

Interactive Events: Fashion Show

**PARSONS
THE NEW
SCHOOL
FOR
DESIGN**

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Interactive Spaces
Project 1.0
Event 5: Fashion Show Margiela



Maison Margiela

PARIS



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

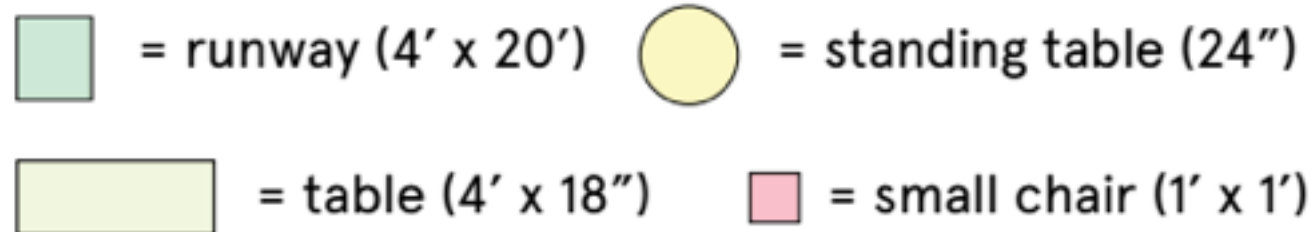
A fashion runway show. Models are walking away from the camera on a reflective runway. The audience is seated on the right, clapping and taking photos. The background features stage lighting and a large screen.

