

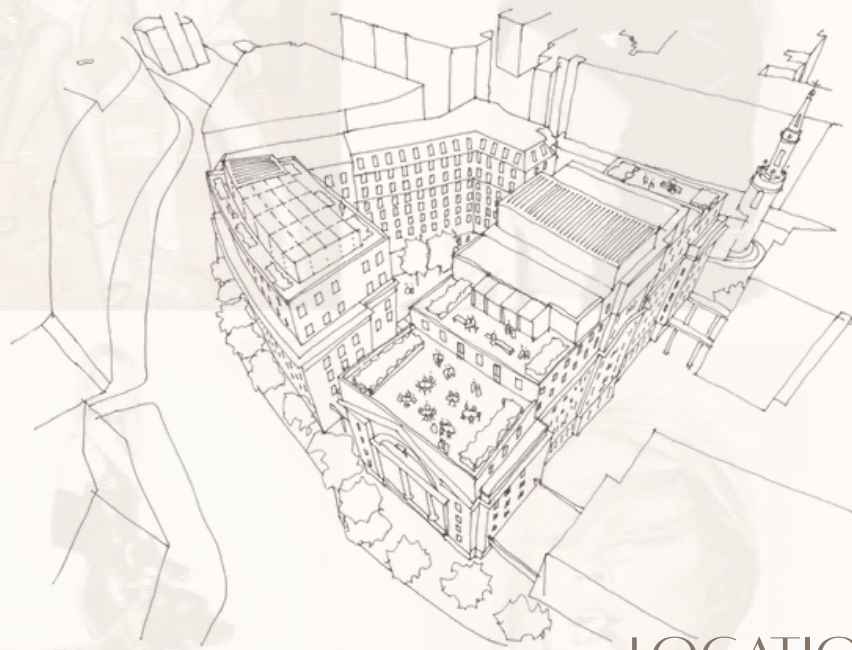
# VOGUE: FRAMED

*Immersive Exhibition*

## CONCEPT STATEMENT

### THE CONSTRUCT OF VOGUE

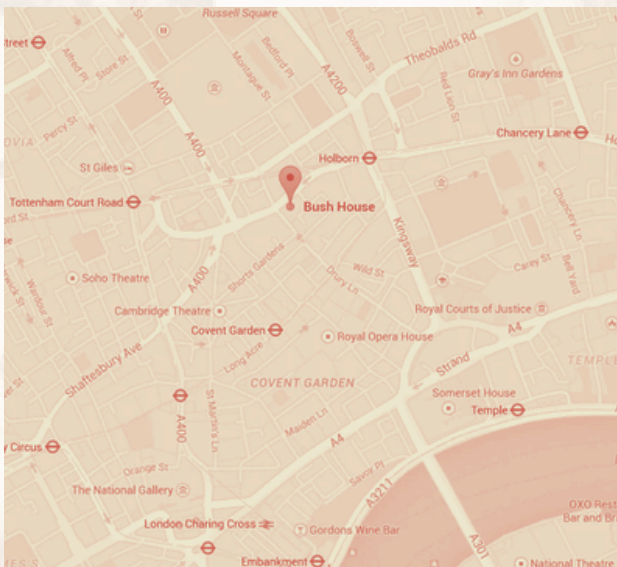
Vogue: Framed explores the construct of Vogue as a cultural institution that extends beyond the printed page. Throughout the 1990s, Vogue became a powerful force within fashion, shaping trends, launching careers and defining visual culture on a global scale. The Exhibition investigates the interconnected relationships between designers, photographers, editors, supermodels and cultural significance that collectively formed the identity of Vogue.



## LOCATION

### BUSH HOUSE | LONDON

Located in the heart of London, Bush House is positioned within one of the world's most influential fashion and cultural districts. Surrounded by renowned institutions, creative industries and major transport links, the site offers exceptional accessibility for both national and international visitors. Its proximity to London's fashion, media and arts sectors make it an ideal location for Vogue: Framed, placing the Exhibition within a city that continues to shape global trends just like Vogue.



