CREATIVE CONCEPT

Inspired by OMEGA's Aqua Terra campaign, we transformed its distinctive colour worlds into immersive physical environments. Through spatial storytelling, sensory details and interactive moments, guests were invited to step inside the brand and experience the collection in a more personal way.

Working alongside the Creative Director, I led the creative technology, interactive experiences and visual brand direction across the project, translating OMEGA's brand world into a cohesive, premium and immersive guest experience.

THE CONCEPT

Each area of the space were art directed to create beautiful pockets of intrigue, colour matched to the 9 new faces, blending and transitioning from one state to the next. Creating a beautiful dreamland of colour for guests to lose themselves in.

GUEST JOURNEY

19:00
White Entrance

Step and Repeat

19:00 - 20:15
'Every Shade of You' experience

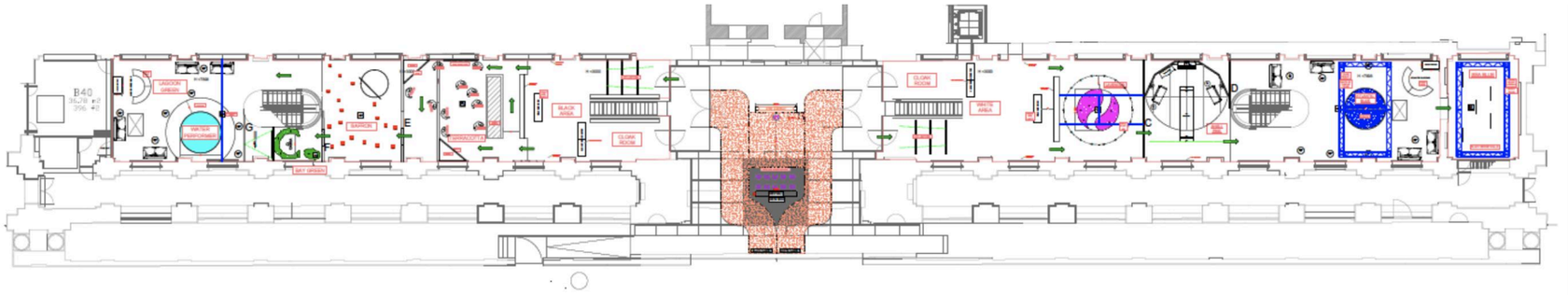
Photo moments

20:15
Dinner Transition show moment

20:30
