# Interactive Events: Fashion Show



Regina Flores, Tyler Henry, Jaskirat Randhawa Interactive Spaces Project 1.0 Event 5: Fashion Show Margiela



# CLIENT BACKGROUND

Martin Margiela maintained a low personal profile.

He never had his picture taken until 2008 and remained backstage after his shows.

Maison Martin Margiela's ultradiscreet trademark consists of a piece of cloth with the numbers 0-23









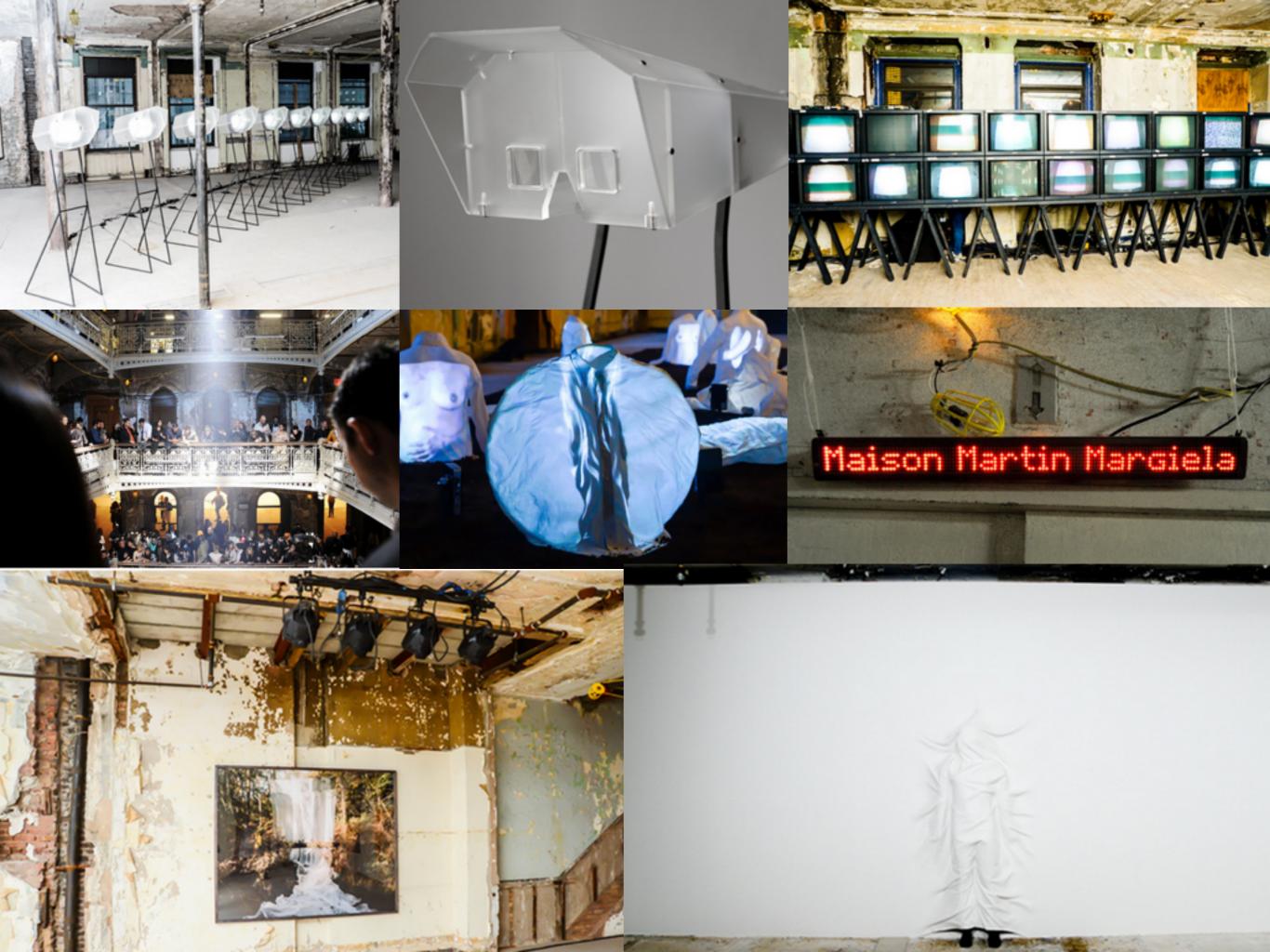
"Masks have long formed a signature part of the Margiela brand, an extension of the incognito nature of the design house's notoriously private founder"

#### **Faceless Fashion**

"Faceless is a person, figure whose face is blurred, deranged, masked, poetically invisible or hidden in any possible way for many reasons. Faceless is a socio-political state of being."

