

fashion exhibition virtual proposal by Rachael Mackay and Jenny Robinson

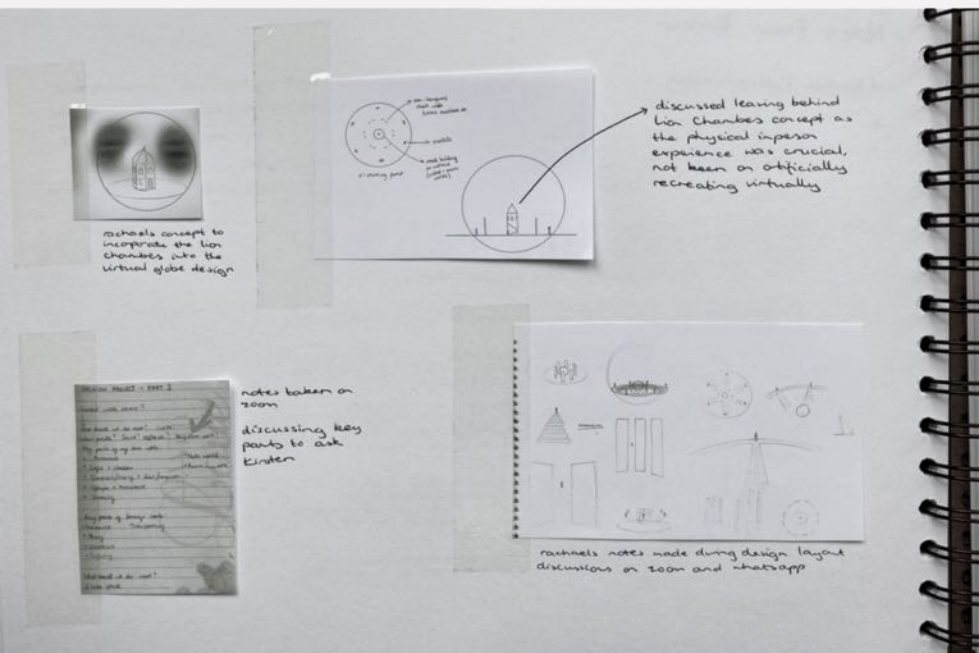
the client is Kirsten Webber, a final year GSA fashion student looking for an exhibition to support and display her collection and supporting work for graduate fashion week 2021.

the site is mozilla hubs, an online 3D space which can be fully designed, visited and interacted with.

Kirsten Webber concept statement

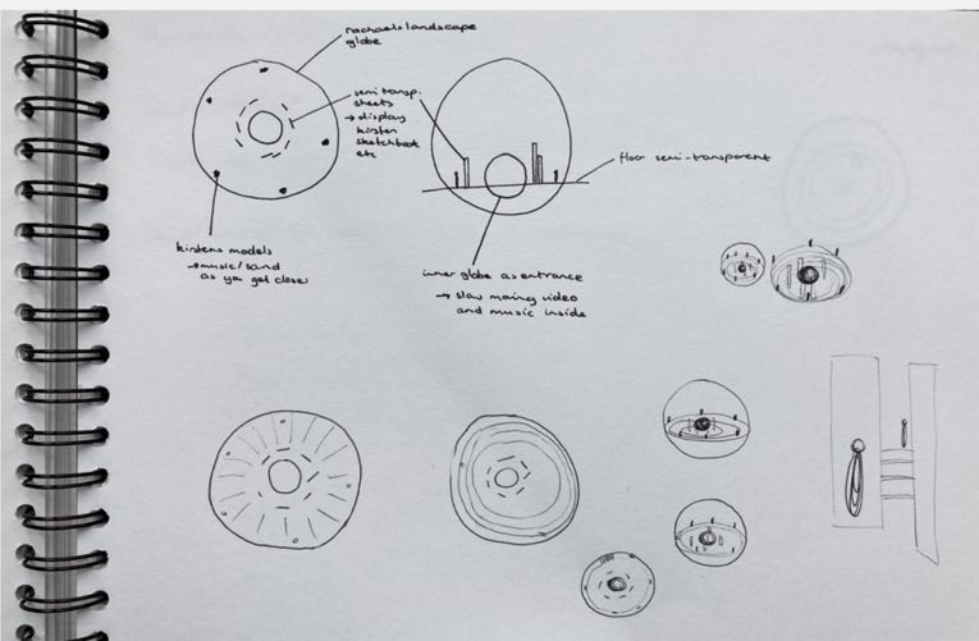
Ghosts are a metaphor for the past, they manifest themselves in our consciousness, memories and dreams...

This collection embodies an otherworldliness that is highly romanticised, dark and wistful. Through reference to supernatural elements, I explore how memory, nostalgia and melancholy are intertwined with the haunting quality of romanticism that poetically embodies the repressed or dissociated past.



<https://padlet.com/jrobinson195/vhm22j44abbks4te>

we have collaborated to create a virtual exhibition for Kirsten Webber's fashion designs. our work in progress is collated in our joint padlet. the world has evolved by combining our initial concepts and discussion as a team with Kirsten to develop our latest version. our aim is to create an environment which would be impossible in reality. we also aim to explore monumentality within a virtual space, and the importance of symmetry and balance.