Dining experience

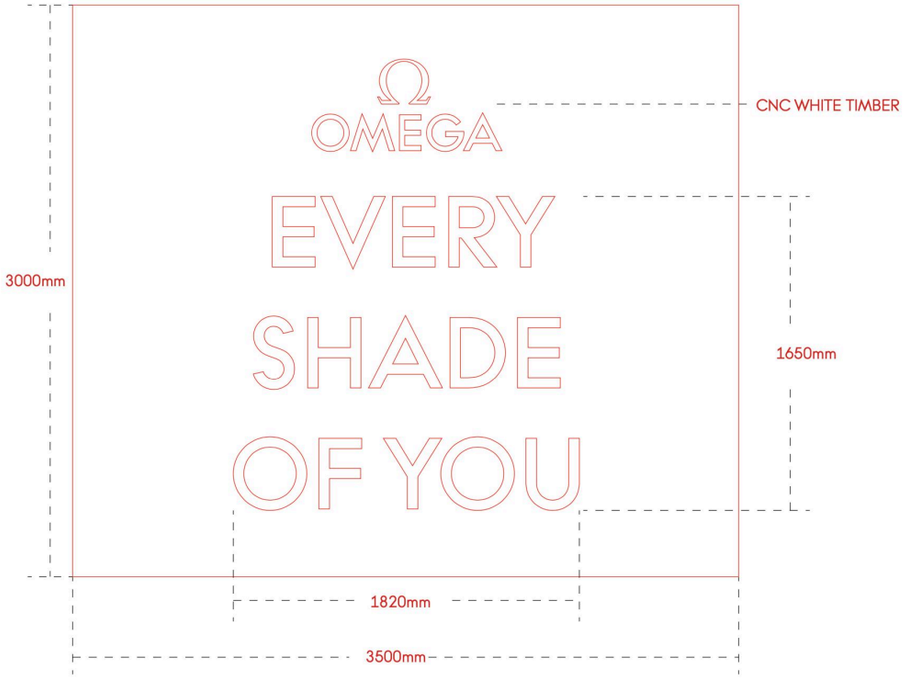
22:30 - 01:00
After Party

FLOORPLAN



BASEMENT - WALL UNDER

ENTRANCE



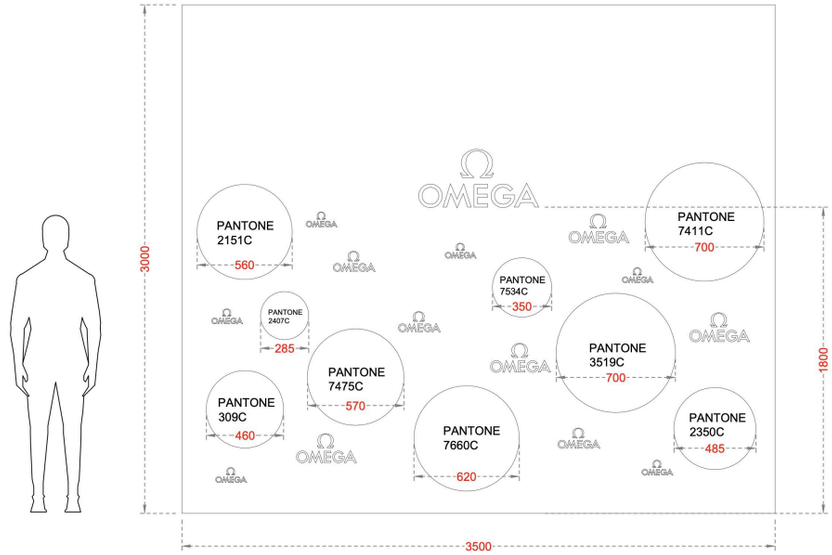
DIMENSION

Front Entrance wall in centre - for Neon lettering and Omega sign - 3500mm x 3000mm

Omega logo printed in white, text in neon

Note: This graphic is made to a scale of 1*10.

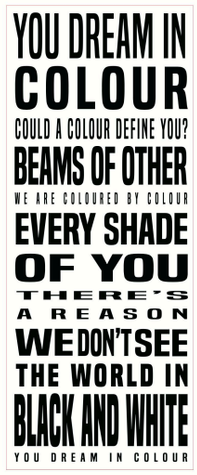
STEP AND REPEAT



BLACK AND WHITE SPACE

RIGHT ENTRANCE - RIGHT HAND WALL PANEL 2
Dimensions: 2.99m w x 2.44m H
Description: Monochrome black and white text
Material: Vinyl
*The artwork is produced in a scale of 1 to 10

RIGHT HAND SIDE : WHITE WALL MOCK UP
Dimensions: 4668mm x 2980mm
Dimensions of logo: 603mm w x 292mm h
*The artwork is produced in a scale of 1 to 10



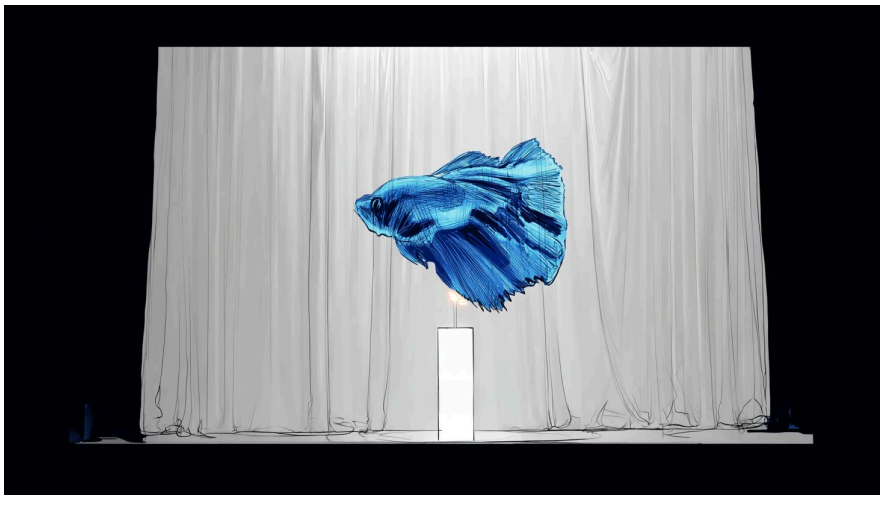
RIGHT ENTRANCE - RIGHT WALL PANEL 1
Dimensions: 0.98m w x 2.44m h, bleed: 5mm each side
Description: Black and white text graphic
Material: Vinyl
Note: This graphic is made to a scale of 1*10.

