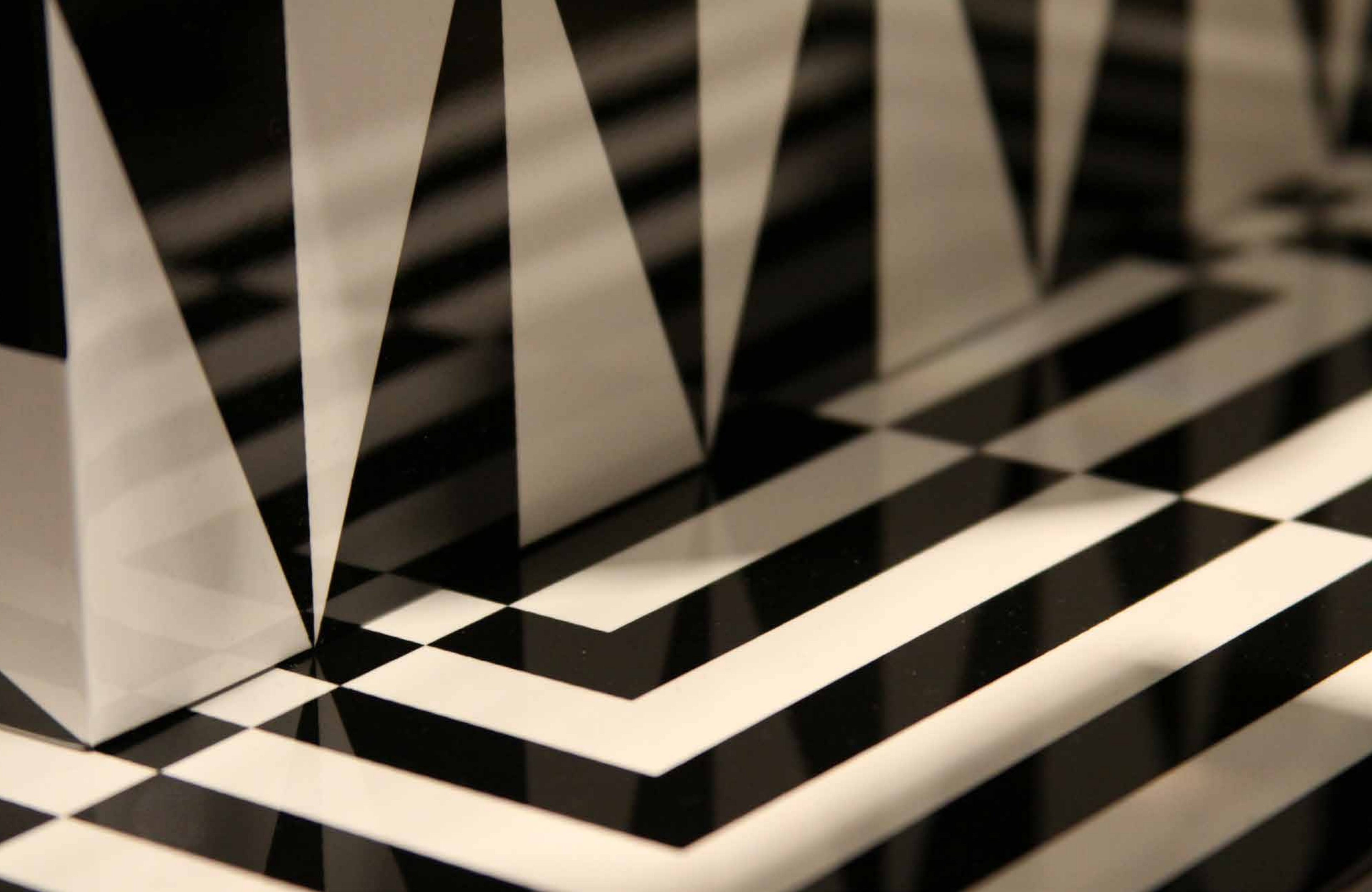


A special collaboration project between
Neiman Marcus (Beverly Hills) and
ArtCenter College of Design.











WHEN YOU
think about
it, DEPARTMENT
STORES are
kind of
LIKE
MUSEUMS.

Andy Warhol

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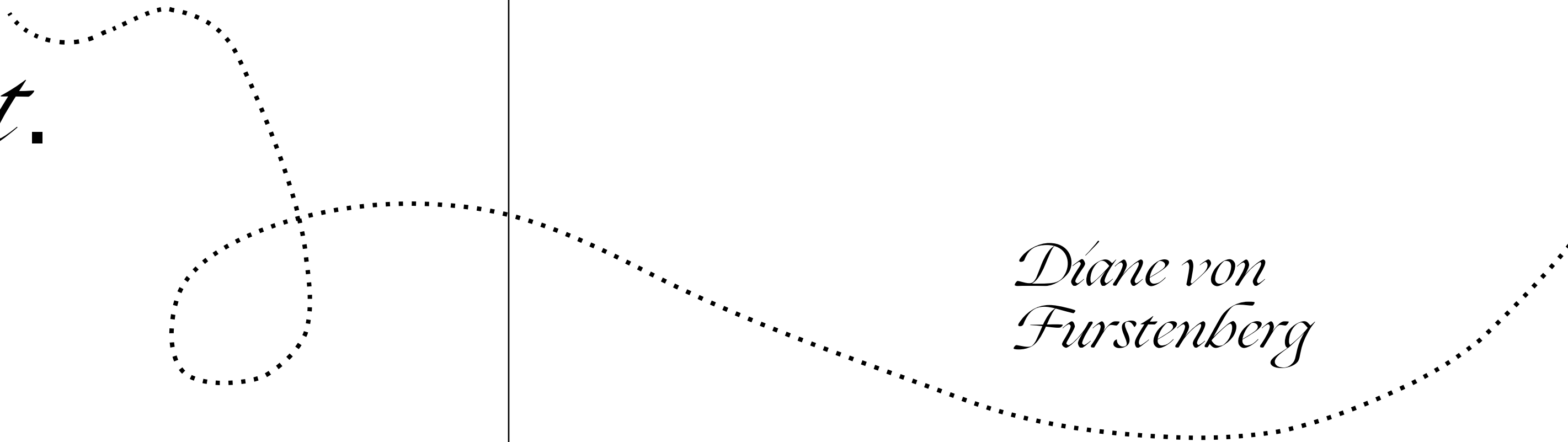
176

Maríposa





THERE'S *no*
better designer
than
NATURE—IF YOU
LOOK AT A
BRANCH OR
A LEAF,
it's perfect.