HOLLY FRANCES RUNNING



*“A new era of Immersive Fashion  
Exhibition Design”*

Through immersive environments, interactive story telling and experiential design, visitors move beyond observation and become active participants within the narrative, transforming the magazine into a three-dimensional spatial experience. Vogue: Framed celebrates the creativity, influence and legacy of an era that continues to shape contemporary fashion today.

ENTRANCE VISUAL

# SPATIAL STRATEGY

VOGUE: FRAMED EXHIBITION | HOLLY FRANCES RUNNING

The spatial strategy for Vogue: Framed transforms the structure of a traditional magazine into an immersive three dimensional journey. Inspired by the narrative sequencing of Vogues editorial content, the exhibition guides visitors through a carefully curated progression of spaces that celebrate the designers, photographers, supermodels and cultural movements that defined the 1990s. The layout has been designed to balance moments of immersion, interaction and reflection, creating a dynamic visitor experience that unfolds chapter by chapter. Through clear circulation, intuitive way finding and varied spatial atmospheres, encouraging visitors to engage beyond observation and become active participants within the narrative. This approach creates a coherent and accessible visitor experience while reinforcing the exhibitions central ambition, to reveal the lasting legacy that established vogue as one of the most influential voices in fashion history.

## VISITOR JOURNEY

- 1 Entrance
- 2 Tunnel
- 3 Rise of Supermodel | Hologram Runway
- 4 Celebration of Designers
- 5 Vivienne Westwood
- 6 John Galliano | Red immersive space
- 7 Alexander McQueen | Immersive rain room
- 8 Behind the scenes
- 9 Photographers Tunnel
- 10 Iconic Covers
- 11 Hip Hop Influence
- 12 Iconic Runway Moments | Infrared tunnel
- 13 Legacy of Vogue | The big Four Editions

## VISITOR EXPERIENCE

-  **Immersion**  
Multi - sensory environments
-  **Interaction**  
Engage with content and digital experiences
-  **Discovery**  
Explore the stories behind the displays
-  **Reflection**  
Pause, reflect and connect with the lasting impact of Vogues legacy

## SPATIAL OVERVIEW

- Total exhibition spaces |**  
13
- Total exhibition area |**  
1,628m<sup>2</sup>
- Visitor Journey Length |**  
168m
- Accessible Route |**  
100%



# THE DEPTH OF INTERIOR THINKING

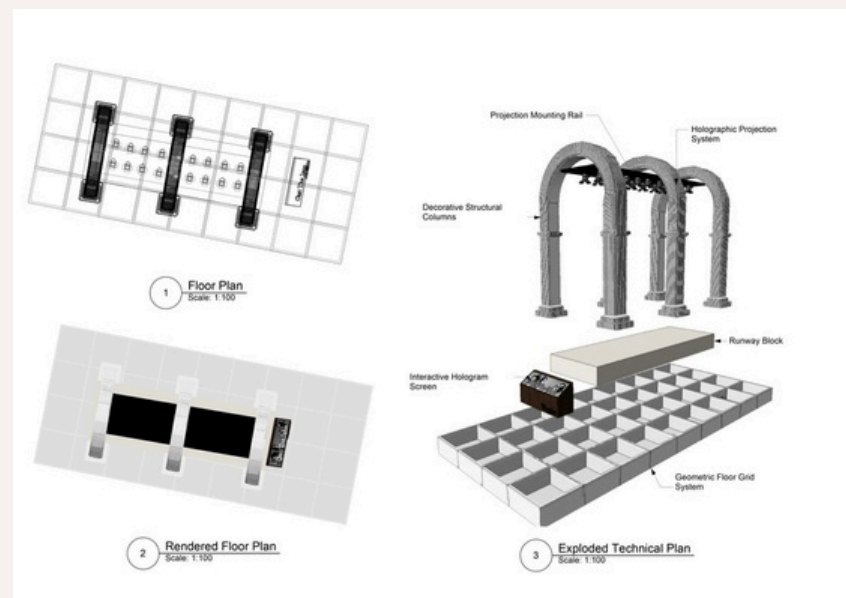
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## Reimagining the Exhibition Experience