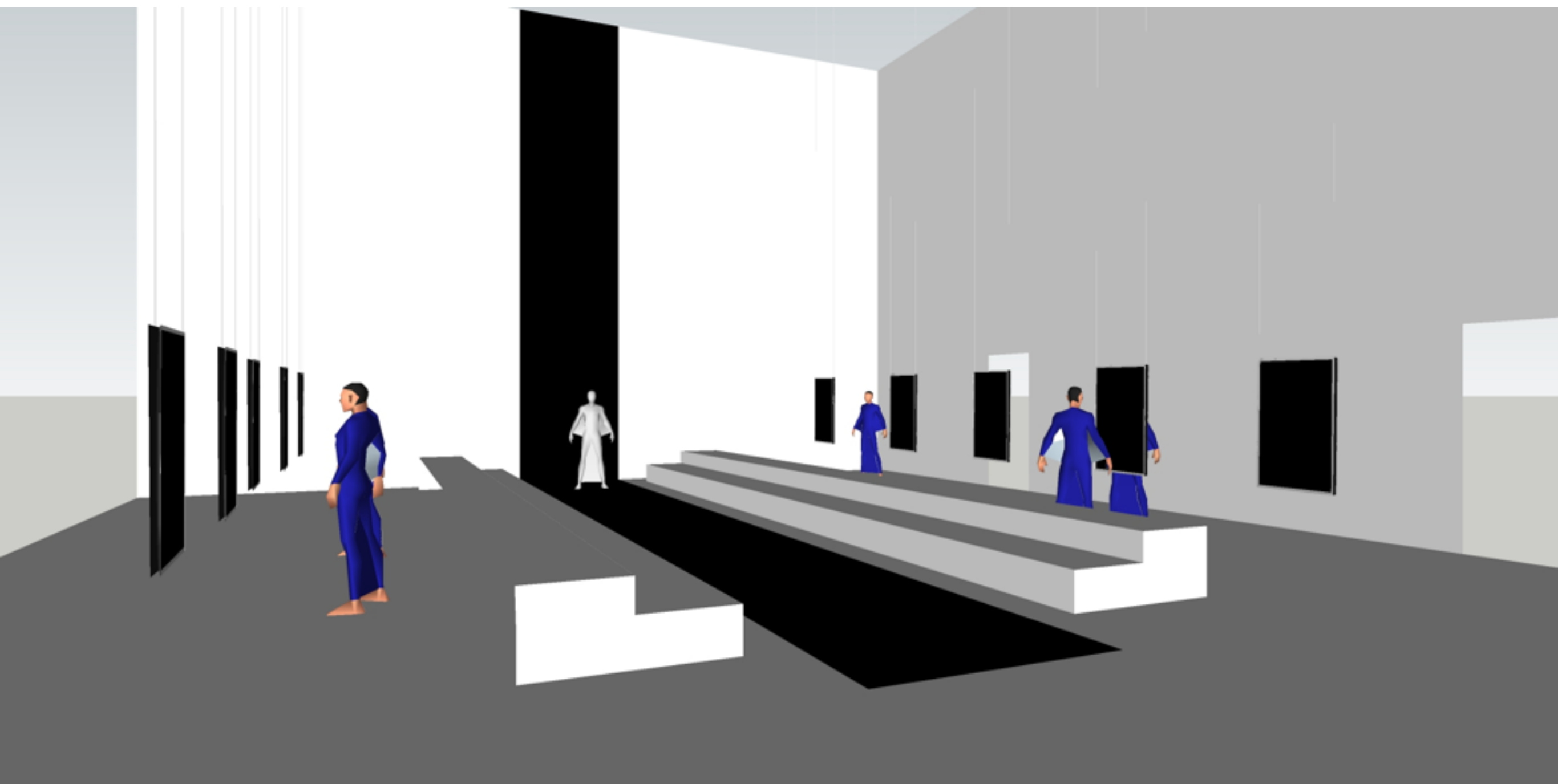
#MMFacelessFashion

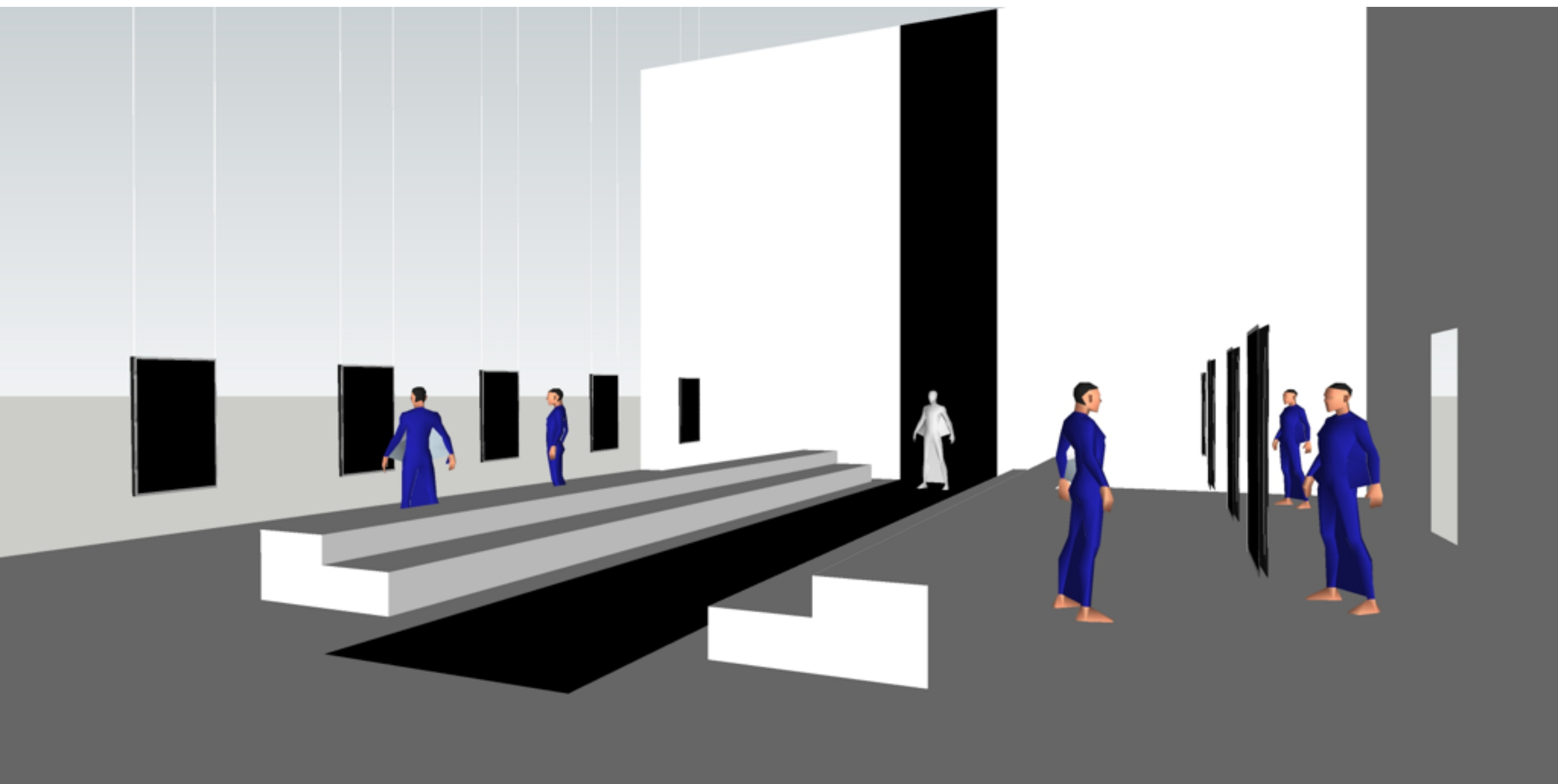
**Interactive Mirrored Screens
based on the clients most
iconic fashion item - the mask.**

