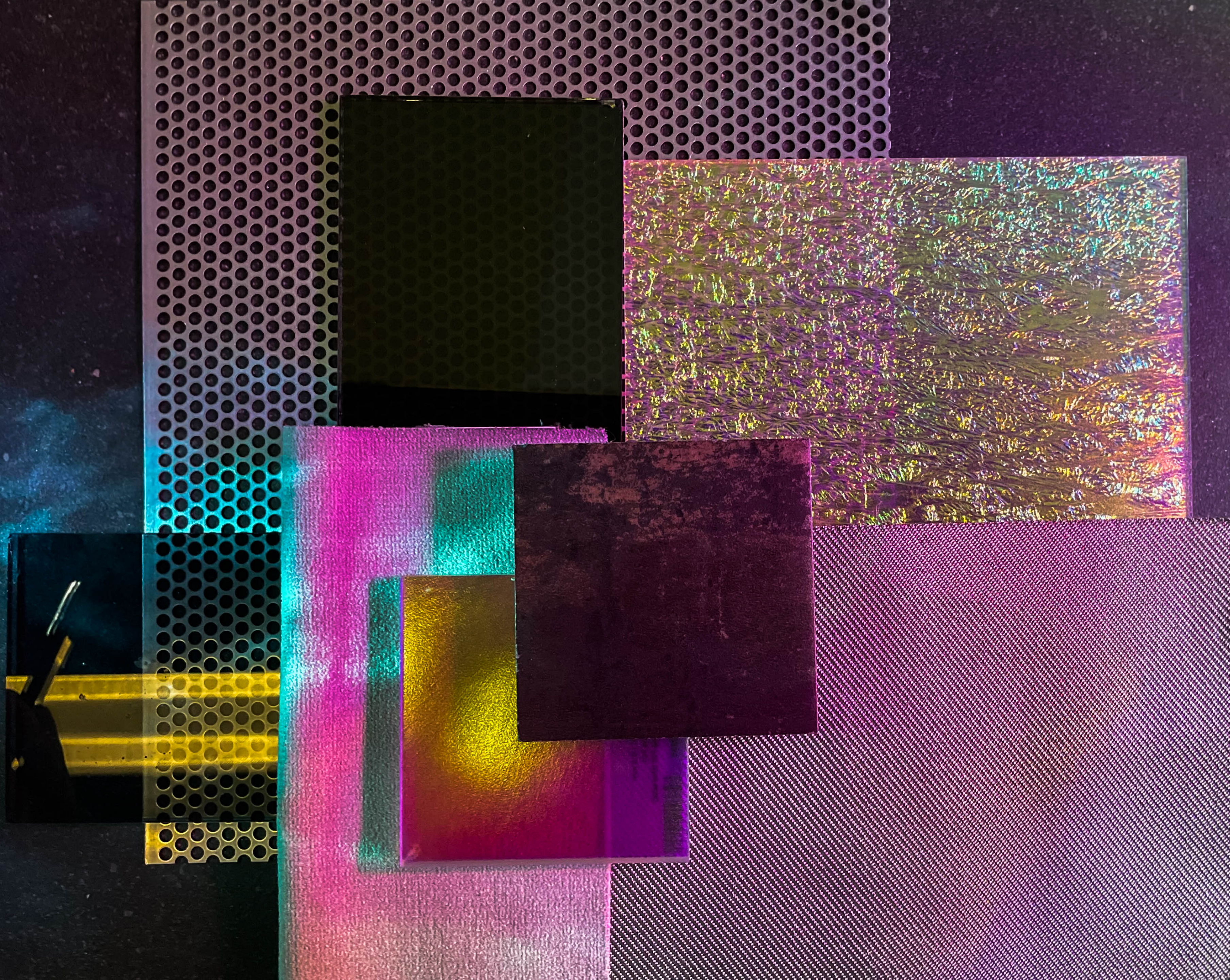


Unfolding the experience



# Material Strategy

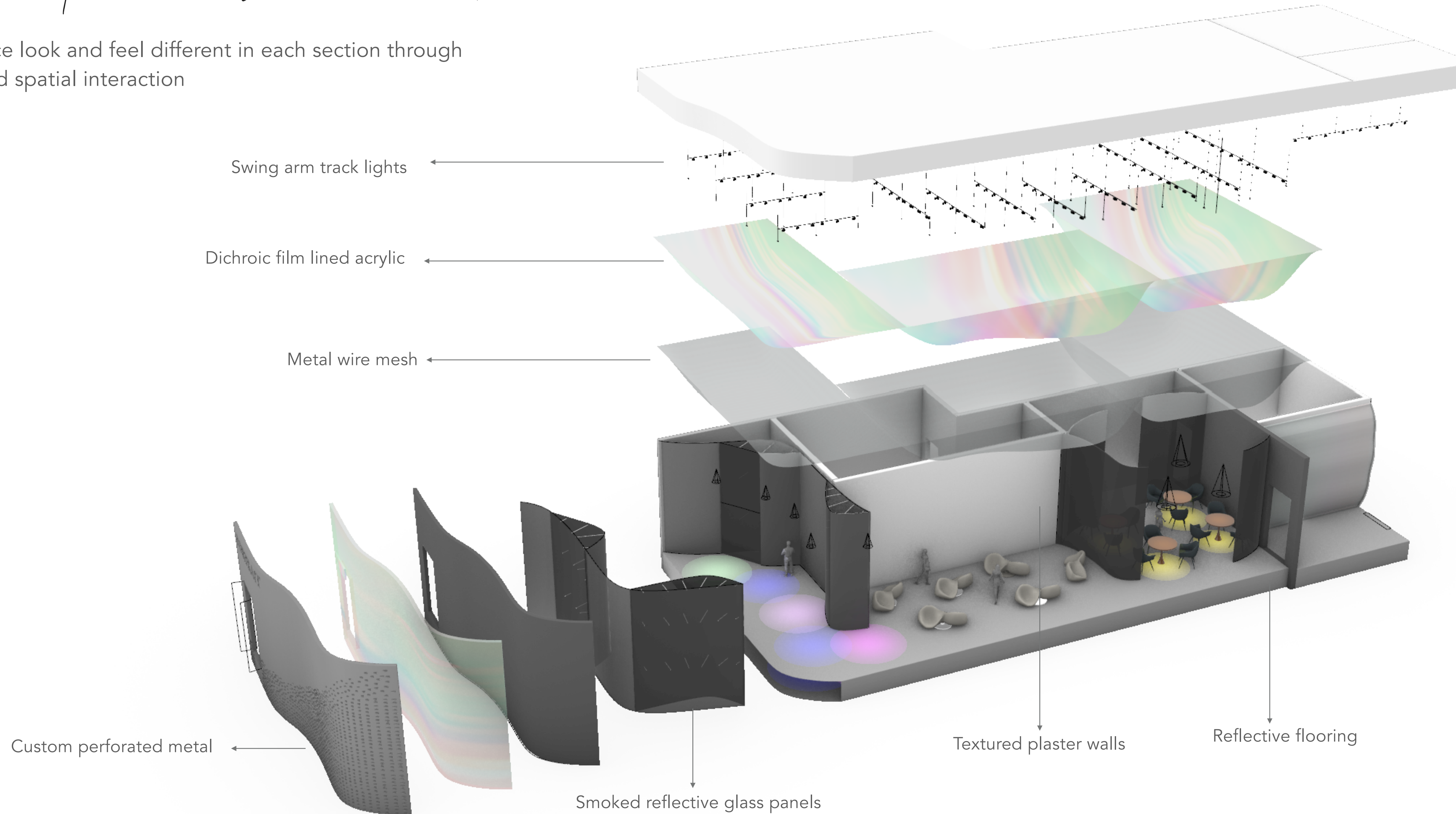
Creating a sense of intimacy, adding  
tactility and building connections



