

# 250 5TH AVE.

Hospitality projection installation, preliminary idea exploration.

EXPERIENTIAL CREATIVE DIRECTOR NIC D'AMICO

DOYLE PARTNERS

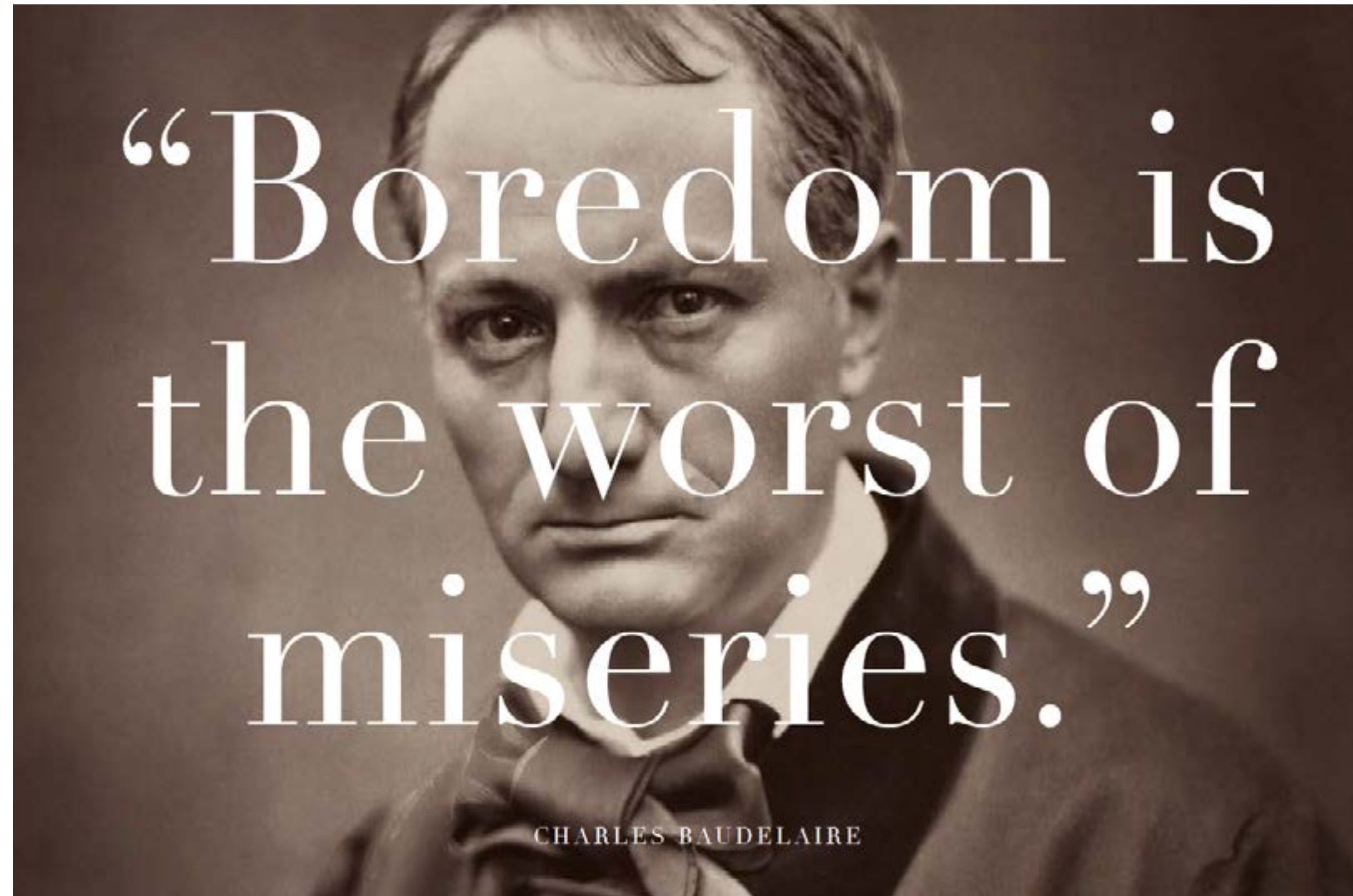
+

EVINS<sup>SCT</sup>  
Creativity. Tactics.

+

D'AMICO

## EXPERIENTIAL: THE MISSION



Thank you for the opportunity to explore the potential for an experiential art installation at 250 5th Ave. Curating and implementing installations at the site while under construction, and after construction is complete, presents unique challenges and opportunities. My goal is to align this emerging brand with the creative content of the video projections to enhance this new brand's culture. I believe we can create a site-specific art "happening" that garners the attention of the creative press and artistic community of New York City, setting the tone for what is to come.

# 250 5TH AVE. AN INTRO



What if we could create an unique artistic urban experience by using a platform that announces the arrival of something special? A harbinger that foresees a collision of culture, spanning the old and the new, of an era past and one still to come. By combining technology with site-specific video art, symbolism and storytelling, we can engage the imagination with unexpected visual juxtapositions and entice intrigue and interest in this new destination hotel.

# WHILE UNDER CONSTRUCTION-

A CURATED PROJECTION  
EXPERIENCE



In the twelve months prior to the opening of the hotel, we have the opportunity to project video content on the building's construction wrap as a way to engage the community and passersby with the ultimate teaser. Coalescing the brand vision around a mix of content will not only attract interest in the hotel as it's being built (by using the wrap and the scaffolding as a dynamic canvas), but it will also put the address firmly on the map as a place to see and experience.

