

jecca blac.

Branded VR Experience

Who are you?

I have created an 'extraordinary' branded interior space for Jecca Blac in response to a brief given by global architecture company Gensler.

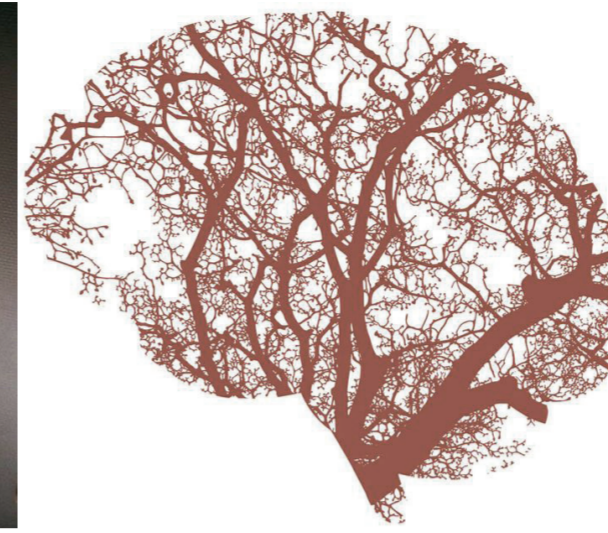
Through storytelling and narrative I have designed anotherworldly interior environment/imaginary world to be explored through VR.

I have explored the possibilities of virtual reality and have created an interactive, immersive VR experience.

The Concept.



Identity

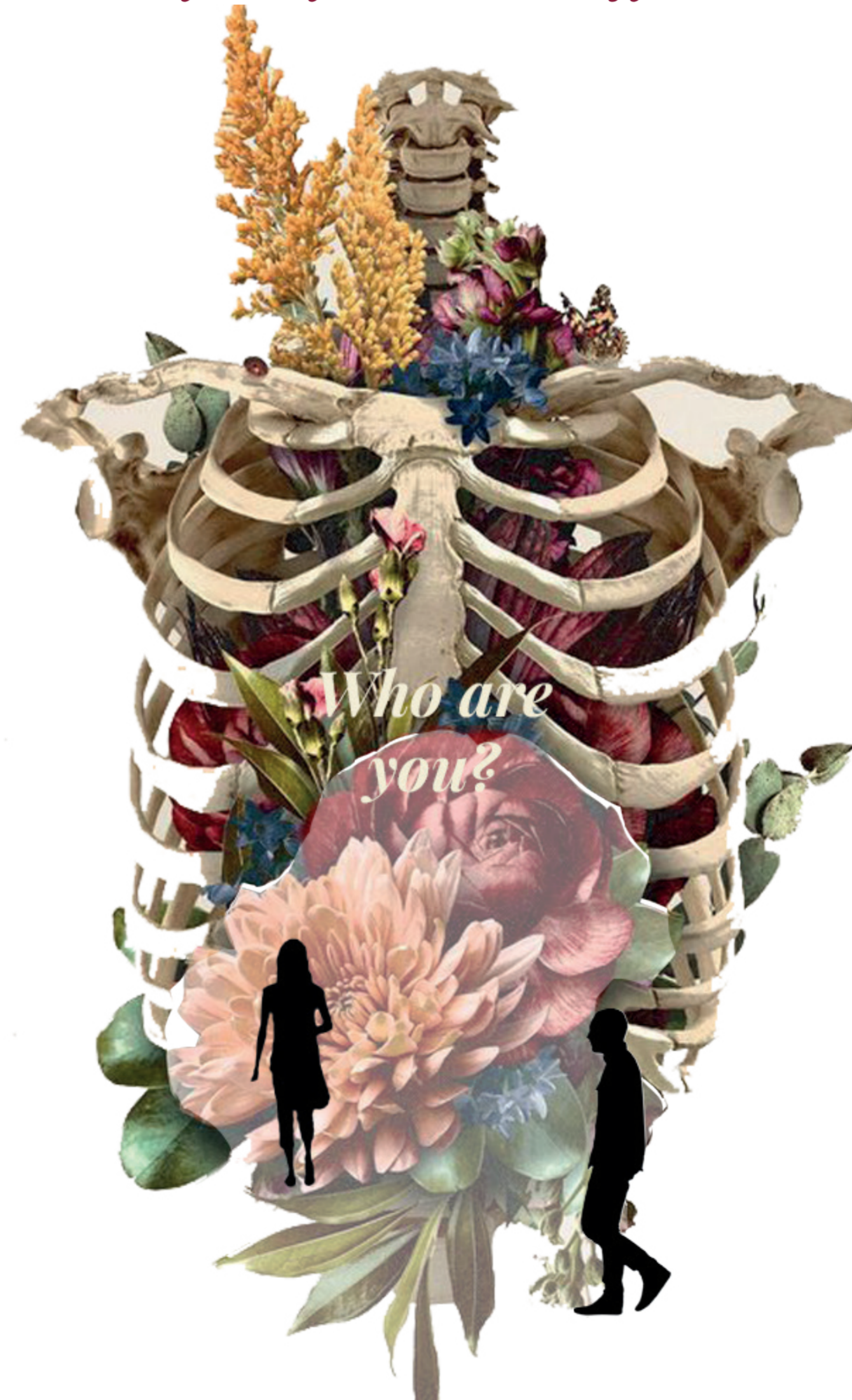


Education



Representation

Learn about trans culture and how it feels to be living in a body that you don't identify with.



Meet and be inspired by well known LGBTQ+ icons as they share their life stories while promoting Jecca Blac products.



Freddie Mercury is internationally known as the flamboyant lead singer of rock band Queen.

Mercury was diagnosed with AIDS in 1987, and died due to complications from the disease at age 45.



Sir Elton John is "one of the most highly acclaimed and successful solo artists of all time". He has sold more than 300 million records worldwide.

He founded the Elton John Aids Foundation, which has raised over \$525m and has saved 5 million lives by estimation.



Hunter Schafer is an actress, artist, and LGBT activist best known for playing Jules in HBO's Emmy Award Winning series EUPHORIA.



Throughout the 60s and 70s, Marsha P. Johnson was one of the most well-known leaders of the LGBT rights movement in New York City.



Rupaul is a famous American drag queen, dubbed "The Queen of Drag".

He is considered the most commercially successful drag queen in the US with his series Rupaul's Drag Race airing 16 seasons.



Billie Jean King is one of the greatest tennis players of all time and was in her prime in the 70's. She is a Presidential Medal of Freedom recipient for her advocacy for women in sports and LGBTQ rights.

The Brand.



The founder of Jecca Blac is Jessica Blacker, who began her career as a makeup artist in London working in film and television. Jessica later opened the Jecca Blac studio, providing a secure environment for transgender women to try out makeup looks.

Jecca Blac provide gender free, vegan, cruelty free makeup products.

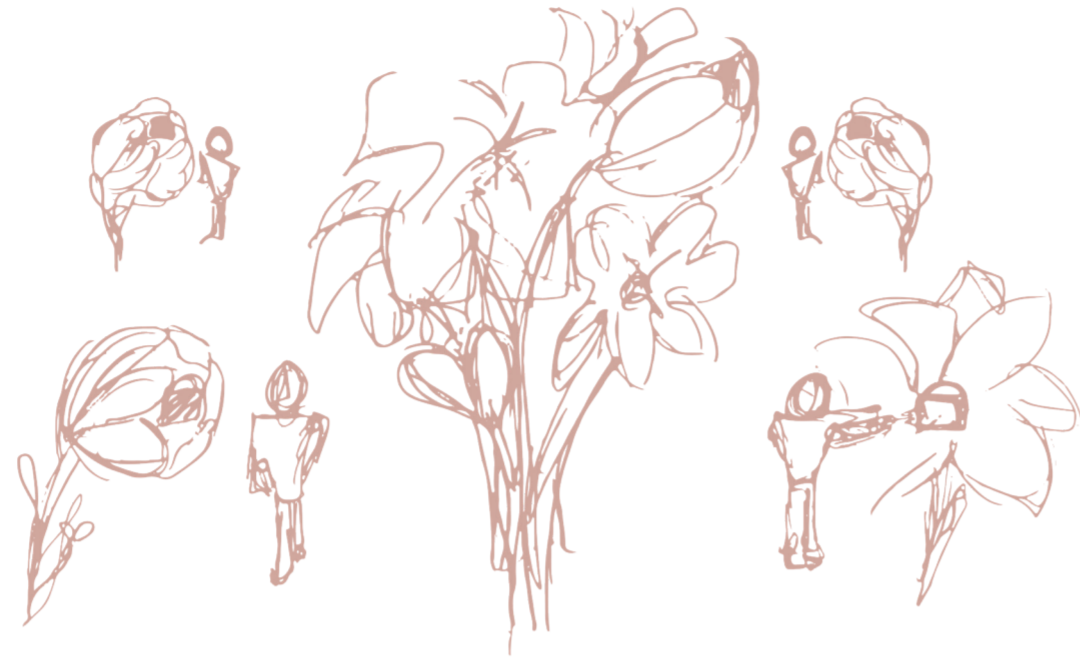
The User.



Anyone and everyone wanting to explore their identity and learn about trans culture and the LGBTQ+ community. The experience is also for individuals who are interested in learning new ways to express themselves with Jecca Blac products.

The Pop Up. Battersea Power Station.

AI concept imagery and initial sketches.



To make use of the double height space, I am focusing on what my pop up will look like from the upper levels of Battersea Power Station.

Including **large flowers** in the pop up symbolises Jecca Blac's vegan and cruelty free products. These flowers also mirror the organic material in my VR experience.

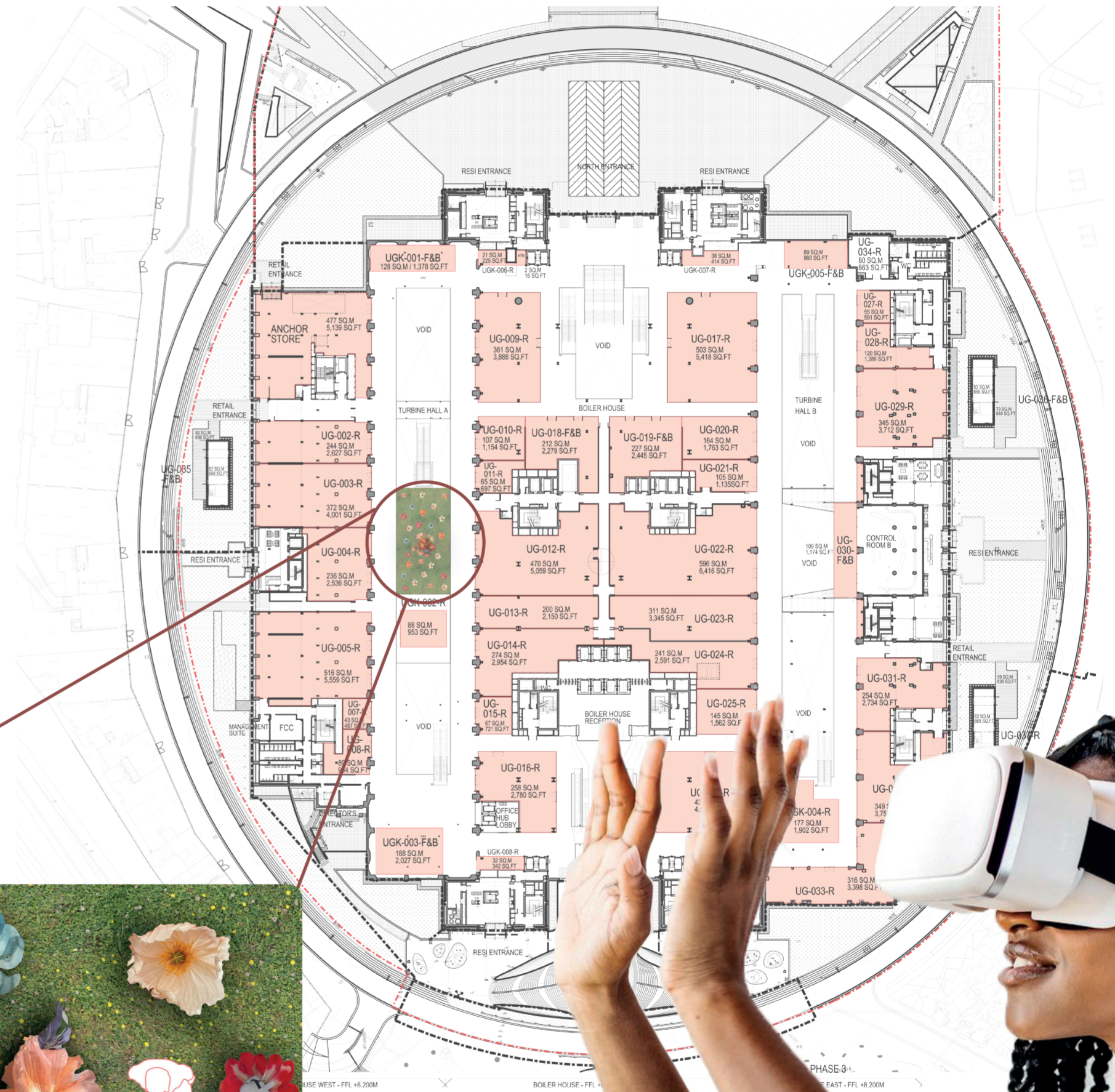
Users **reach into the flowers to retrieve the headsets**, they can then sit down in the flower cups while they explore the VR world.

