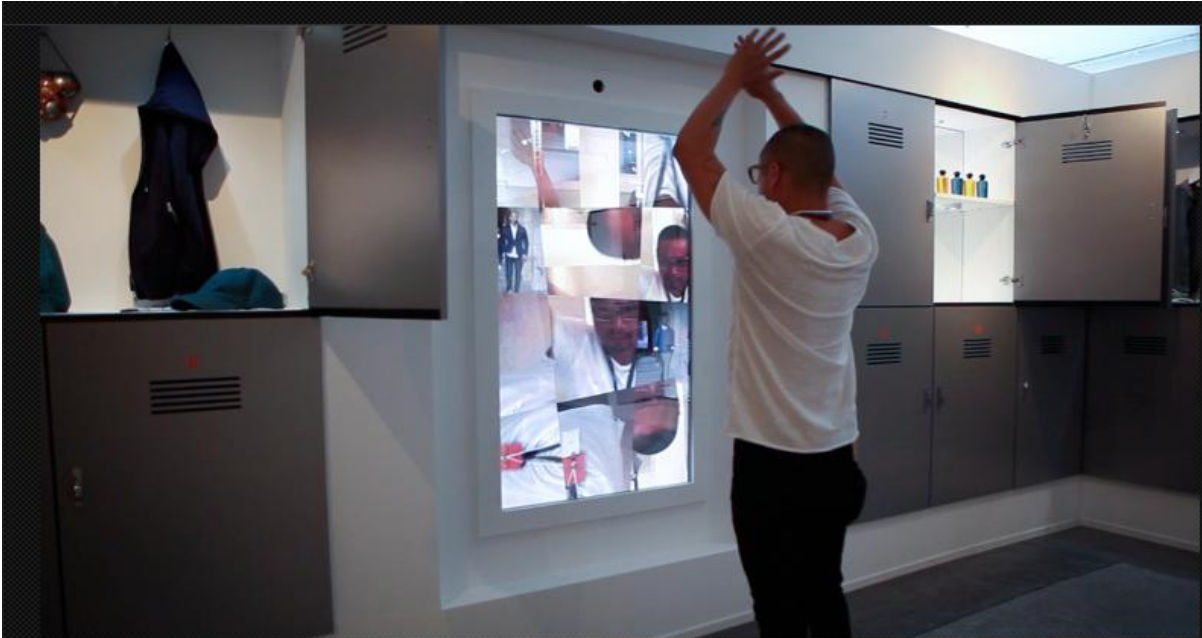


Second story, Hermes' "A Man's World", By Mary Jo Shore , Thursday, Jun 13, 2013

SECOND STORY

Part of SapientNitro



A Man's World, Miami

CLIENT
Hermès

Part of a magical evening honoring Hermès's most important customers, this series of interactive mirror experiences played with guests' sense of perception and illusion, delighting them with unexpected reflections.

DATE
May 2013

LOCATION
Moore Building,
Miami, FL

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TAGS
Exhibition,
Environments, Social
media,
User-generated
content, Installations

In collaboration with our colleagues from SapientNitro, we devised three multimedia interactives for A Man's World, Miami, a one-night-only, VIP event celebrating Hermès and its Spring Summer 2013 Men's Ready-to-Wear collection. A feast for the eyes held in the Design District's stunning Moore Building, the evening featured an array of conceptual installations showcasing the collection and commemorating the storied brand's history.

Installed in a meticulously recreated gym locker room scene, digital screens disguised as mirrors provided a variety of surprising interactive moments. When guests approached the Silhouette Mirror, the screen captured their form in silhouette and revealed footage of a jumping horse, an homage to Hermès's equestrian roots, within their shadow. By moving around in front of the screen, party-goers could expand the canvas to uncover more video content.

Taking a cue from carnival funhouses, the Kaleidoscope Mirror played with guests' reflections by distorting and combining them with footage from a Spring Summer 2013 Ready-to-Wear runway show. This assemblage of images resulted in an "exquisite corpse" effect, with the layout of the overall piece resembling a pattern from the collection.

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The Fogged Mirrors interactive leveraged RFID technology to create a singular experience for every guest. Three hidden screens were positioned between two mock shower stalls; rising steam and audio recordings of running water and people whistling completed the locker room feel. As guests approached, the mirrors read the unique RFID they received upon arrival at the event and greeted them with a personal message and a prompt encouraging them to respond. Urged to interact with the installation, guests wrote or drew their replies on the mirrors, their work revealing a blurry image of a showering man behind the fog.

To ensure that A Man's World, Miami stuck with attendees long after they exited the Moore Building, RFID tags were used to capture each individual's experience with the Fogged and Kaleidoscope Mirror interactives as well as a photo booth set up elsewhere at the party. After the event, guests received a personal e-mail with a link to a microsite created just for them; there they could access photos and animated GIFs of themselves taken over the course of the evening. This digital party favor served as a reminder of a wonderful night spent celebrating the spirit of the Hermès brand.