# STYLE FRAMES

PRE- VISUALIZATION:  
POTENTIAL CONTENT  
MIX INSPIRED BY  
DOYLE & PARTNER  
STYLE GUIDE

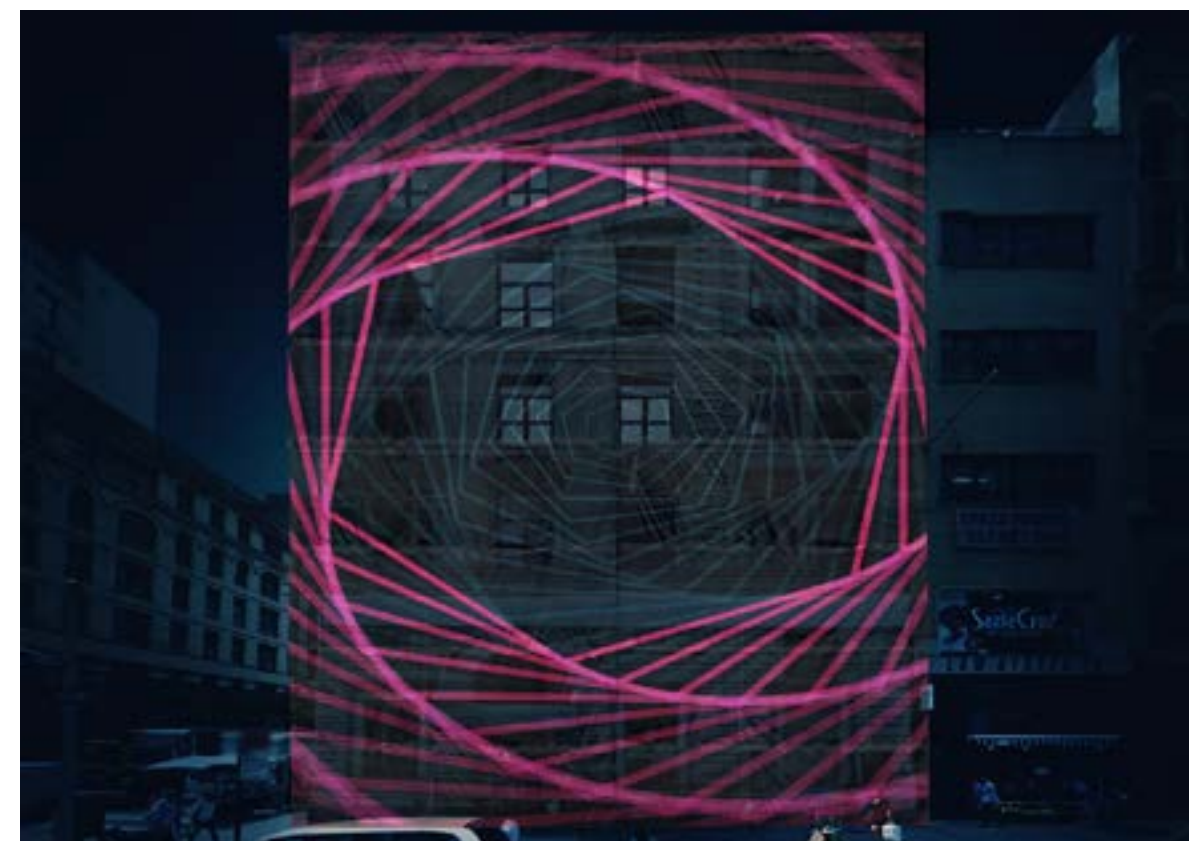


# STYLE FRAMES

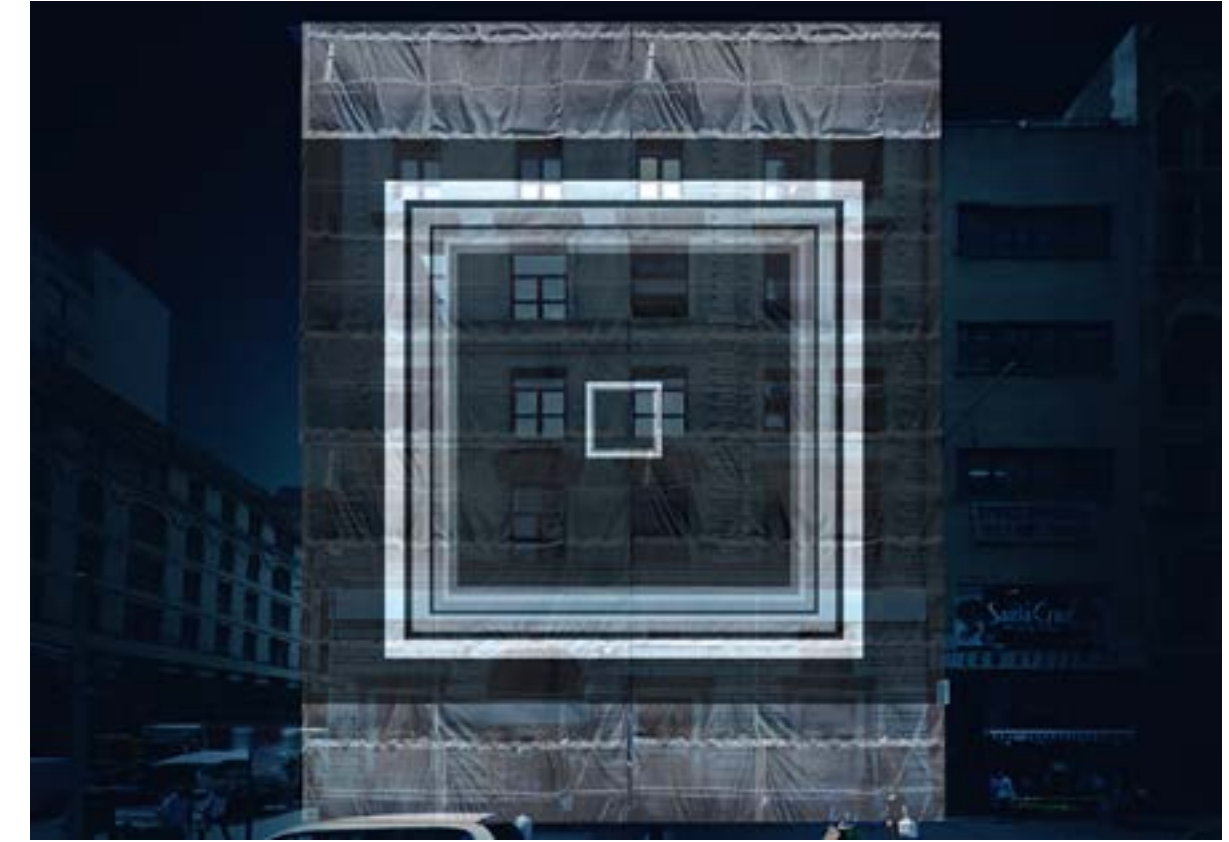


# STYLE FRAMES

SACRED GEOMETRY  
AND OPTICAL ILLUSIONS