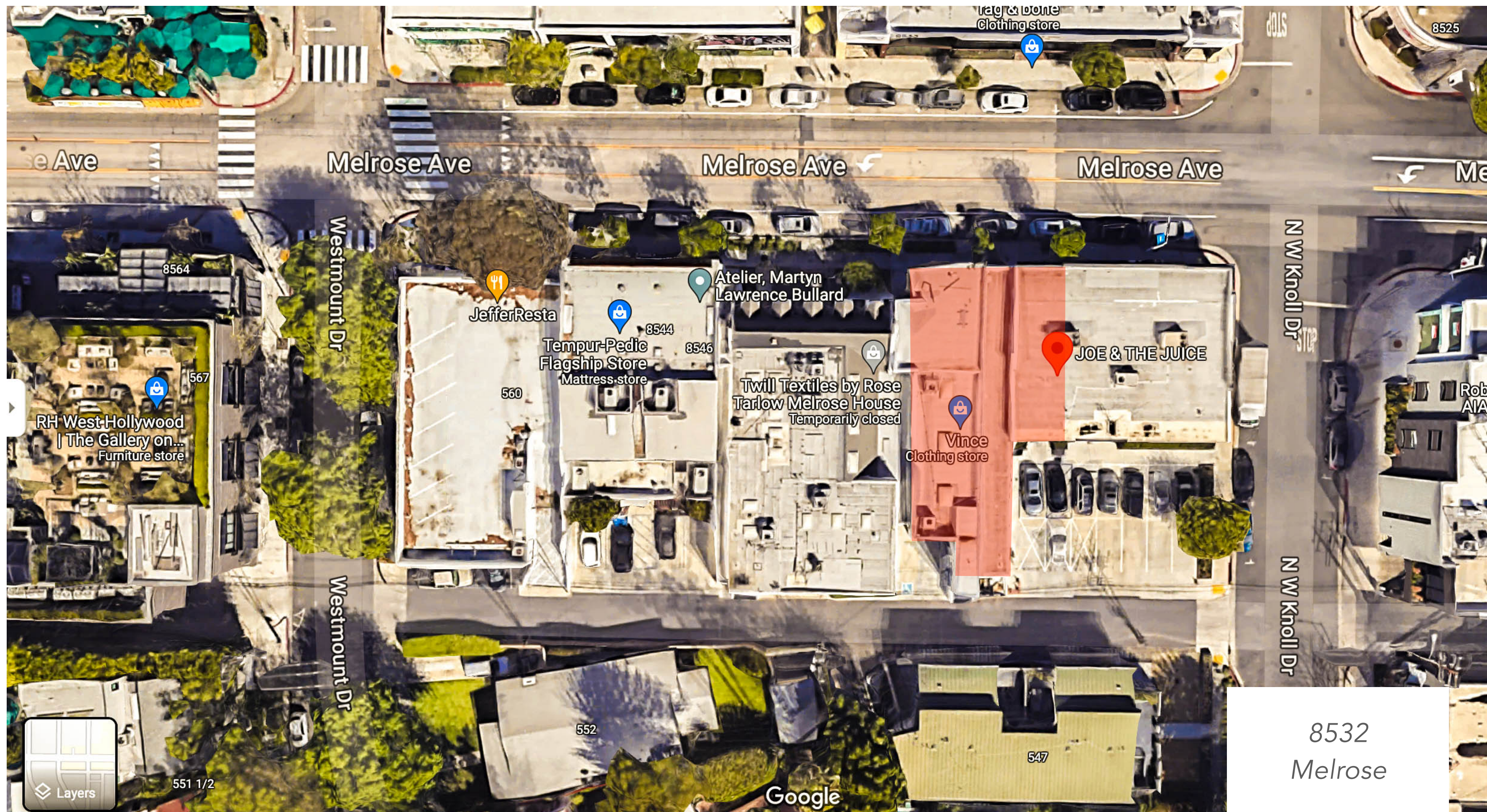


# Layering materials to create an ambience

Materials in the space look and feel different in each section through adaptive lighting and spatial interaction







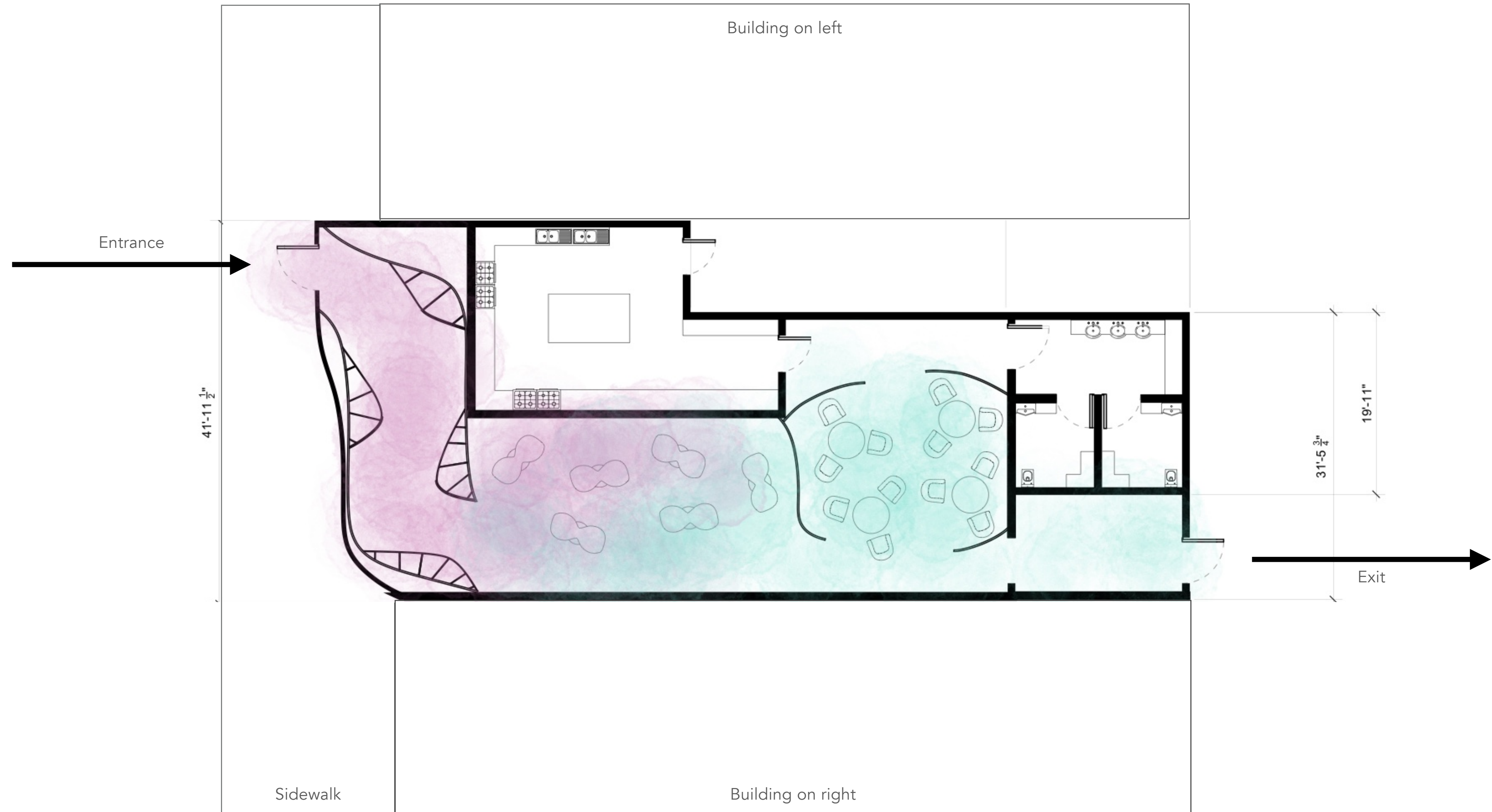
## Choosing the site

*As the brands readers belong to an age group of 24 - 34 years, which is a fairly young audience, the site needed to be located in an area that receives a large footfall from a much younger demographic, as they are the new voices of Vogue.*



