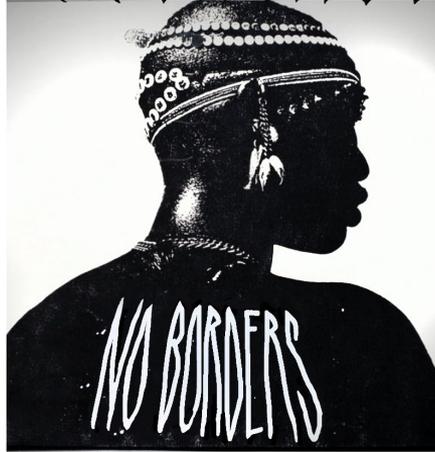


bohème.



AUGUST SHOOT
SECOND WAVE

When & Where?

August 2nd
10:30am - 9pm

West Central Studios, Holborn

Objective

To capture 250 of our generation's greatest artists, visions and talents and organize them into a collective via a digital platform.

Vision

A global infrastructure to allow creatives the mobility, freedom and resources to compound their collective talents and execute projects of any scale.

A Worldwide Underground.

The Brief

A series of anthropological portraits of contemporary creatives, artists and bohemians drawing inspiration from historical outlaw mugshots. An exploration of identity.

Dress code; Your most timeless vision of yourself that reflects your soul. High individualism.



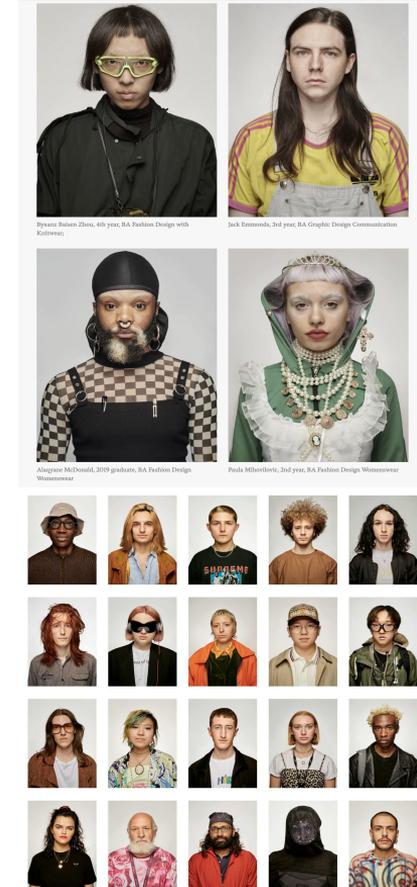
The Socials

The classic 3x3 instagram grid featuring artist portraits/mugshots as cover photos.

Each portrait will swipe to see a curated selection of artist's work, music, projects, etc.

Each portrait will also include an artist bio/blurb that will redirect to their handle.

As more members are added the scroll becomes longer and longer.



Erwan Simon (2021), 4th year, BA Fashion Design with Embroidery

Jack Estermark, 3rd year, BA Graphic Design Communication

Angus McDonald, 2019 graduate, BA Fashion Design

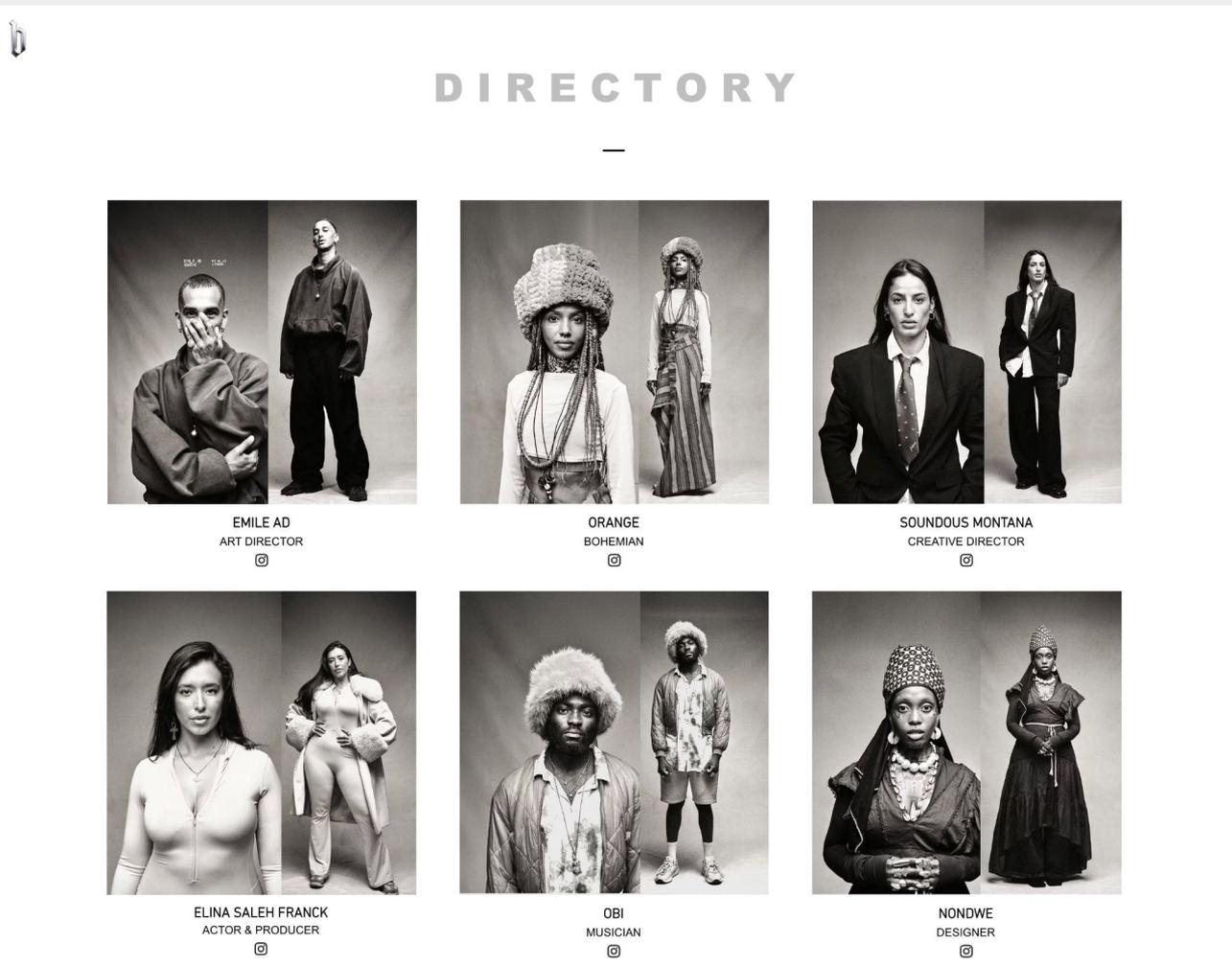
Paula Mironovic, 2nd year, BA Fashion Design Womenswear

The Directory

Members of the collective organized into a digital directory.

The cover photograph will be a split photo featuring the portrait and full body shot of each member.

Beneath each photo will be their name, their respective medium, craft or field and a socials icon. Those who don't have a social icon will have a link to their home site.



The Posters

A wanted poster featuring a front & side profile of each creative reminiscent of criminal mugshots. We will print 200 posters on the first run (10 of each creative). These will be postered across London. The QR code will link to their handle, website, a project or published editorial.