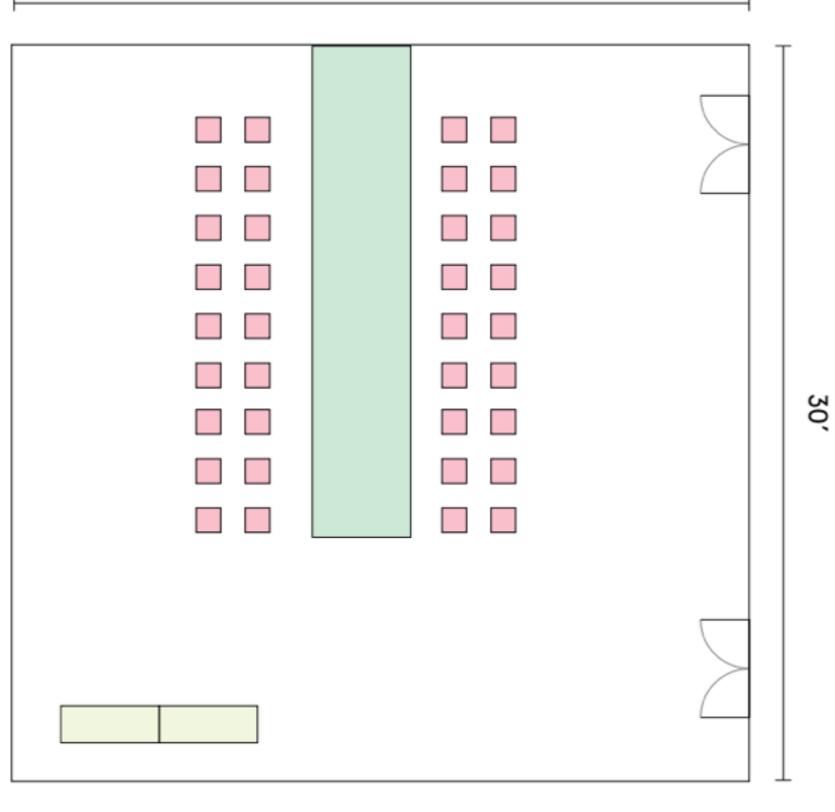
"Margiela's covering of model's faces was a statement against super models and fast growing superficiality, insisting on so-called contemporary celebrities. Fashion has huge power to put criticism in practice within the public space, via people's bodies."





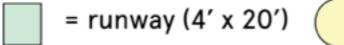
# PROJECT CONCEPT

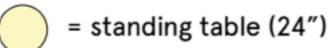




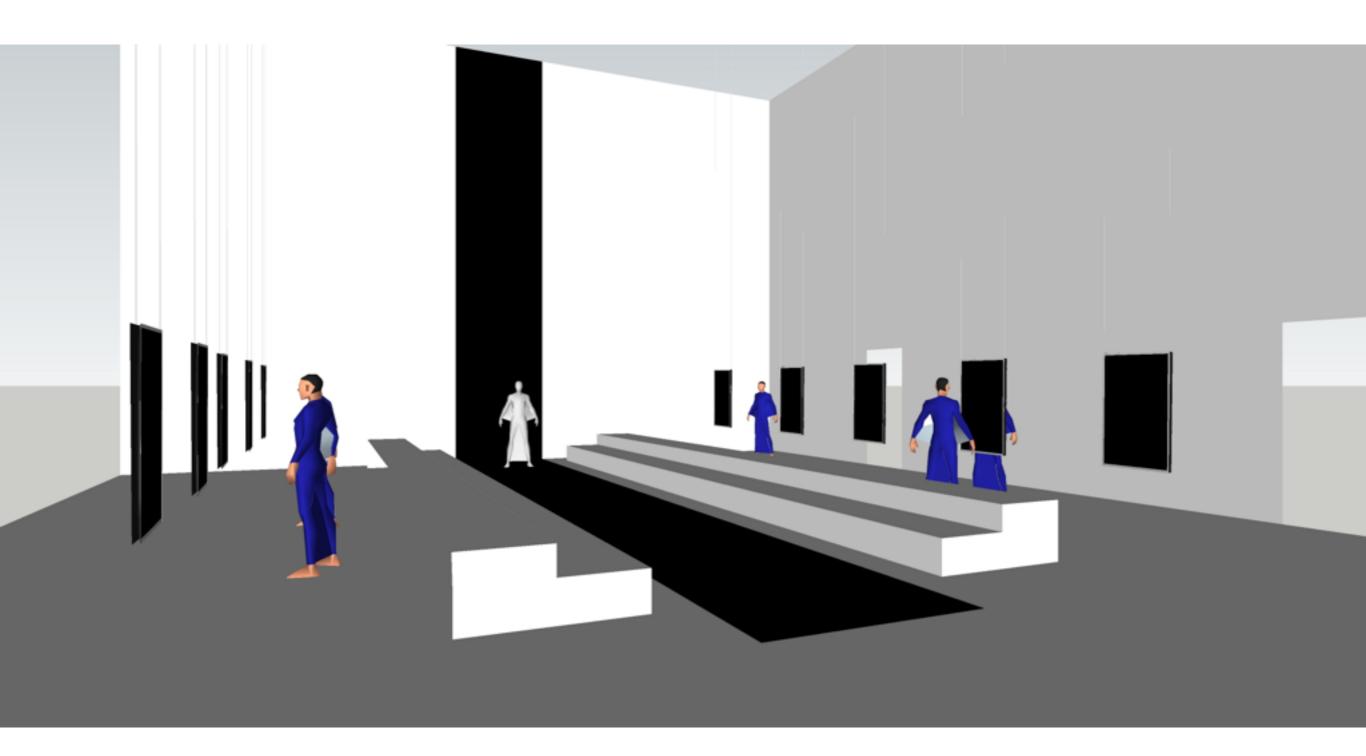
Note:

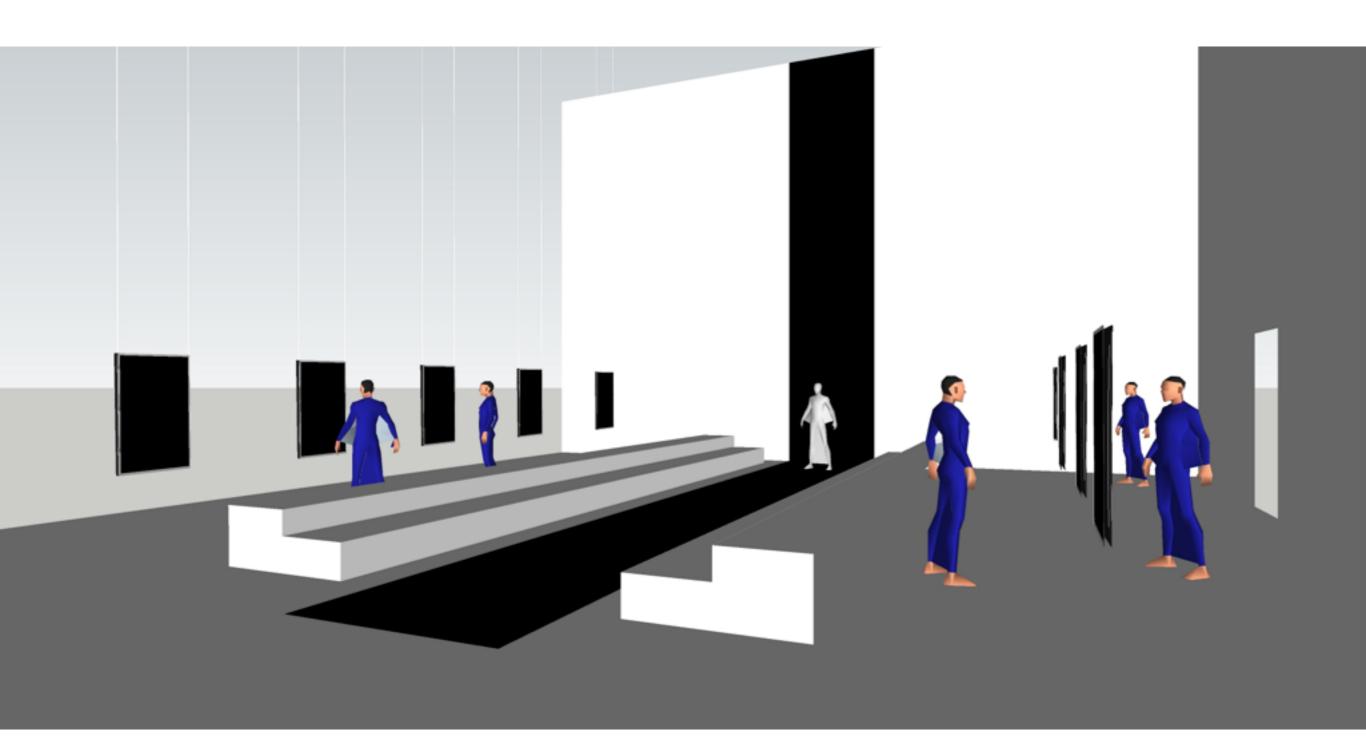
(2) We reconfigured the space per conversations with client to better incorporate the artistic concept