# Combining two experiences

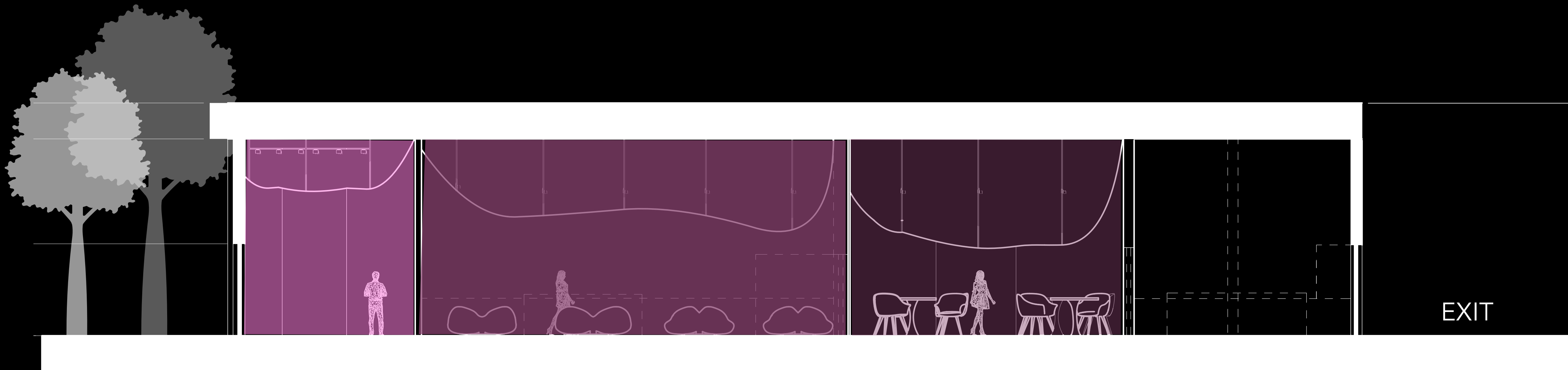
Individual and Group based interactions with the space create a seamless immersion into the experience and help connect guests with the space and each other.





# Lighting and scale

Creating an immersive experience through gradient lighting and reduction of ceiling height. As guests move further into the space, the ambience is designed to feel more intimate to help spatial and personal connections grow deeper



Brightest lighting + Highest ceiling  
*Listening to stories of real people*



Dimmed ambient lighting + Lowered ceiling  
*Writing your own stories*



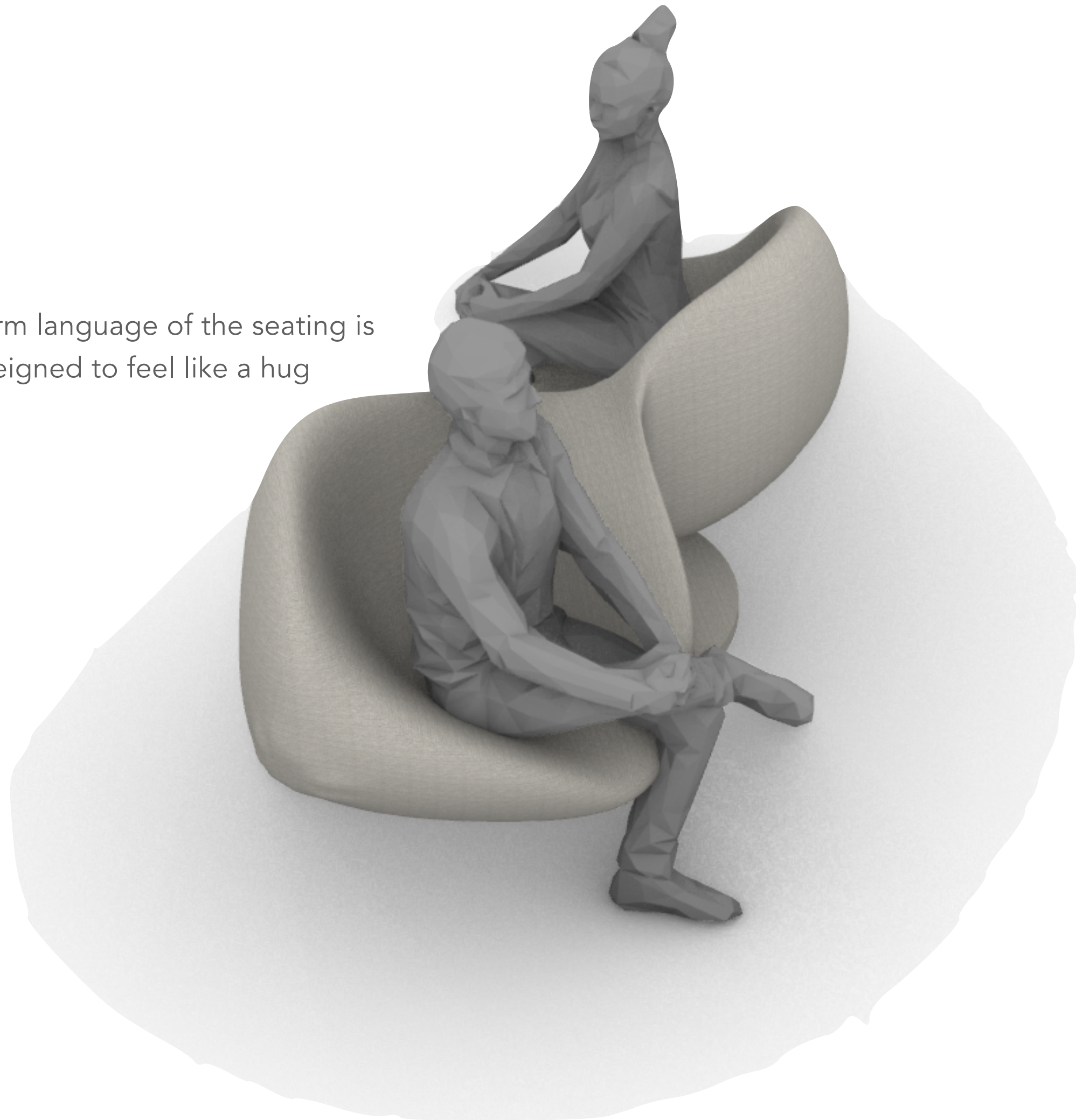
Darkest/mood lighting + Lowest ceiling  
*Conversations through stories*