# STYLE FRAMES





# STYLE FRAMES

DECONSTRUCTED  
GEOMETRY  
INTRODUCING  
THE BOX OF CURIOSITIES



# STYLE FRAMES

THE BOX OF  
CURIOSITIES - 20TH CENTURY  
SURREALISM AS PORTAL  
TO MYSTICISM  
AND DISCOVERY



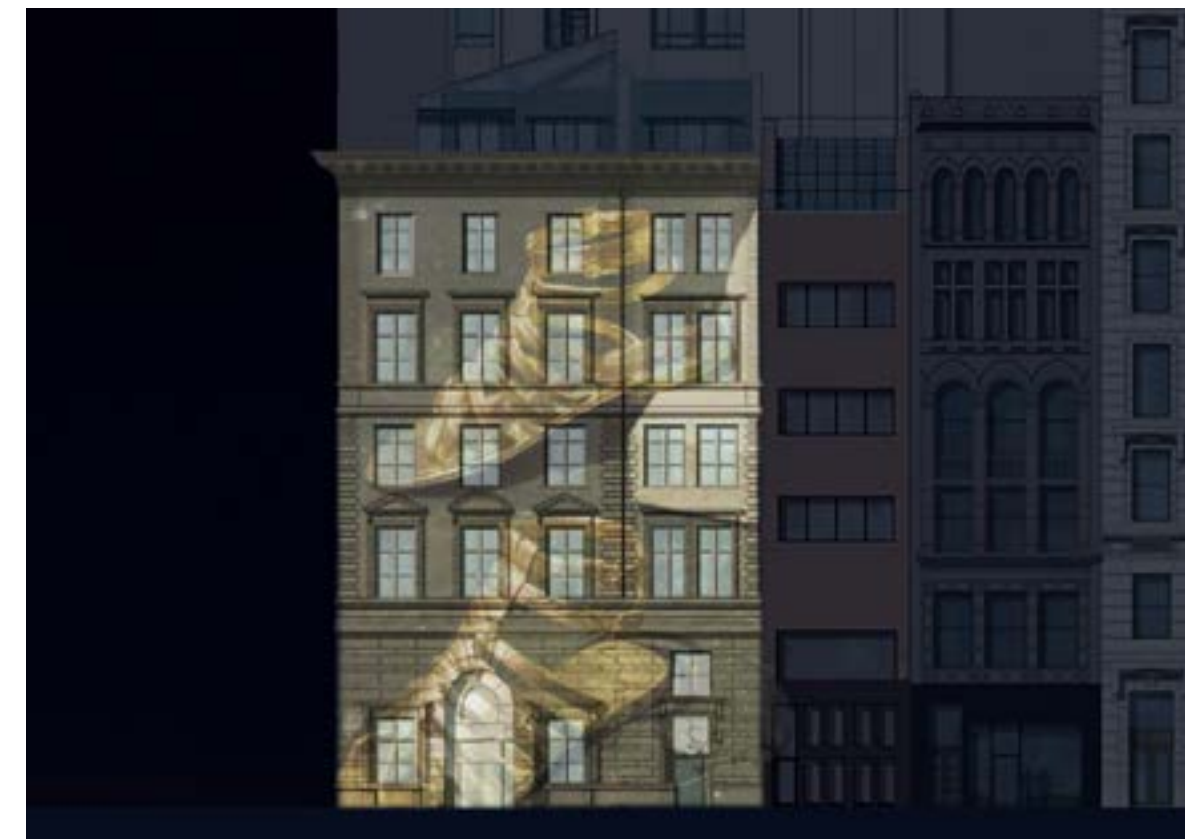
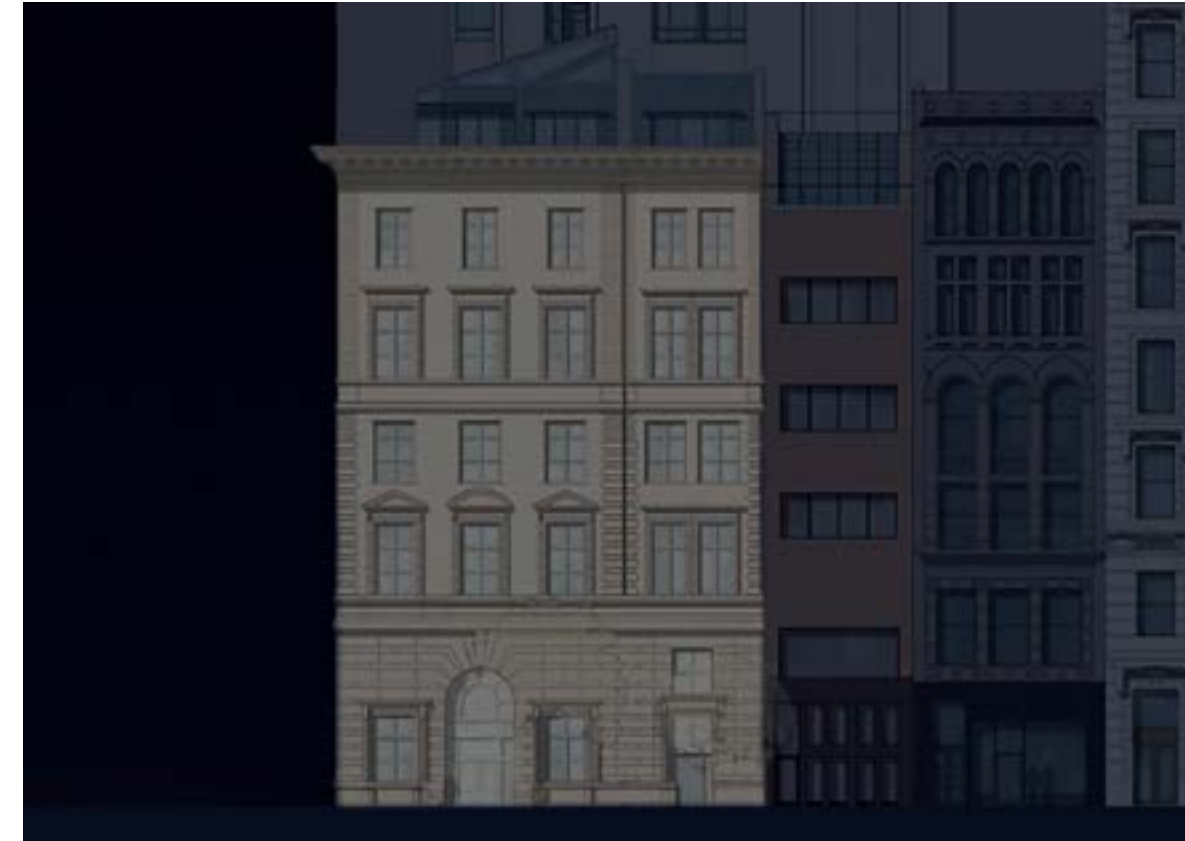
# STYLE FRAMES

