



## MASCULINITY IN MOTION LUCKY LOVE

<https://www.youtube.com/watch?v=UZihM0bNThk>

### TASK

Design the complete set design for my chosen artist's concert at the OVO Hydro in Glasgow. This project includes set design, lighting, video projections, props, and dressing room layout, as well as a detailed concept for a selected song, reflecting the artist's message through a strong visual message.

### PROJECT

*What does it mean to be a man in today's world?* This project explores this question through a stage design created for Lucky Love, a French artist who challenges traditional ideas of masculinity. His music dives into themes of identity, self-acceptance, and breaking free from societal expectations. The design

of the stage reflects this journey, with moving screens and raw scaffolding structures symbolizing the tension between conformity and personal freedom. The colors and lighting evolve throughout the performance, shifting from cold and dark tones during emotional moments to warmer, brighter shades when celebrating strength and joy.

### THE ARTIST - LUCKY LOVE

Lucky Love (real name Luc Bruyère) is a French singer, dancer, actor, and model who gained international attention with his performance of My Ability, a reimagined version of his song Masculinity, at the Paris 2024 Paralympic Game Born without his left arm, openly gay, and living with HIV, Lucky Love embraces his

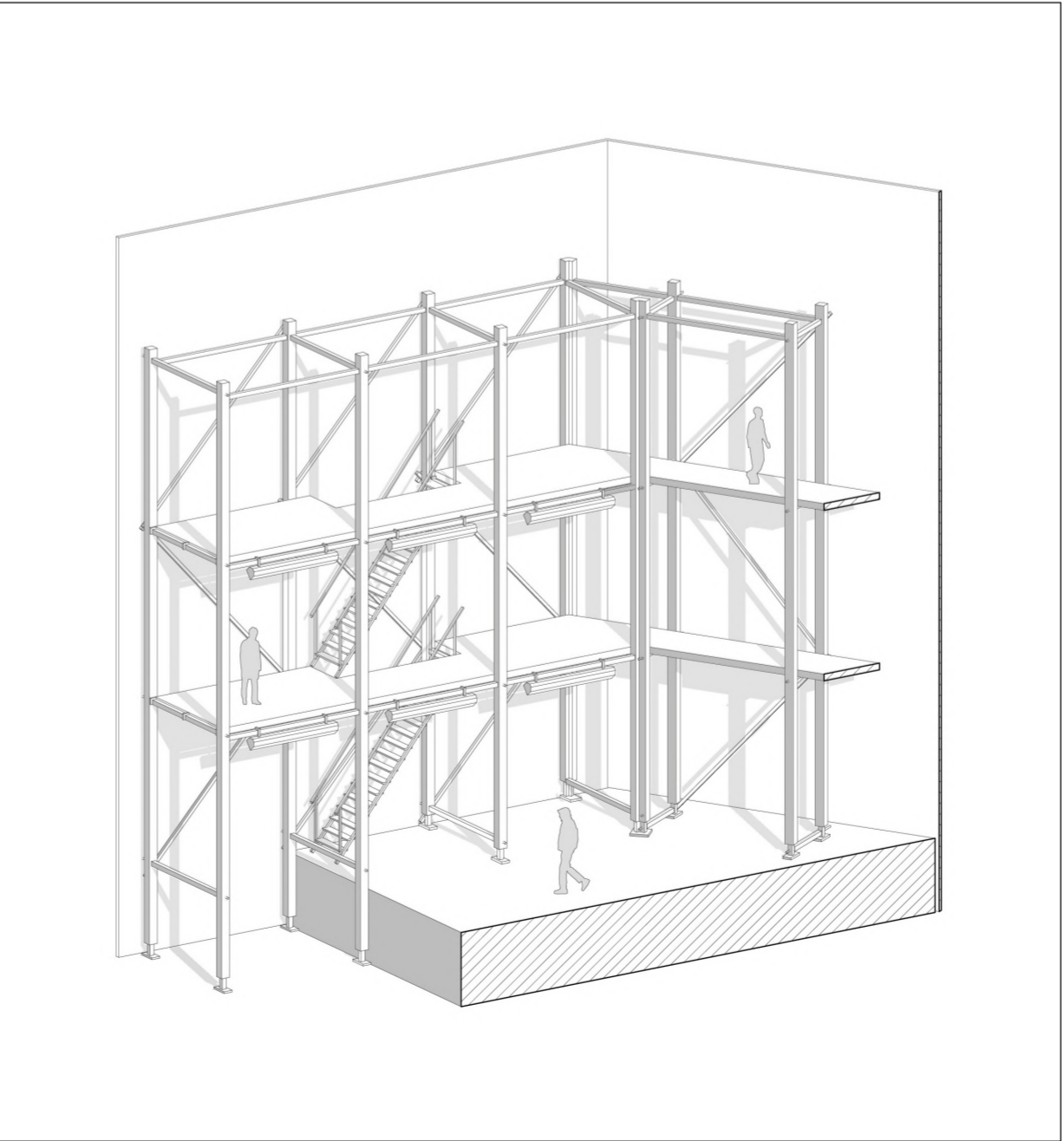
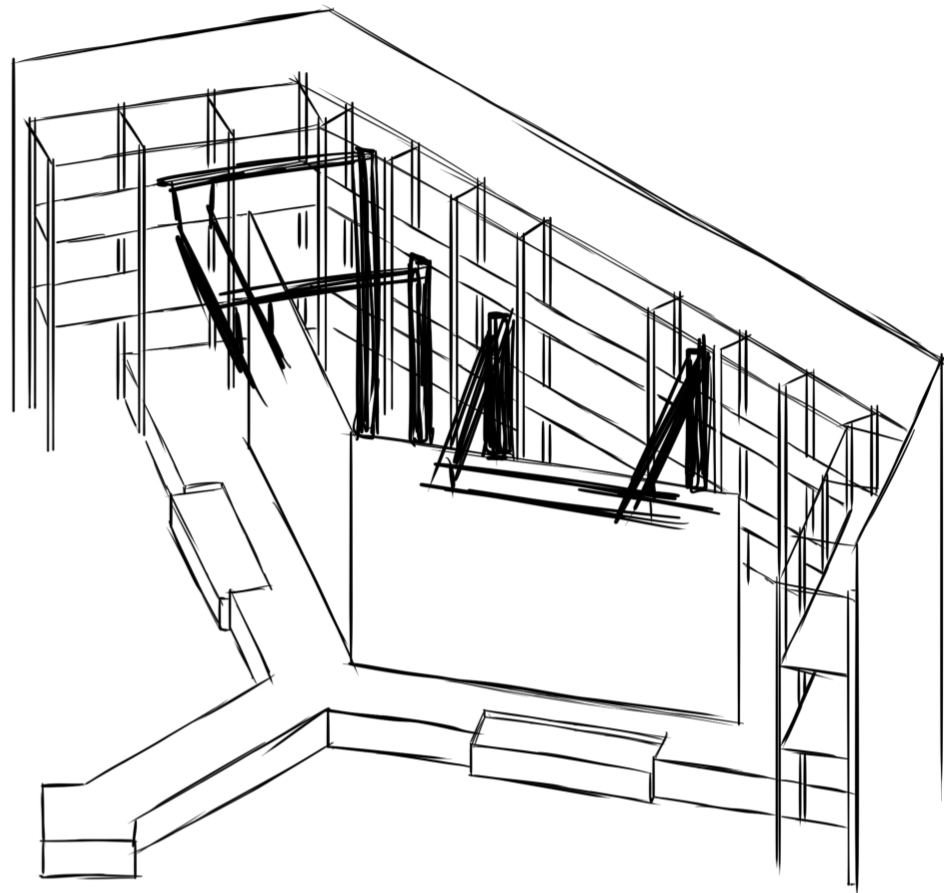
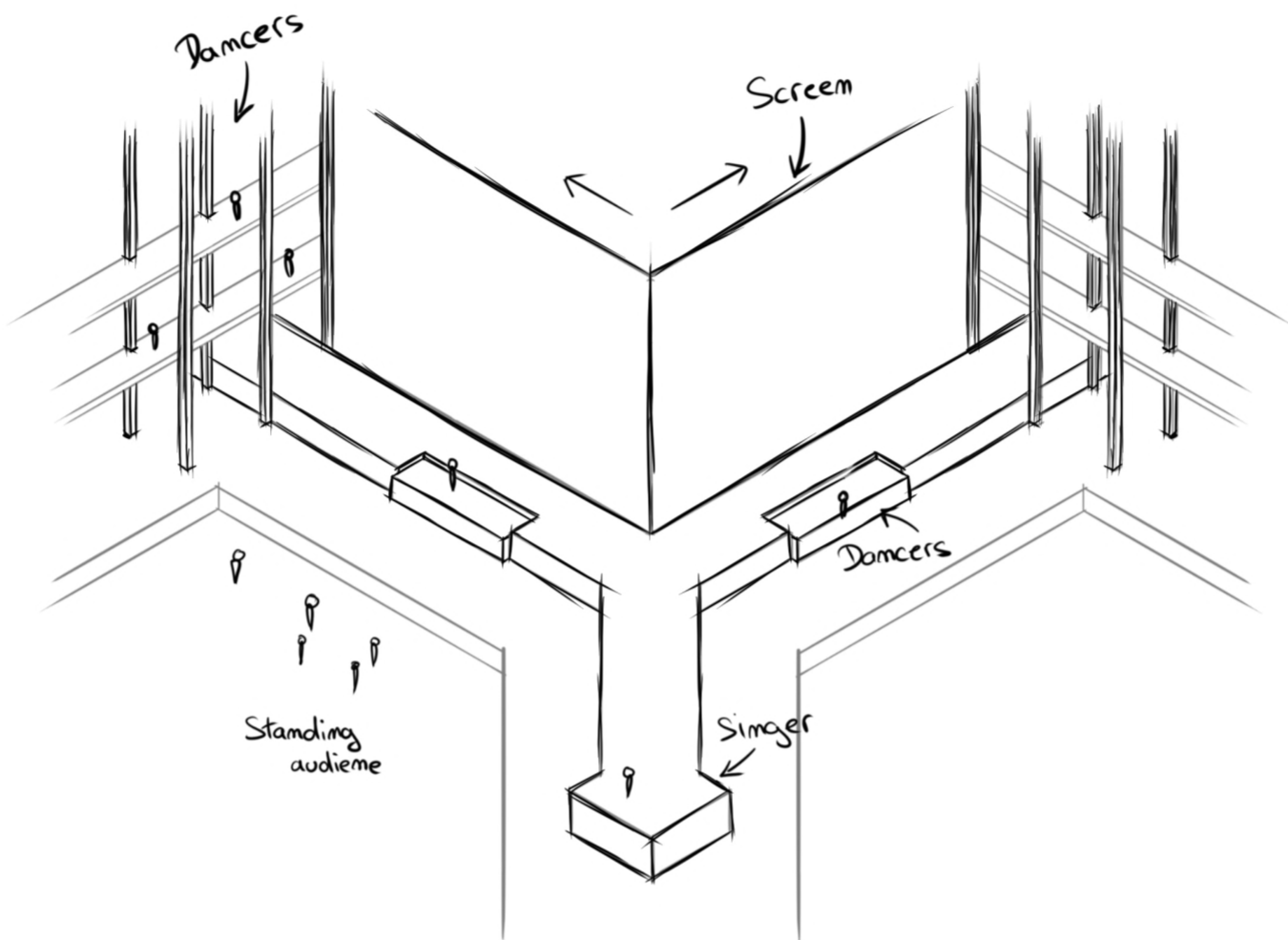
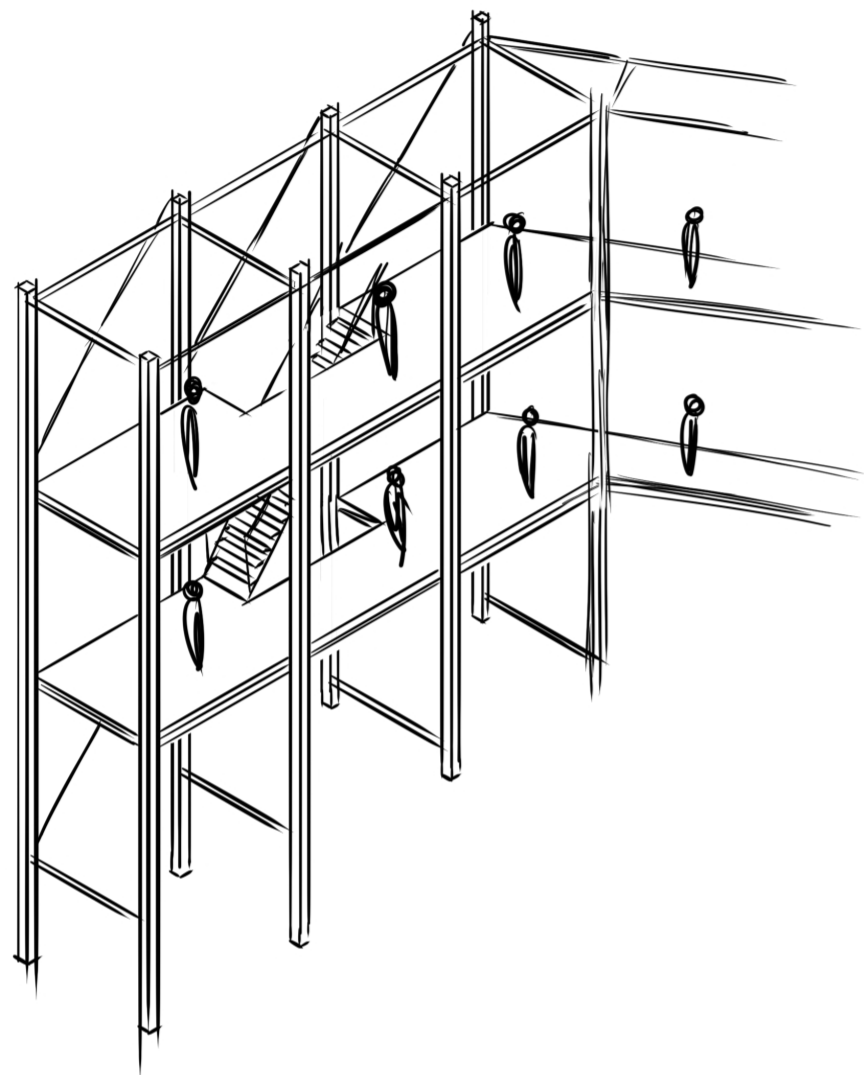
identity as a form of resistance. Through his work, he challenges societal norms and promotes self-acceptance, stating: "I was born homosexual, without a left arm, I didn't fit into what we expect from a man."