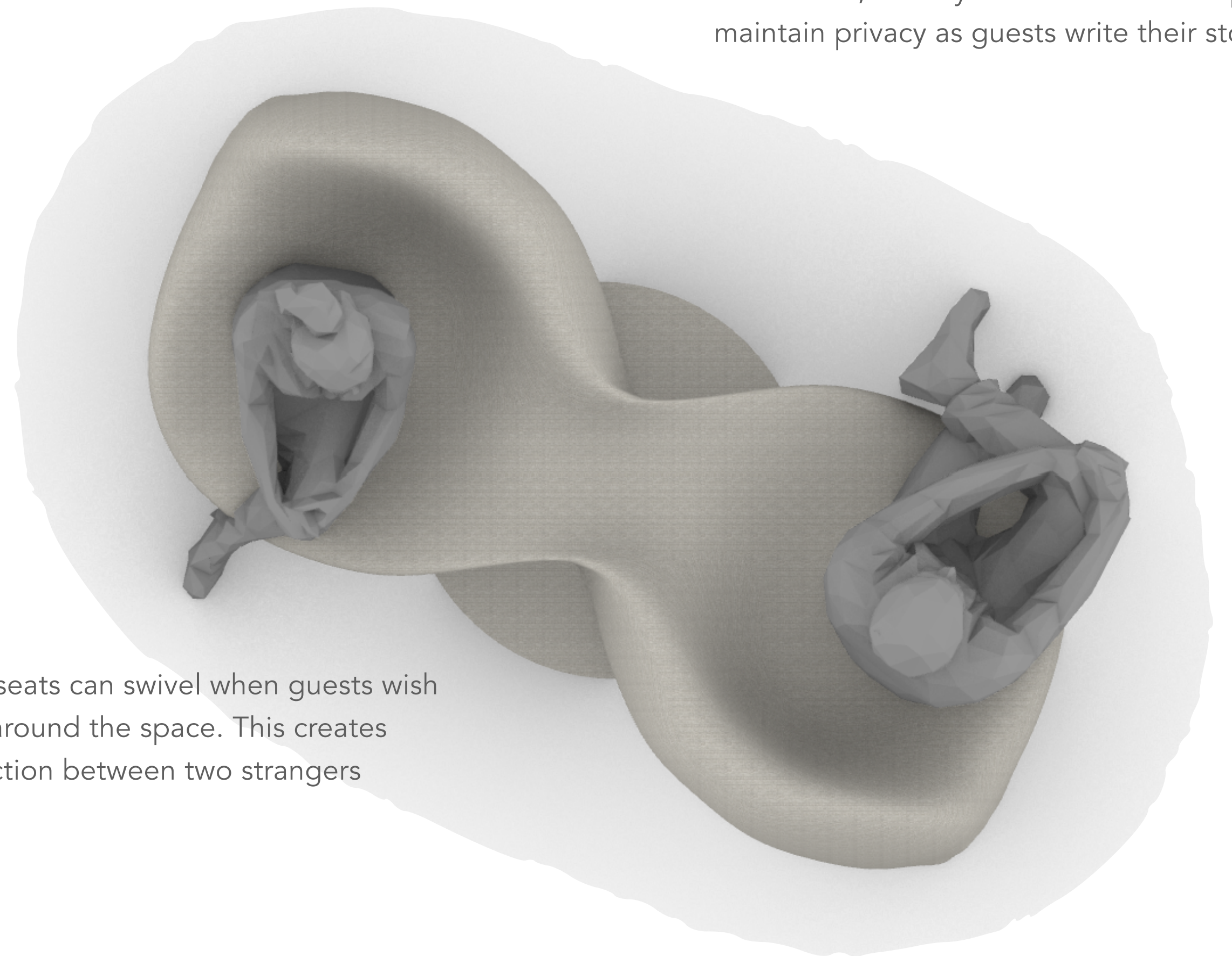
# Custom designed furniture to create interaction

Twin lounge seats that are shaped to feel like a hug and swivel to create interaction between people. The inspiration came from European love seats from the renaissance period.

The form language of the seating is designed to feel like a hug



Mirrored, side by side orientation helps maintain privacy as guests write their stories



The lounge seats can swivel when guests wish to look around the space. This creates interaction between two strangers