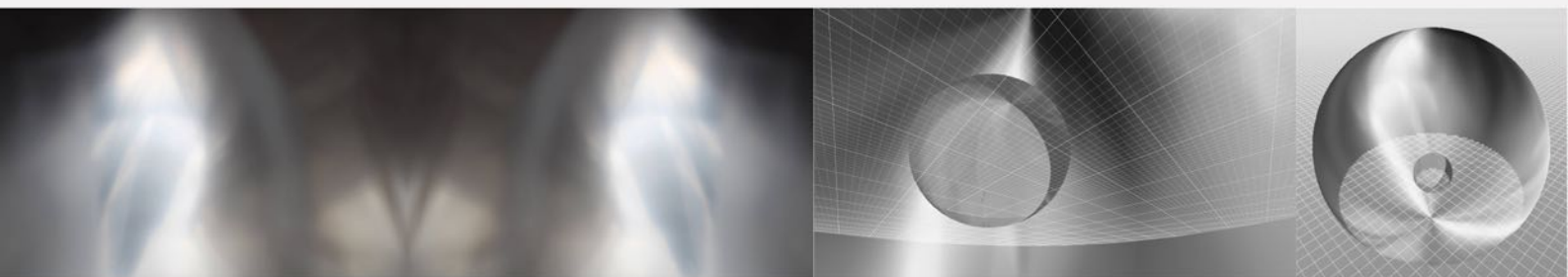
developing concepts and layouts on zoom/whatsapp as group.



feedback on this image from Kirsten - "really stunning and how it is \ composed with the ghostly like figures and the haunting quality of the backdrop"



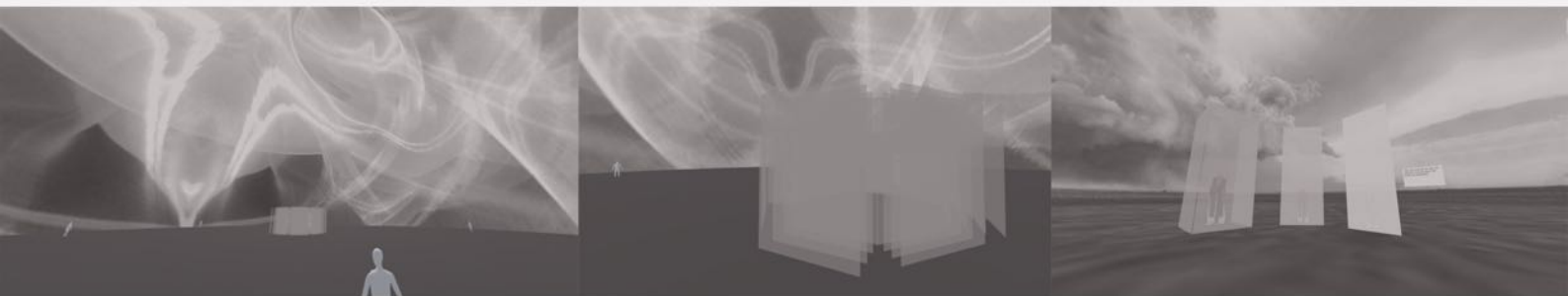
Jenny has experimented with movement and materiality by filming and photographing plastic dust sheets floating eerily through the air.



initial tests in hubs. creating a spherical world with a mirrored ghostly image.



inspired by the themes of identity, otherworldliness and the romanticism of scottish heritage. Rachael has looked at depicting the fashion collection in digitally edited versions of scottish landscape.