THE BOX IS A CONTAINER  
FOR ODDITIES  
AND INVITED ARTISTS



# STYLE FRAMES

AFTER CONSTRUCTION: EVENING  
BUILDING PROJECTIONS:  
A CURATED EXPERIENCE



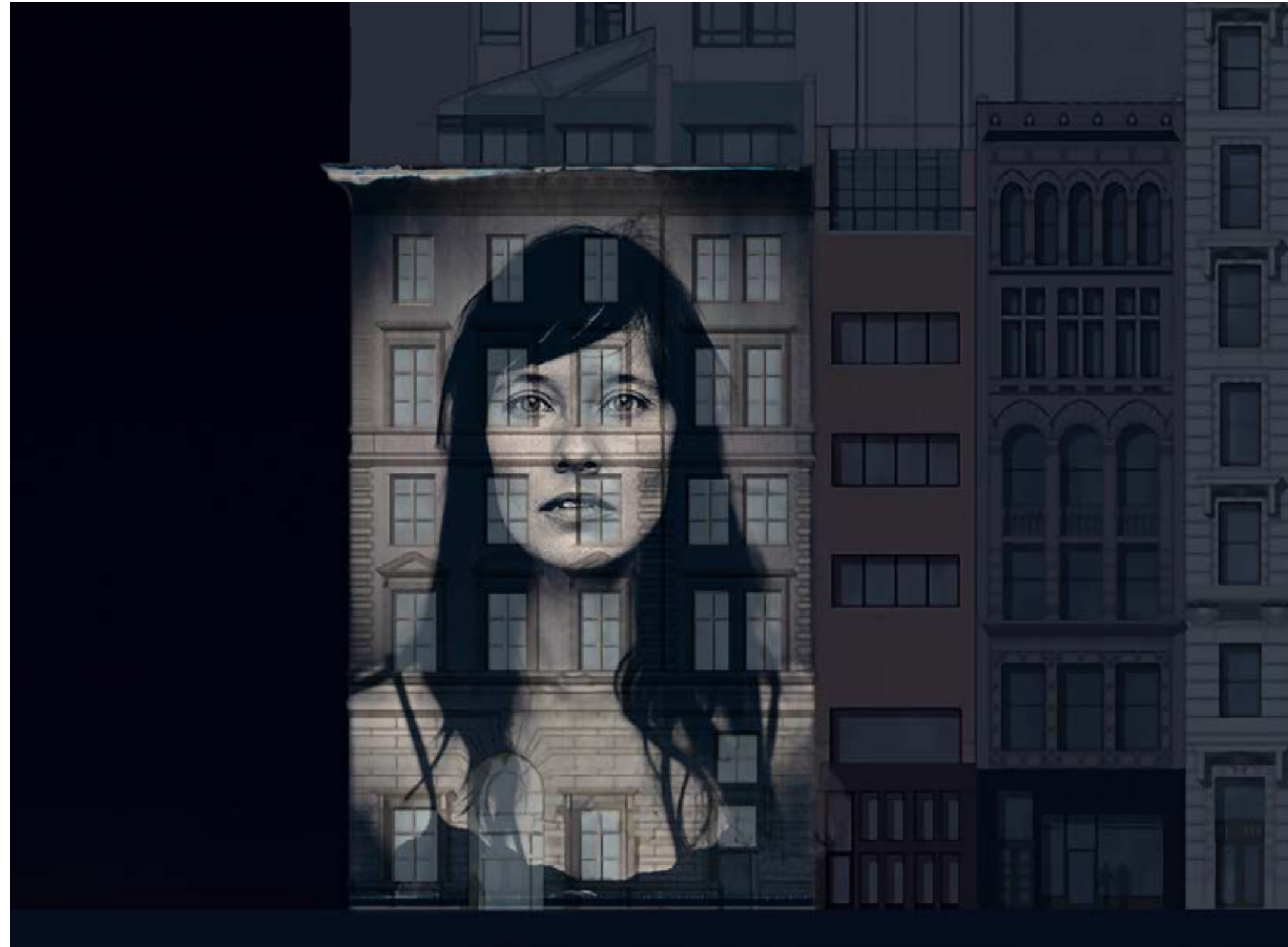
# STYLE FRAMES



# STYLE FRAMES



# STYLE FRAMES



# STYLE FRAMES

SACRED GEOMETRY  