Final imagery and floorplan visual.



Why Battersea? In our brief from Gensler, our assigned brand has an upcoming product launch /line collaboration /new store opening in summer 24. To celebrate they are popping up in locations across the UK inviting customers to enter their VR world.

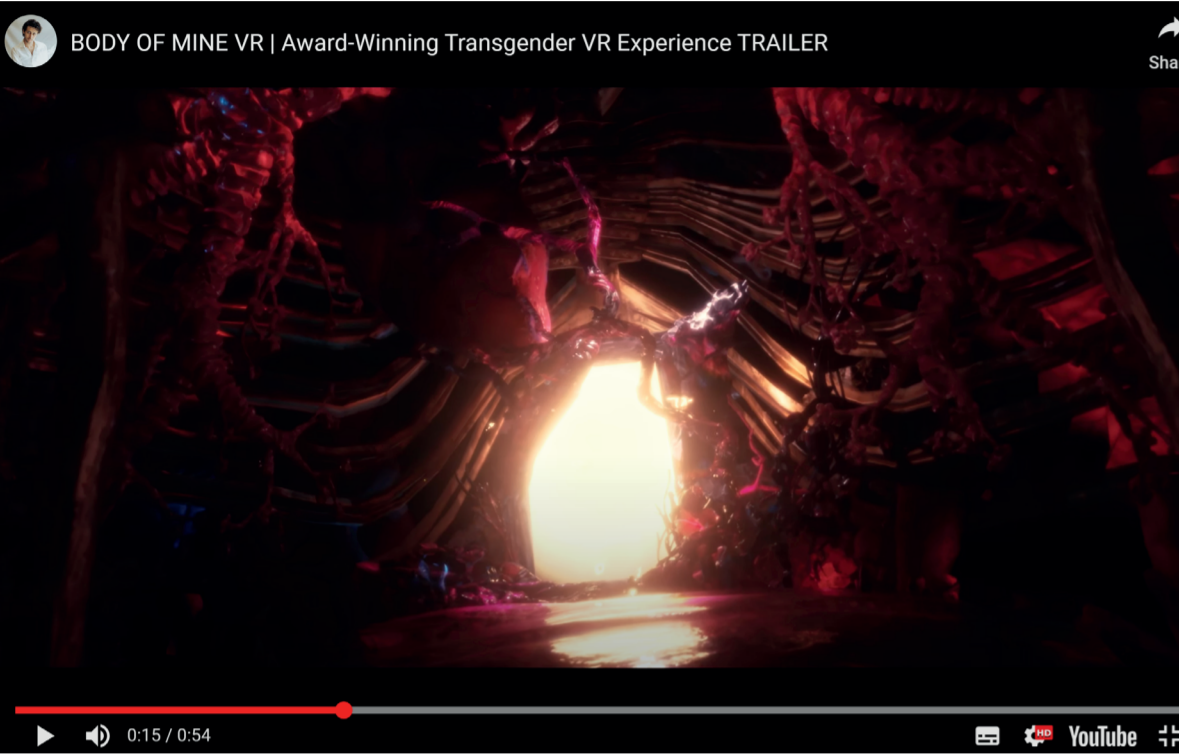
I have selected Battersea in particular as due to its central location and popularity, it attracts shoppers from all across the country so it is the perfect location for my broad user group.



Body Of Mine.

Trans VR Experience - Case Study.