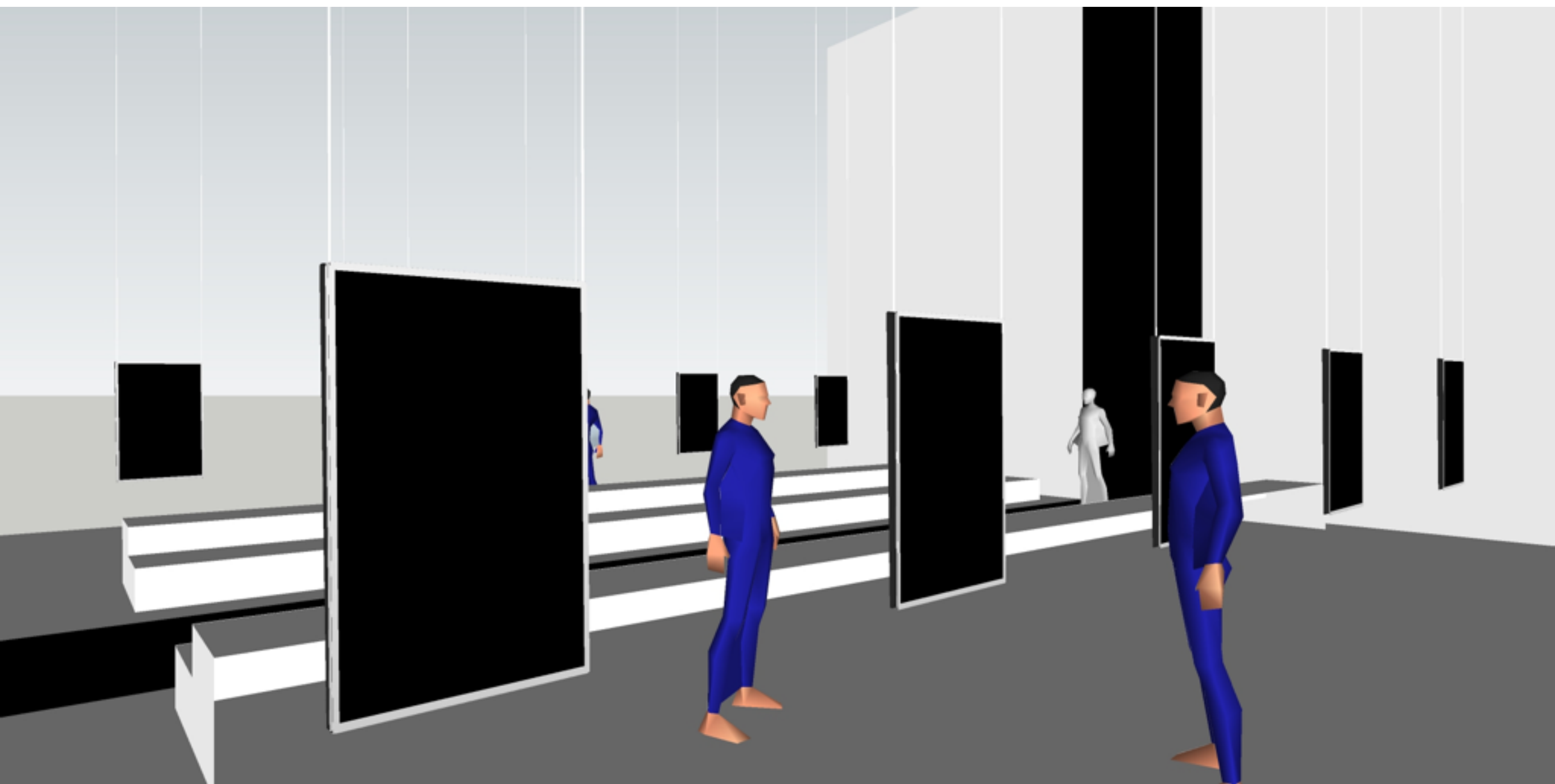


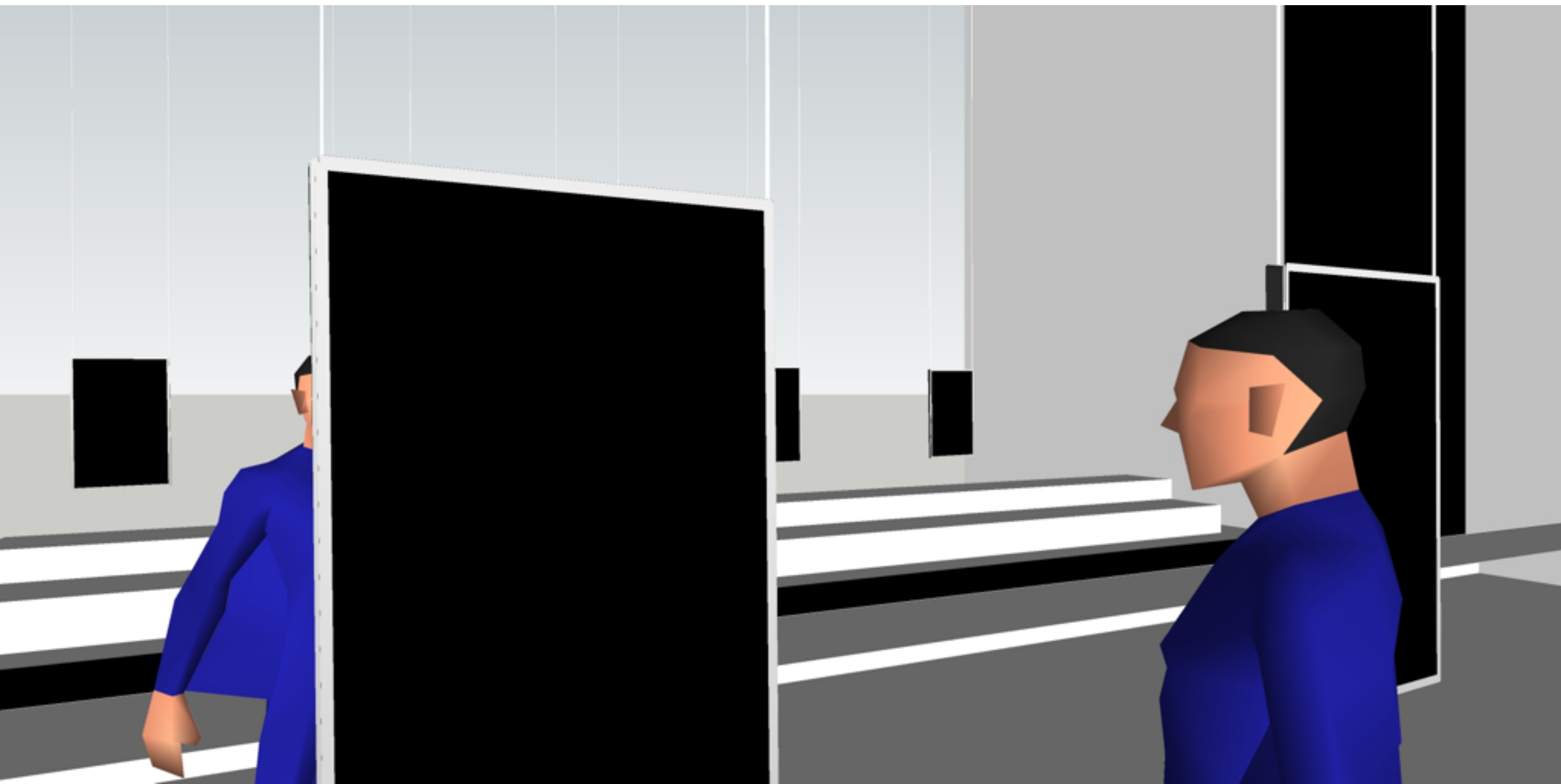
Note:
 (1) We assume the space is 60ft x 60ft
 (2) We reconfigured the space per conversations with client to better incorporate the artistic concept