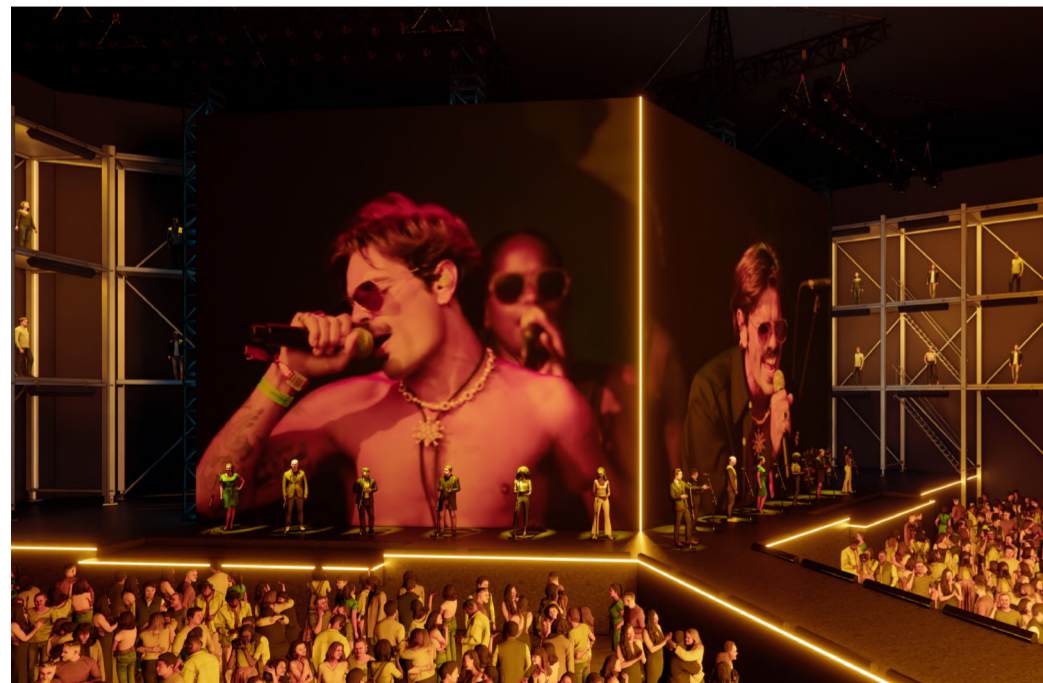