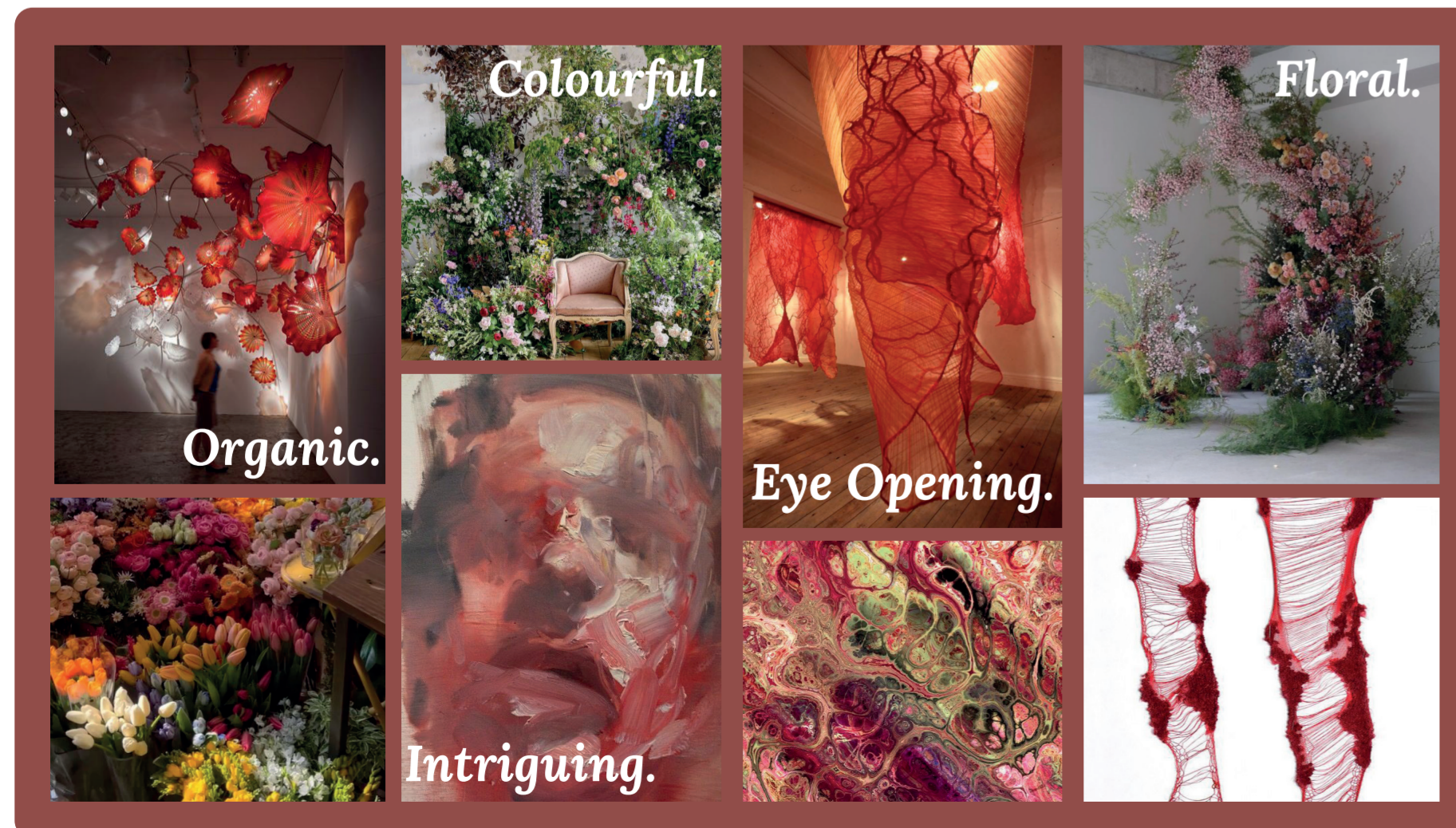
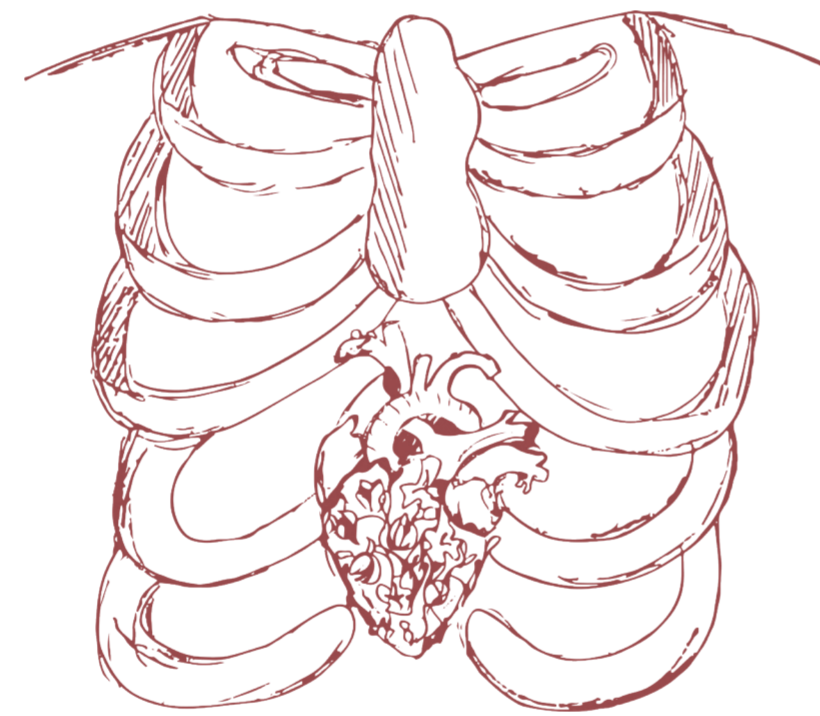
[Click to watch](#)