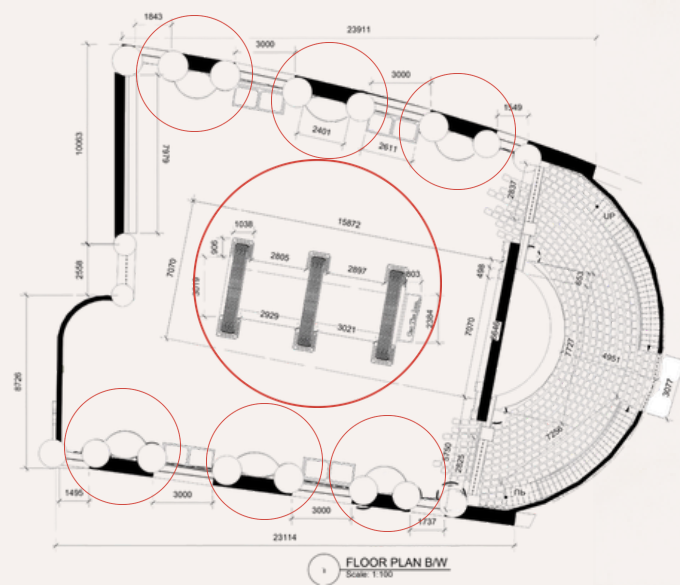
Vogue Framed responds to the evolution of contemporary exhibition design, where visitors increasingly seek participation, immersion and memorable experiences rather than passive observation. Through 13 interconnected spaces, the exhibition transforms Vogue's editorial content into a multi-sensory journey, combining immersive environments, interactive installations and narrative storytelling. Research demonstrates that interactive engagement and movement patterns are among the most significant factors influencing visitor experience, while immersive environments can increase dwell time and emotional engagement. By translating Vogue from publication to place, the exhibition creates a deeper connection between fashion history, culture and audience participation.



RISE OF SUPERMODELS SPACE



HOLOGRAM RUNWAY BESPOKE PLAN



LOCATION OF INTERACTIVE FEATURES

### EXHIBITION DESIGN STATISTICS

3-4 minutes

Average dwell time at highly engaging interactive exhibits, significantly longer than passive displays.

42,000+ visitor journeys analysed

Research found that visitor movement patterns and accessibility are key factors influencing engagement and satisfaction.

$\beta = 0.440$

Immersion was identified as the strongest factor influencing a visitor's willingness to engage with an exhibition.

Higher dwell time = higher satisfaction

Studies show increased time spent within immersive environments positively correlates with visitor satisfaction and recommendation rates.

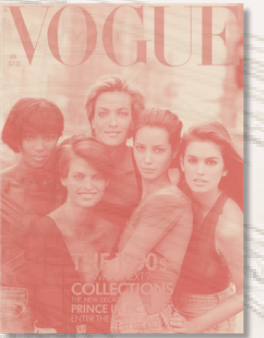
Interactive design increases emotional engagement

Research demonstrates that interactive environments enhance participation, motivation and emotional connection to content.

Emerson et al. (2020) – Investigating Visitor Engagement in Interactive Science Museums  
 Rhee (2025) – An Empirical Study of Visitors' Engagement with a Museum Exhibition  
 Chen (2025) – The Impact of Immersive Interactive Technology on Exhibition Visitor Behaviour  
 Muggleton et al. (2025) – Beyond Demographics: Behavioural Segmentation and Spatial Analytics to Enhance Visitor Experience at The British Museum