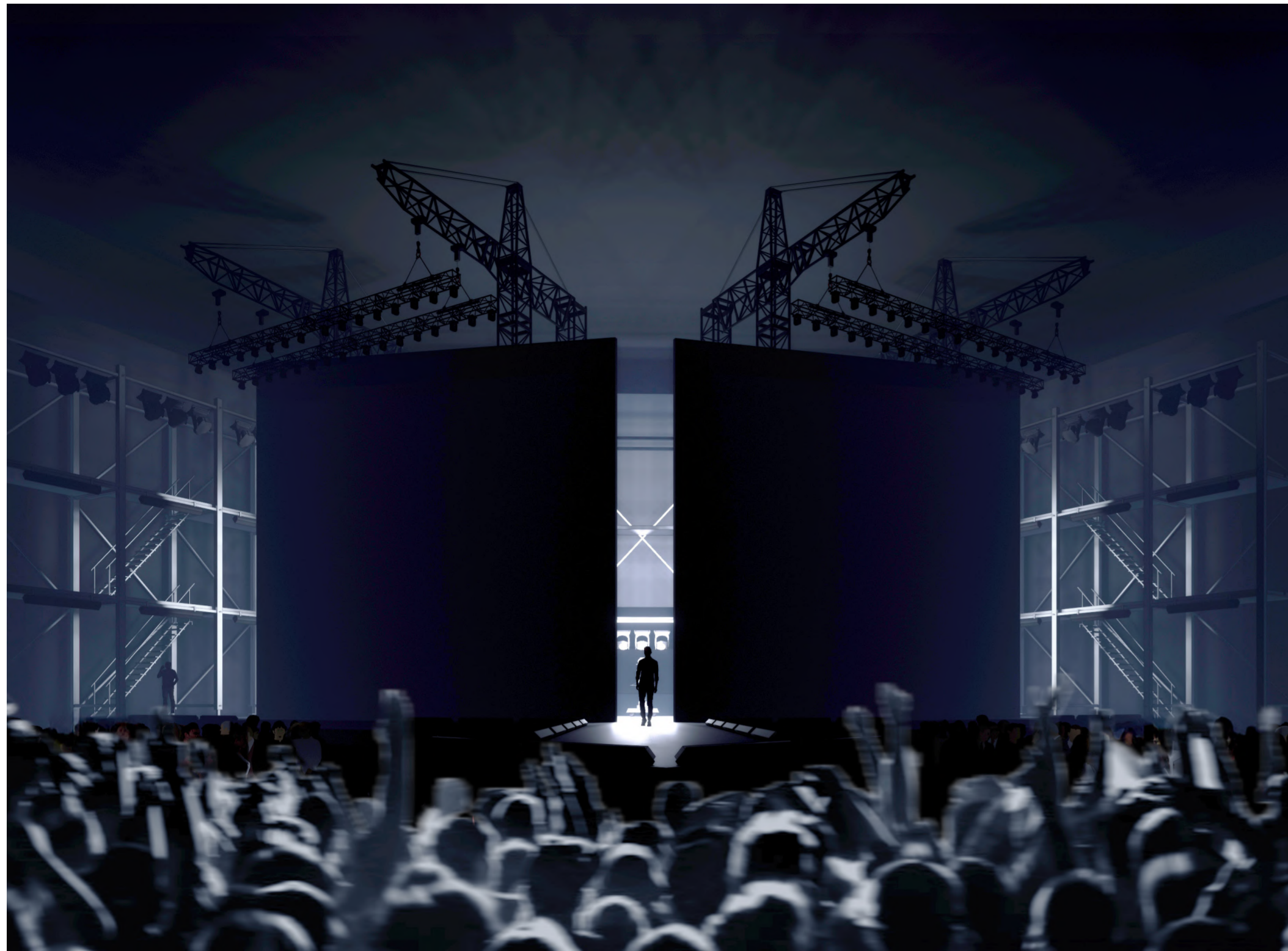
STAGE CONCEPT