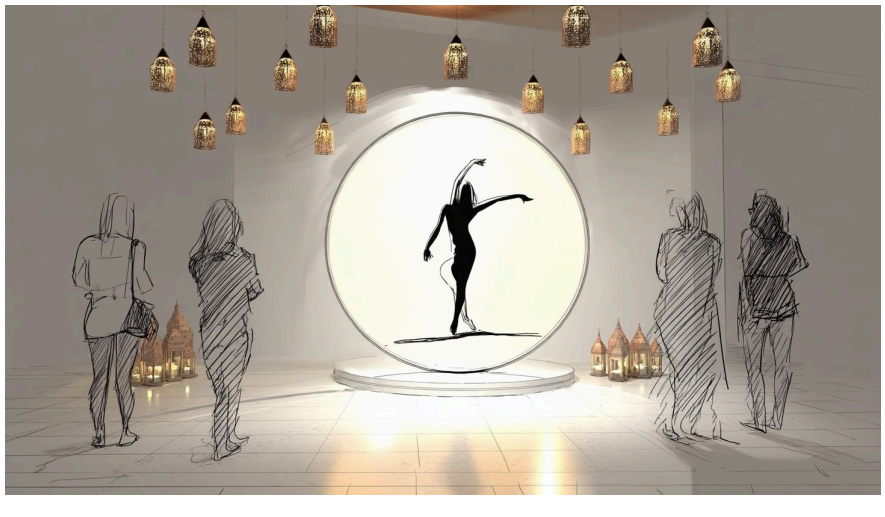
RIGHT SIDE ENTRANCE - LEFT WALL PANEL 4
Dimensions- 2.62m w x 2.44m h
Description: Monochrome black and white text
Material: Vinyl
*The artwork is produced in a scale of 1 to 10

RIGHT SIDE ENTRANCE - LEFT WALL PANEL
Dimensions: 2.47w x 2.56m H
Description: Monochrome black and white text
Material: Vinyl
*The artwork is produced in a scale of 1 to 10