OPTICAL ILLUSIONS

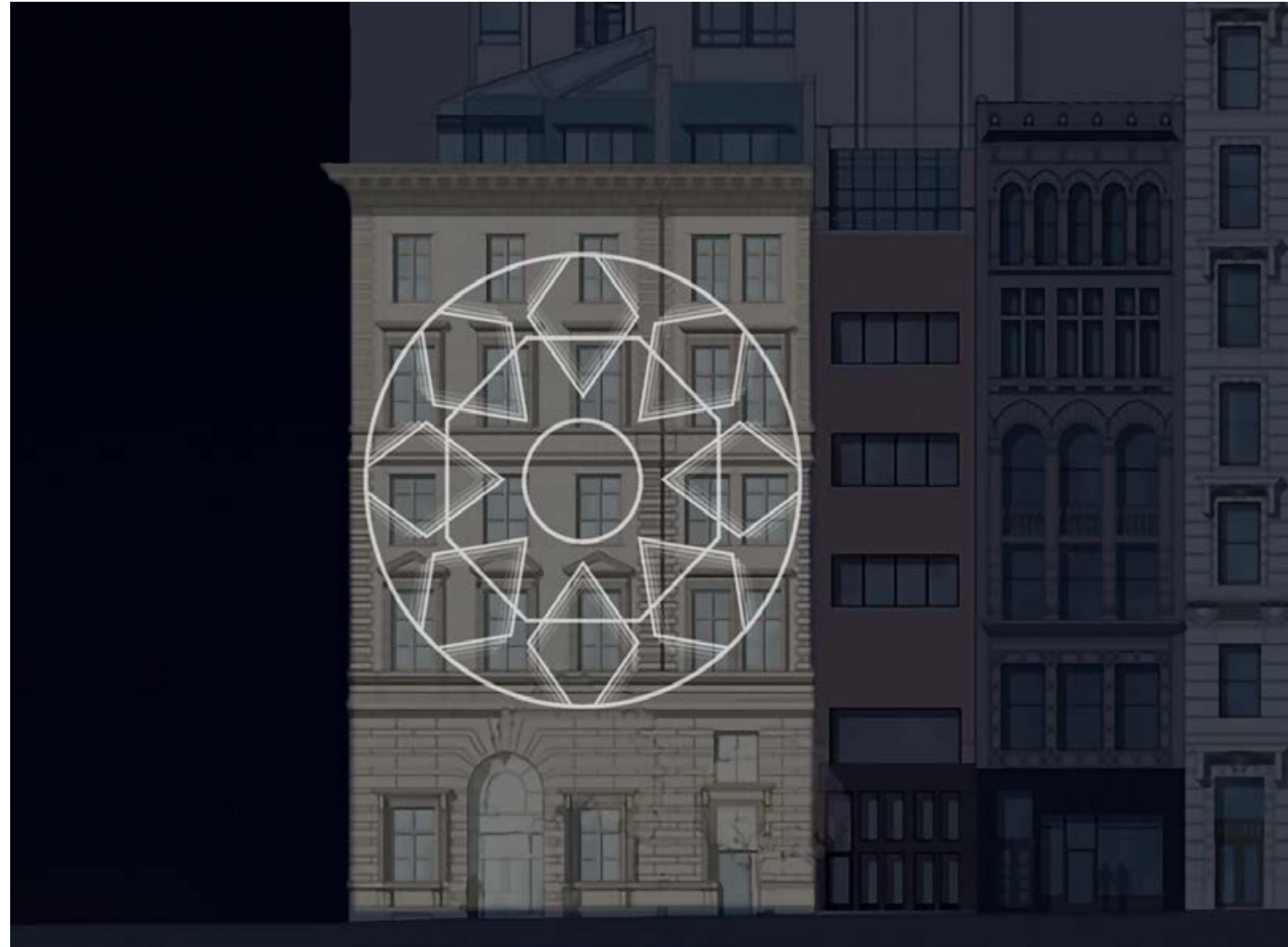




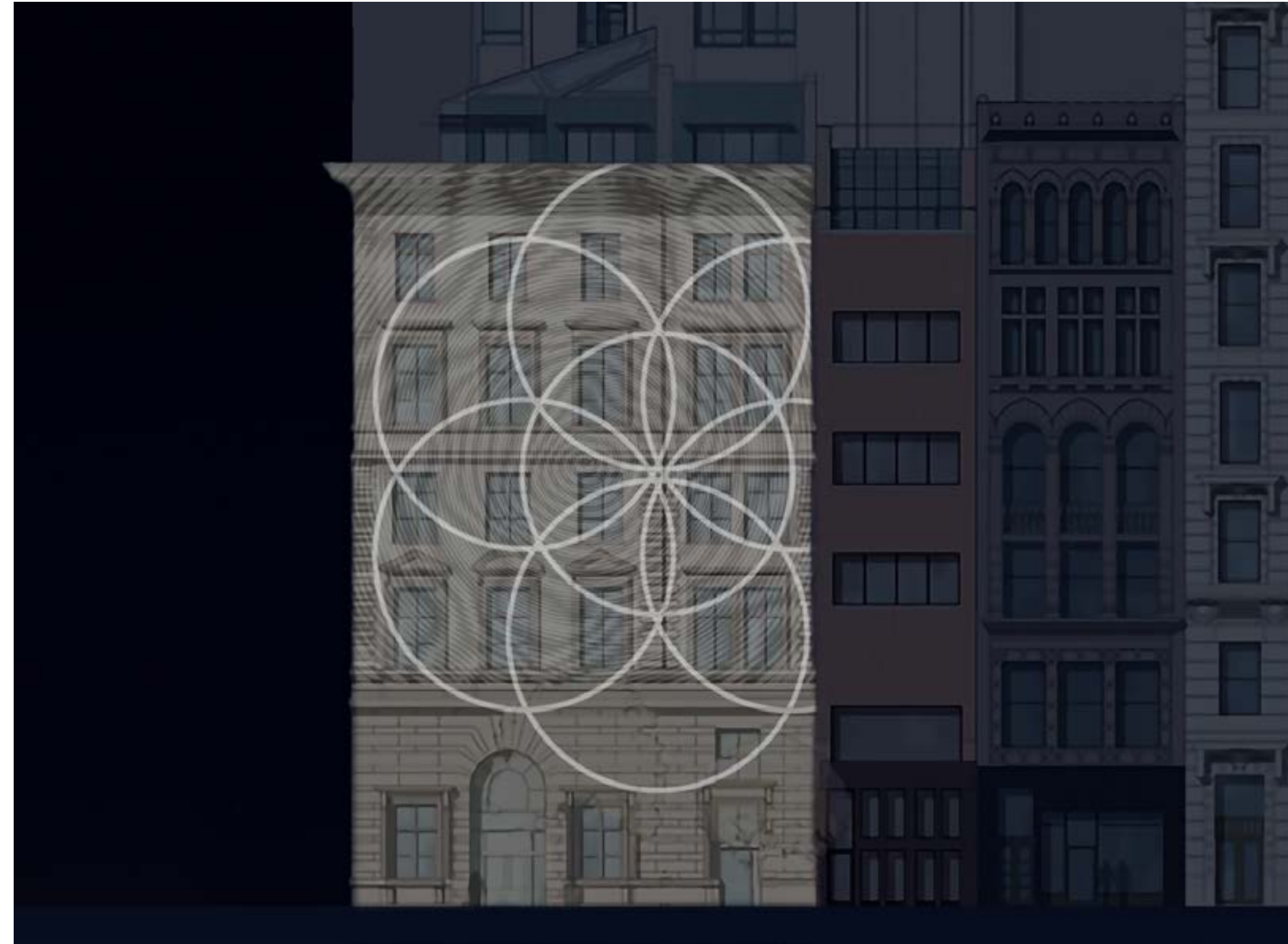
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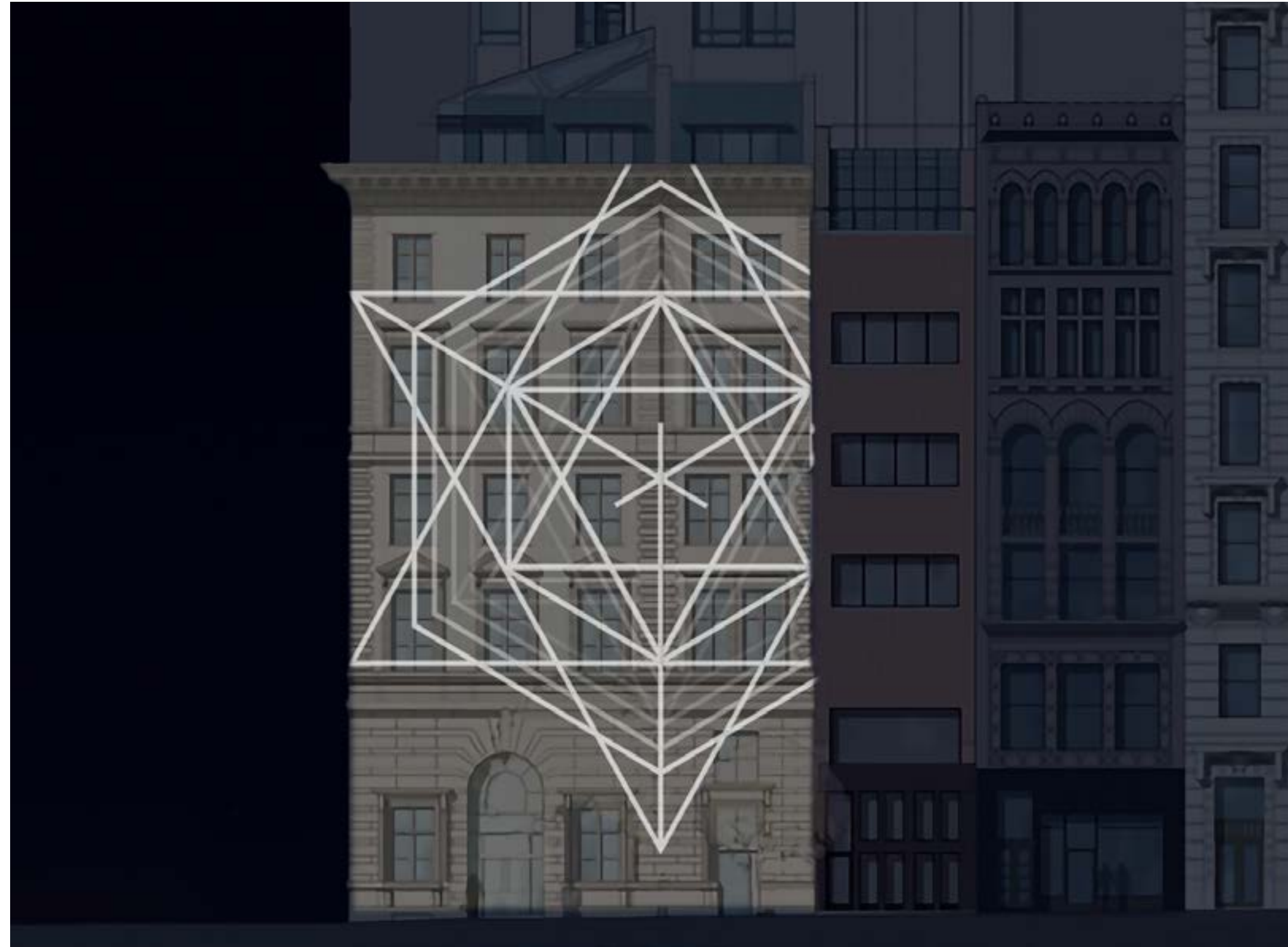
# STYLE FRAMES