# *Custom designed furniture to create interactions*

A 3D printed prototype to mimic the swivel movement of the twin lounge seats

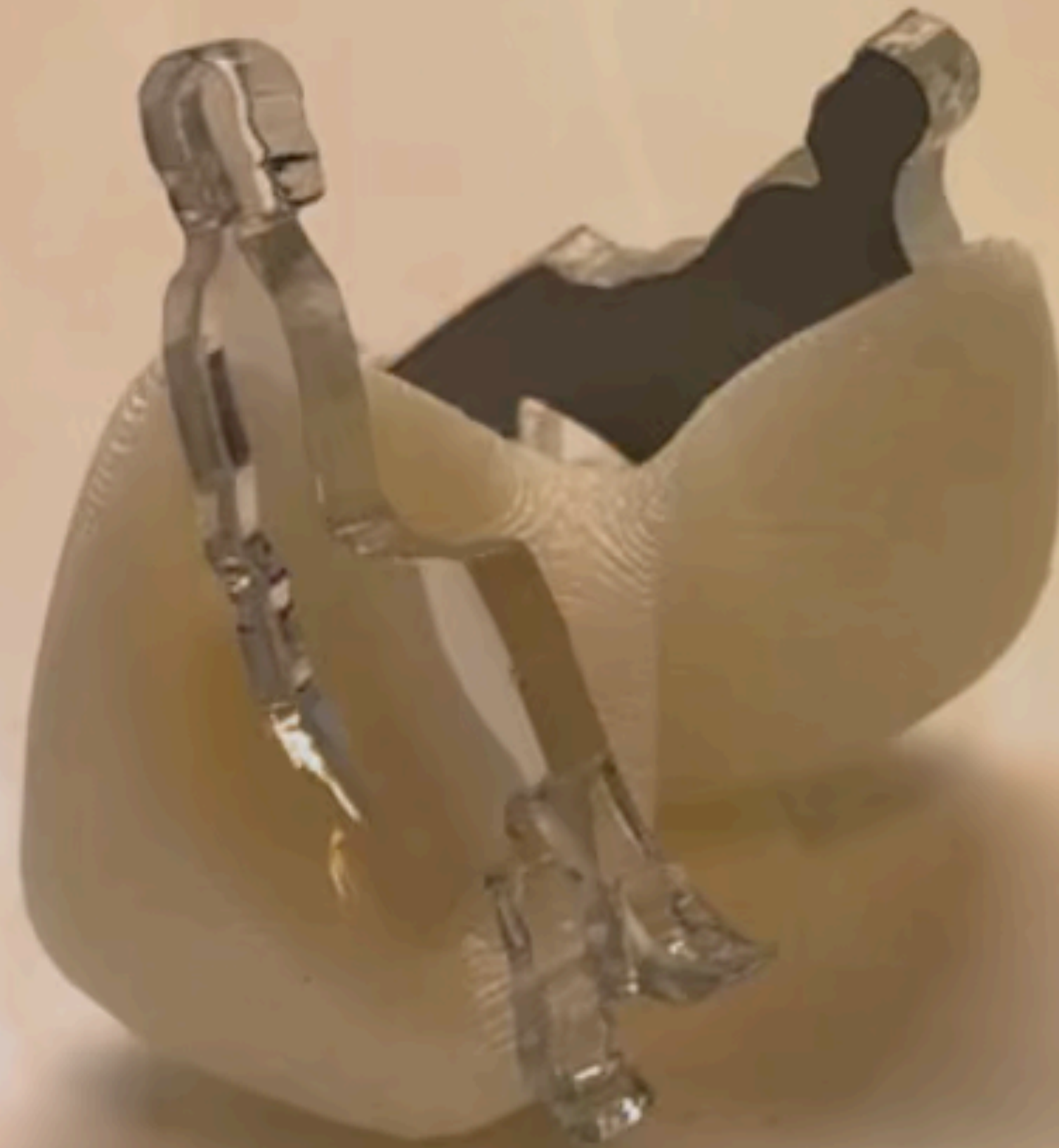


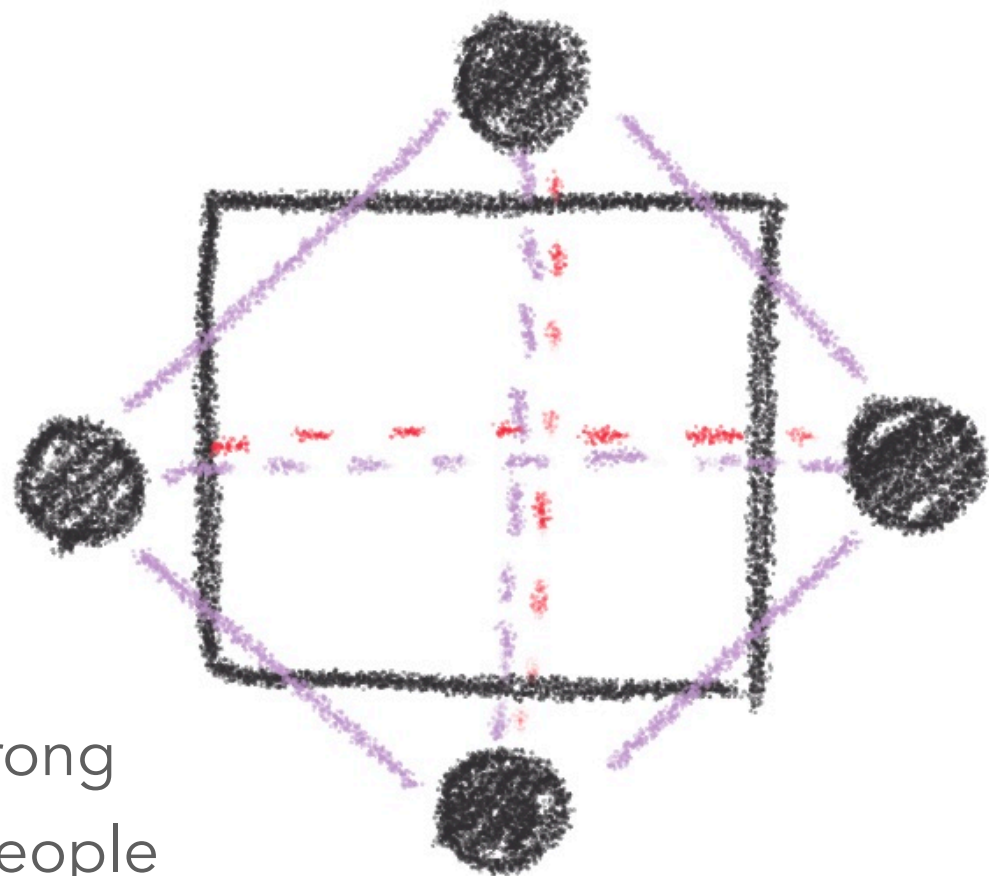




Table for three

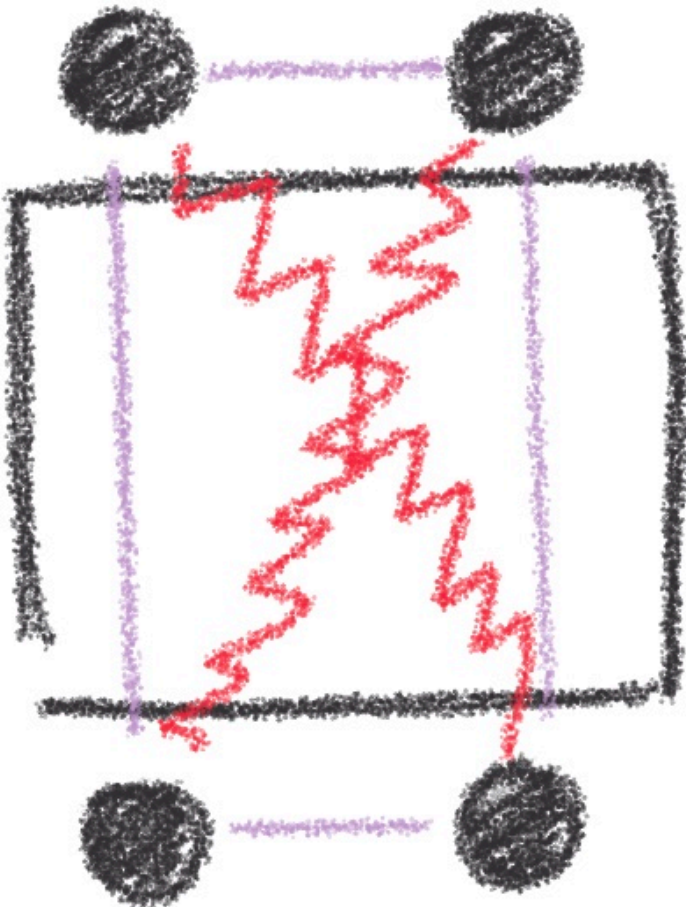


# Desired table configuration



Scattered four way seating: strong lines of communication with people seated besides you and a weaker line of communication with people seated across you.

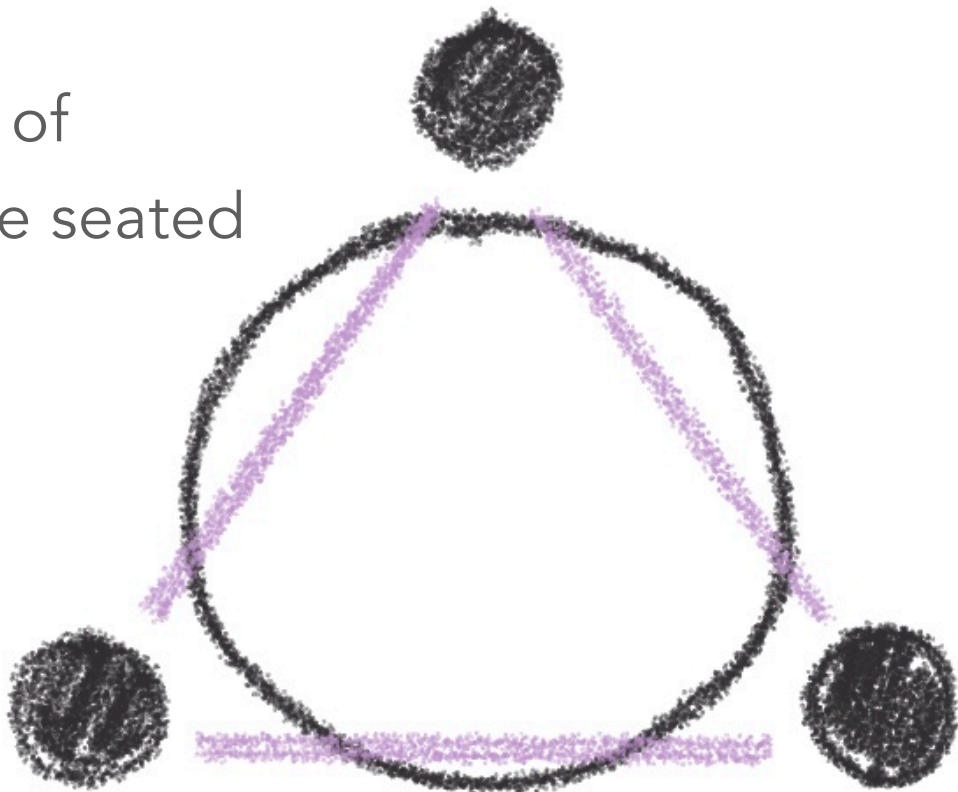
OR

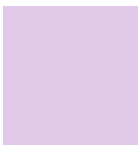



2 and 2, four seater: strong lines of communication with people seated beside and across you. Sparse communication with people seated diagonally across you