For the stage design, I envisioned a space that embodies both protection and openness. The stage features angled screens that can move apart, allowing Lucky Love to make a dramatic entrance. The main stage is kept narrow to maintain a strong connection with the audience, while a central walkway brings him even closer to them. On either side of the stage, simple scaffolding structures create a raw, unfinished aesthetic

that aligns with Lucky Love's message of embracing imperfections. This "unfinished" look reflects the artist's openness about his identity and struggles. Throughout the performance, Lucky Love is often accompanied by musicians and backup singers. The backup singers can perform either on the main stage or on the scaffolding,

adding dynamic movement and depth to the scene. The musicians are positioned on two small platforms integrated into the stage, keeping the focus on the central performance while ensuring a balanced visual composition.





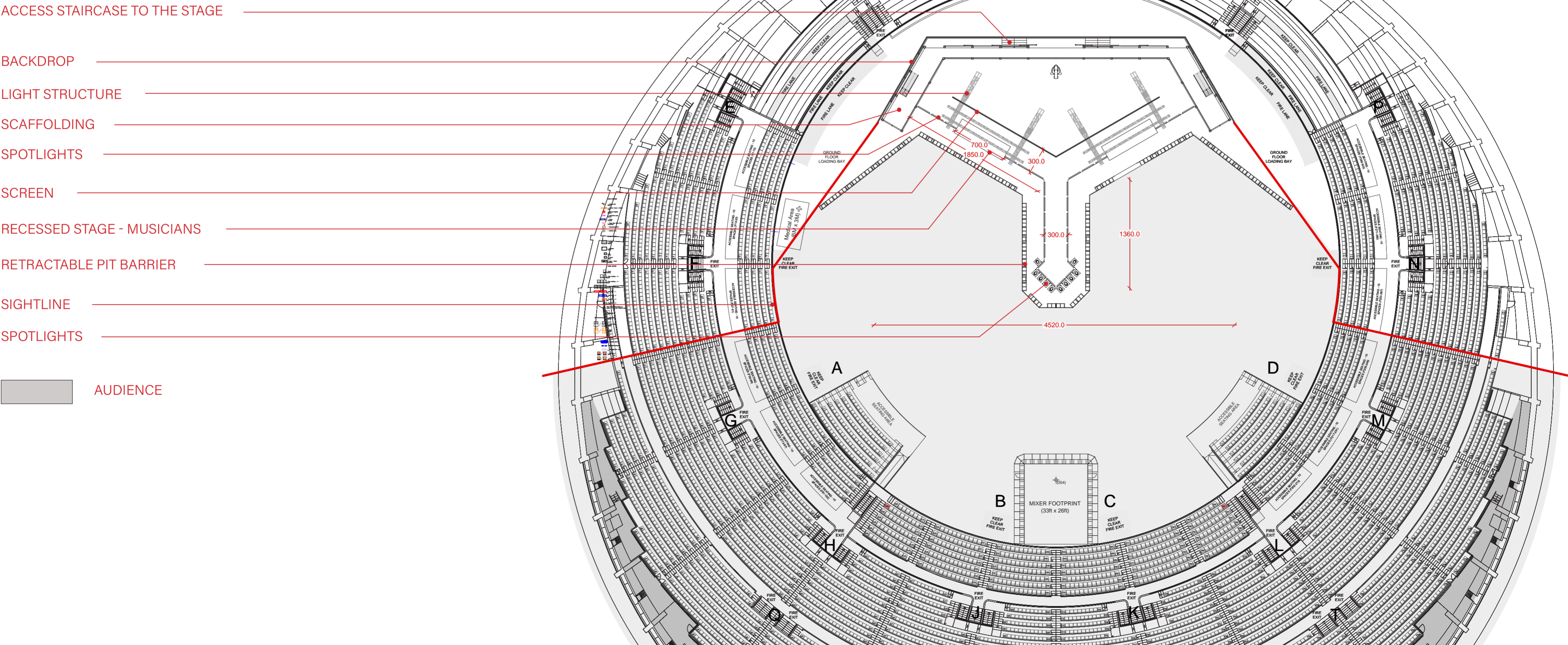
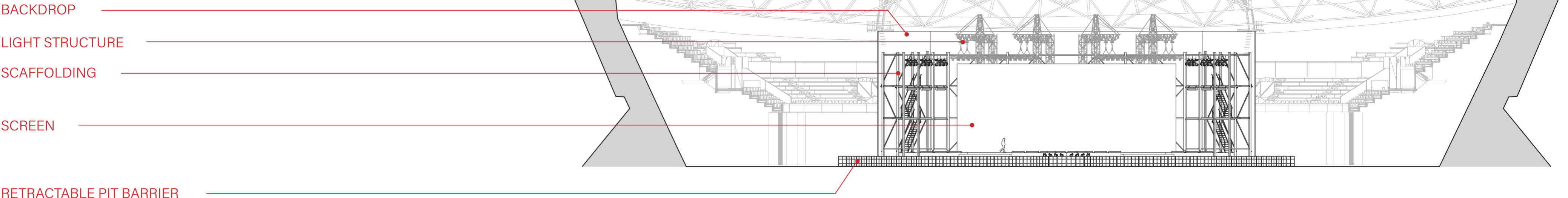
## “MY MASCULINITY” BY LUCKY LOVE