### DESIGN PROCESS BREAKDOWN

1990S VOGUE FRONT COVER



SUPERMODELS



CURRENT EXHIBITION DESIGN



KEY FASHION DESIGNERS



Vivienne Westwood

John Galiano

ALEXANDER McQUEEN



ICONIC COVERS

PHOTOGRAPHERS

CULTURAL INFLUENCE

RUNWAY

LEGACY OF VOGUE

IMMERSIVE ELEMENTS

INTERACTIVE FEATURES

# VOGUE: FRAMED

# ATMOSPHERIC DETAILING ALEXANDER MCQUEEN

VOGUE: FRAMED EXHIBITION | HOLLY FRANCES RUNNING

The Alexander McQueen gallery was developed as a key atmospheric moment within the exhibition, allowing me to explore a raw and authentic interpretation of McQueen's design philosophy. Rather than focusing solely on his most recognisable runway moments, I wanted the space to communicate the deeper themes that influenced his work, including nature, life and death, romanticism, rebellion and the relationship between beauty and darkness. These themes informed both the spatial atmosphere and visitor experience, creating an environment that feels emotionally charged and true to the narrative qualities present throughout his collections. By focusing on the inspirations behind the garments rather than simply displaying them, the space provides a deeper understanding of McQueen's creative process and design identity.

## BESPOKE DESIGN

A bespoke hologram recreates McQueens iconic no.13 spray paint dress performance, allowing visitors to experience one of fashions most revolutionary runway moments.



## MATERIALITY

The material palette was informed by the contrast and craftsmanship present throughout McQueen's 1990s collections. Dark reflective finishes, layered textures and distressed surfaces were selected to reflect the rawness and drama of his work, while a bespoke hand-painted surface design inspired by the human spine was developed to reference themes of anatomy, vulnerability and strength frequently explored within his garments. This approach translates fashion into an architectural language, creating a stronger connection between the garments, their inspirations and the spatial experience.



BEGINNING TUNNEL



SPRAY PAINT DRESS INSTALLATION



IMMERSIVE RAIN ROOM



## ALEXANDER MCQUEEN

### MATERIAL PALETTE

A dark, immersive environment that reflects McQueen's theatrical world of contrast, craftsmanship and emotion. Rich textures, raw materials and reflective surfaces create a space that feels intimate, dramatic and unforgettable.

### STATEMENT FLOORING

Polished black marble with high gloss finish and white veining. Reflective and dramatic, setting a bold foundation for the space.

### WATER FEATURE WALL

Textured water wall with backlit LED strip. Movement, sound and light combine to create an immersive, almost ritualistic atmosphere.

### BRUSHED METAL ACCENT

Brushed gunmetal / blackened steel used for trims, detailing and structural elements, adding depth and a refined industrial edge.

### DIGITAL SCREEN

Digital display for brand storytelling and immersive visual moments, enhancing the experience with dynamic content.



### CUSTOM CEILING SURFACE

Unique hand-painted surface design featuring organic brushstrokes in olive, brown and muted earth tones. This bespoke artwork brings depth, emotion and a raw, artisanal quality to the ceiling.

### BESPOKE CORSET DETAIL

Sculptural corset wall elements in polished gunmetal. Inspired by McQueen's iconic tailoring, these details add drama, texture and a powerful couture narrative.

### CRYSTAL CHANDELIER

Layered crystal and aged brass chandelier. The interplay of light and texture creates atmosphere, elegance and a sense of theatrical luxury.

### AGED BRASS DETAIL

Aged brass / antique gold finishes used in lighting, details and accents to add warmth and a sense of heritage and luxury.

### WALL FINISH

Deep taupe / plum-toned walls with a soft matte finish, creating a cocooning and atmospheric backdrop.

## LOCATION OF INTERACTIVE FEATURES

Interactive holograms were integrated throughout the space to bring garments, runway moments and archival content to life.