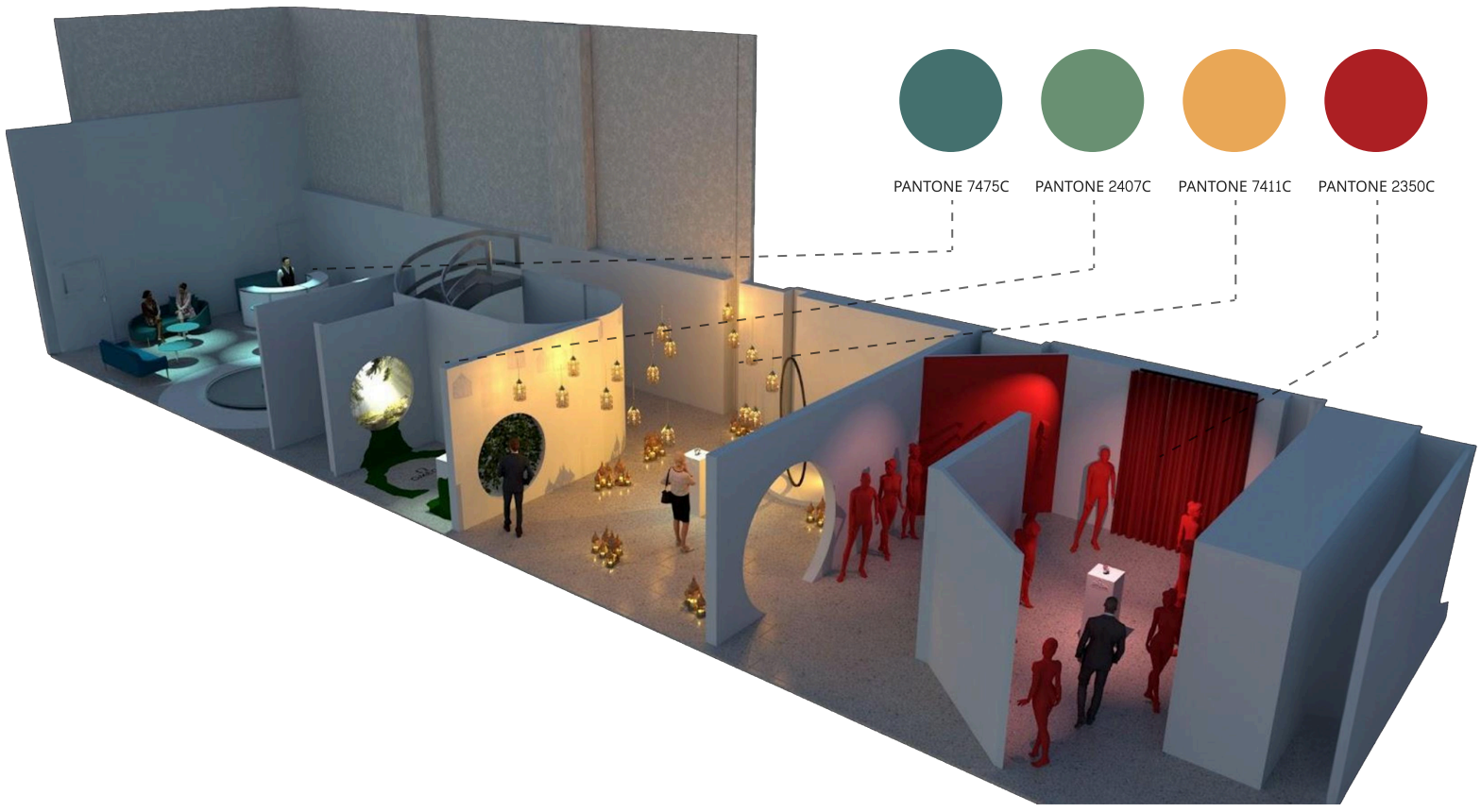
OMEGA WHITE WALL GRAPHIC ARTWORK
Wall 8 - white background, black artwork vinyl text artwork with omega logo
Dimensions:
7.2m x 3m - 5.2m archway dead centre, graphic 4650mm x 3000mm
Dimensions of logo: 600mm w x 292mm h
*The artwork is produced in a scale of 1 to 10