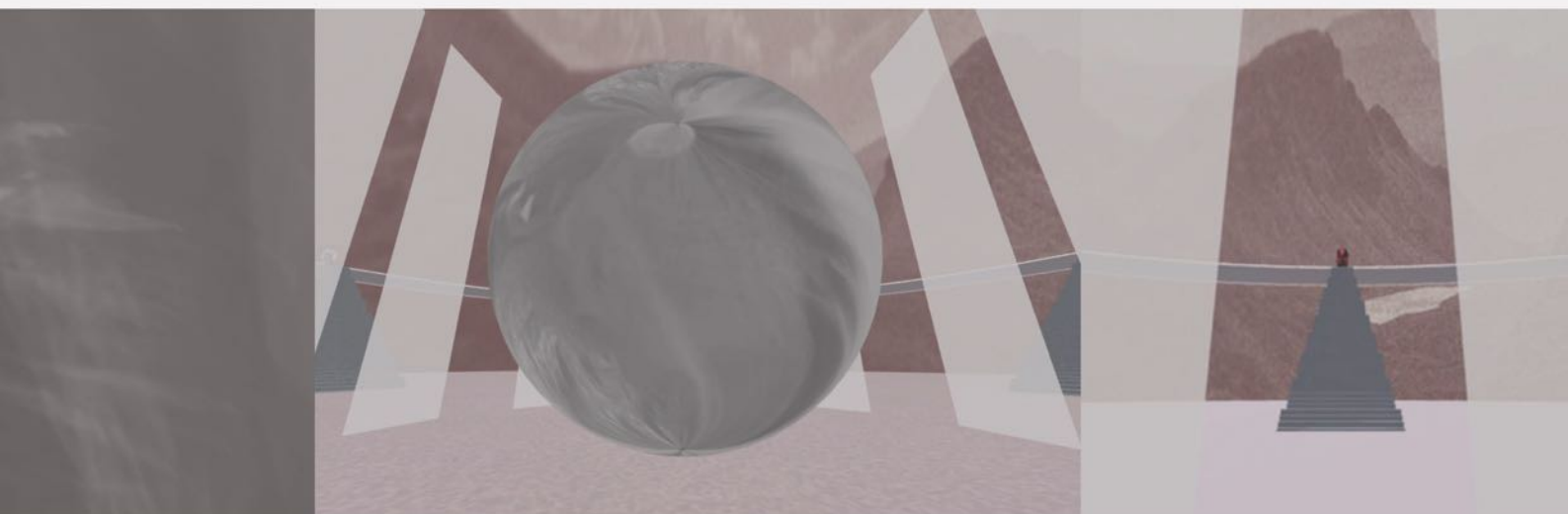
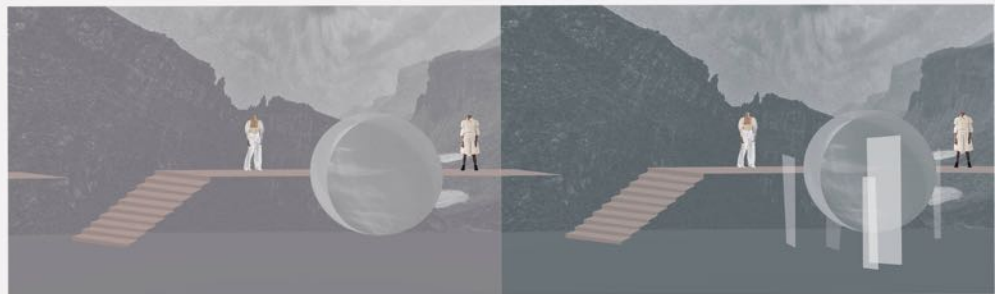


The fabric hub experiment was inspired by the movement of fabric and the surreality virtual environments allow. Transparency and a monochromatic colour palette created a dreamlike environment, where the visitor journeys from a smaller space, transitioning into a much larger environment.



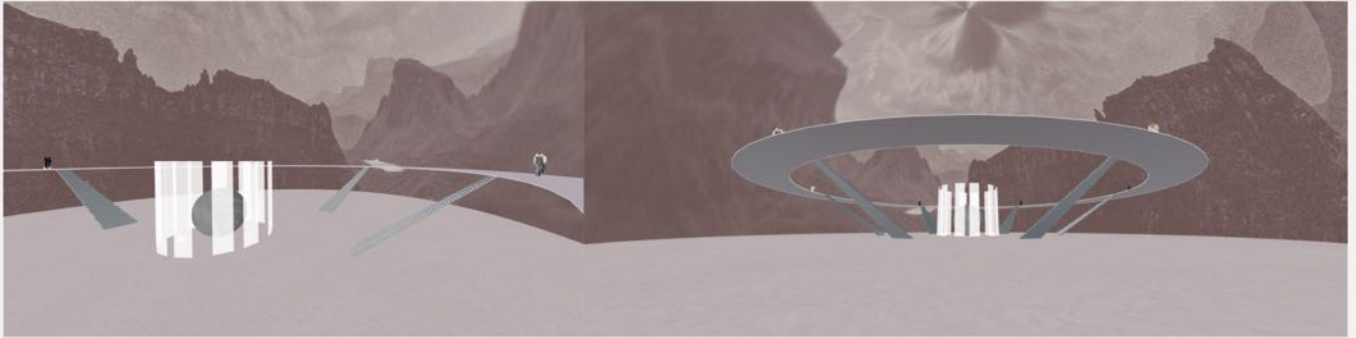
altering scottish landscape, blurring areas and adding noise for tecture. Creating a more abstract feel and testing variation in colour and the resulting impact on atmosphere.

visual testing colour and a raised platform for Kirsten's models. introducing layered semi-transparent sheets surrounding the video globe.



video experiment looking at ghostly movement and materiality.

the space will include sound, with either ambient music or atmospheric noise.



visitors enter into a small video globe in the centre of the space, the globe's ghostly movement aims to create an overwhelming sense of swirling movement. they can then navigate through this into the larger globe landscape. we wanted to create a surreal environment and a sense of drama through this contrast in volume.

white semi-transparent panels surround the video globe, displaying Kirsten's supporting work. these create a sense of monumentality and draw attention to glimpses of the models.

staircases lead the visitors up to each of the 6 models in Kirstens collection. the stairs narrow as they lead up to the ring platform, creating an illusion of depth. the garment images turn towards the viewer, and each is linked to a page displaying Kirstens process behind the designs.

a circular pathway floats around the edge of the space. the ring is designed to be as thin as possible and sits away from the edge of the outer globe, forming a surreal and impossible environment, whilst making it easier to travel between each of the garments.