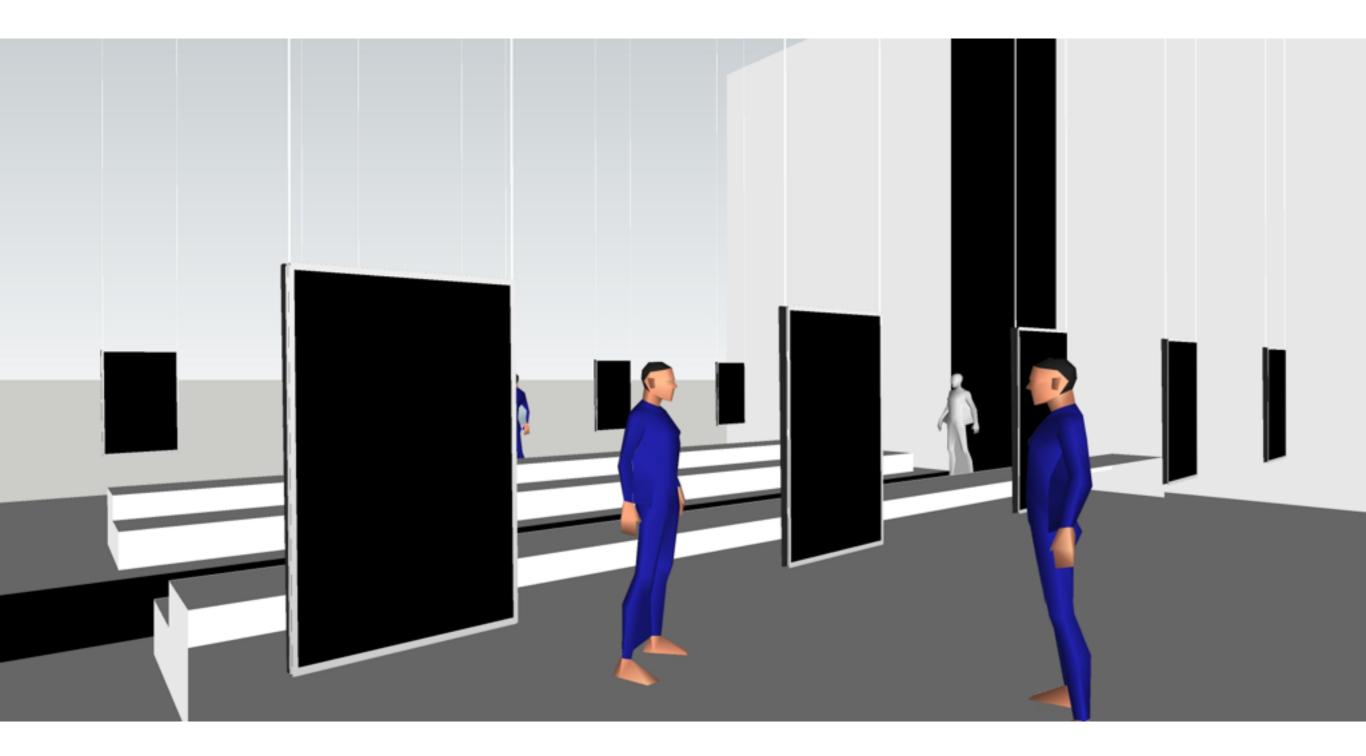




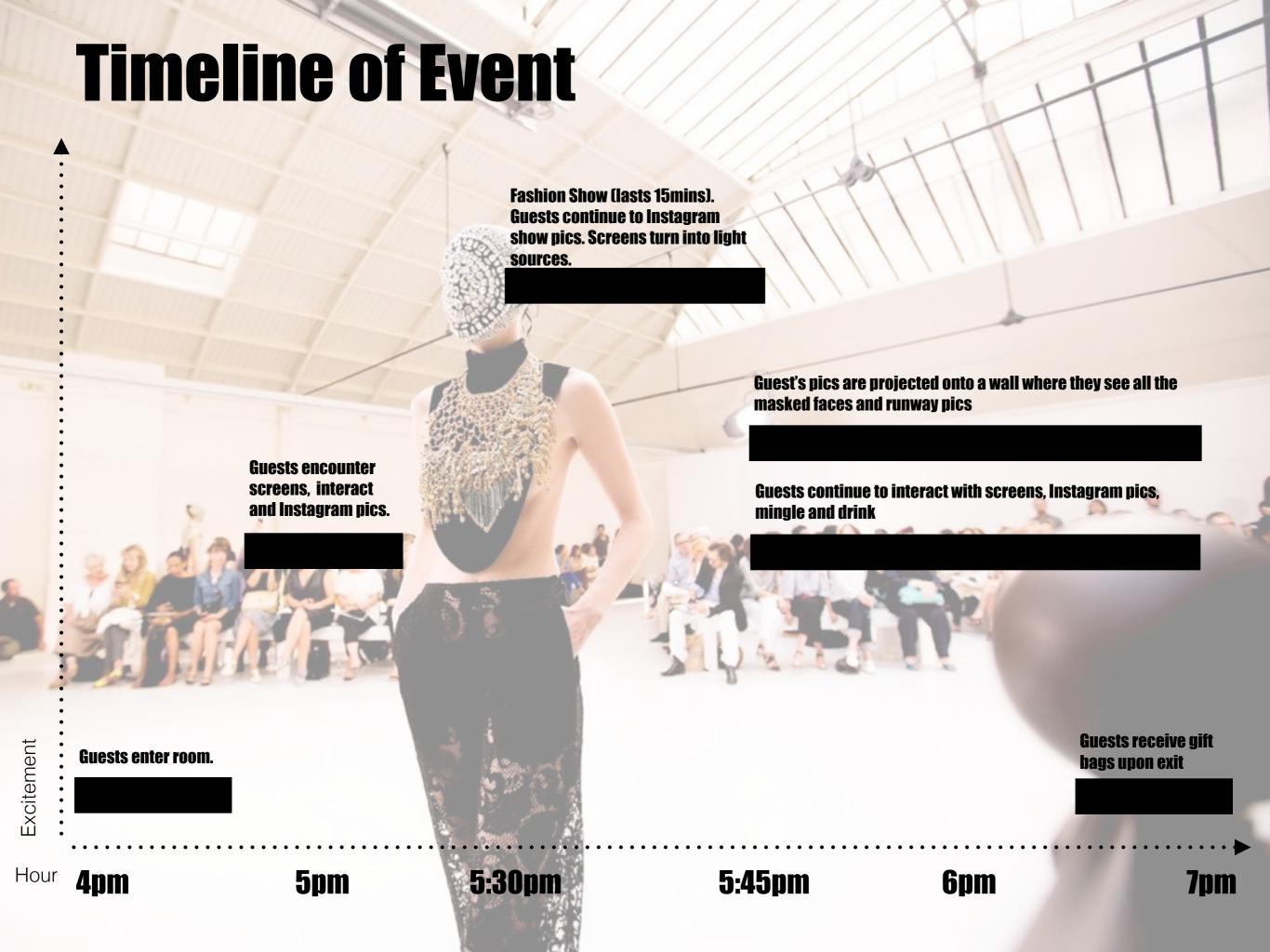
<sup>(1)</sup> We assume the space is 60ft x 60ft