Timeline of Event



Precedents

Precedent: Satura



Precedent: Karolina Sobecka



AESTHETIC PROTOTYPE

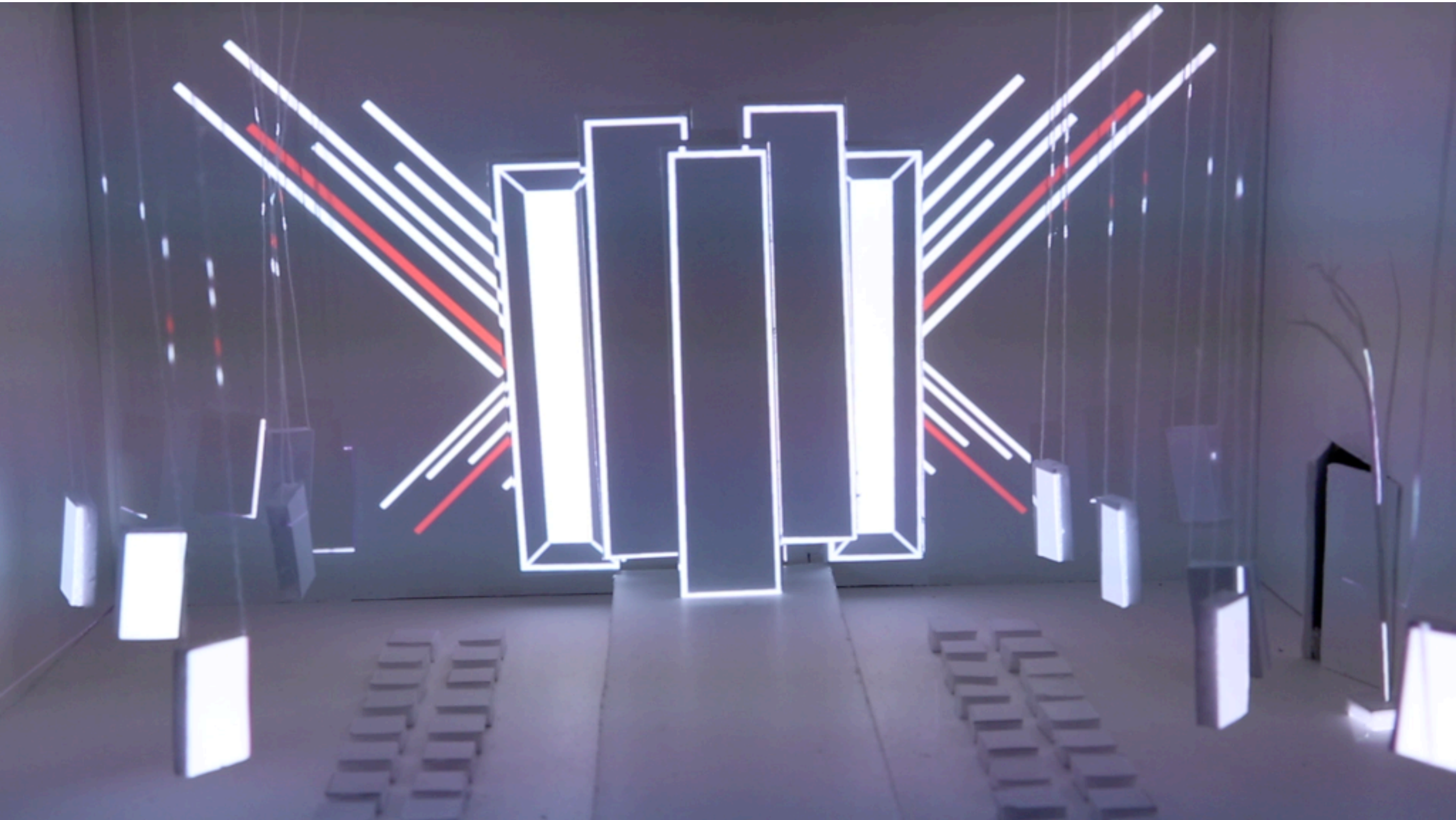
MM Mask Aesthetics



Runway Aesthetics



Runway Aesthetics: 3D Scale Model Paper Prototype

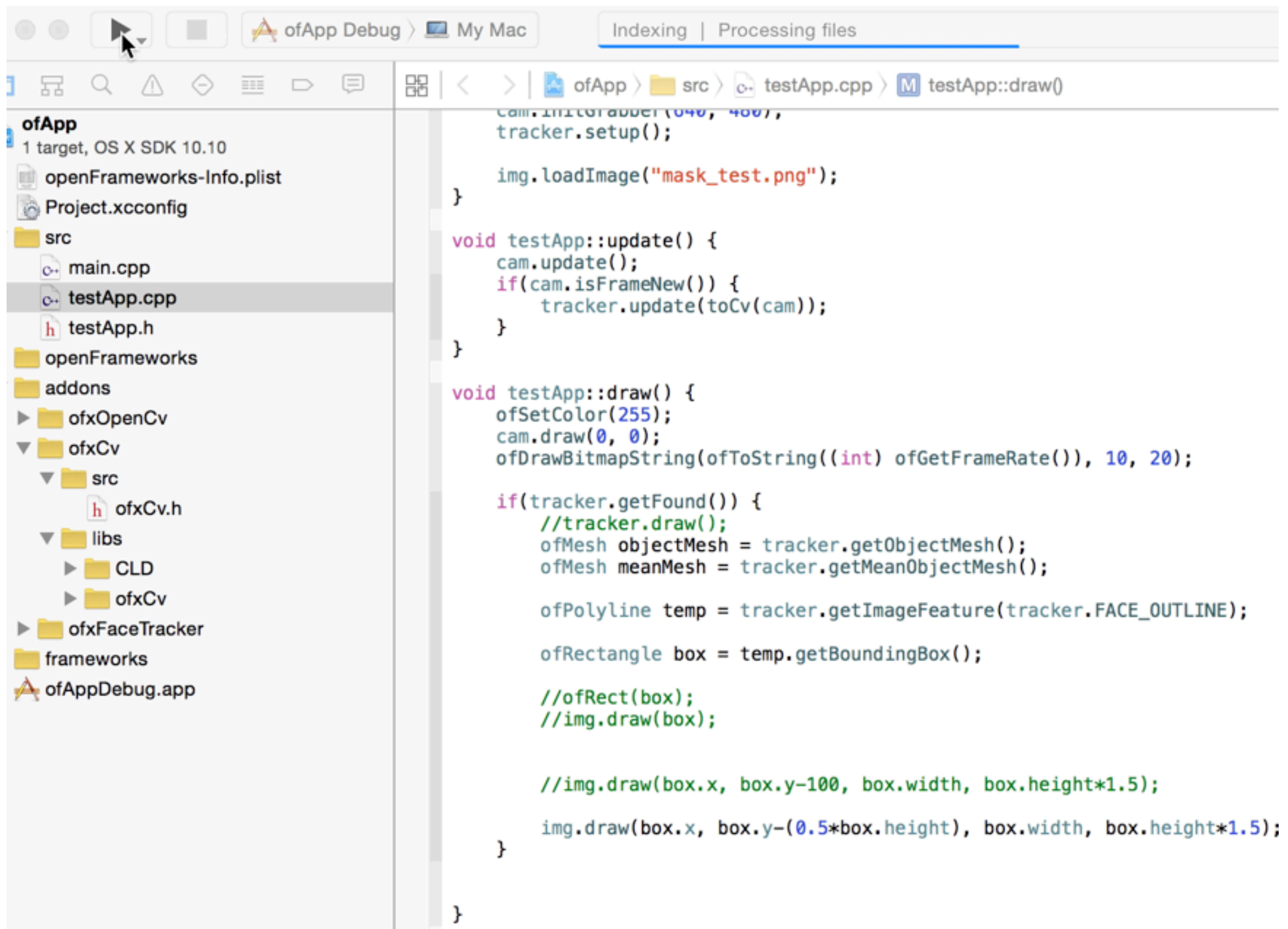


