

# DEAD FAMOUS

with the

# V&A

## Introduction

Retail is a fast evolving sector, but last year highlighted just how important it will be to be able to adjust and improve the effectiveness and engagement of physical experiences.

As we look to move beyond COVID-19, the physical retail space will need to deliver more than ever.



...if you could invite anyone to a dinner party *dead* or *alive* who would that be?

## Design rationale

To create an immersive experience through the promotion of the V&A's extensive collections and dynamic programming whilst boosting membership numbers post COVID-19.

To increase the relevance and popularity of the V&A and its ability to attract visitors back post COVID-19.

To raise awareness of their sustainable efforts regarding food waste.

## Why?

**-95.4%**

Visitor numbers  
summer 2020 VS  
summer 2019

**-15,283**

V&A membership  
numbers (early 2020  
figures)

**81%**

Of museum  
directors are  
worried about  
visitors not  
returning

## Who?



The **V&A** membership scheme is one of the museums main source of self-generated income.

**BUT...**What part of the **V&A's** current programming draws in the **BIGGEST CROWDS?** What **SELLS** the **MOST** tickets?...

Christian  
Dior  
600,000  
visitors

Alexa-  
nder  
McQueen  
486,000  
visitors

David  
Bowie  
312,000  
visitors

Frida  
Kahlo  
280,000  
visitors



Retrospective exhibitions of iconic artists and designers

Visitor numbers gained from exhibitions



# Design Concept

I have taken what the V&A do best and turned it into an personalisable dining experience bringing to life through the V&A's extensive collections through holographic technology.

## Key inspirational case studies

### *V&A's Food bigger than the plate exhibition*

Mushrooms were grown from the waste coffee grounds from the V&A's cafe and sustainable meats such as the sausage of the future were explored.

I want to serve some of these dishes at Dead Famous to help raise awareness of the brands sustainability efforts.

### *Bompas and Parr*

Experts in the immersive dining experience I was inspired by many of their events;

*“I love that kind of spectacle of parties and themes and narratives and stories. Food is a vehicle for that conviviality. Our events are more like: What can we do to make you have an amazing experience whereby you’re the protagonist?”*

-Sam Bompas



*\*Visualisation of gallery room where customers personalise their experience and select their famous dinner guests. The V&A will data collect here which will be essential for successful future programming. Visual modelled in Vectorworks and rendered with Lumion and Photoshop.\**



*\*Visualisation of private dining pod with dinner party in full swing, guests very much enjoying their dinning experience with Alexander McQueen, Frida Kahlo, Prince and David Bowie. Visual modelled in Vectorworks and rendered with Lumion and Photoshop.\**