The scenography for My Masculinity stages a powerful exploration of identity, using visual language inspired by psychiatric environments and aversion therapy to reflect the societal pressure to conform. The performance opens with Lucky Love in a metal bathtub, electrodes on his temples, surrounded by dancers in hospital gowns whose slow movements evoke control and suppression. Cold blue lighting sets a sterile atmosphere, while projections of bodybuilders and women in lingerie challenge binary gender ideals. Contrasting visuals of Lucky Love in hyper-masculine and hyper-feminine outfits question the rigidity of gender roles and invite reflection on identity fluidity.

## COLOR & EMOTION - VISUAL EVOLUTION

The color palette evolves to mirror the emotional journey of the performance. Initially dominated by cold, desaturated tones—blues, greys, and whites—it expresses themes of isolation and internal conflict. As the music builds, turquoise and violet tones energize the space, symbolizing complexity and transformation. Warmer hues—reds, oranges, and yellows—emerge in the climax, evoking liberation, strength, and self-acceptance. The final reveal of a scaffolding structure filled with cho-risters represents collective empowerment. This visual progression reinforces the core message: breaking free from societal expectations to embrace one’s true self.

PLAN - CROSS SECTION



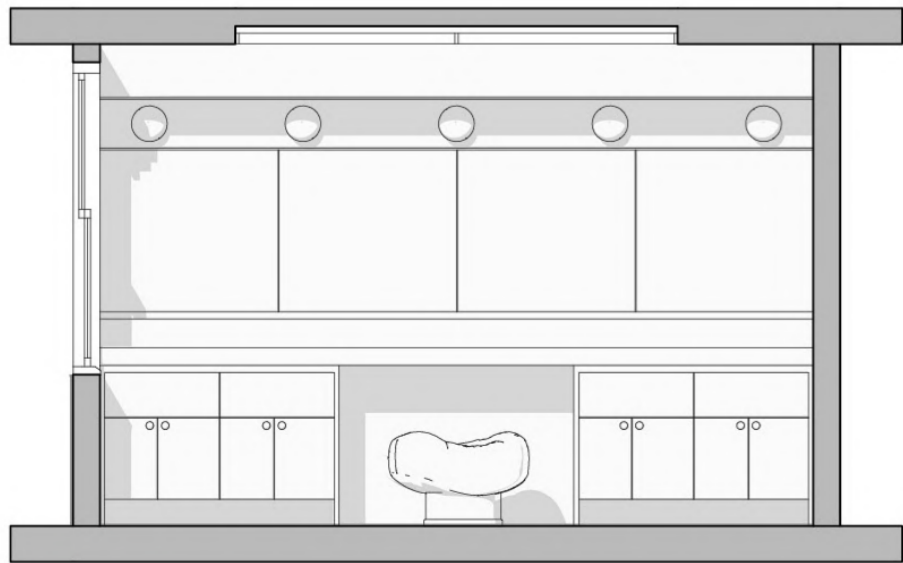


### DRESSING ROOM

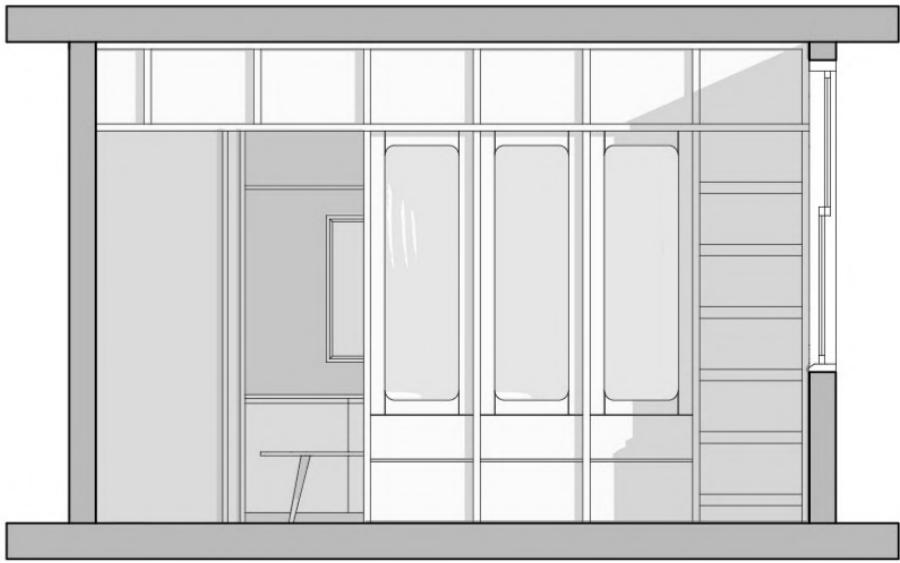
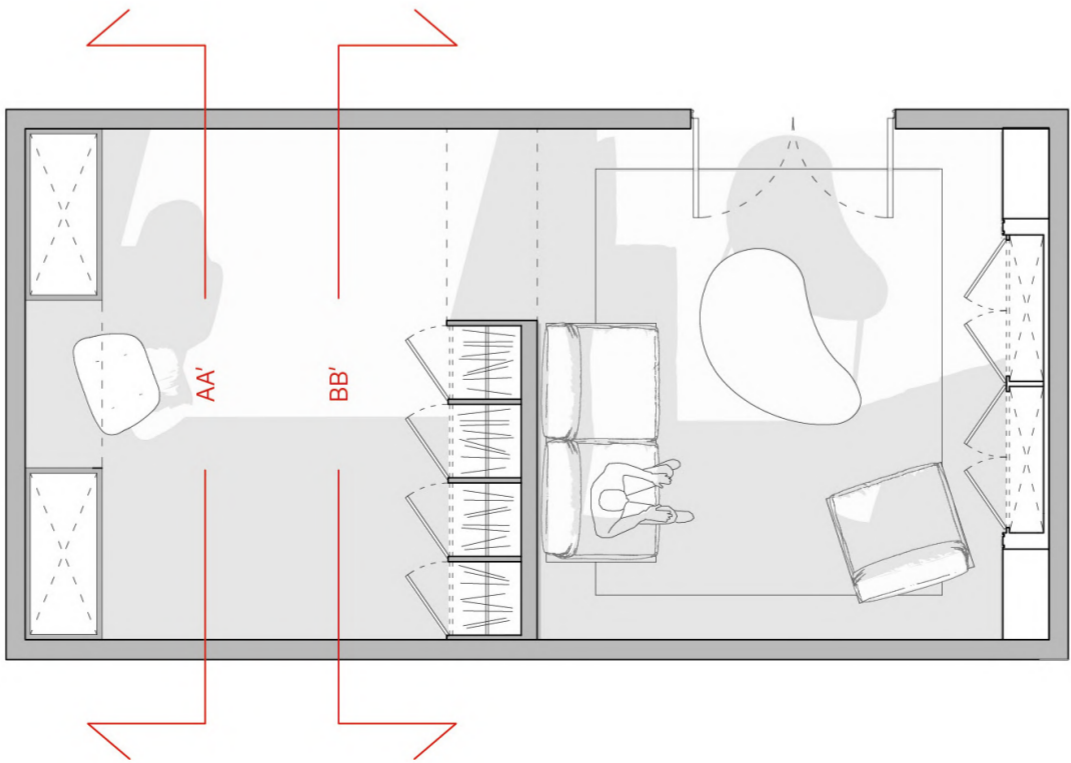
For Lucky Love’s dressing room, I divided the space into two main areas. On one side, there is a lounge area with a TV where Lucky Love can relax, watch the live concert, or unwind before the performance. On the opposite side, there is a designated space for

hairstyling and makeup, where the artist can prepare for the show. In the center, I have placed a dressing area with wardrobes for clothing and shoes. I chose a mid-century style from the 60s-70s because it aligns with Lucky Love’s

personality and artistic universe. The clean lines, warm wood tones, and retro accents of the mid-century style create an environment that feels both stylish and intimate, offering a perfect balance of comfort and sophistication.



AA'



BB'