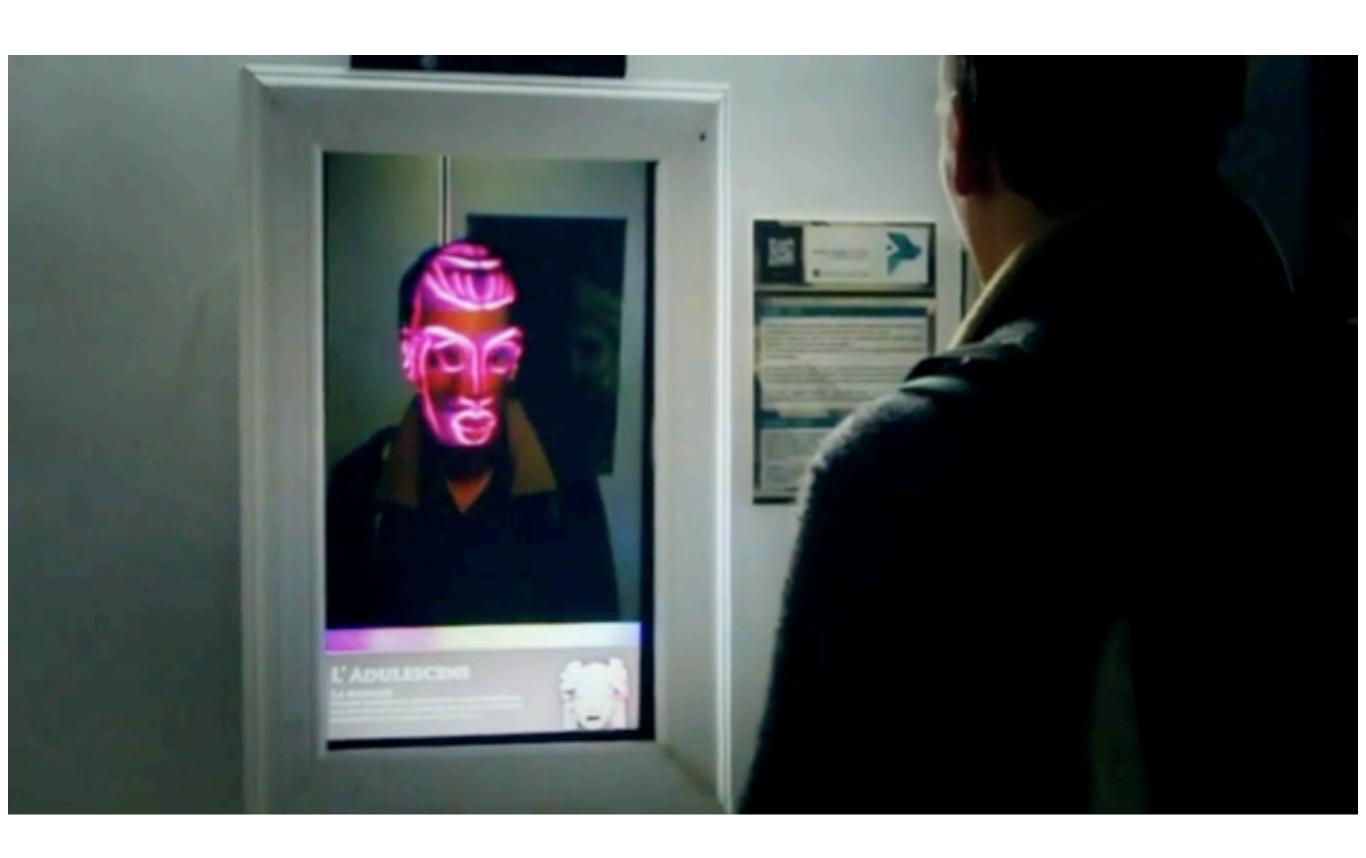






## **Precedents**

## **Precedent: Satura**



## Precedent: Karolina Sobecka

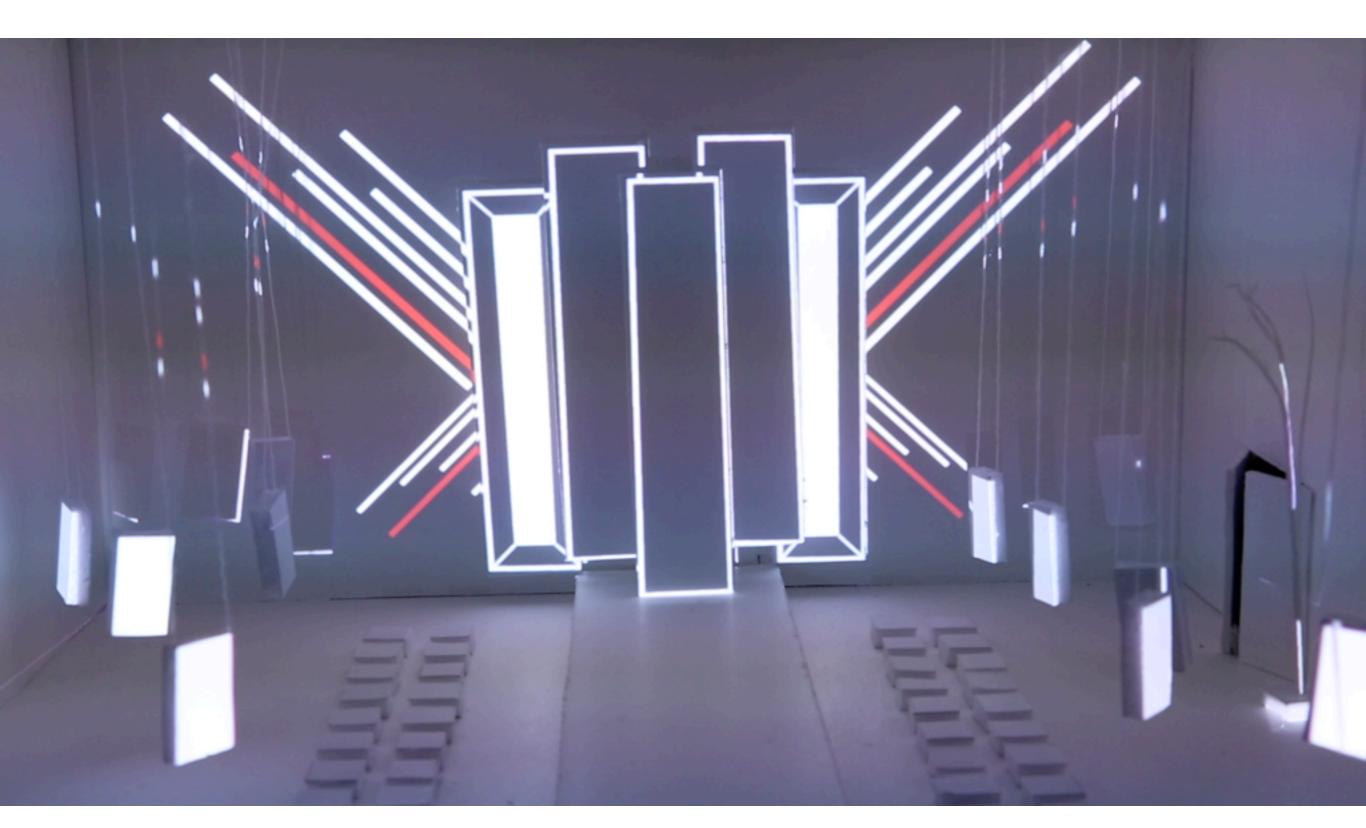


## **AESTHETIC PROTOTYPE**

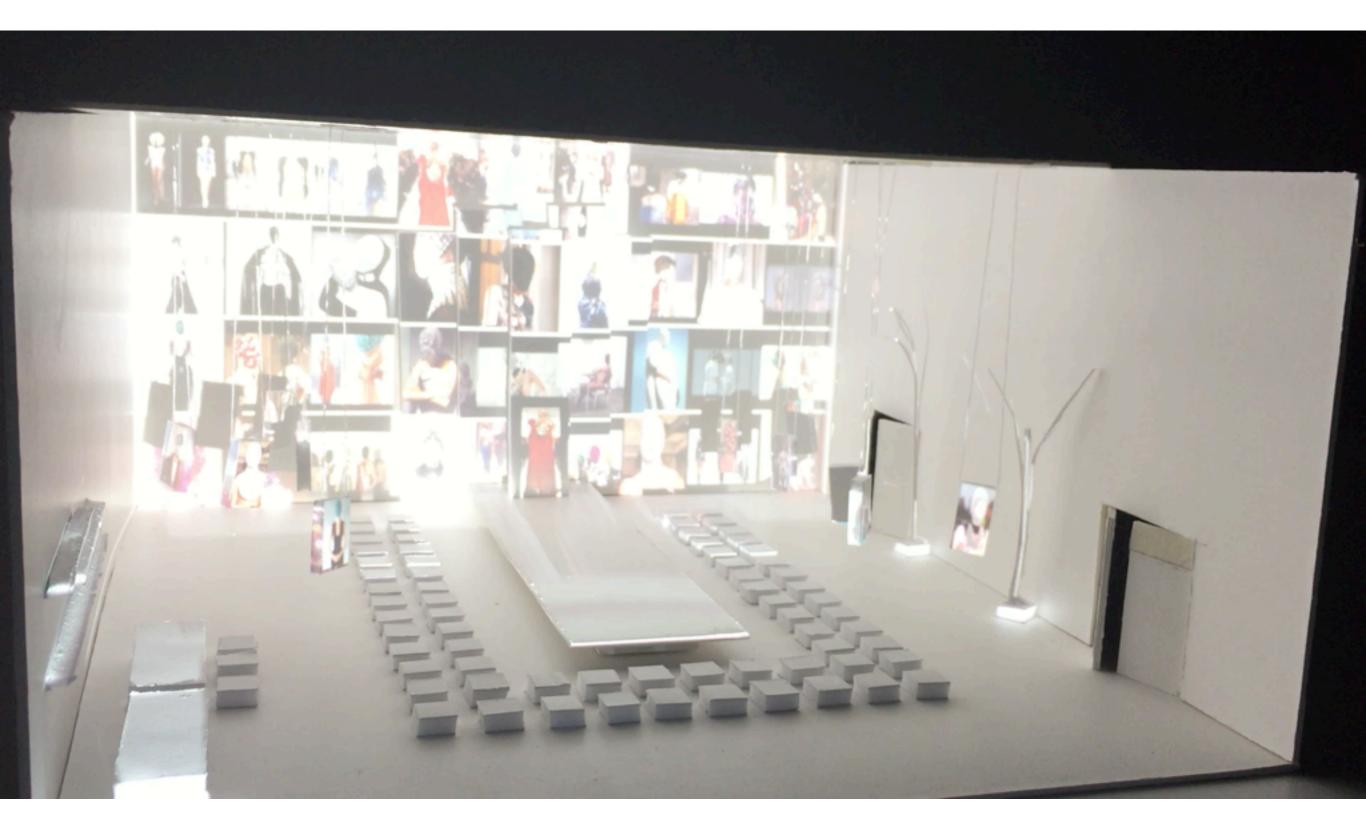




## Runway Aesthetics: 3D Scale Model Paper Prototype



## Runway Aesthetics: 3D Scale Model Paper Prototype



# TECHNICAL PROTOTYPES

#### Technical Prototype: ofxFaceTracker

```
🚕 ofApp Debug > 💻 My Mac
                                                                 Processing files
                                                       Indexing
                                                   ofApp > im src > c- testApp.cpp > M testApp::draw()
                                    踞
                (-)
                                            Cami Tiltralannel (040, 400),
ofApp
                                            tracker.setup();
1 target, OS X SDK 10.10