### **Sausage of the future**

*V&A Food bigger than the plate*



### **Tupac hologram performance**

*Cochella festival*

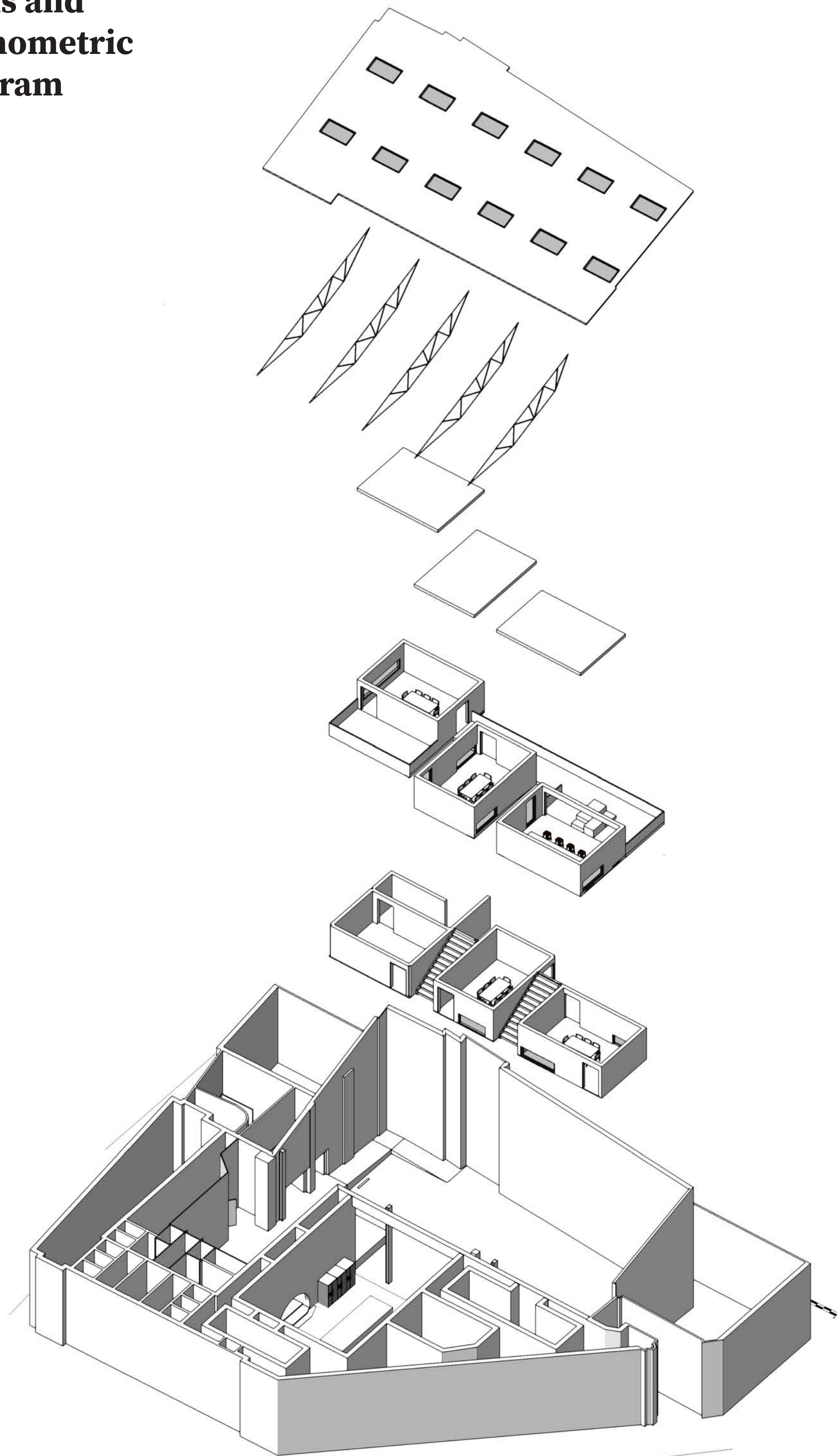


### **Elizabethan banquet**

*Bompas and Parr*



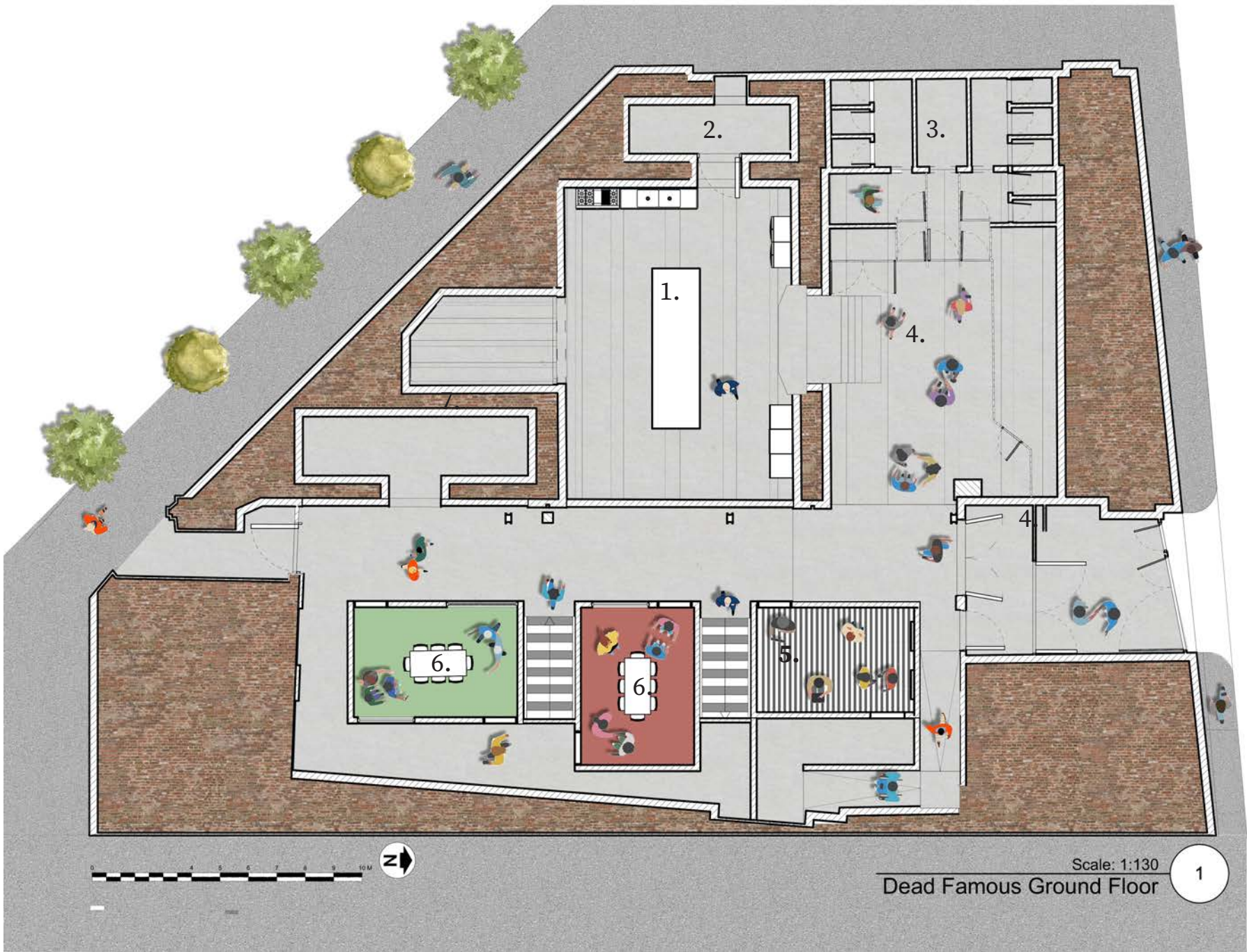
Plans and  
axonometric  
diagram



Ground floor  
Floor Plan

*Experience miniature museum  
moments as you travel  
through V&A style  
exhibition boxes*

- Key
- 1. Kitchen + Food Prep Area
  - 2. Cold Store
  - 3. Rest-rooms and Cloak Rooms
  - 4. Lobby
  - 5. Gallery Room
  - 6. Private Dining Pod
  - 7. Bar Storage