V/S

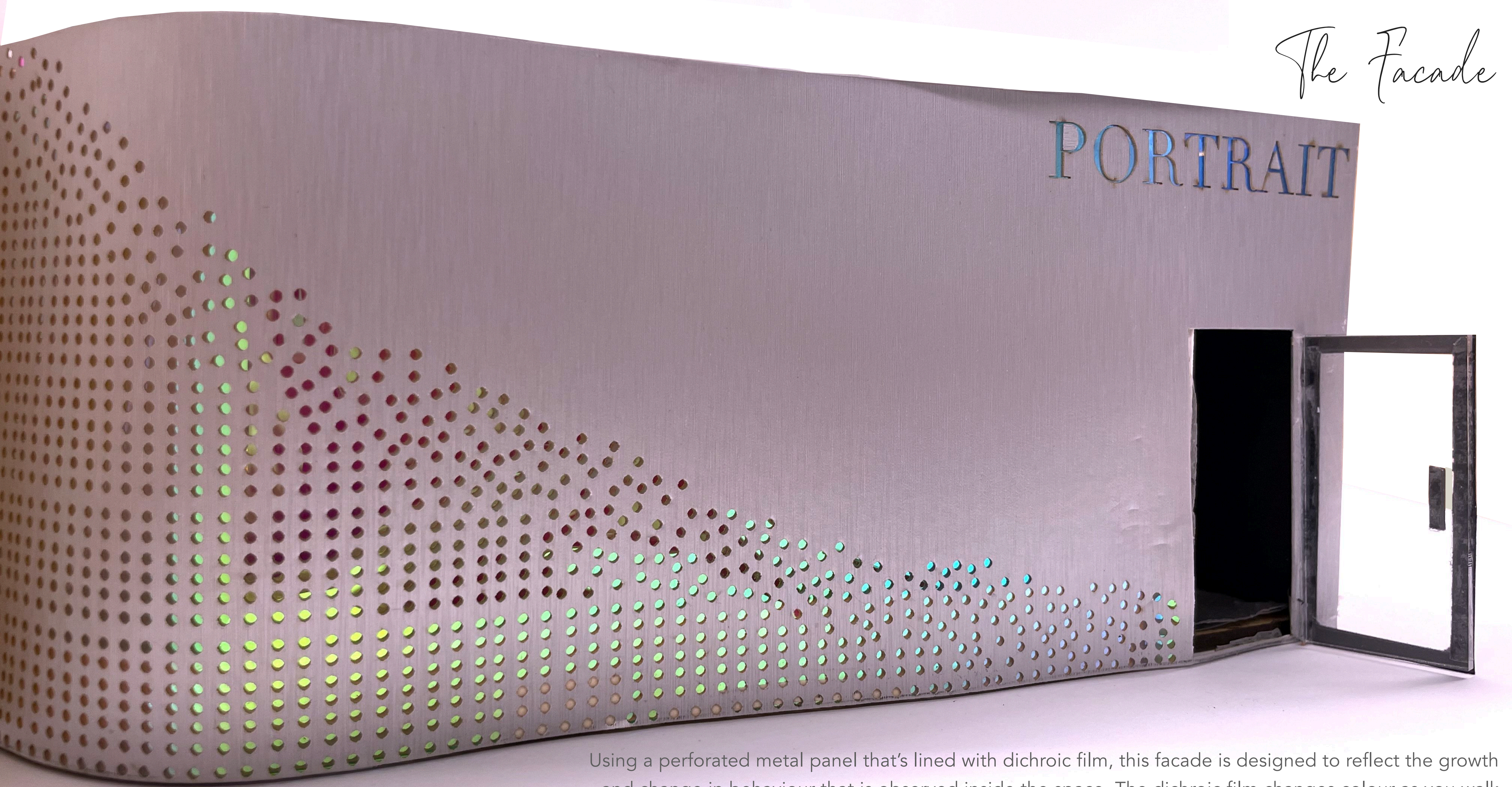
3 in a triangle: strong lines of communication with people seated diagonally across you



-  Better communication
-  Negative communication



# The Facade



Using a perforated metal panel that's lined with dichroic film, this facade is designed to reflect the growth and change in behaviour that is observed inside the space. The dichroic film changes colour as you walk past it, and casts caustic electric blue reflections onto the sidewalk and the people that walk by.



# Ambient media strategy

Bringing storytelling to life through ambient media interactions

## 1. Video walkthrough of user personas

Guests enter listening to stories of real life people

1

## 2. Stories in space

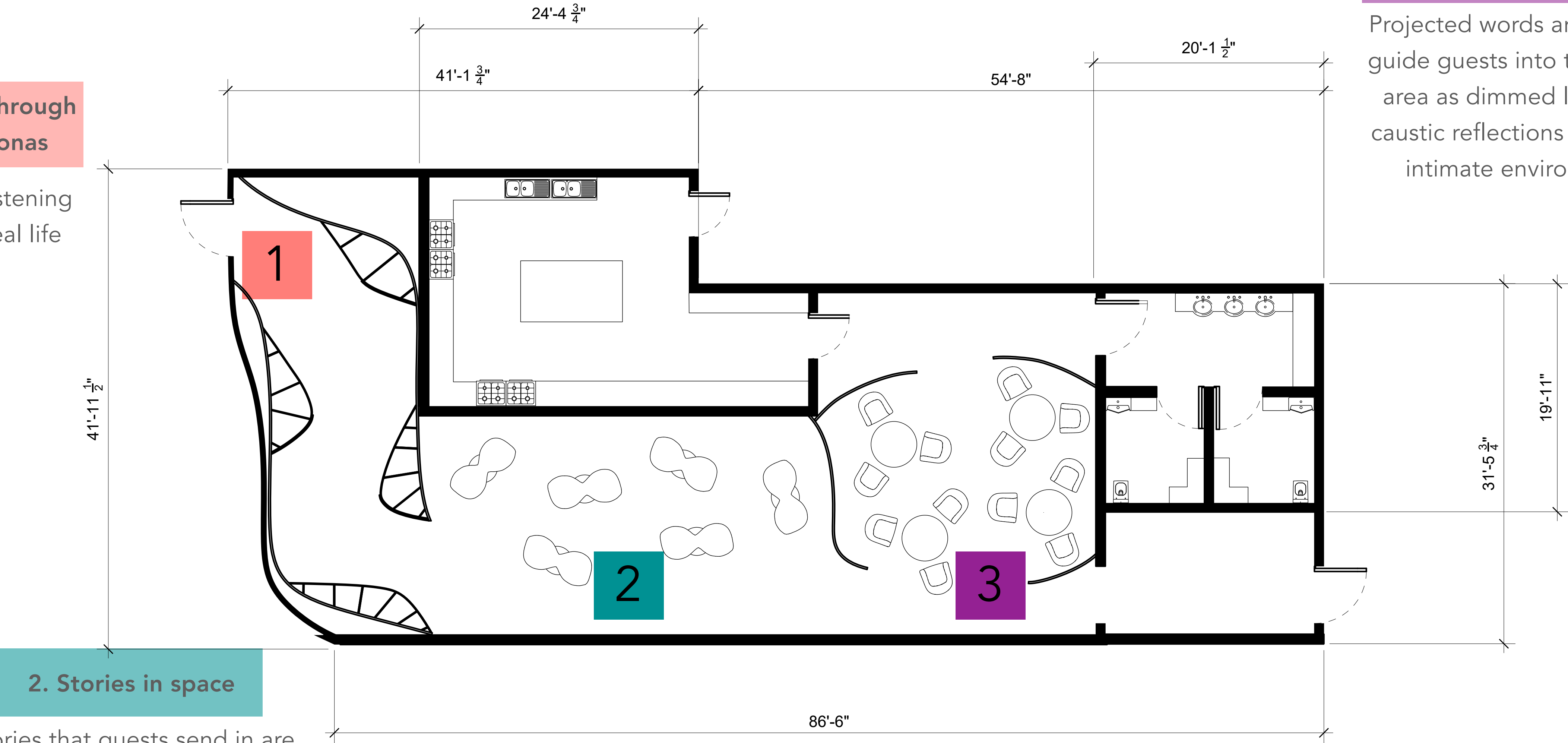
Stories that guests send in are projection mapped onto the space

