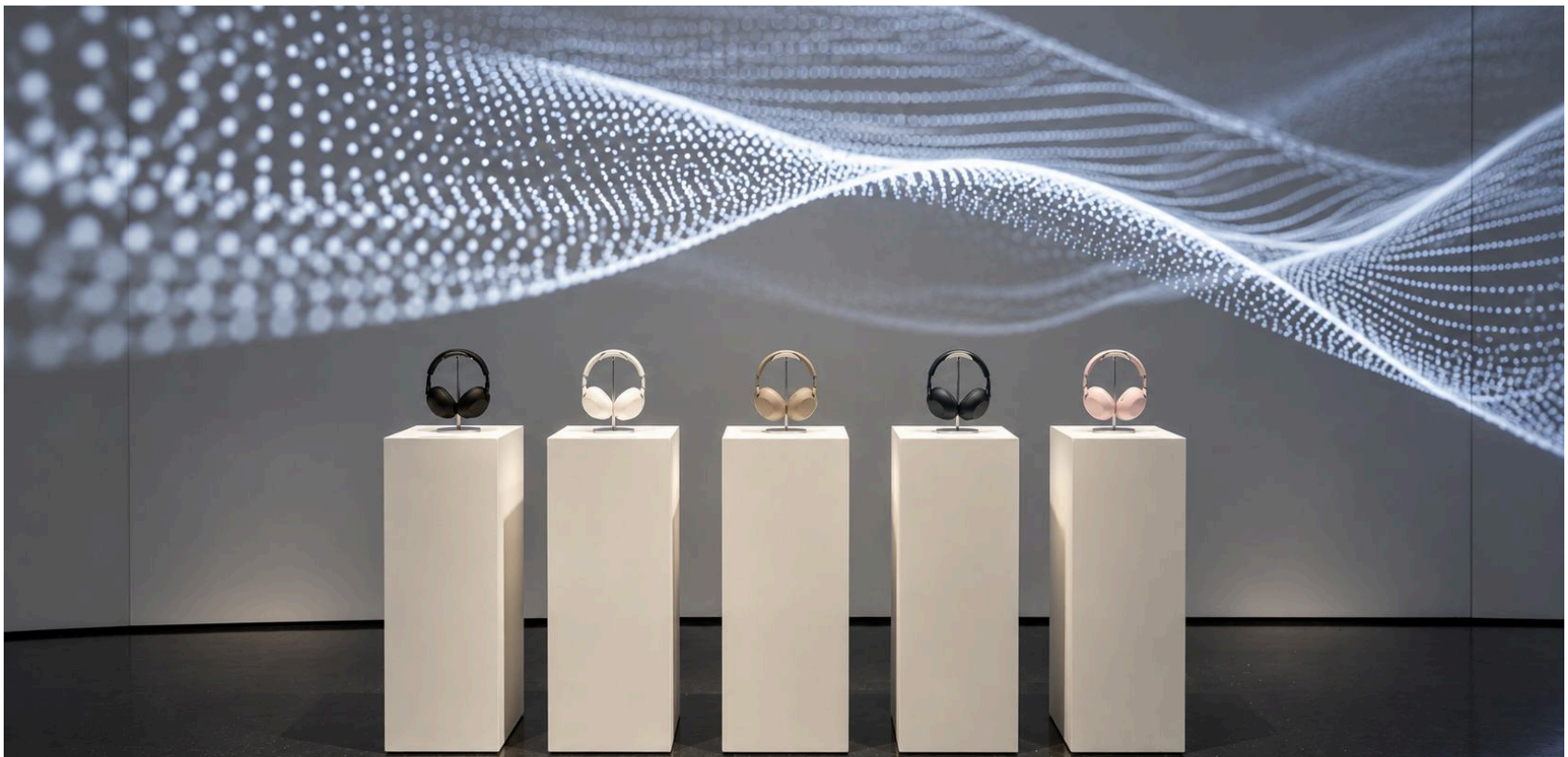
CREATIVE CONCEPT

A Decade of Listening transformed Sony's product launch into a curated, gallery-led journey connecting ten years of audio heritage with the next generation of the 1000X series. As Creative Lead, I owned the creative direction across the project — developing the core concept and narrative, guest journey, spatial and visual direction, and key experience moments, while guiding the wider team and partners from concept through development.



STORYTELLING

[CREATIVE] LOCATION GUEST JOURNEY DELIVERY

THE STORY

Ten years of refining the listening experience.

Where innovation meets craftsmanship, and sound is shaped with intention.

A space to experience luxury, sound quality, comfort - evolved.

Pure sound. A decade on.

For The Music.