                                            img.loadImage("mask_test.png");
  openFrameworks-Info.plist
Project.xcconfig
  src
                                        void testApp::update() {
                                            cam.update():
  o- main.cpp
                                            if(cam.isFrameNew()) {
  c. testApp.cpp
                                                tracker.update(toCv(cam));
  h testApp.h
                                        }
  openFrameworks
  addons
                                        void testApp::draw() {
                                            ofSetColor(255):
ofxOpenCv
                                            cam.draw(0, 0);
  ofxCv
                                            ofDrawBitmapString(ofToString((int) ofGetFrameRate()), 10, 20);
  ▼ src
                                            if(tracker.getFound()) {
      h ofxCv.h
                                                //tracker.draw();

▼ Iibs

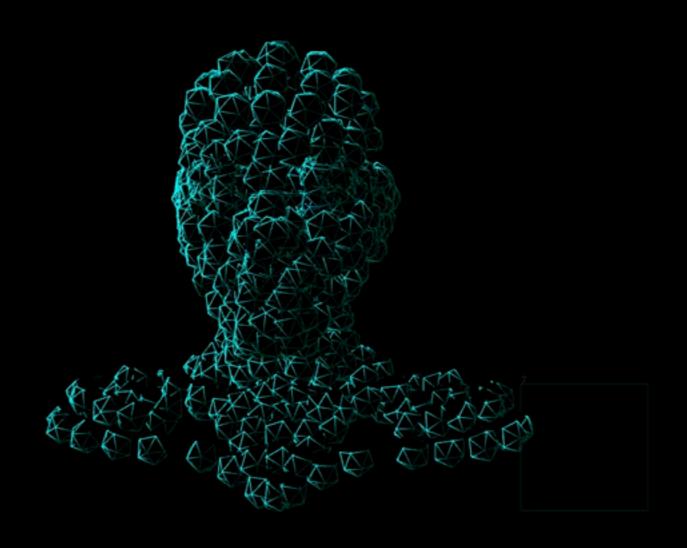
                                                ofMesh objectMesh = tracker.getObjectMesh();
                                                ofMesh meanMesh = tracker.getMeanObjectMesh();
    ► CLD
    ofxCv
                                                ofPolyline temp = tracker.getImageFeature(tracker.FACE OUTLINE);
   ofxFaceTracker
                                                ofRectangle box = temp.getBoundingBox();
  frameworks
🚕 ofAppDebug.app
                                                //ofRect(box);
                                                //img.draw(box);
                                                //img.draw(box.x, box.y-100, box.width, box.height*1.5);
                                                img.draw(box.x, box.y-(0.5*box.height), box.width, box.height*1.5);
```