Diane von
Furstenberg

ALL SURFACES CONSIDERED

INFO SEGMENT ON SURFACE DESIGN TRACK AT ARTCENTER
BY ANN FIELD, ILLUSTRATION DEPARTMENT CHAIR.



Bold color and pattern with a point of view, splashed across clothing, objects, accessories and environments, that is what surface design is all about. Patterns designed by students from ArtCenter visually connect culture high and low and serve to create contemporary, surreal environments in this display project for Neiman Marcus, Beverly Hills.

Each window displays the student designed patterns in multiple, exciting ways all designed to showcase today's highly original fashion design stars whose ability to inhabit the subconscious because of what their clothes say and the materials used to say it.

Surface design is a new vision for an Illustration-led track at ArtCenter which connects the arts to industrial design. Modern technology now makes it possible to render crafted and designed pattern on all manner of surfaces: paper, ceramics, fabric, and interior and exterior environments are now the designers' new canvas.

At ArtCenter, this love of pattern is rooted in the work of the Modernist art and design pioneers who created a platform for the playful use of full scale pattern beginning in the 1950's. These exciting California influencers include famed designers Charles and Ray Eames, ArtCenter's Alvin Lustig and printmaker Sister Corita Kent.



THE DIRECTORS

INSIDE THE MINDS OF THE CREATIVE DIRECTORS



The ArtCenter and Neiman Marcus collaboration project in the Surface World class is significant because students from various departments, Illustration, Product Design, Environmental Design and Graphic Design, work together in teams with diverse talents, skills and disciplines. A one-of-a-kind project for both the students and instructors involved. We have both taught at ArtCenter for fifteen plus years, and this is the first time a project has been developed within fourteen weeks and placed directly in the store windows of Neiman Marcus Beverly Hills. Extraordinary!

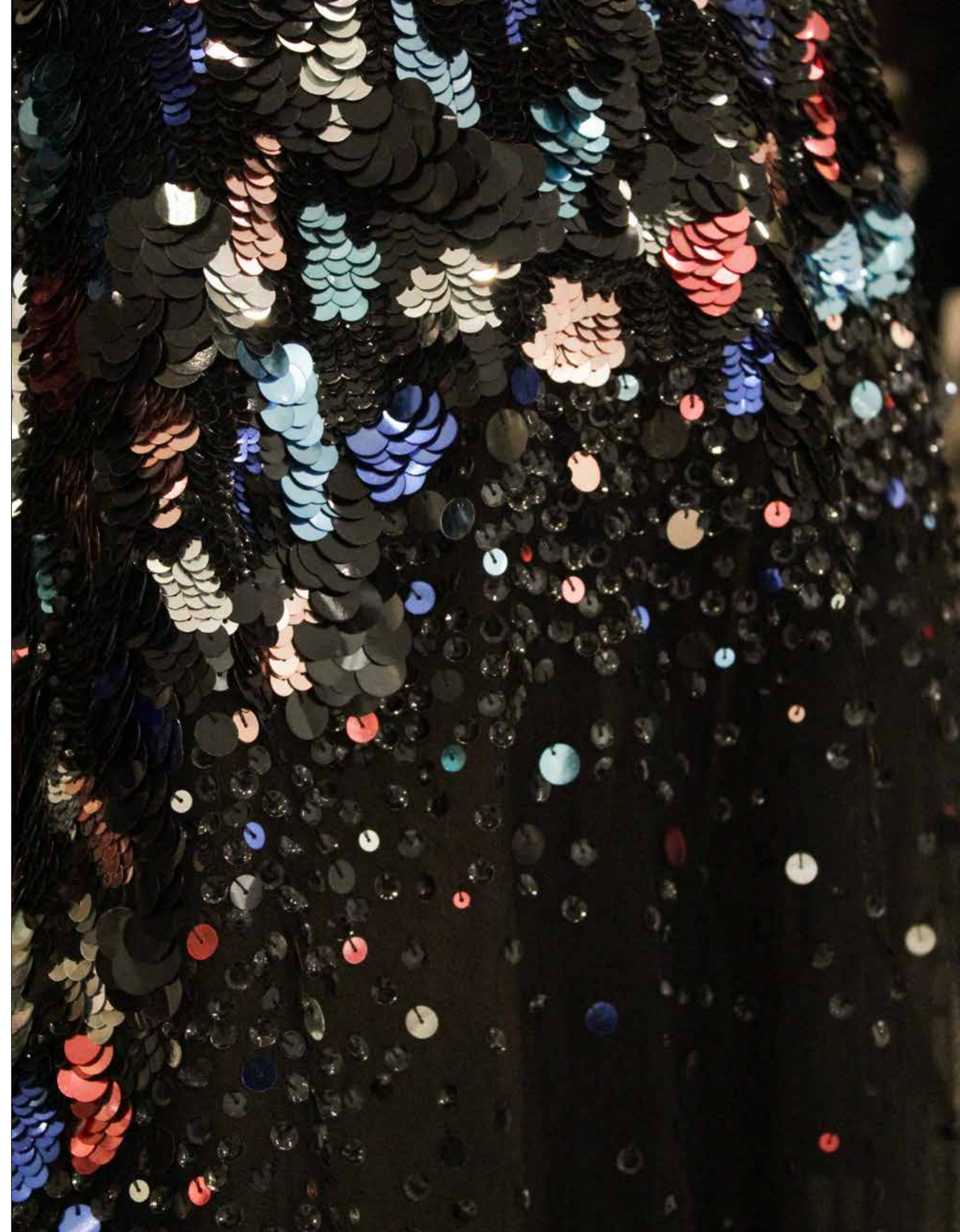
Surface, a new track lead by Christine in the Illustration department, inspires students to focus on pattern, image, craft techniques, and color trend applied to fabric design, home decor, furnishings, and soft goods. We can't imagine a day without surface design...it's everywhere! Students in the track must consider global market trends, historical design awareness, color theory and the latest innovations in technological fabrications.