GUEST JOURNEY

CREATIVE LOCATION [GUEST JOURNEY] DELIVERY

GUEST JOURNEY

DAY 1 - Legacy & Launch Moment

DAY 2 - Discovery & Creation

Arrival & Check-in

Following a group transfer from the airport, guests will arrive at the Art'Otel Hoxton where they check into their rooms and refresh ahead of the evening programme.

Registration & Pairing

Guests will be greeted at the Gallery entrance where they will receive their name badge and pair the product. To ease into the evening a themed welcome drink will be served in The Gallery.

Keynote & Legacy

In the Screening Room, guests will hear about the 10-year history of the 1000X series, followed by the new product is officially unveiled of the XP product, where key features will be highlighted.

Celebration Networking Reception

Guests enjoy a canapé-style dining experience within an immersive projection environment, exploring curated Sony 1000X Series displays while experiencing a live performance.

Demo Sessions

The following morning guests rotate through hands-on demo stations to experience the product's sound, design, and key design featured.

Coffee & Networking

Between demo session, guests reconnect over coffee in a relaxed setting, with space for informal conversations and content capture.

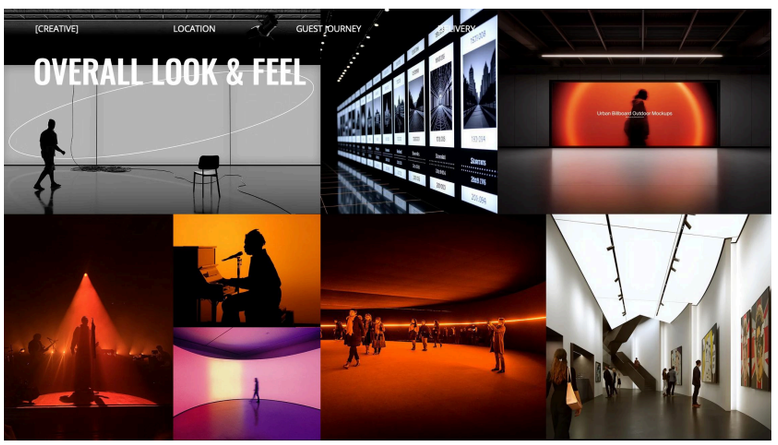
Q&A Session

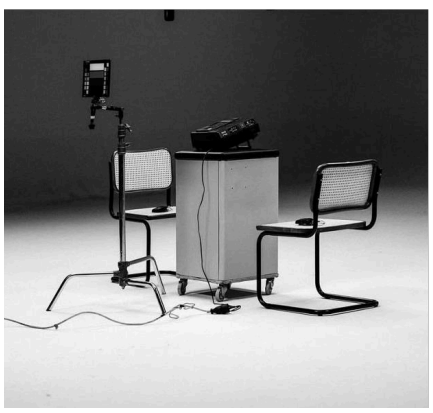
Following the demo sessions all guests will return to the Screening Room for a final Q&A Session and closing remark.

Lunch & Departures

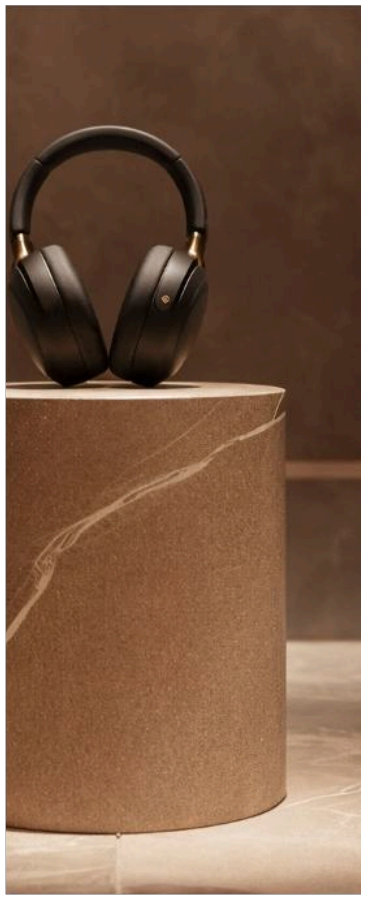
Guests gather for lunch, continuing conversations and reflecting on their experience of the product before their transfers to travel home.

ART DIRECTION





SPATIAL DESIGN MOOD BOARD



CONCLUSION

The project brought together brand storytelling, spatial design and product experience into one cohesive journey, balancing Sony's 10-year audio heritage with the launch of its next generation of innovation.

Leading the creative development from strategy through to experience design strengthened my experience in translating complex product narratives into audience-led experiences, while aligning multiple creative disciplines, stakeholders and partners around one clear vision.

SONY