## **Technical Prototype: ofxCV**

```
A 3D_...bug > My Mac
                                                                                                                    A 17 O 2
                                                 3D_model_2 | Build 3D_model_2 Debug: Failed | Today at 7:20 PM
                                                                                                                                     > Co...arts > h ofApp.h > No Selection | + X
                                                  3D_model_2 > image src > of App.cpp > M of App::update()
                                         #include "ofApp.h"
                                                                                                                                 #pragma once
  3D model 2
                               ?
                                         using namespace ofxCv:
   target, OS X SDK 10.10
                                         using namespace cv;
                                                                                                                                 #include "ofMain.h"
  openFrameworks-Info.plist
                                                                                                                                 #include "ofxAssimpModelLoader.h"
                                                                                                                                #include "ofxCv.h"
                               ?
                                         void ofApp::setup(){
  Project.xcconfig
                                             pointLight.setDiffuseColor( ofFloatColor(255, 255, 255) );
▼ src
                                             pointLight.setSpecularColor( ofFloatColor(1.f, 1.f, 1.f));
                                                                                                                                class ofApp : public ofBaseApp{
    o. main.cpp
                                             pointLight2.setDiffuseColor( ofFloatColor( 238.f/255.f, 57.f/255.f, 255.f ))
                                                                                                                                public:
   o. ofApp.cpp
                                                                                                                                     void setup();
    h ofApp.h
                                             pointLight2.setSpecularColor(ofFloatColor(.8f, .8f, .9f));
                                                                                                                                     void update();
   openFrameworks
                                                                                                                                     void draw();
                                             pointLight3.setDiffuseColor( ofFloatColor(19.f/255.f,94.f/255.f,77.f/255.f)
    addons
                                                                                                                                     void keyPressed(int key);
  ofxGui
                                             pointLight3.setSpecularColor( ofFloatColor(18.f/255.f,150.f/255.f,135.f/255.
                                                                                                                                     void keyReleased(int key);
                                                 f) );
                                                                                                                                     void mouseMoved(int x, int y );

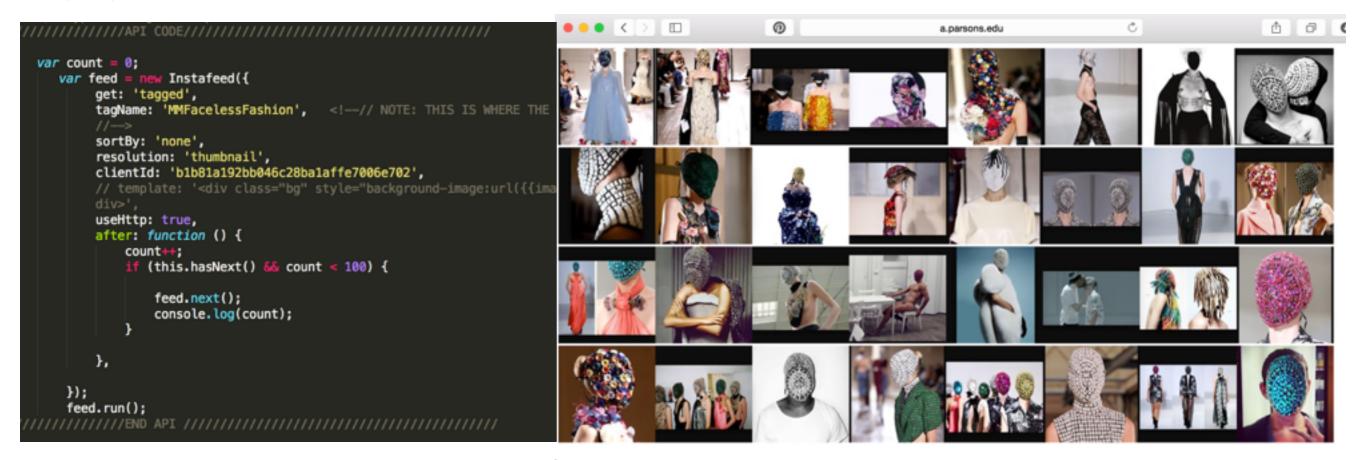
▼ ofxCv

                                                                                                                                     void mouseDragged(int x, int y, int button);
    ▶ src
                                             model.loadModel("face.obj");
                                                                                                                                     void mousePressed(int x, int y, int button);
   ▼ libs
                                                                                                                                     void mouseReleased(int x, int y, int button)
          .gitignore
                                                                                                                                     void windowResized(int w, int h);
     ▶ CLD
                                             //oFxCV
                                                                                                                                     void dragEvent(ofDragInfo dragInfo);
                                             ofSetVerticalSync(true);
                                                                                                                                     void gotMessage(ofMessage msg);
      ofxCv
                                             ofSetFrameRate(120);
        opency.a
                                             cam.setDeviceID(1);
                                                                                                                                     ofxAssimpModelLoader model;
  ofxKinect
                                             cam.listDevices();
                                             finder.setup("haarcascade_frontalface_alt2.xml");
                                                                                                                                     ofLight pointLight;
 ofxAssimpModelLoader
                                             finder.setPreset(ObjectFinder::Fast);
                                                                                                                                     ofLight pointLight2;
  ofx3DModelLoader
                                             cam.initGrabber(640, 480);
                                                                                                                                     ofLight pointLight3;
frameworks
                                                                                                                                     int x = 0;
 3D_model_2Debug.app
                                                   material.setEmissiveColor(200);
                                                                                                                                     float xPos =0;
                                                   material.setSpecularColor(ofColor(255, 255, 255));
                                                                                                                                     float yPos =0;
                                                   material.setAmbientColor(200);
                                             //
                                                   material.setShininess(200);
                                                                                                                                     ofVideoGrabber cam;
                                                                                                                                     ofxCv::ObjectFinder finder;
                                                                                                                                     ofMaterial material;
                                         void ofApp::update(){
                                                                                                                               };
```



#### Technical Prototype: Instagram API/JavaScript

http://a.parsons.edu/~florr422/MM/MM.html



# EXPERIENTIAL PROTOTYPES



## Thank You

Regina Flores: florr422@newschool.edu Tyler Henry: henrt555@newschool.edu

Jaskirat Randhawa: randj063@newschool.edu