The Surface World window display concept, created and orchestrated by Jon, gives students a rare opportunity to stage their surface designs in the actual luxury goods marketplace. The Neiman Marcus window display interiors challenge students to address and solve complex spatial and fabrication issues. Bold repeat patterns and oversized props might look interesting as three-dimensional mockups in the classroom but will they translate effectively and dramatically inside four display windows on Wilshire Boulevard?

Neiman Marcus











DALLASITE GEM IN THE MAKING: THE STORY

HISTORY SEGMENT ON NEIMAN MARCUS

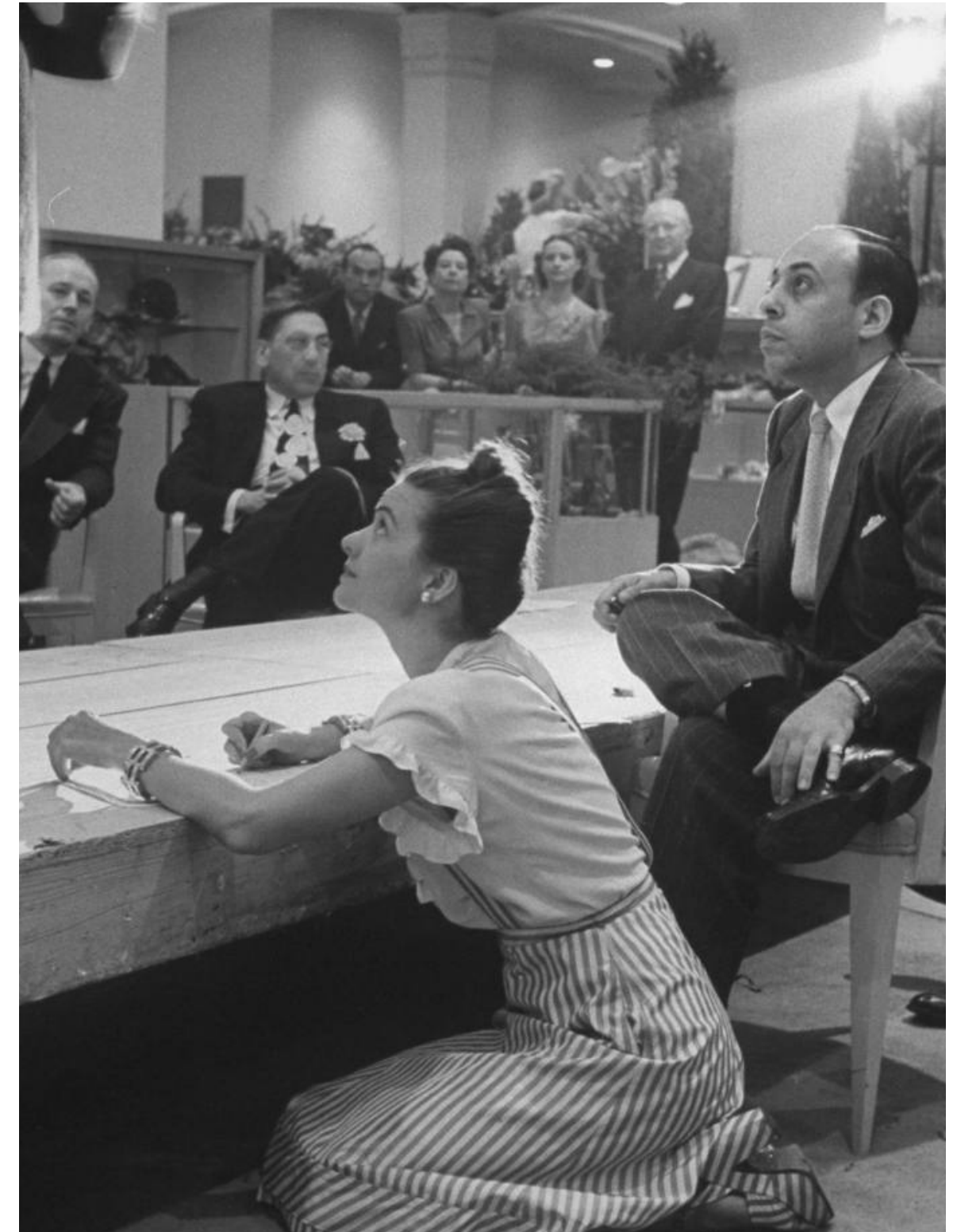


Neiman Marcus represents the finest and most unique merchandise the world has to offer. It evokes images of preeminent designers and elegant fashion, luxurious furnishings and incomparable gifts. Since its inception in 1907, Neiman Marcus has operated by a fundamental and abiding principle: to exceed customer's expectations.

Today, the tradition behind Neiman Marcus supports one of the nation's leading specialty retail organizations with more than five million gross square feet of store operations in the United States, including 40 Neiman Marcus stores, two Bergdorf Goodman stores and 26 clearance centers.

Opened in Dallas, Texas, in 1907 by Herbert Marcus, Sr., his sister, Carrie Marcus Neiman, and her husband A.L. Neiman, the first Neiman Marcus store was designed to fashionably clothe the entire community of Dallas. The initial advertising promised, "wider variety and more exclusive styles... than any other store in the South." Neiman Marcus pledged fashion, quality, superior values and unparalleled service. It shall be the store's policy to be a leader at all times.





CONCRETE SIDEWALK, MY RUNWAY

INTERVIEW SEGMENT WITH DARRIN ROWLAND



(SW) Please describe your job to us.

(DR) As Regional Visual Director, I oversee all creative process with my team/stylists. My job is give our clients at Neiman Marcus the ultimate customer experience.

(SW) How do you feel about the collaboration between Neiman Marcus and ArtCenter?

(DR) We are excited to work with an institution like ArtCenter College of Design, and especially with a project that integrates fashion and surface design for our fall windows. We have an opportunity to showcase the best of fall collections with the most creative and inspiring surface designs.

(SW) What role did fashion play in your adolescent life?

