

PHOTO ACTIVATION HOLIDAY VILLAGE

CONVERSE

OBJECTIVE

Converse tasked SEG to concept and develop a unique photo moment for the Nordstrom Holiday Village installation in Los Angeles. Converse wanted to partner with up-in-coming artist Jordan Moss to create an abstract backdrop of Converse's interpretation of what 'Winter In LA' might look like.

SEG designed a photo experience that continued the backlit artwork onto faceted mirrored interior walls, creating a photo moment people wanted to step into. The vibrant octagonal purple structure was covered in iridescent glitter and featured a secondary experience visitors could engage with on the sides. SEG implemented an augmented reality experience that celebrated the featured artist's work, allowing the artwork to come alive through motion animation in real-time on the visitor's phone.

With a secondary brand moment on the backside, GIVING IS GREATER THAN RECEIVING, a mission statement for the holidays and a showcase of other youth artwork was displayed.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION