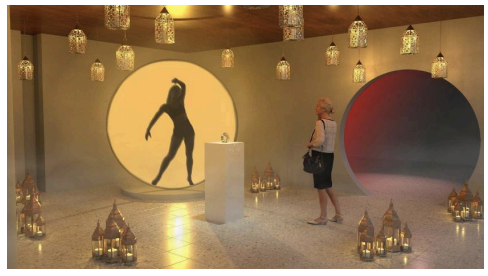
CONCEPT SKETCHES

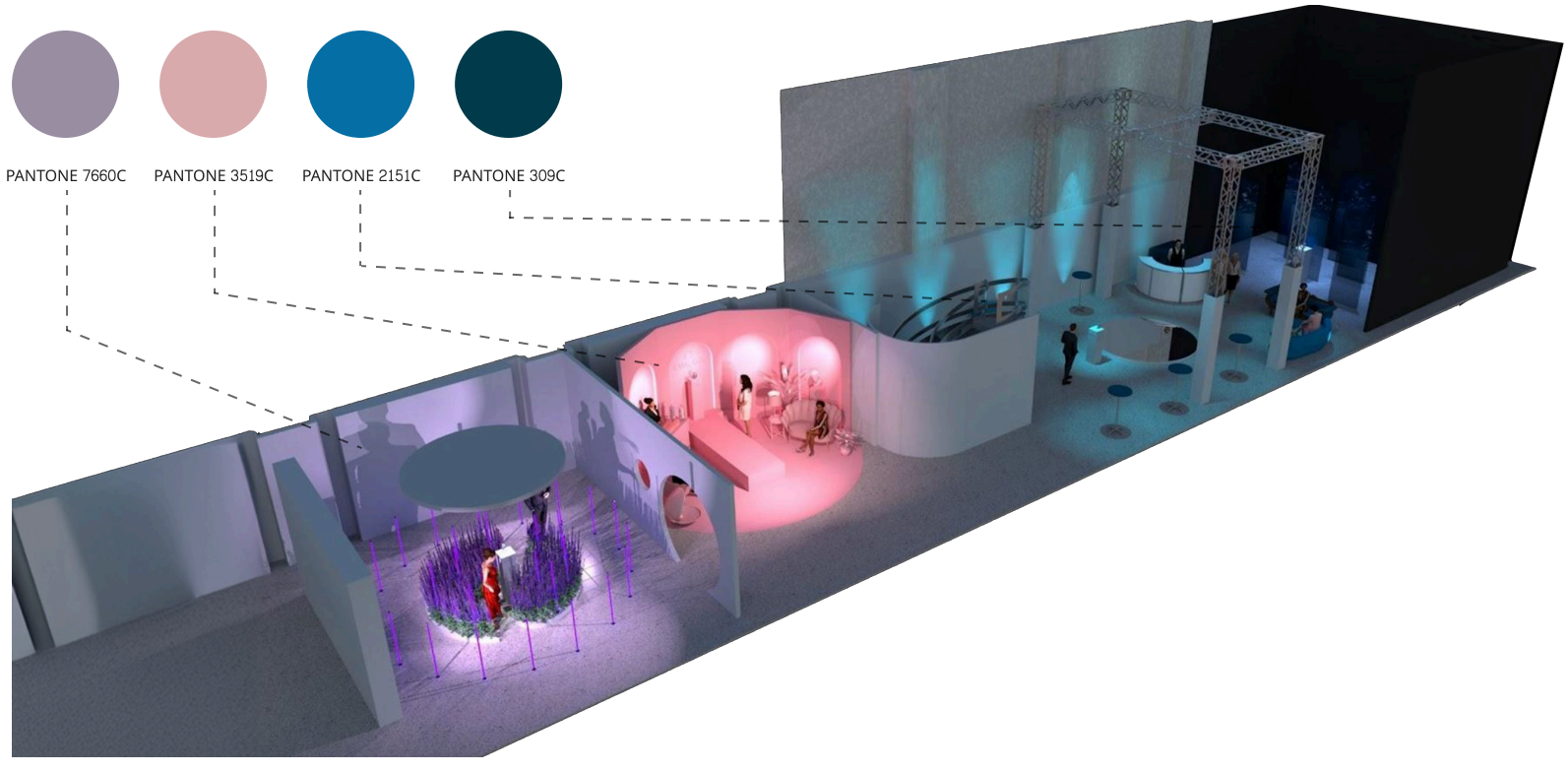


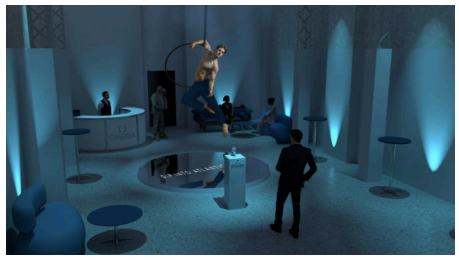
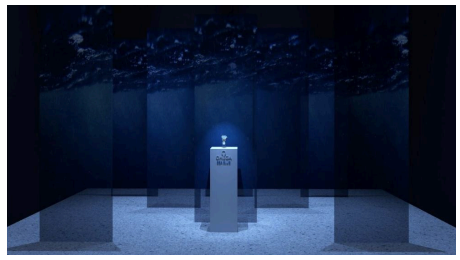


IMMERSIVE SPACE DESIGN



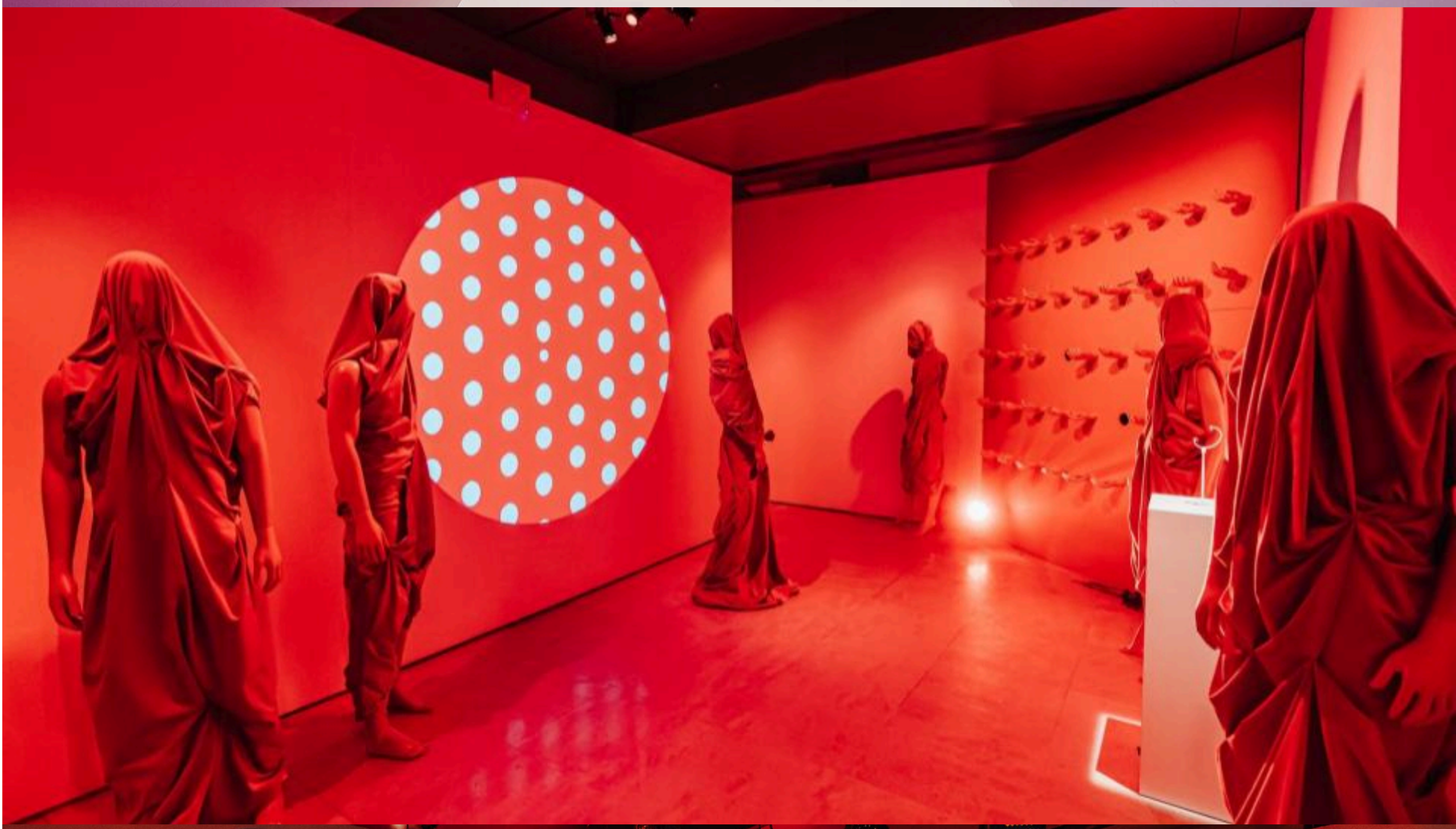




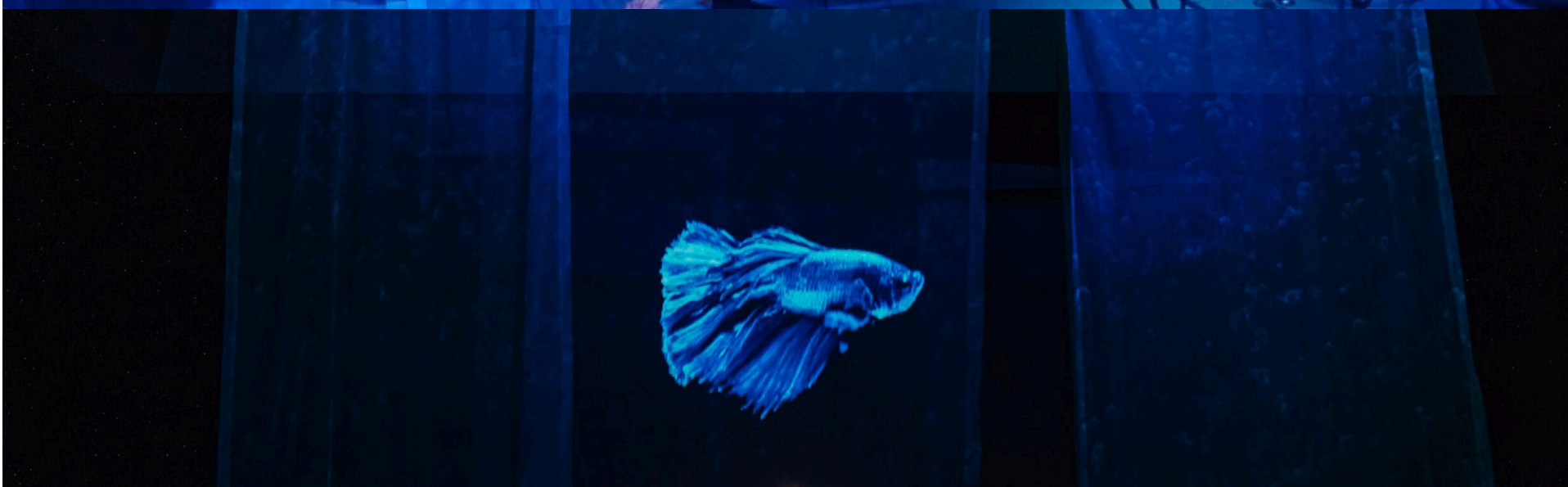
DINNER CONCEPT

LIVE EVENT

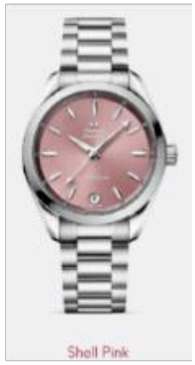


OMEGA

LAVENDER
MATCH
YOUR MOOD?
OMEGA
LAVENDER



SCENT UNIQUE TO EXPERIENCE



OMEGA Candle lable test

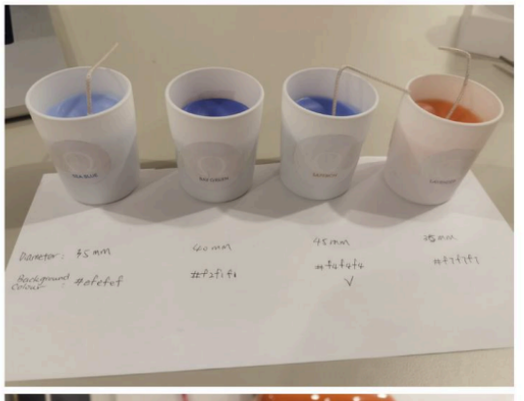
Diameter:	35mm	40mm	45mm	35mm
BG colour:	#efefef	#f2f1f1	#f4f4f4	#f7f7f7

Test photo:

SEA BLUE

BAY GREEN

SAFFRON

LAVENDER

SEA BLUE
BAY GREEN
SAFFRON
LAVENDER