(DR) I always loved fashion. I can get quite emotional when I see something beautifully made. But having zero budget growing up, I often create one-of-a-kind outfit using anything I could find around the house!

(SW) Where do you draw inspiration from besides the realm of fashion?

(DR) My grandmother and my mother are my fashion icons. They are strong and independent women who exemplify beauty. I am often drawn to ordinary people and the choices that they make. The sidewalk is my ultimate runway.

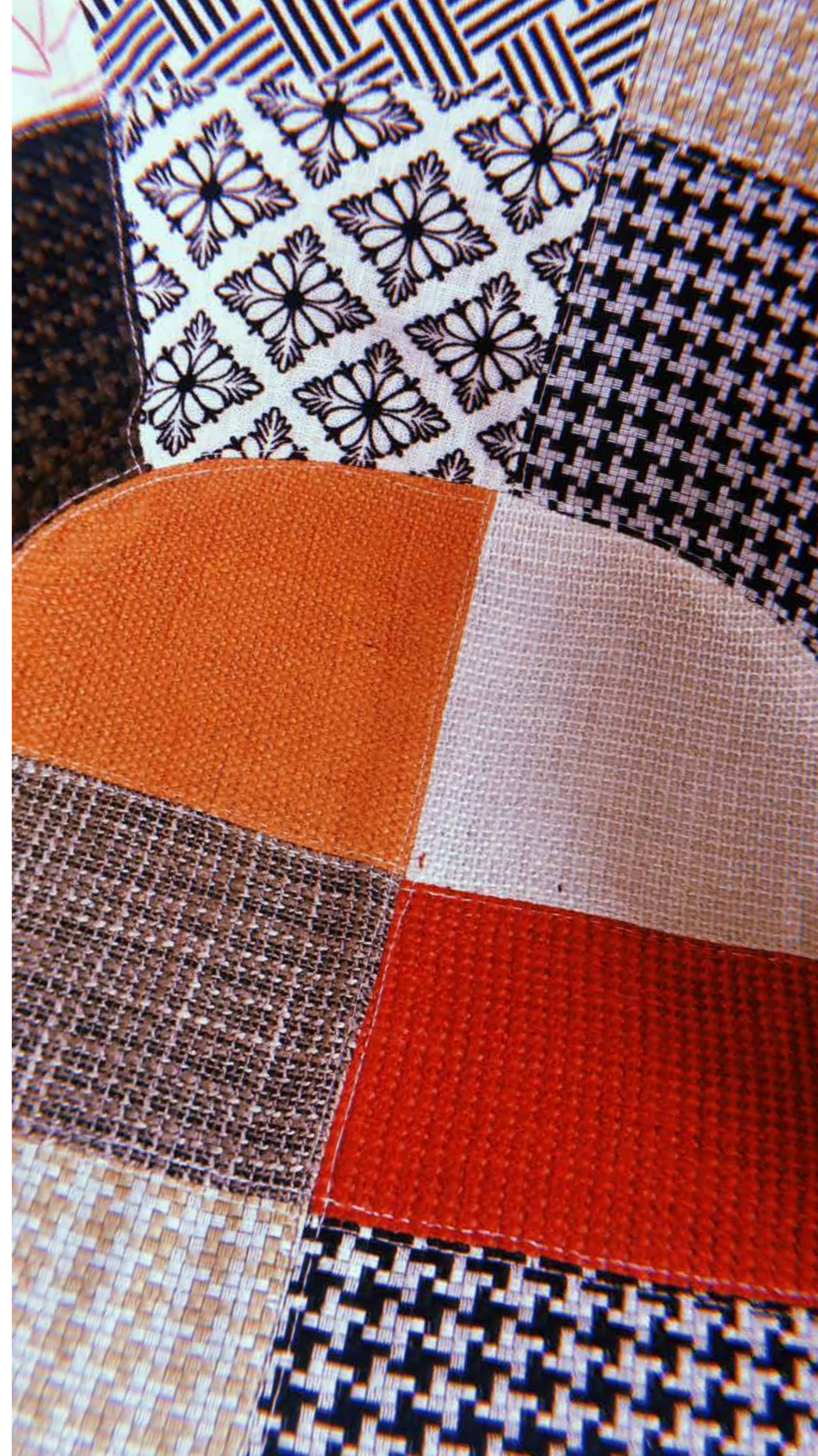
(SW) What does your creative process look like?