PRESS & AWARDS

"Hermès Delivers A Journey into the Extraordinary," *Miami Socialholic*, June 2013

As one stood in front of a shower door, their name would appear, letter by letter, followed by a themed personalized message...One could only delight in the thought that a gorgeous model could be writing the message in reverse from behind the fogged glass.

"Hermès' 'A Man's World,'" *NBC*, June 2013

"A Man's World: Hermès in Miami," *Whitewall*, June 2013

"When Luxury Menswear Meets Art: An Exclusive Look Inside Hermès' A Man's World Miami," *GQ*, June 2013

And not to be confined to just the physical space, the event incorporated personalized RFID technology that would interact with guests on site, capturing their experiences to be viewed online the next day. The sheer scale of the event proved Hermès' unique status as a brand that's more concerned with precision and its patrimony than omnipresence.

LEO XU PROJECTS

"At Hermès, It's a Mad, Man's World," *Interview*, June 2013

The whole experience was laced with a virtual reality, as electronic trackers allowed a triptych of foggy mirrors to greet guests by name in a handwritten script as they stepped into Erlich's custom-built locker room—possibly the best party trick of the night, after a model who walked in and around the crowd, like a hallucination, casually donning a scuba mask.

"Hermès brings 'A Man's World' Exhibition to Miami," *Selectism*, June 2013

The use of electronic IDs allowed guests to roam about the installations recognized by 'interactive mirrors' before receiving an email to links featuring their personalized experience at the event with gifs, pictures and videos. More than just about viewing – it was about coupling fashion and experience; giving over 600 guests a way to experience the brand themselves in their own manner.

"'A Man's World' in Miami: Hermès Collaborates with Leandro Erlich," *BLOUIN ARTINFO*, June 2013

"Hermès Party Recap," *Miami.com*, June 2013

We took a particular liking to the makeshift locker room where steamed-glass showers displayed guest's names with personalized tongue-in-cheek messages.

"Man Weekend: Hermès fetes its men's products in Miami," *Style.com*, June 2013

LEO XU PROJECTS

Six faux elevators banks, created for the event, lined the walls of the first floor and sporadically opened and closed to reveal more male models, engaged in all sorts of sporting activities, in keeping with the design house's theme for 2013, "It's a Sporting Life." They carried English saddles, rode bicycles or skateboards and even played chess atop Hermès luggage. The models periodically crossed the main floor among the guests who indulged in gourmet bites from Le Basque catering and champagne as they made their way to the buffet of lobster, foie gras, and lamb chops.

The second floor boasted a locker room, bedroom scenario, fun house fitting room, photo booth, boxing ring and wall-to-wall gourmet French cheeses. The locker room, complete with showers, lockers, displayed each guest's name written on steamed-up shower doors. As each person stood in front of a shower door, his name would appear, letter by letter, followed by a themed personalized message pertaining to baseball, to match the sporting motif.

Such as "What's your game winning move?" And "what was your worst strike out?"

Each of the personalized experiences came courtesy of a radio frequency ID with a chip inside carrying each guest's name, which allowed for all of their experiences with the installations to be recorded and a personalized webpage to be emailed to them later.

But the most buzzed-about installation was the seemingly unending fitting room maze, reminiscent of a fun-house, but with windows where mirrors should be.

Guests were also given the opportunity to sport a variety of Hermes scarves and accessories for an interactive photo booth. There was also a full-sized boxing ring, where guests could don boxing gloves and take swings at each other in front of a photographer, who took fast-action shots.

The artistic installations were created by Argentine artist, Leandro Erlich, and Hermès Men's Artistic Director Véronique Nichanian. Erlich manifested Nichanian's vision, of "displaying finely conceived masculine objects within extraordinary imagined settings; a world of sporting elan where menswear literally defies gravity."

LEO XU PROJECTS

Nichanian visited Miami in February and, taken with its energy, chose it for the event. She toured the Moore Building with Erlich and decided "it would be fun to play with the space and transform it."

On Thursday, models and aerialists were rehearsing as crew members put the finishing touches on the conceptual displays.

Hermès executives appeared aghast when asked the budget for the event and demurely declined to comment.

Founded in Paris in 1837, Hermès generated \$1.1 billion in revenue for the first quarter of 2013, up 12.8 percent from the same period of 2012. Of that, \$173.5 million was derived from the Americas, up 11 percent. Hermès has 376 stores worldwide, including 27 in the United States.

Hermès closed its store in the Bal Harbour Shops and opened a temporary shop in the Design District in February, with plans to open a larger, flagship store in the Design District in December 2014.