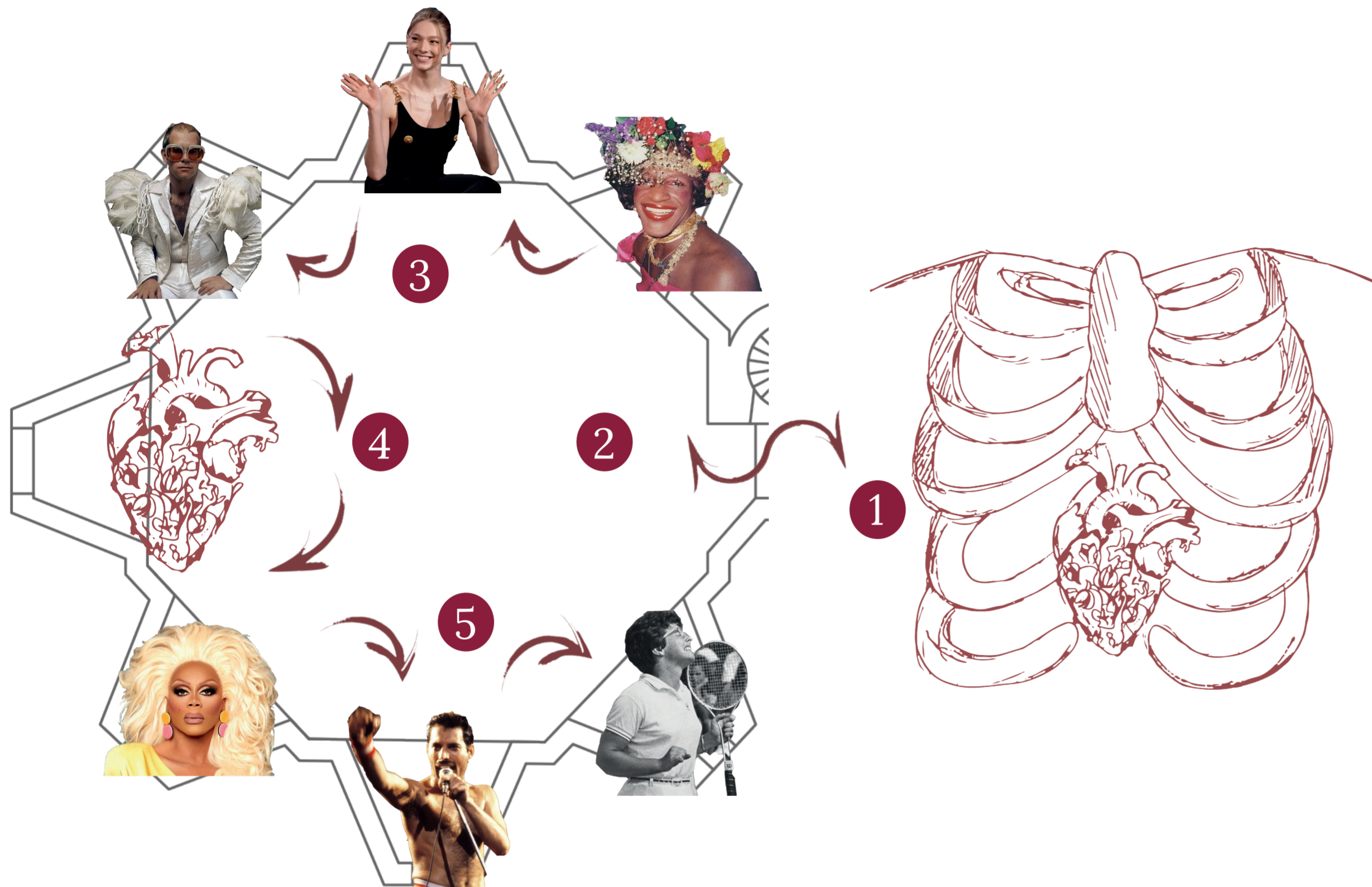
What I really like about this case study is how the creator (Cameron Kostopoulos) has created an educational space that show users how we are all the same on the inside, despite how we look and identify on the outside.