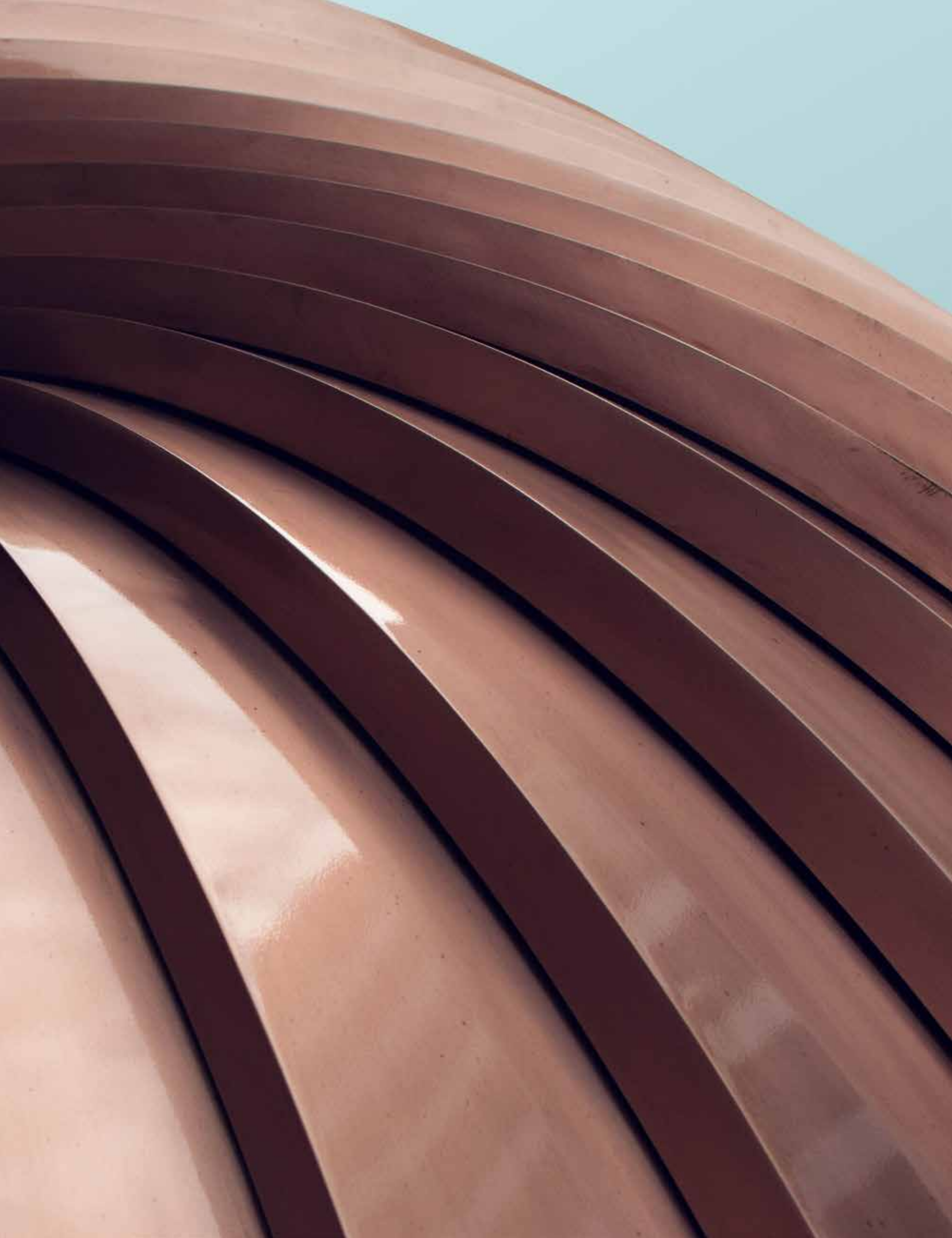
(DR) We never have the luxury of working on one project. My team is constantly balancing 6 to 8 projects at a time. Students should get used to collaboration early in school. It will make you more valuable in the marketplace.

(SW) What does your *feel-good* outfit look like?

(DR) Black denim pants, black t-shirt, and a pair of Comme Des Garçons hi-tops.