Runway Aesthetics: 3D Scale Model Paper Prototype

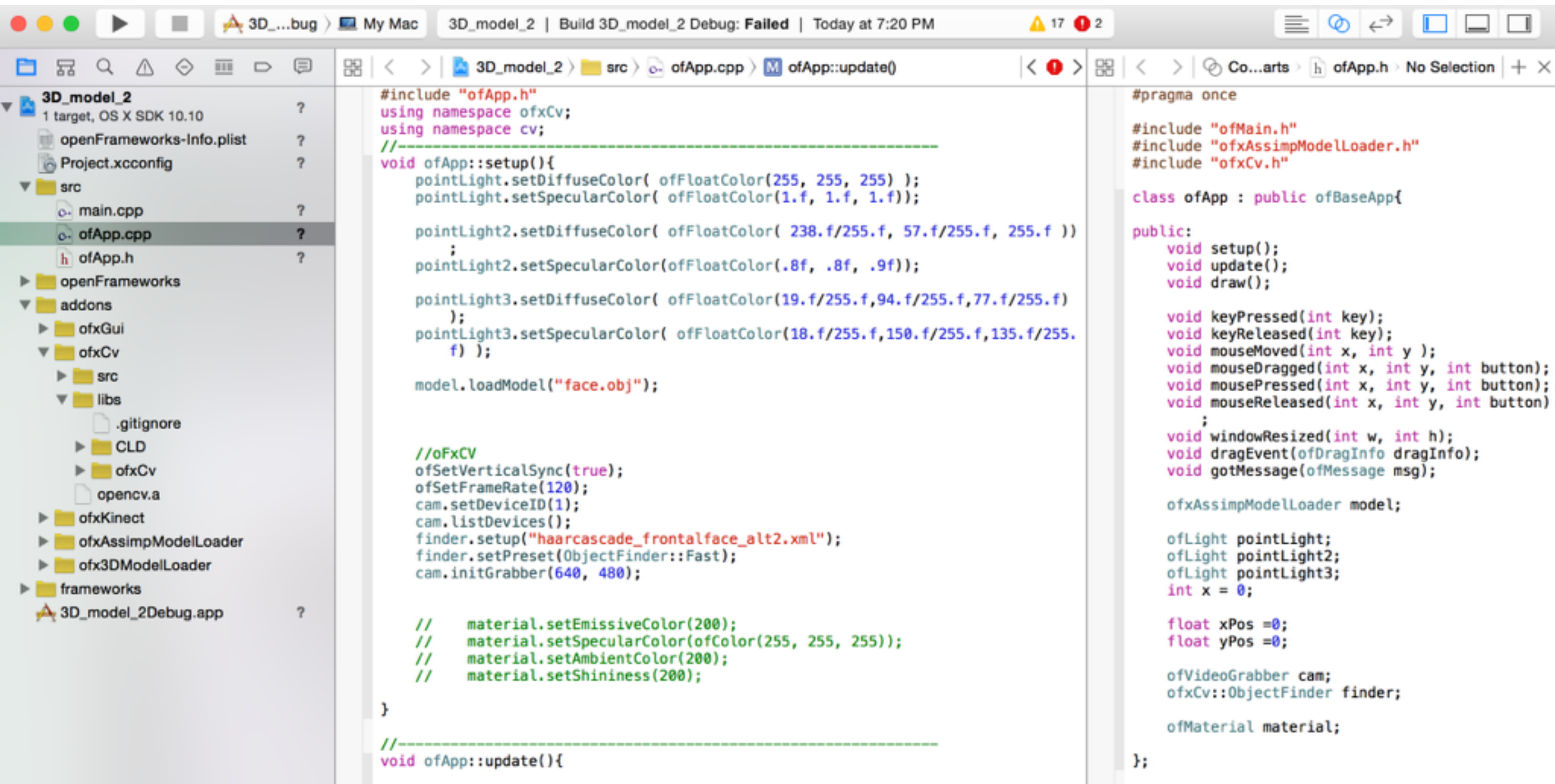


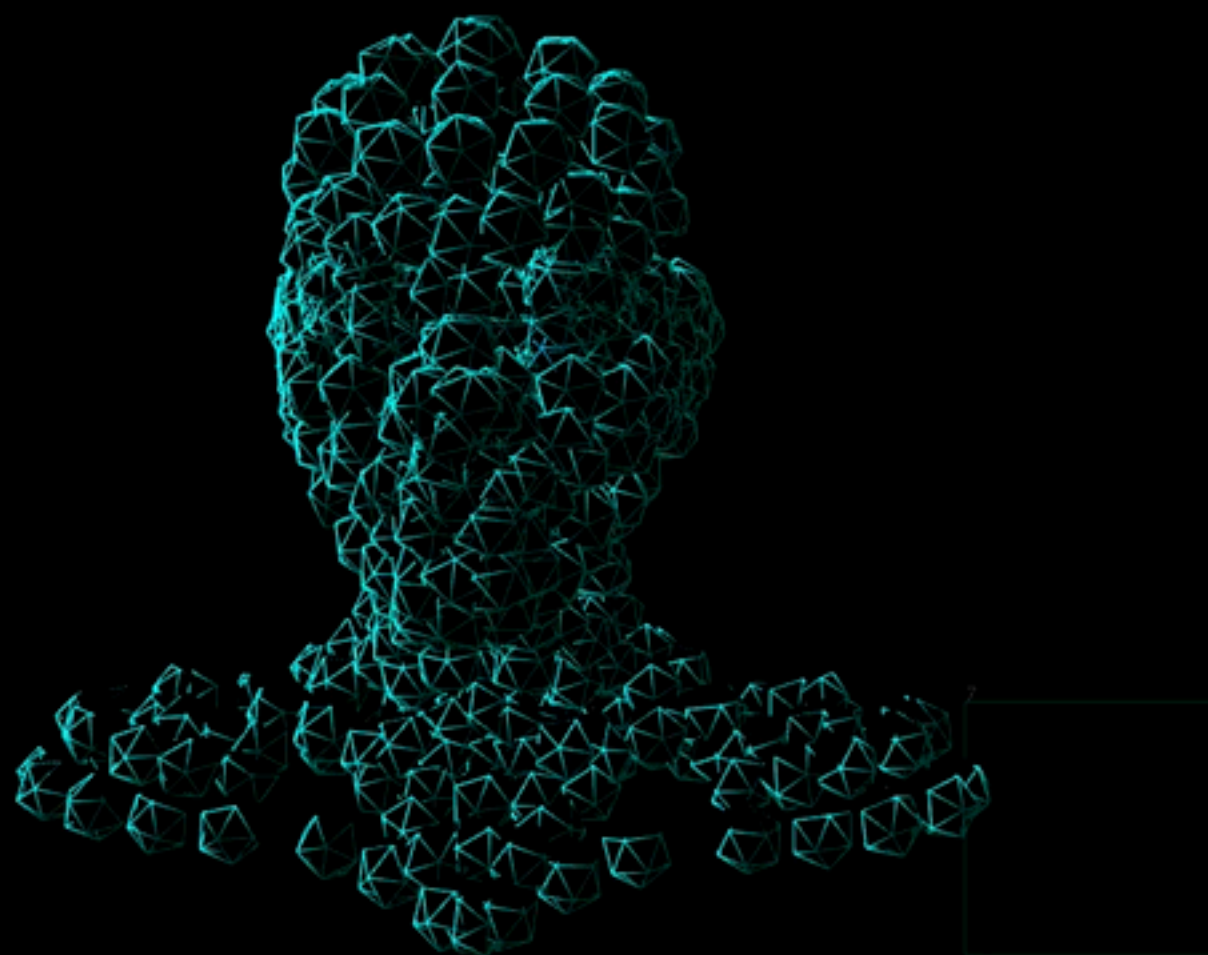
TECHNICAL PROTOTYPES

Technical Prototype: ofxFaceTracker



Technical Prototype: ofxCV

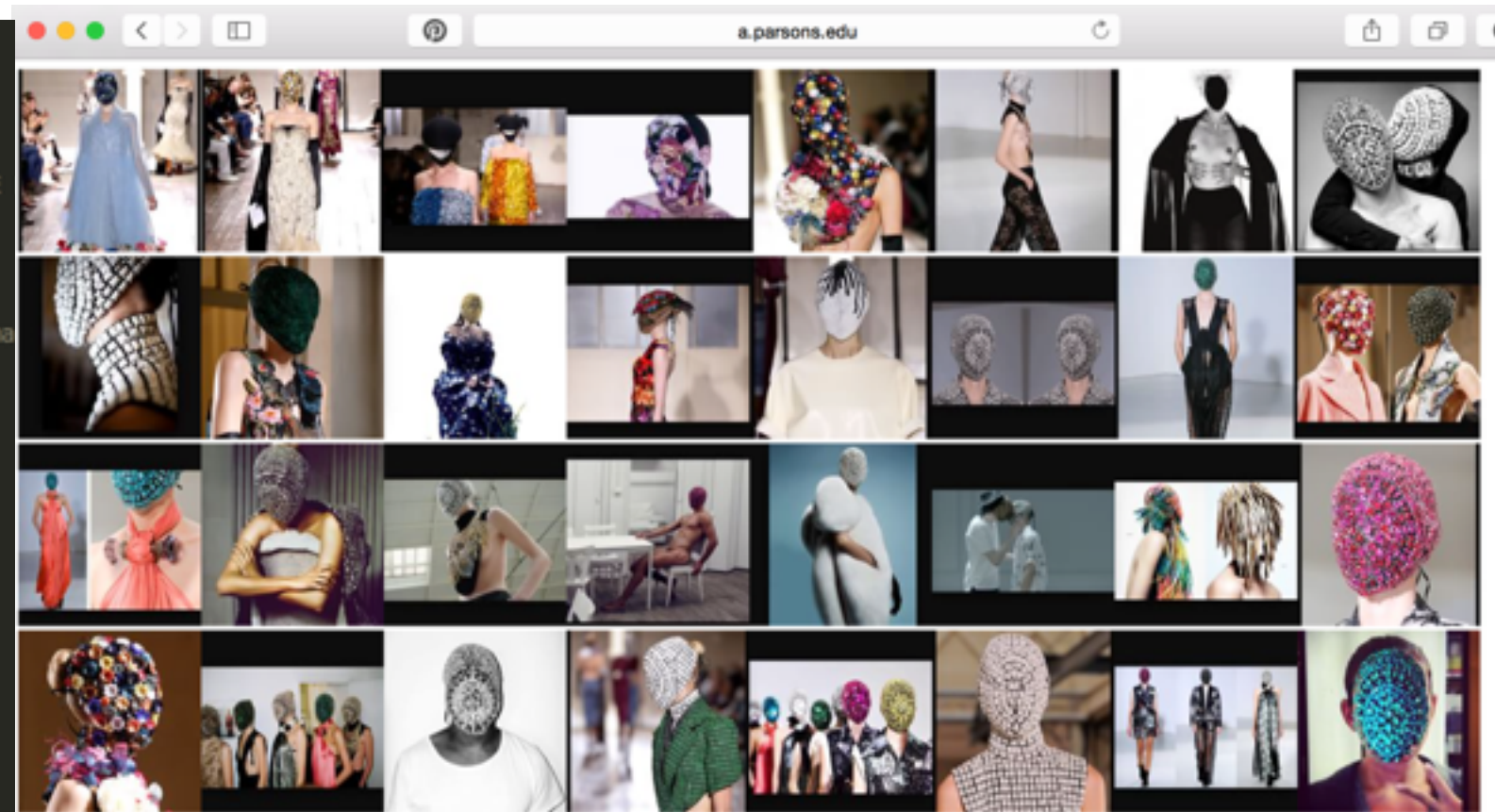