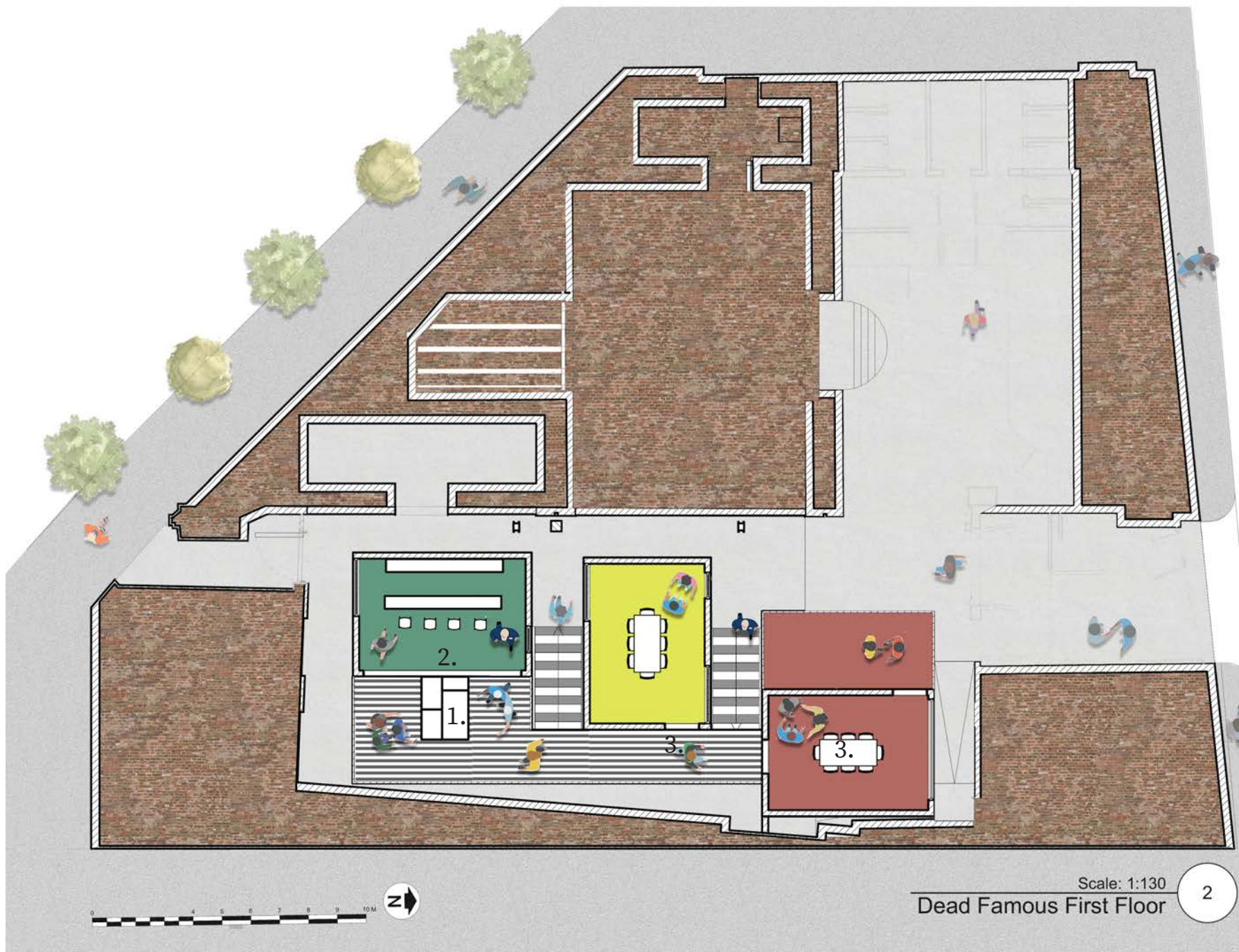


*\*Plan drawn in Vectorworks and rendered in Photoshop*

First Floor  
First Floor Plan

*Experience miniature museum  
moments as you travel  
through V&A style  
exhibition boxes*

- Key
- 1. Balcony and Viewing Platform
  - 2. Bar
  - 3. Private Dining Pod



*\*Plan drawn in Vectorworks and rendered in Photoshop*

*\*Axonometric diagram modelled and rendered in Vectorworks*



Finishes and construction

Bold Graphics +Branding



The V&A logo has not changed since the re-brand of the 1980's this is really powerful, I wanted to celebrate this within my design.