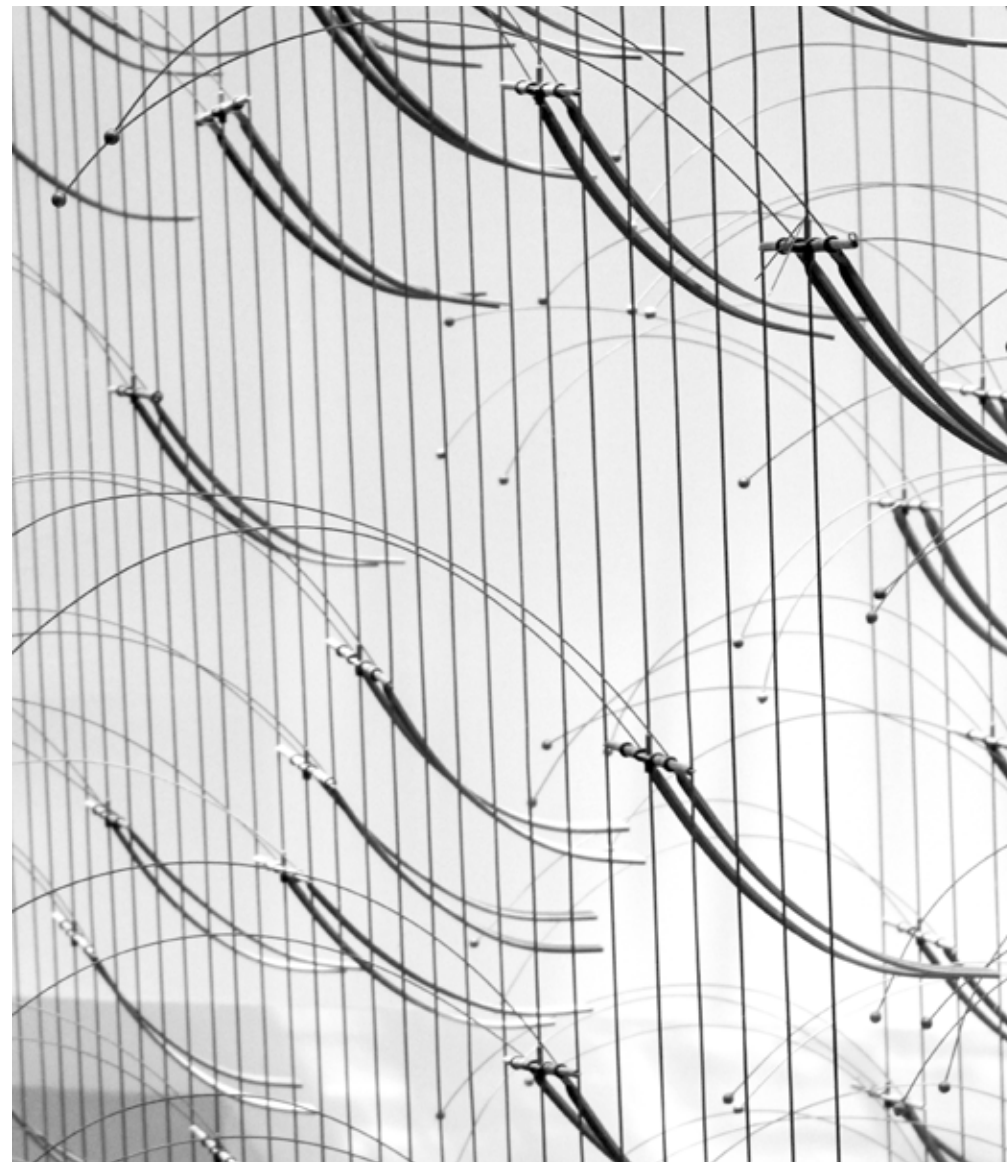






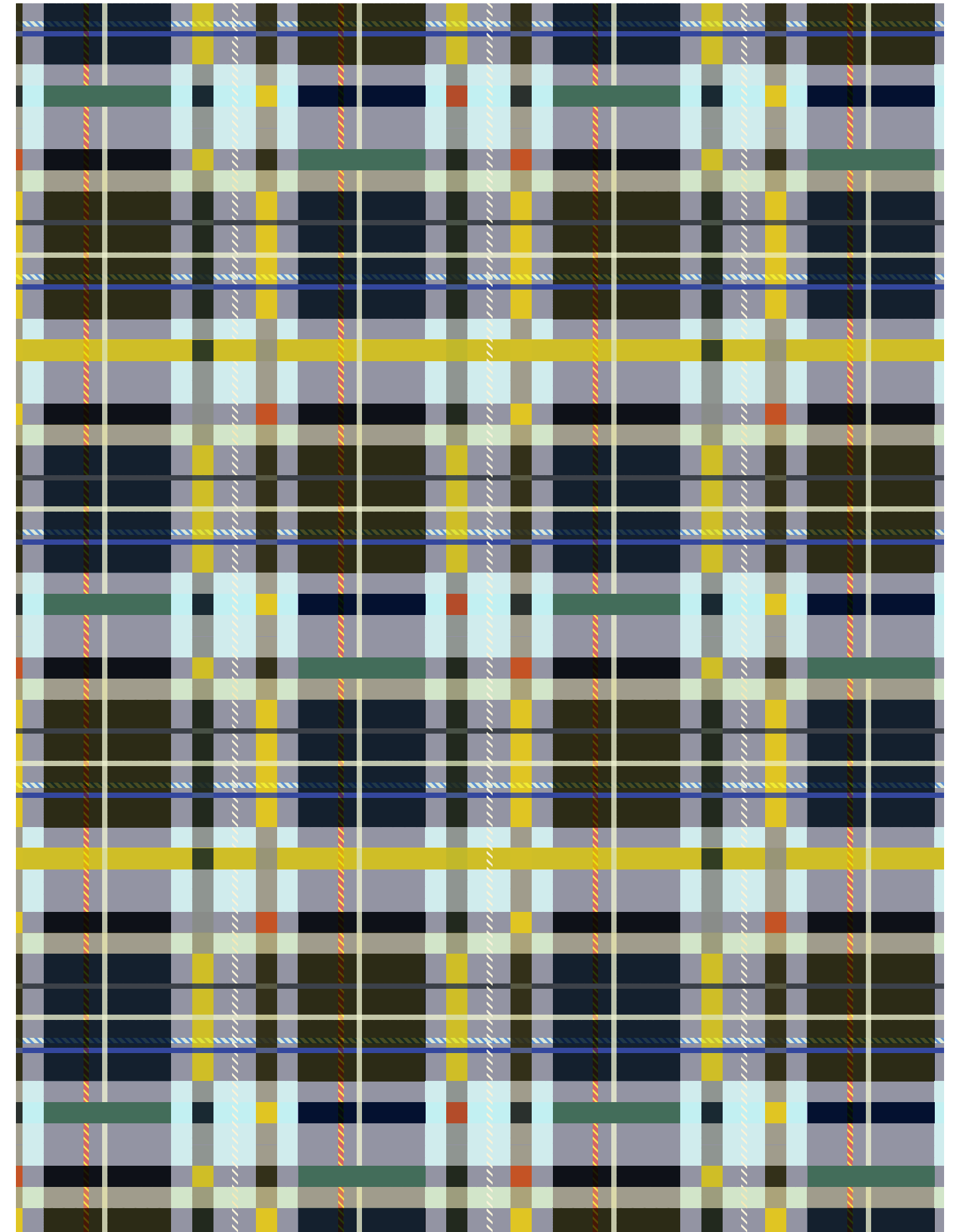
ABC'S OF PATTERNS

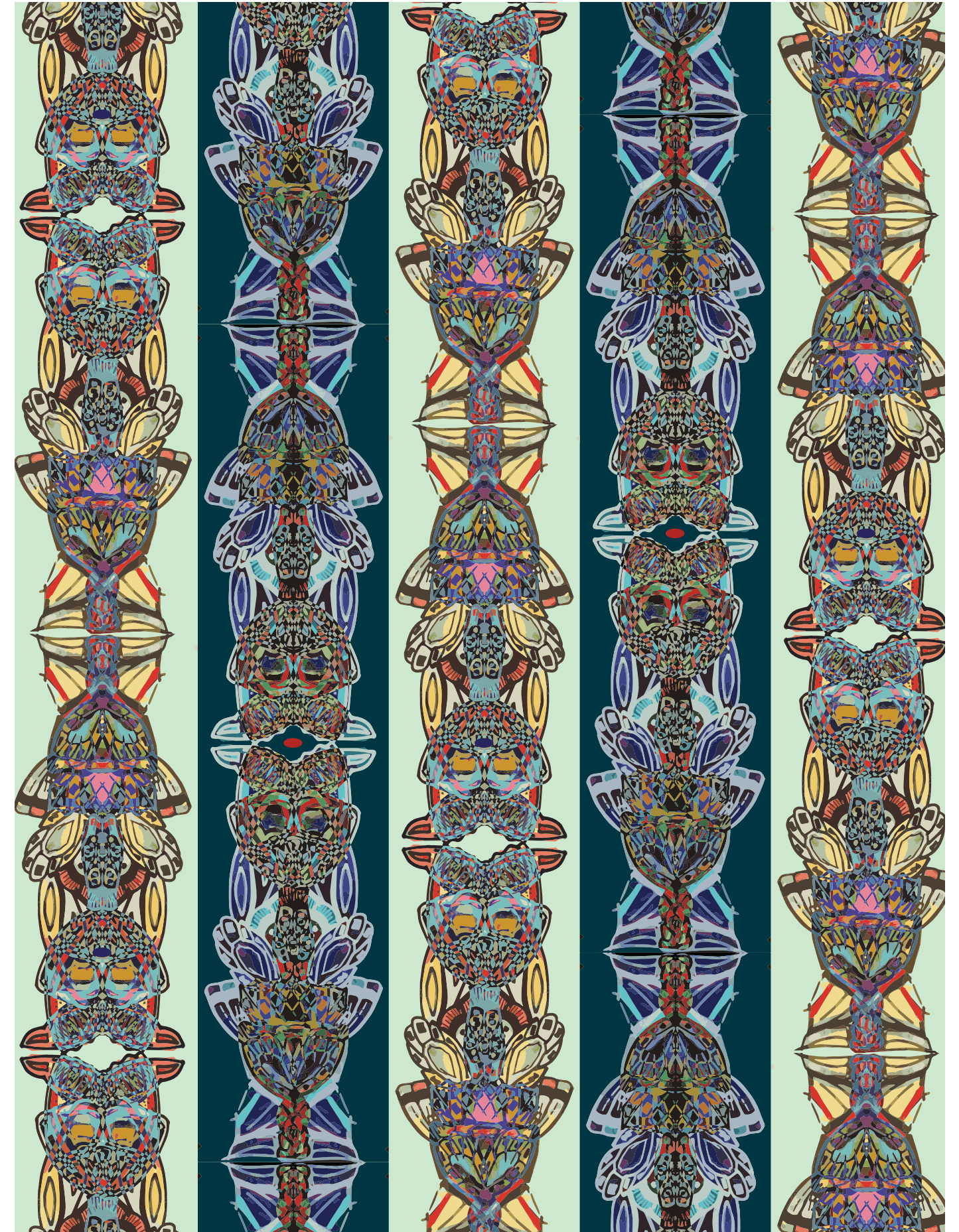
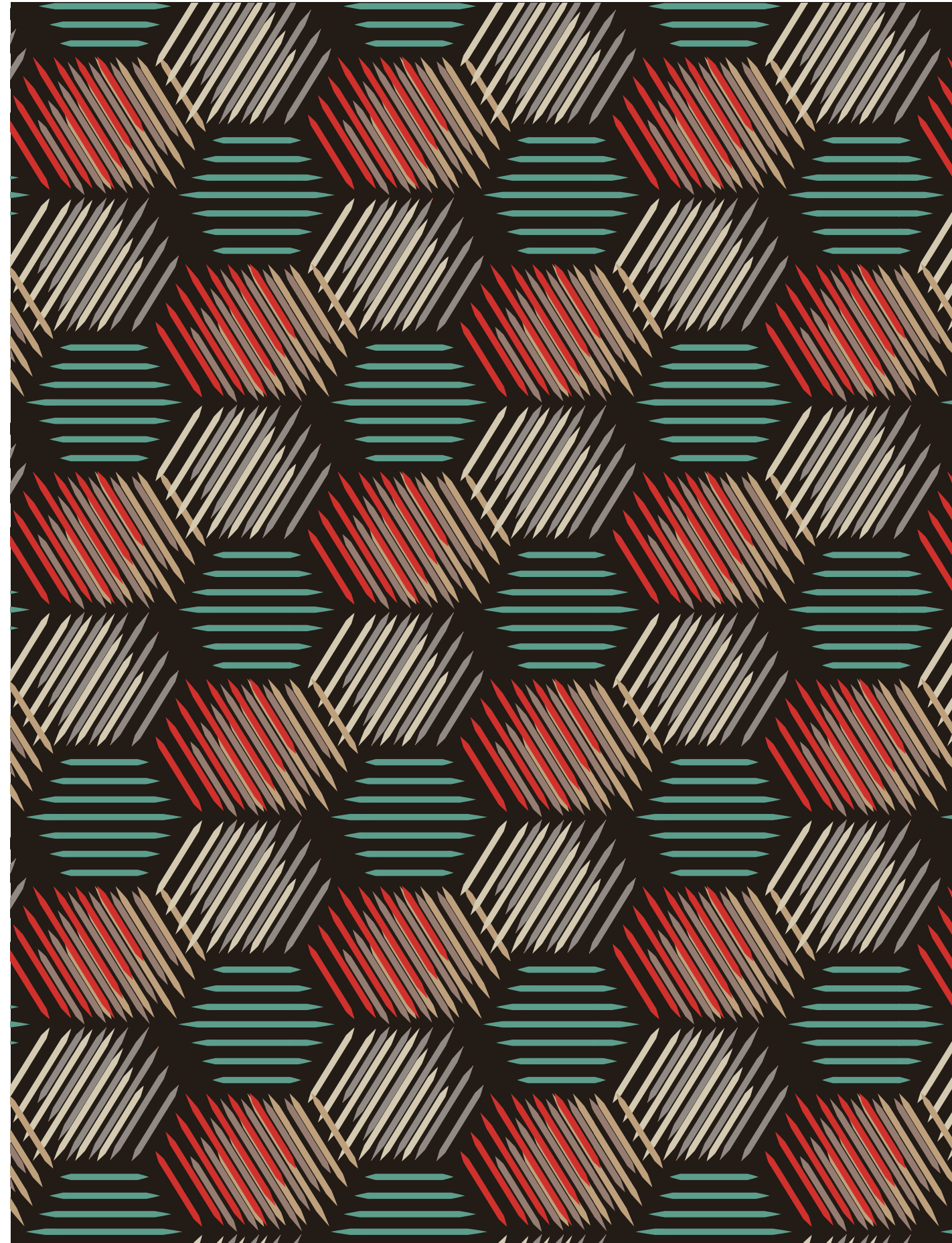
TREND SEGMENT ON ABC'S OF PATTERNS

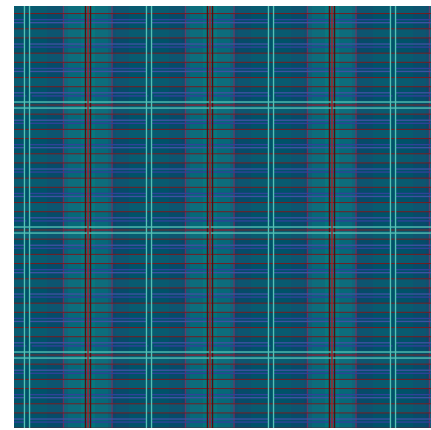


ABC of Patterns is a collection of traditional motifs and configurations for surface design including fashion and home decor. These long-established arrangements serve as historical reference which influences the creation of revitalized, inspired and original pattern designs.