The inside of the experience almost looks like the inside of a human body which I think is really interesting.

Following case studies I have looked at, I am aiming to develop a space that mirrors the inside of a human body and state that we are all the same on the inside despite how we identify on the outside. I also want to question, how would you feel if you were born into a body that wasn't yours? and try to emulate trans culture and create an educational space around the trans community (as this is a big part of Jecca Blac's brand identity).



The Journey.



Video Walk-through.

[Click to watch](#)

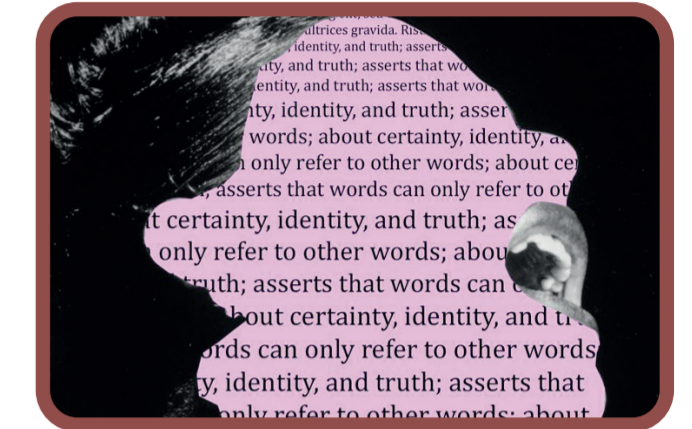
I want the space to be filled with flowers and organic material. This mirrors the sustainable, vegan, cruelty free products that Jecca Blac offers.

When users walk in they will be questioned by a statement along the lines of “who are you?” or “How would you feel in a body that isn’t yours?”. This links to trans culture and identity and will spark emotion in users.

1 As users **enter through the ribs**, they are faced with a beautiful, organic display of flowers and organic material.



2 Moving into the space, users are faced with a large organic heart, and as they look up into the ribs, they are **faced with questions about identity**.



4 Each icon will share their unique life stories as well as **promoting a specific Jecca Blac product**.



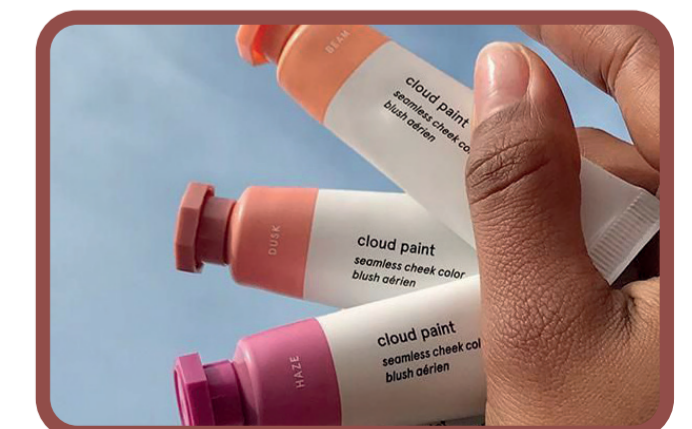
3 They can freely make their way around the space and **speak to each individual icon**.



5 Users can **add these products to their shopping basket** as they walk around the space.



6 At the end of the experience, users can **collect their chosen products from the pop up store**, pay, and then take them home.



The Visuals. SketchUp and Enscape.



Billie Jean King.

The user can speak to Billie and learn about her advocacy for women's rights in sports.

Promoting

Hydrate Primer.



Freddie Mercury.

The user can speak to Freddie about his career and his experience during the AIDS epidemic.

Promoting

Sculpt & Soften.



RuPaul.

The user can speak to RuPaul about his successes in drag and how his childhood led to his passion for drag.