Block Colour



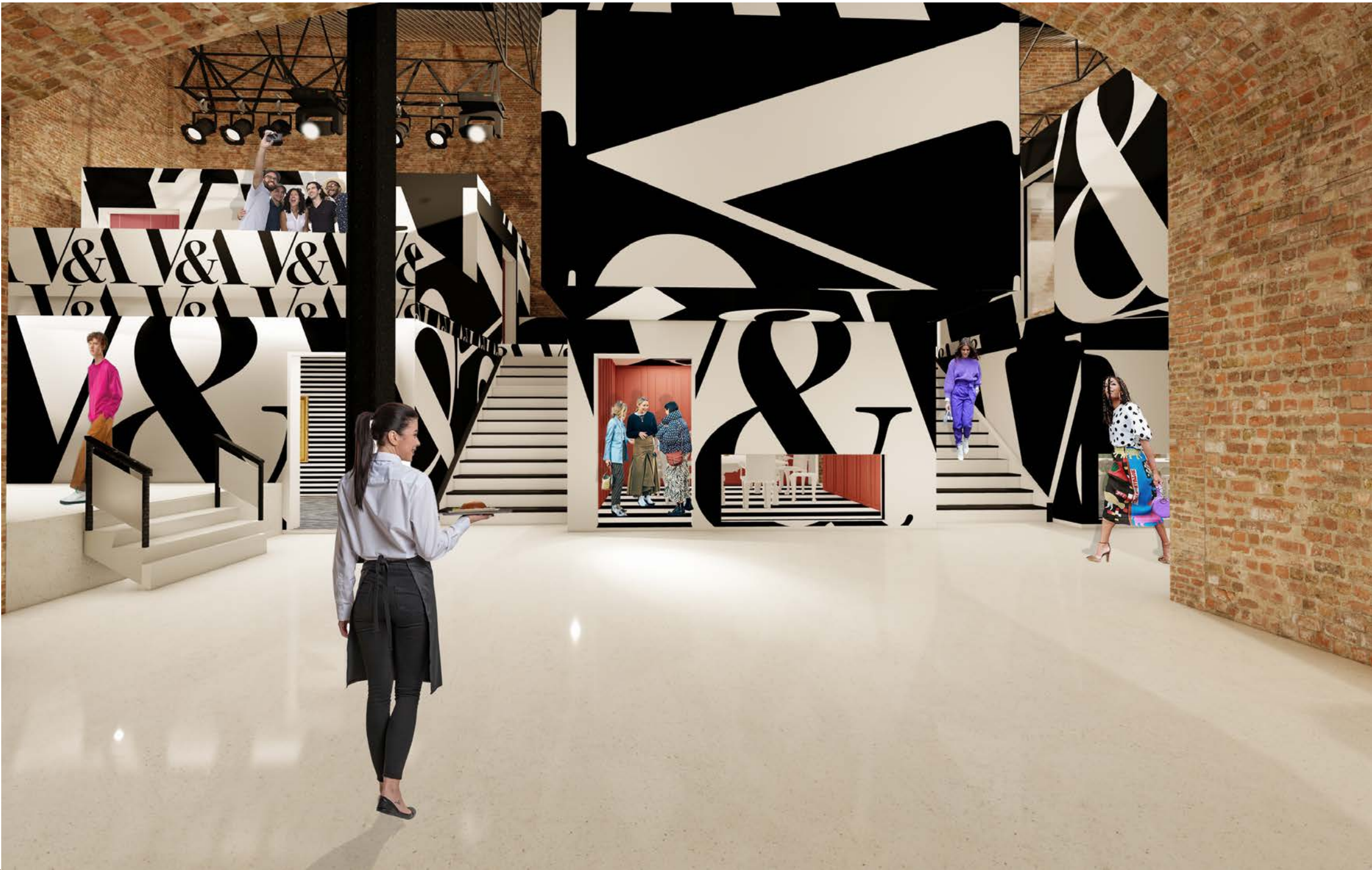
Each dining pod will have a block colour to contrast against the monochrome V&A branding of the exterior.

Maximalism



Sourcing and up-cycling vintage antique furniture will give a maximalist and ostentatious feel which is also sustainable.