2

3

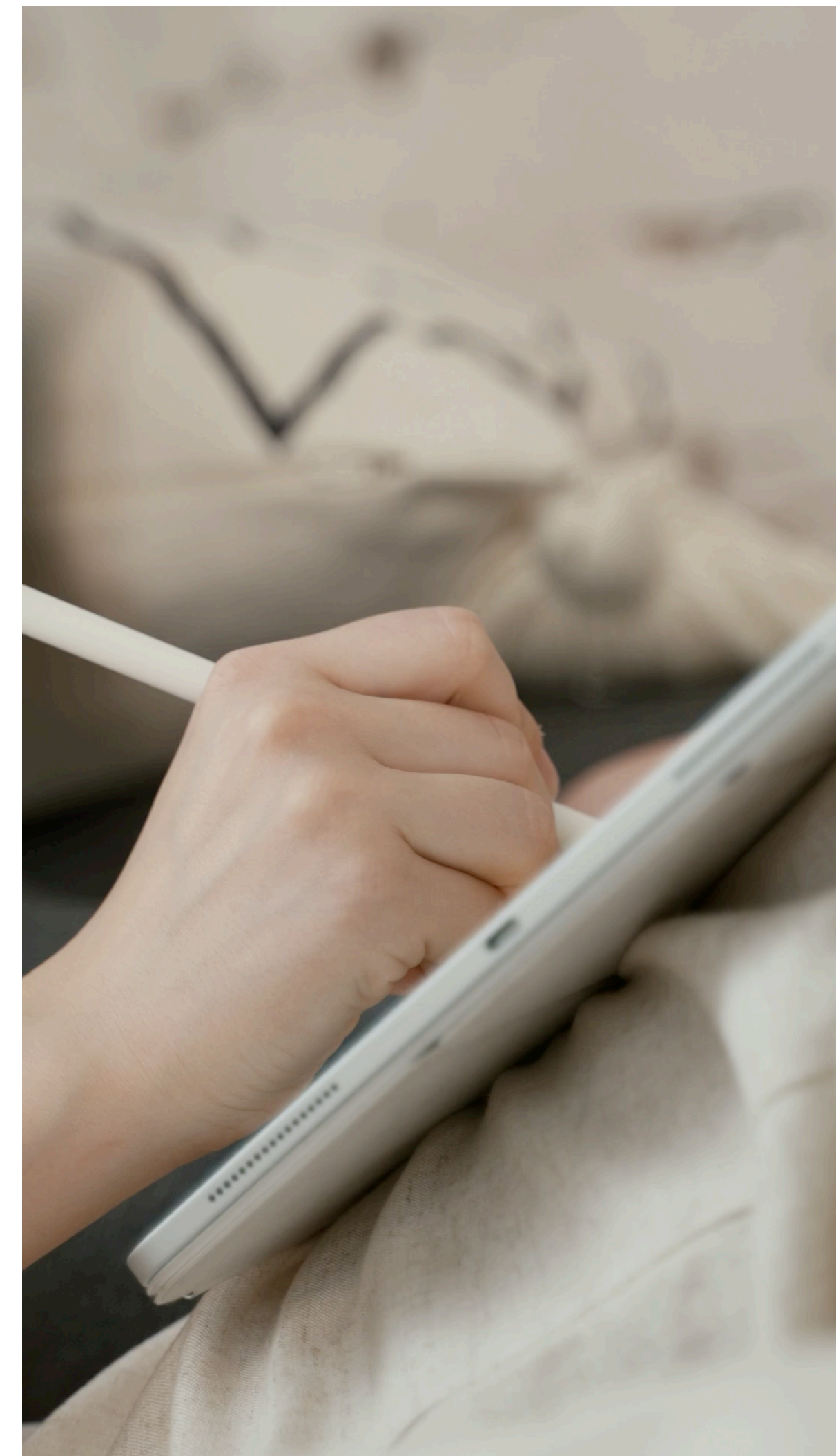
## 3. Dining Experience

Projected words are used to guide guests into the dining area as dimmed light and caustic reflections create an intimate environment





# *Stories in space*

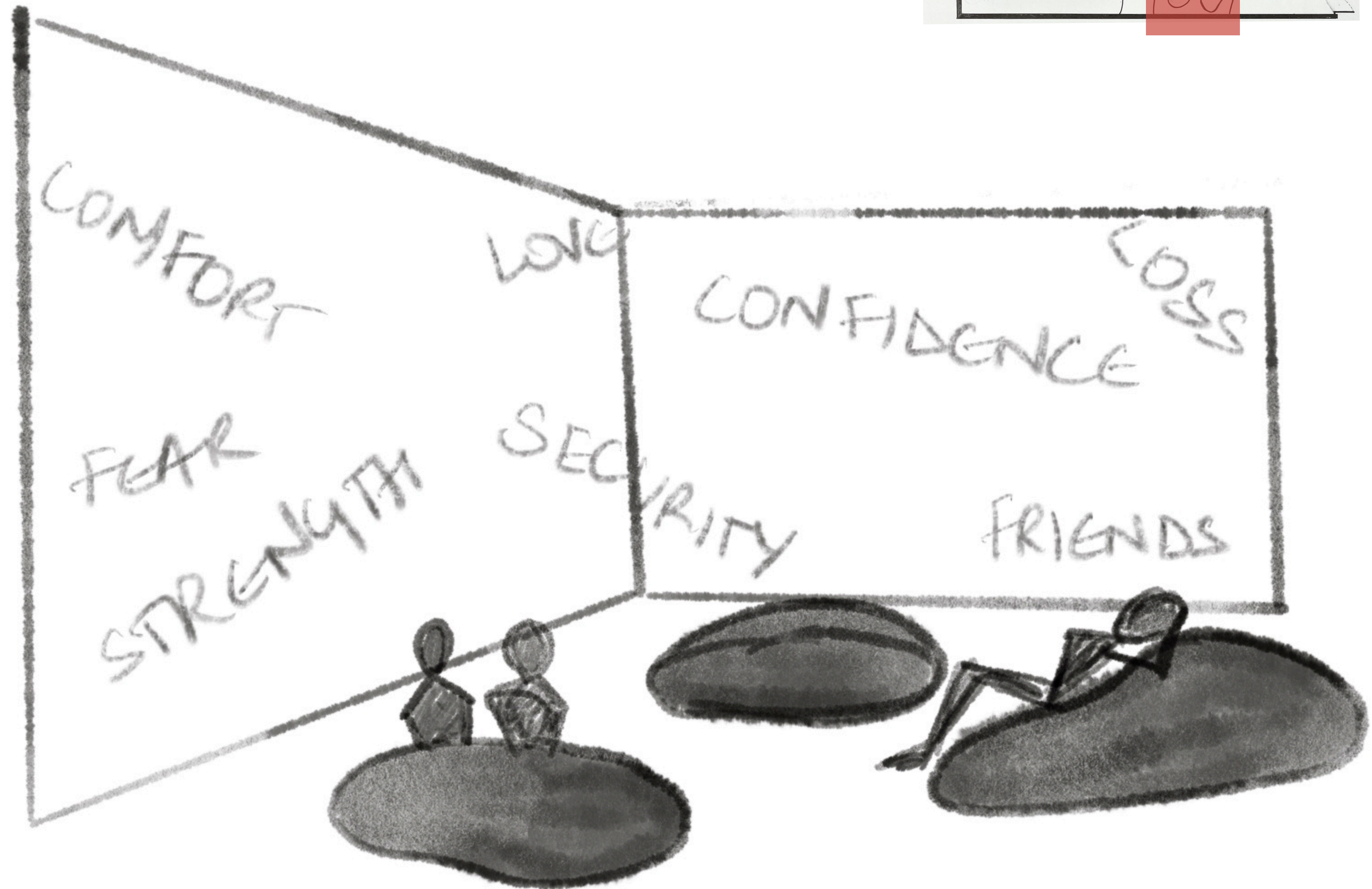
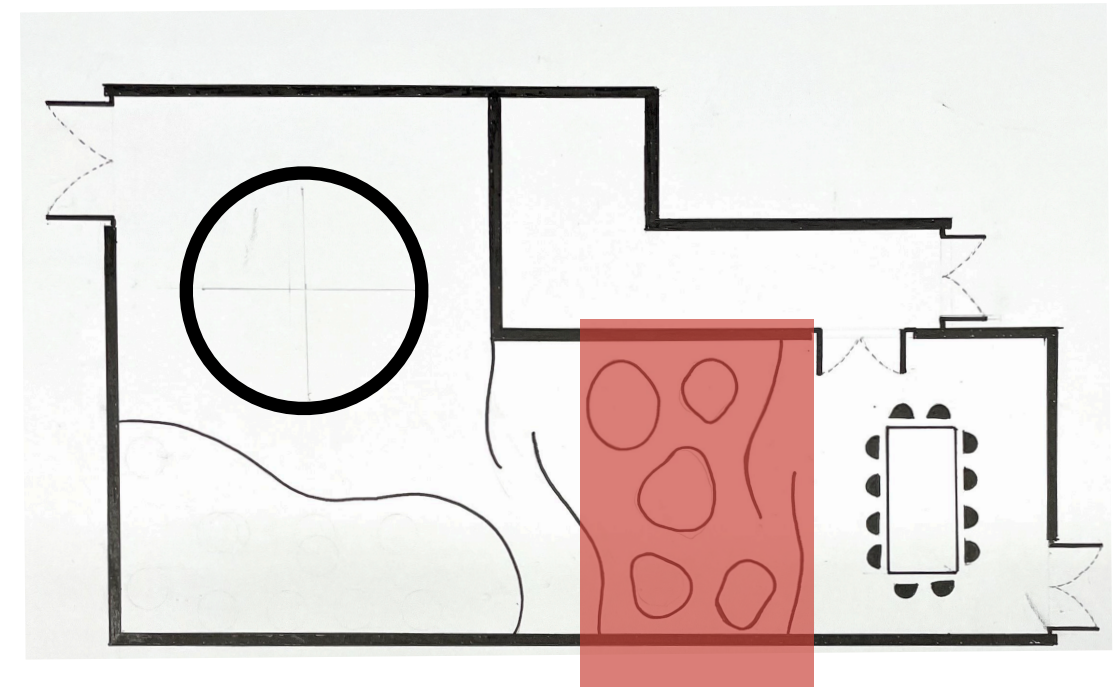


Through the concept of a personal diary, Portrait uses this interaction to make the space feel like it knows you




# Stories in space

Words, phrases and emotions from each of the stories that the guests submit are projection mapped in the room. As guests finish uploading their responses, the words in space begin to grow. The more responses, the more words in space. This is a display of how each guest has an individual impact on the space.