## IMMERSION

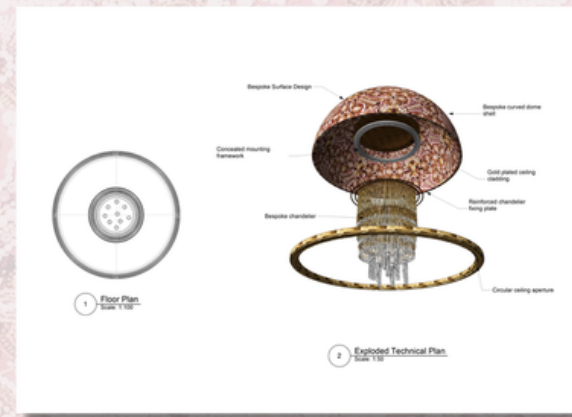
To enhance this narrative, I incorporated an immersive rain room inspired by the natural elements and emotional storytelling frequently explored within McQueen's collections. The installation creates a sensory experience that reflects themes of transformation, vulnerability and movement, encouraging visitors to engage with the atmosphere on an emotional level. Rather than acting as a backdrop, the environment becomes part of the story, allowing visitors to experience the mood and intensity that characterised many of McQueen's most iconic runway presentations.



# THE INTERACTIVE EXPERIENCE

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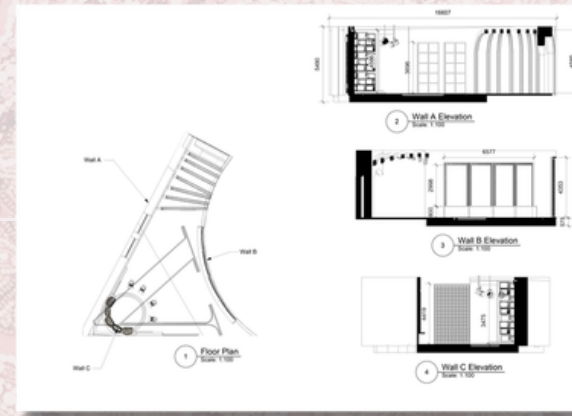
JOHN GALLIANO



The John Galliano gallery combines immersion and interaction to celebrate the craftsmanship and theatricality of his 1990s collections. A bespoke beaded embroidery surface design, inspired by detailing found within Galliano's garments, is displayed across a large central dome, creating a striking focal point within the space. Beneath the dome, an interactive mirror allows visitors to virtually experience iconic Galliano looks, while an immersive red archive room showcases runway footage, campaign imagery and film projections that capture the drama and creativity of his work.



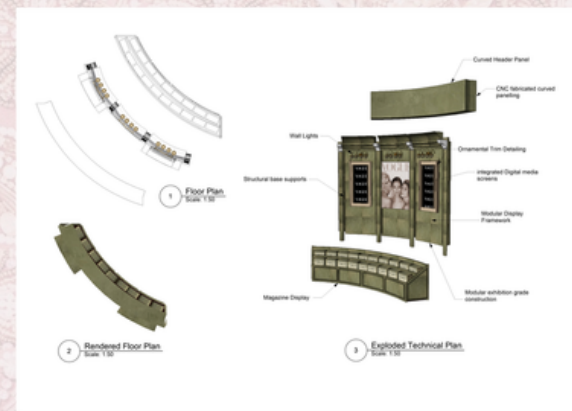
BEHIND THE SCENES



Inspired by the backstage environment of fashion shows, the Behind the Scenes space provides a moment of pause and reflection at the midpoint of the exhibition. Designed as a transitional experience, the space allows visitors to absorb the journey so far before continuing through the remaining galleries. A Vogue-branded photography station, surrounded by vintage televisions and backstage-inspired elements, encourages visitors to become the supermodel, creating a memorable interactive moment before entering the Photographers Tunnel.



LEGACY OF VOGUE



The Legacy space celebrates the lasting influence of Vogue throughout the 1990s, showcasing the Big Four international editions alongside the editors-in-chief who helped shape the publication's global identity. An interactive touchscreen invites visitors to discover which editor-in-chief aligns with their creative perspective, while a central installation of vintage televisions displays iconic Vogue editorials from the decade. Surrounding displays explore how key moments from the 1990s continue to influence contemporary fashion, media and culture. As visitors leave the exhibition, they pass through a Vogue newsstand where they can collect a complimentary Vogue: Framed magazine as a lasting souvenir of the experience.

VIDEO WALKTHROUGH