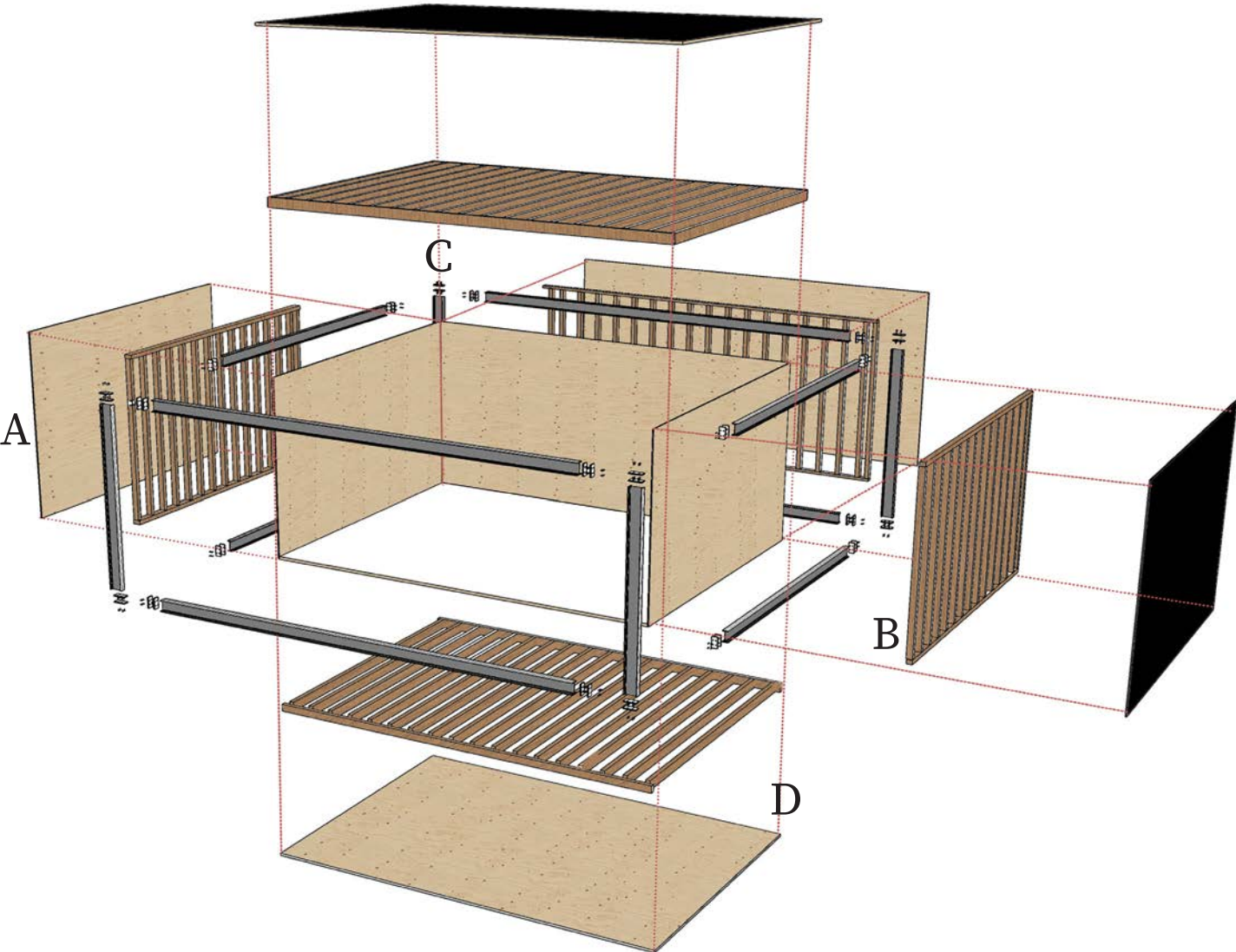
*\*Visualisation of kitchen service and sustainable foods being served, beyond customers are enjoying their experience. Visual modelled in Vectorworks and rendered with Lumion and Photoshop.\**



*\*Visualisation of the entrance, note brand graphics and pop up construction within host building. Circulation of the space shown and the block colour of the dining pods. Visual modelled in Vectorworks and rendered with Lumion and Photoshop.\**

How the Dead Famous pop up pops up!

The core shell of the pop up is constructed from very light weight sustainable material, this makes construction and de-mounting easy and without repair to the host building.



- A Steel beam supports
- B Timber frame studs
- C Steel plates
- D Sustainable birch plywood sheets 18MM





*\*Visualisation of bar and viewing platform where customers enjoy pre-dinner drinks whilst watching rare unseen footage from the V&A archives and admiring clothes and costumes from the icons. Visual modelled in Vectorworks and rendered with Lumion and Photoshop.\**



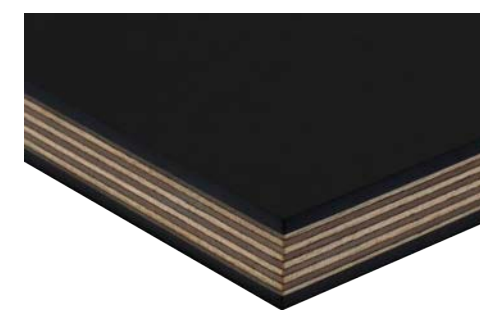
Antique baroque  
chandelier from vinterior



Mineheart panelling  
wallpaper, various colours



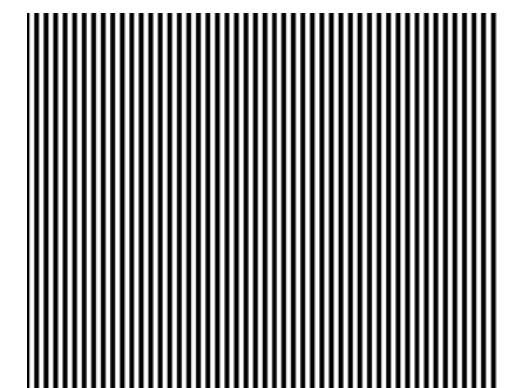
Horizontal stripe  
commercial vinyl flooring



Richlite stratum birch ply  
18mm sheets



Antique Victorian gesso  
gilt frame



Super fresco monochrome  
strip wallpaper