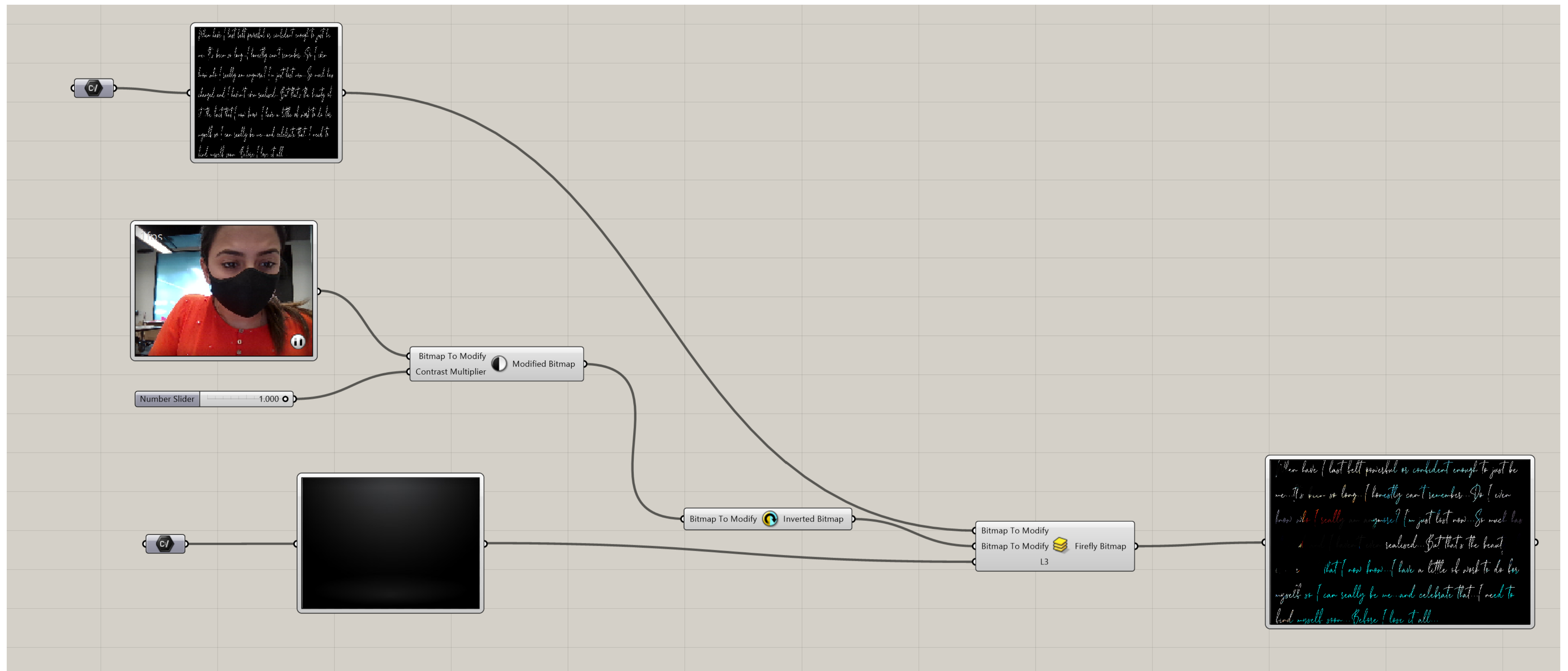


A horizontal, irregular shape filled with a soft, textured purple watercolor wash, serving as a background for the text.

Bringing the concept to life through Grasshopper



# What it looks like behind the scenes





When have I last felt powerful or confident enough to just be  
me...It's been so long...I honestly can't remember...Do I even  
know who I really am anymore? I'm just lost now...So much has  
changed and I haven't even realised...But that's the beauty of  
it...the fact that I now know...I have a little of work to do for  
myself so I can really be me...and celebrate that...I need to  
find myself soon...Before I lose it all...

When have I last felt powerful or confident enough to just be  
me...It's been so long...I honestly can't remember...Do I even  
know who I really am anymore? I'm just lost now...So much has  
changed and I haven't even realised...But that's the beauty  
of it...the fact that I now know...I have a little of work to do  
for myself so I can really be me...and celebrate that...I need to  
find myself soon...Before I lose it all...

When have I last felt powerful or confident enough to just be  
me...It's been so long...I honestly can't remember...Do I even  
know who I really am anymore? I'm just lost now...So much has  
changed and I haven't even realised...But that's the beauty  
of it...the fact that I now know...I have a little of work to do  
for myself so I can really be me...and celebrate that...I need to  
find myself soon...Before I lose it all...

What stories in space will look like as guests move around...

Parts of the text get highlighted with colour and parts of it get hidden as people move around in front of the camera. This encourages movement in the space, making the stories come to life through interaction but it also adds an element of mystery, when some parts of the stories are hidden and will only be revealed through movement. Adding an element of interactivity to the projection mapping builds connections between the story, the place and the people.



Meet Kiara...

Understanding the emotional journey of this experience through a user persona



*She's a 28 year old software engineer, who's been working a "9 to never" job for the past 3 years. Being so wrapped up in a day to day routine shaped by her work, she barely has any time to herself. Then came the pandemic, and suddenly, there was so much time.. Spending time at home and on her own, she realised she was barely in touch with herself, not knowing who she is anymore and what she wants. Here's her story...*

*Link to the video walkthrough*

*<https://www.youtube.com/watch?v=4N690gSHIMU>*

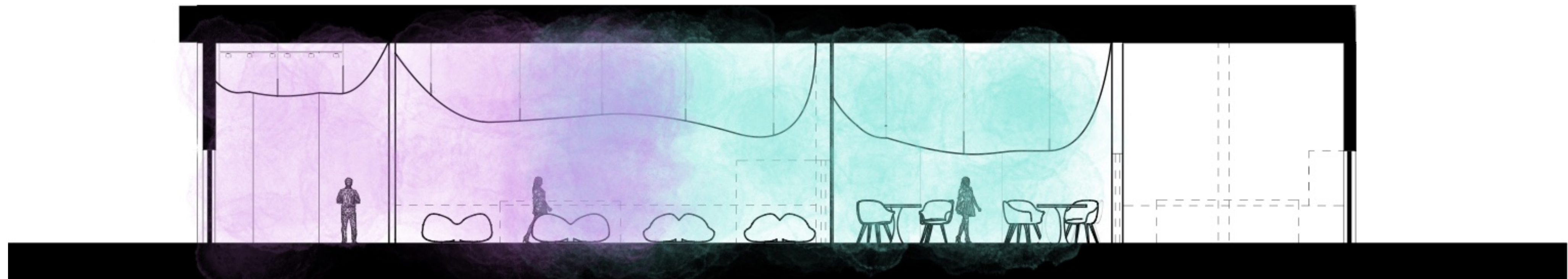


# Conclusion

**Portrait** has two goals:

One, for **Vogue** to shape conversations about the power of individuality and how that is our new ideal.

The second goal is for **Vogue** to have a space where they can better connect with their consumer.



VOGUE





VOGUE × *Dominique Crenn*