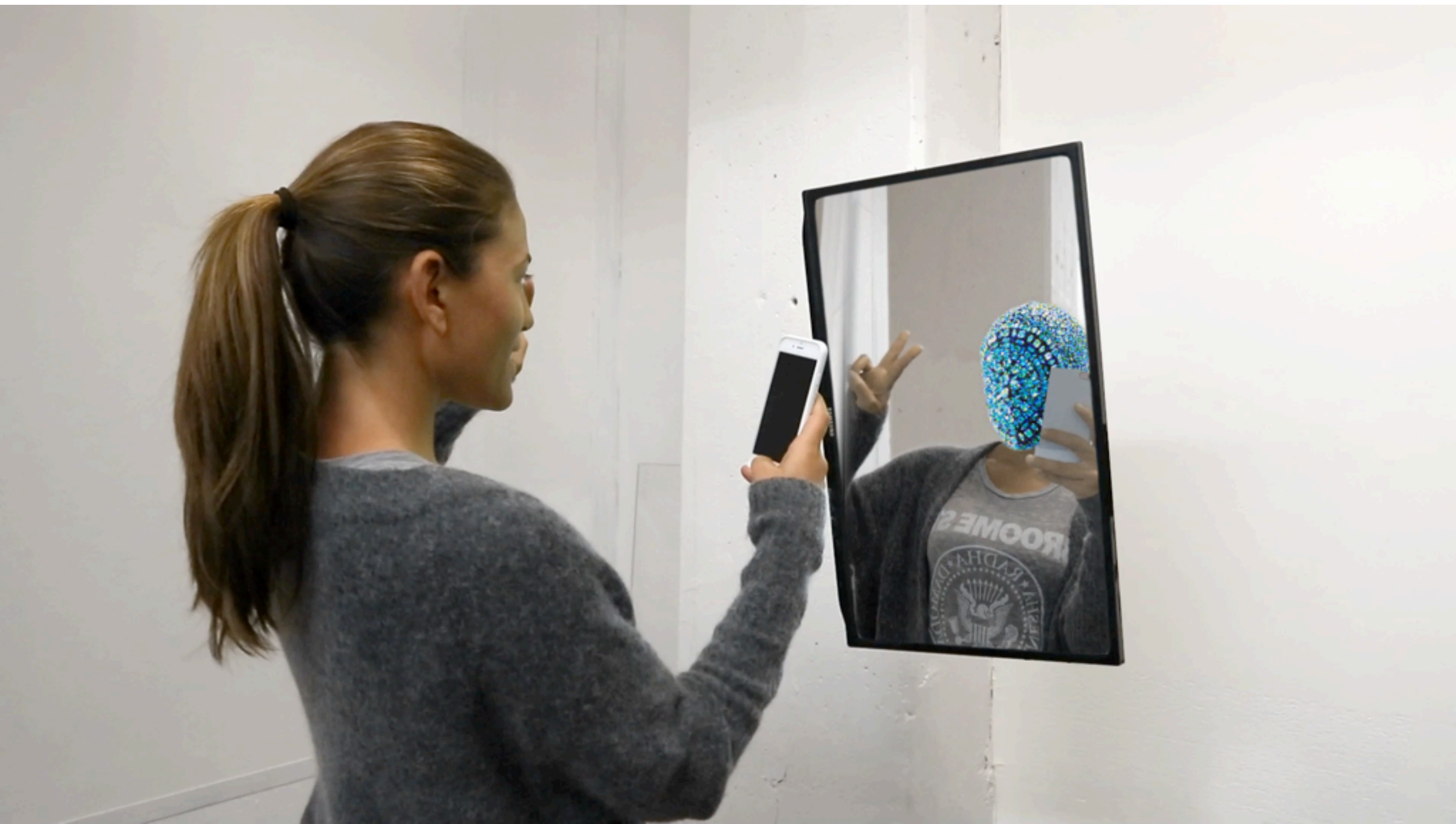
Technical Prototype: Instagram API/JavaScript

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

```
/////////////////API CODE/////////////////
var count = 0;
var feed = new Instafeed({
  get: 'tagged',
  tagName: 'MMFacelessFashion',  <!--// NOTE: THIS IS WHERE THE
  //-->
  sortBy: 'none',
  resolution: 'thumbnail',
  clientId: 'b1b81a192bb046c28ba1affe7006e702',
  // template: '<div class="bg" style="background-image:url({{ima
  div>',
  useHttp: true,
  after: function () {
    count++;
    if (this.hasNext() && count < 100) {
      feed.next();
      console.log(count);
    }
  },
});
feed.run();
/////////////////END API ///////////////////
```



EXPERIENTIAL PROTOTYPES



Thank You

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