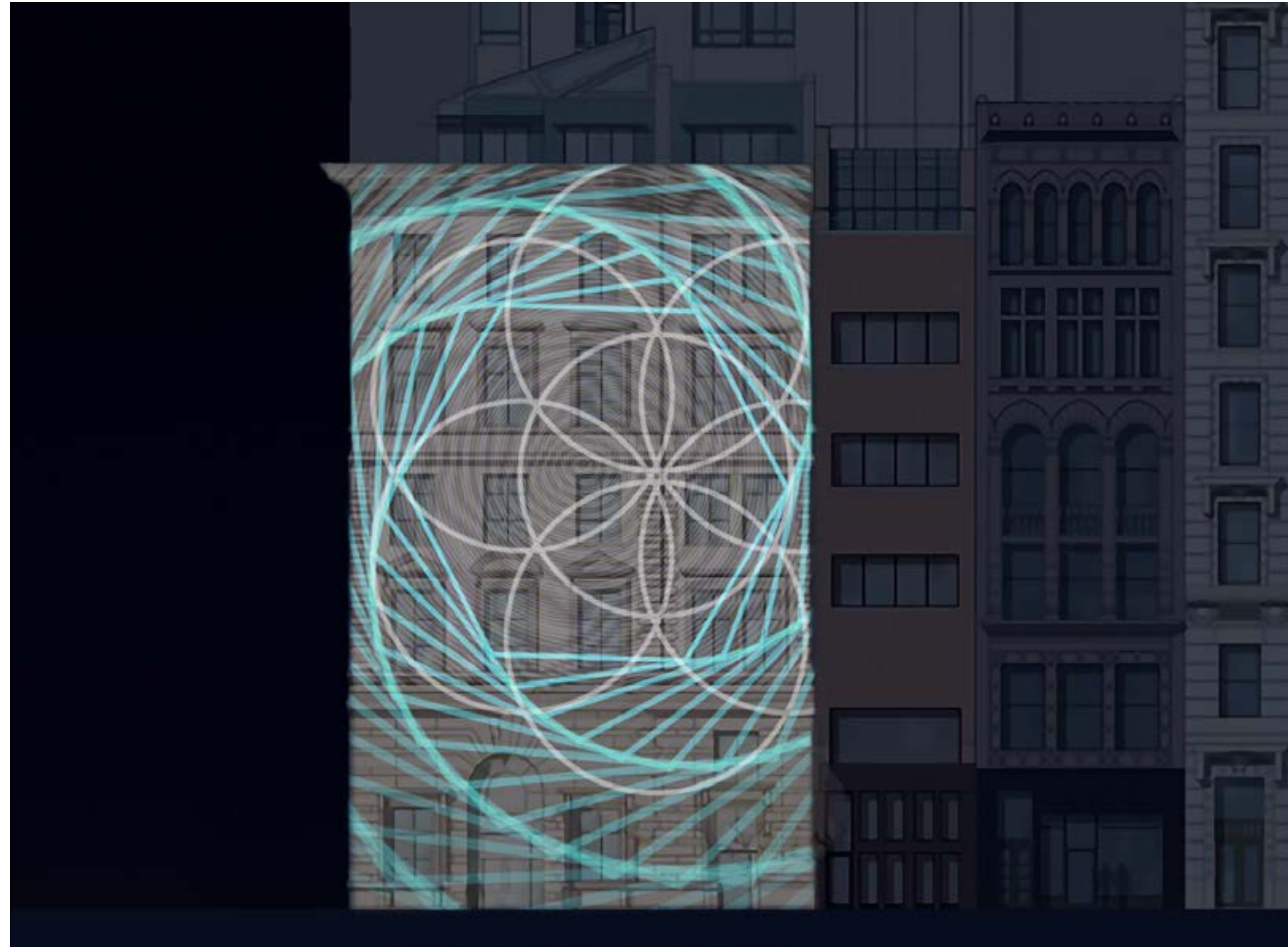
# STYLE FRAMES



# STYLE FRAMES



# STYLE FRAMES



# DAYTIME STREET LEVEL OPTIONS

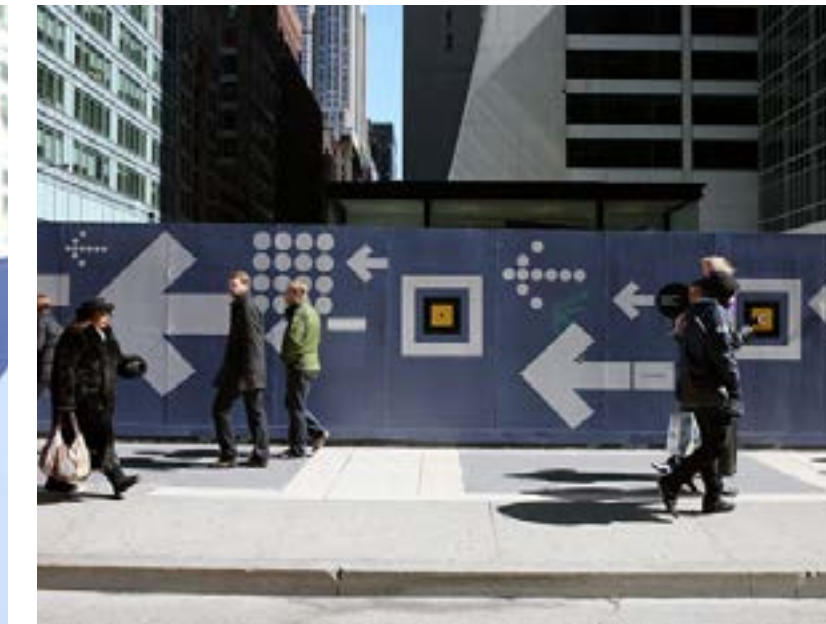
In order to expand the engagement in daylight, I believe creating an interaction point around the construction site at street level will fascinate passersby and establish that something truly exceptional is happening at the site based on its historic narrative.

**FOR DAYTIME-  
VOYEURISM &  
PEPPERS GHOST  
@250 5TH AVE.**



Using the classic motif of the construction-site peephole, I propose constructing a medium-scale pepper's ghost that will allow the viewer to see a holographic display through the hole with content that is visible during the daytime.