Promoting

Correct & Conceal.



Elton John.

Elton can tell the user about his career for music as well as the Elton John AIDS Foundation.

Promoting

Circle Split Liner.

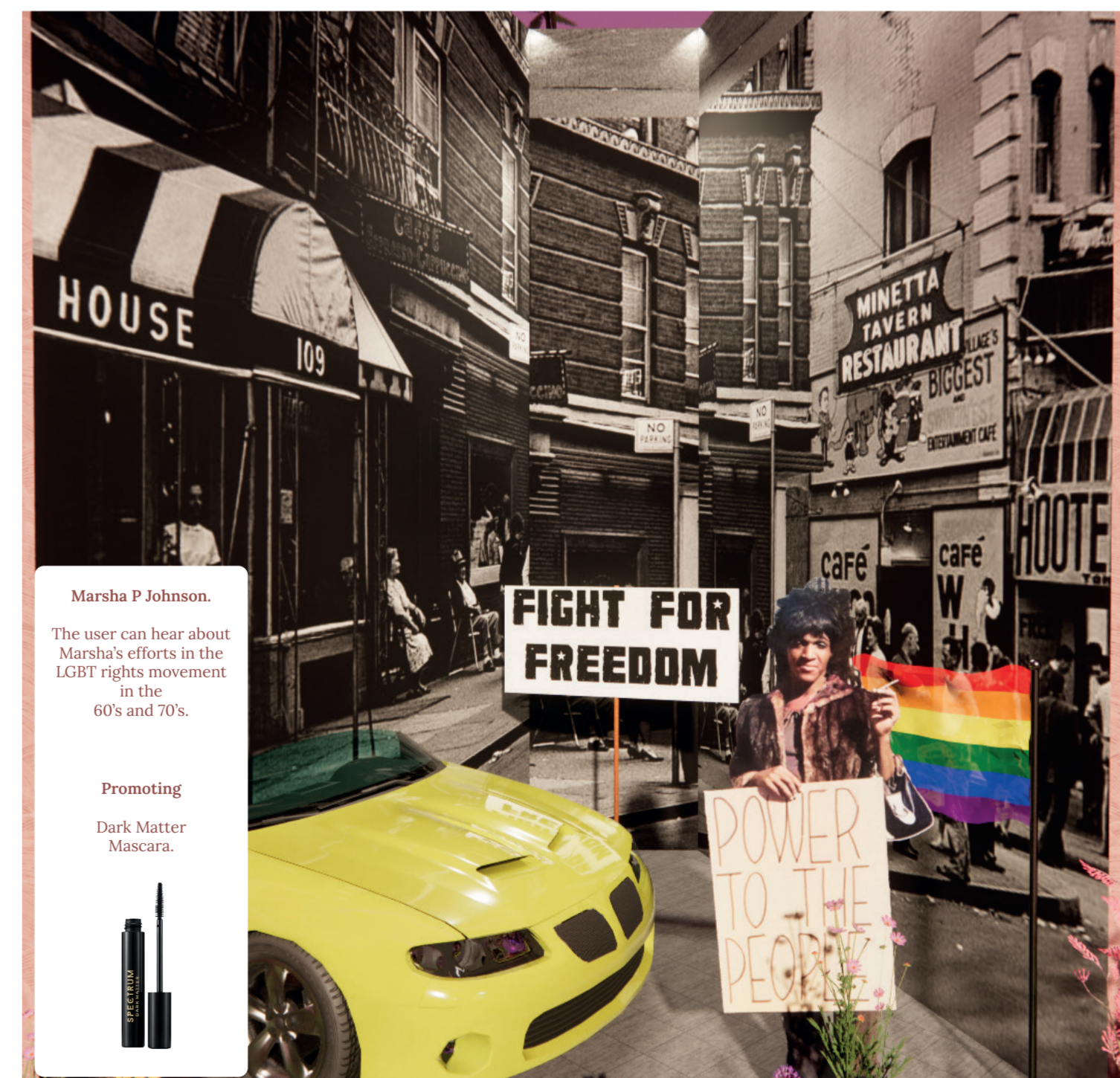


Hunter Schafer.

Hunter can tell the user all about her life as a trans woman in Hollywood and her successes in acting.

Promoting

Glow Drops.



Marsha P Johnson.

The user can hear about Marsha's efforts in the LGBT rights movement in the 60's and 70's.

Promoting

Dark Matter Mascara.