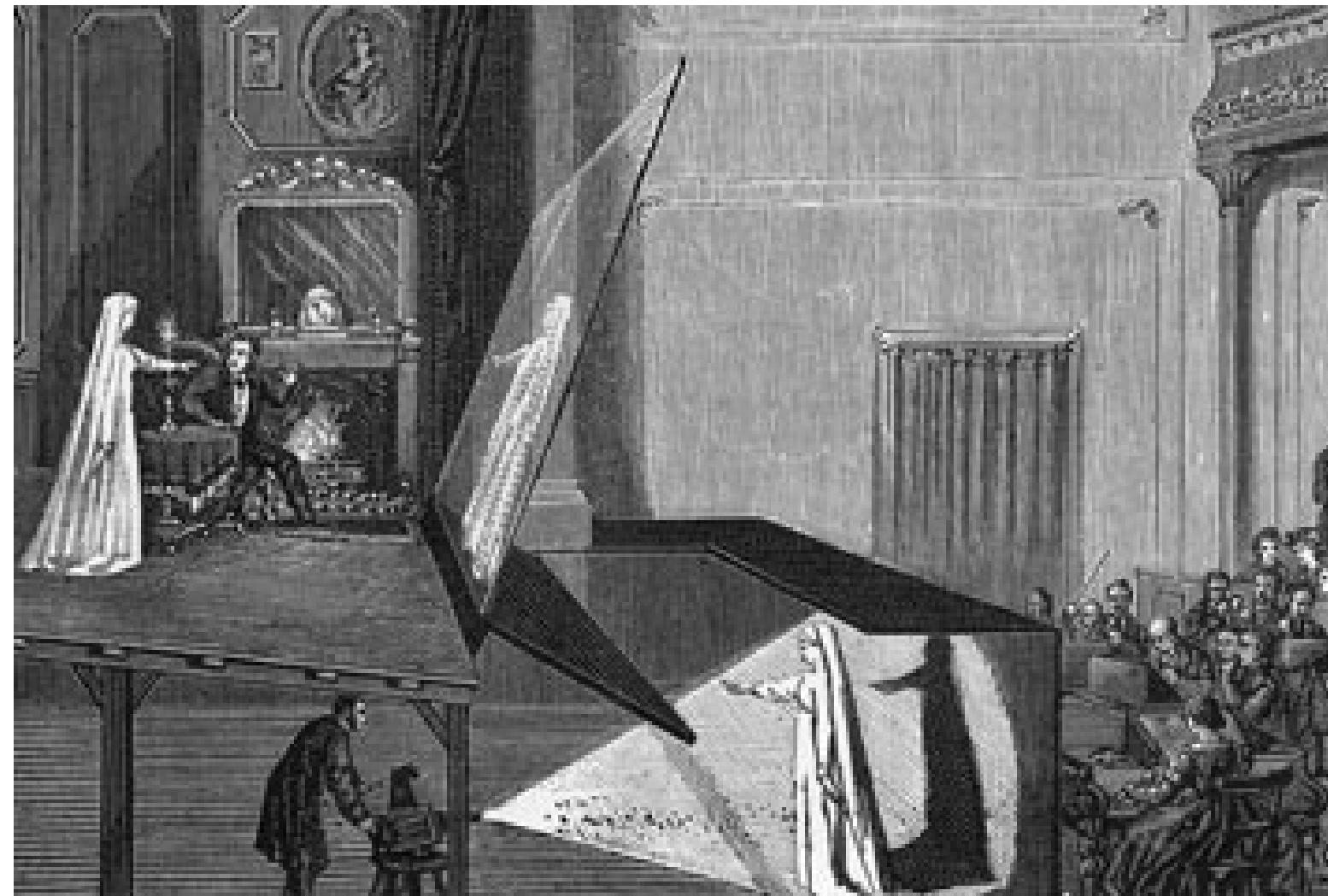
# EXAMPLES OF CURATED CONSTRUCTION SITE PEEP HOLES



I propose constructing a medium scale Pepper's ghost illusion that will allow the viewer to see a holographic display through the hole with content that can exist during the daytime. By presenting a holographic display platform that connects to curatorial efforts around the site, we can create an experience in the daytime -- one that invites you back in the evening. Also the branding restrictions in the permitting of the projections would not be so restrictive here and a more branded content strategy could be used.



# PEPPERS GHOST A 19TH-CENTURY ILLUSION

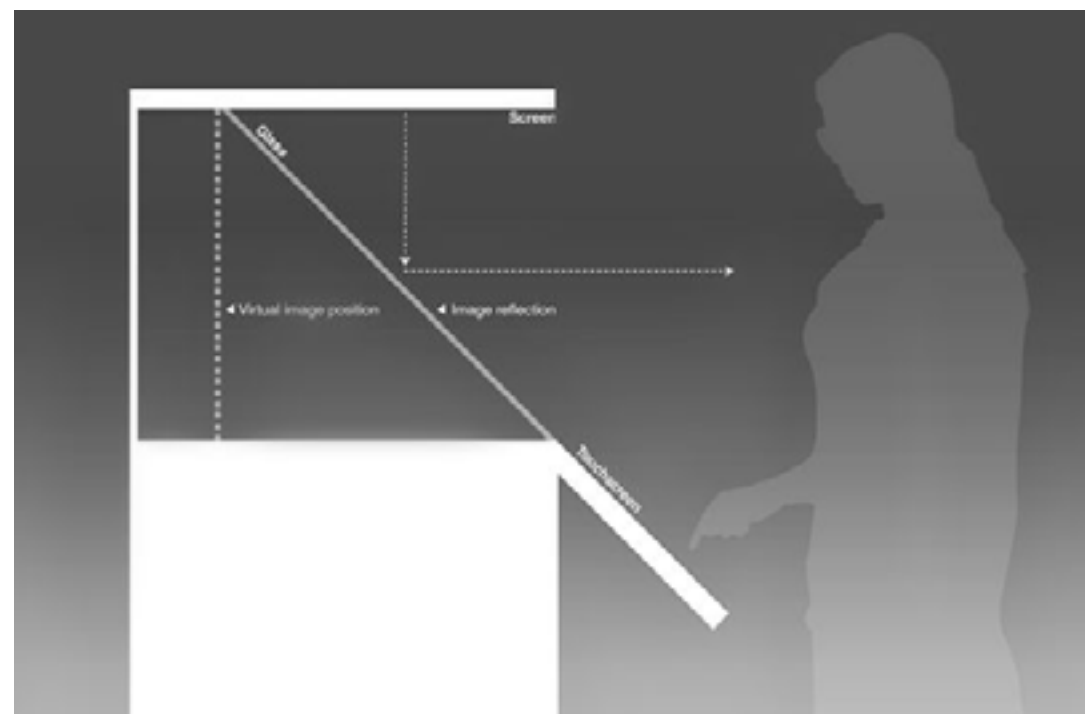


Pepper's Ghost is a special effects technique for creating transparent ghostly images that look like holograms. It works by reflecting the image of the user off of a sheet of translucent projection film. The potential for creative mischief is enormous and will work in the controlled box mounted behind a plywood wall erected at the construction site. Depending on the available space it may be one or multiple peep holes. Content can be any video. The idea behind the box of curiosities is connect this portal and the box it implies.

[https://www.youtube.com/watch?v=pSICZ\\_7hpho](https://www.youtube.com/watch?v=pSICZ_7hpho)

<http://www.mjworld.net/news/2014/05/23/the-secret-behind-michaels-grand-illusion/>

# PEPPERS GHOST USING 21ST CENTURY TECHNOLOGY



# DAYTIME PRINTED SCREEN OPTIONS

In order to expand the engagement in daylight, we have explored the possibility of printing a low-contrast screened artwork onto the construction wrap that relates to the epoch of the Doyle brand guide and related content.

# WHILE UNDER CONSTRUCTION-

A PRINTED IMAGES OF A FLANEUR FOR DAY TIME



# STYLE FRAMES

AT NIGHT, PROJECTED  
GEOMETRY WORKS WITH  
AND OBLITERATES  
THE PRINTED IMAGE.  
CREATING DYNAMIC  
JUXTAPOSITIONS



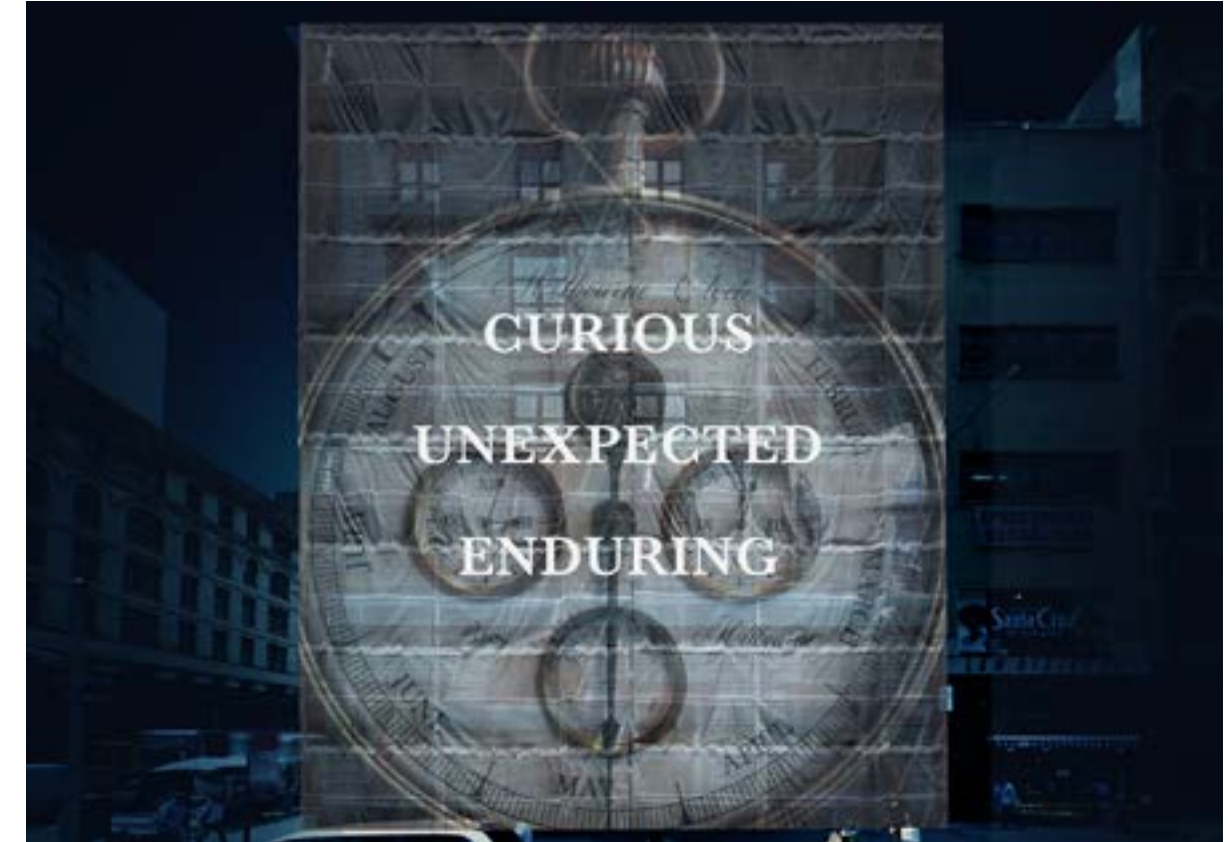
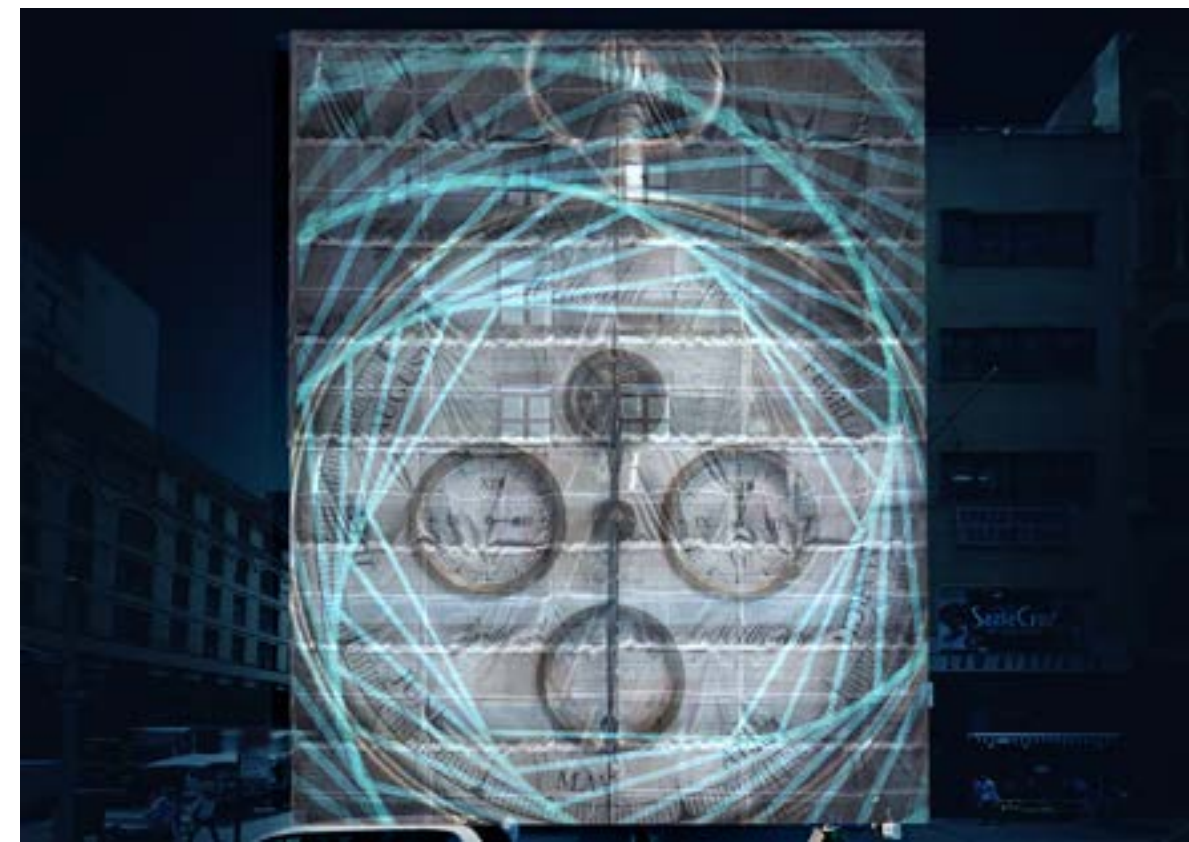
# ADDITIONAL OPTIONS

PRINTED IMAGE OF  
A SURREAL STREET FIGURE  
AND OF A WATCH



# PROJECTION ONTO IMAGES

EVENING PROJECTIONS  
ONTO THE PRINTED  
SCRIM INTERACT WITH EACH  
OTHER AND PRODUCE  
LAYERED CONTENT



# PROJECTION ONTO IMAGES

WITH PROJECTION OVER  
PRINTED SCRIM, CONTENT  
IS LIMITED TO GRAPHIC  
EXECUTIONS. IN GENERAL,  
PHOTOGRAPHIC OR CINEMATIC  
IMAGERY CAN CONFLICT  
WITH THE PRINTED  
IMAGE BELOW.





# THANK YOU

As this is an evolutionary and preliminary process of exploration, the hope is this just begins to present the enormous potential of this site. A directed process of discovery and refinement would be the logical next step for content development.