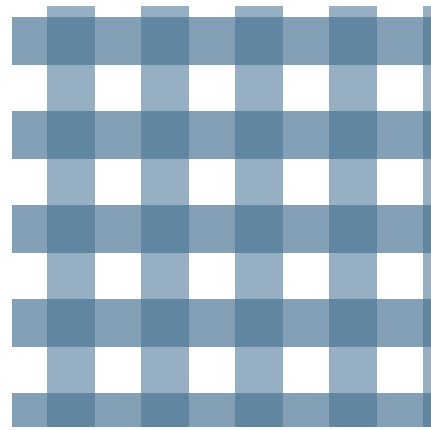
The following patterns and designs are influenced by a trend forecasting service WGSN, Worth Global Style Network. This service has created a design foundation and reference for the color palettes created for the window displays. The four main Autumn and Winter 2018 and 2019 trend forecasts, The Thinker, Worldhood, Human Nature, and Dark Wonder, were used as guides to create the final environments.



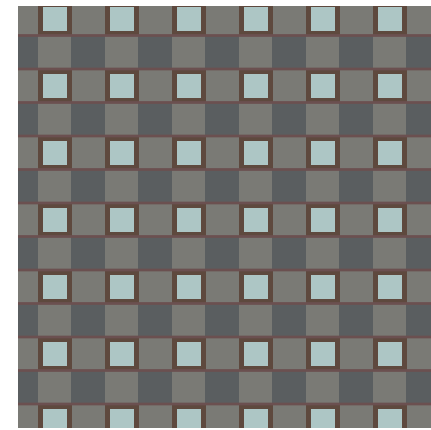




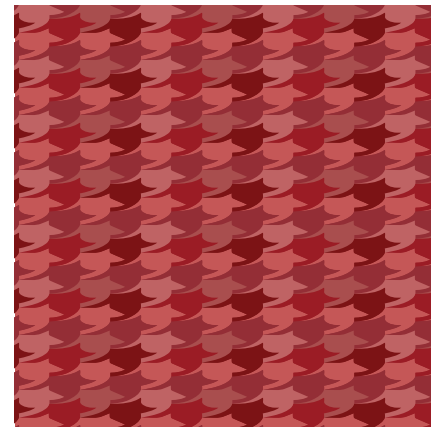
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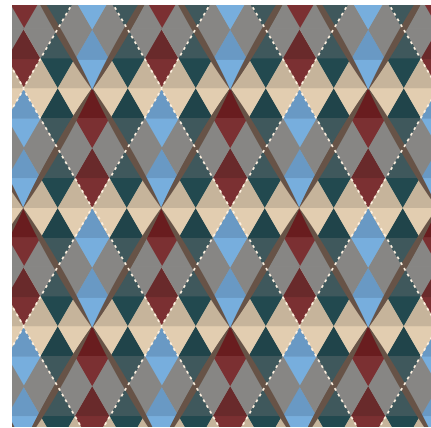
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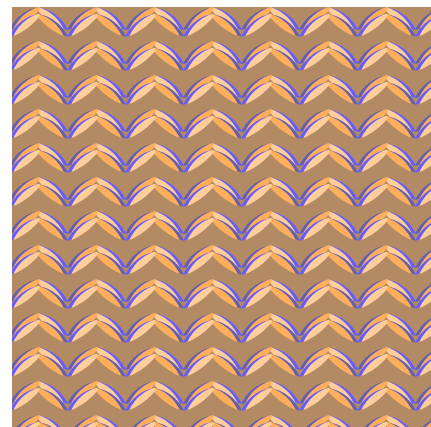
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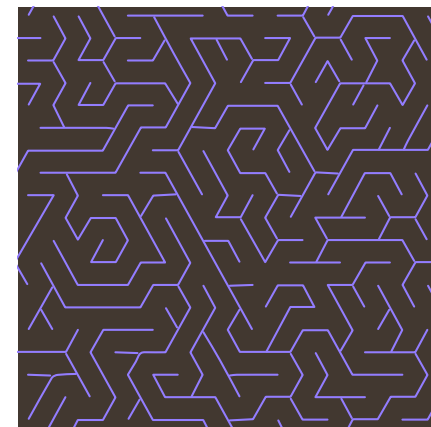
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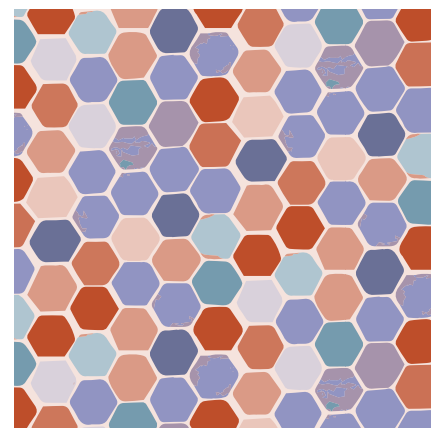
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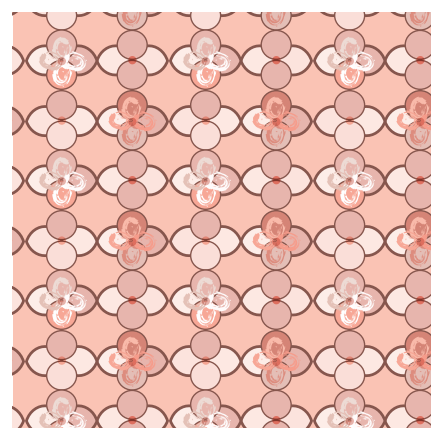
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9



10



11



12

(ONE)

(TWO)

(THREE)

(FOUR)

(FIVE)

(SIX)

(SEVEN)

(EIGHT)

(NINE)

(TEN)

(ELEVEN)

(TWELVE)

Plaid—crossing bands at right angles.

Gingham—same width solid-color squares in overlapping stripes.

Check—square, alternating colors.

Houndstooth—four-pointed stars check.

Argyle—diamond rectangles and fine stripes.

Harlequin—rhomboid lattice.

Herringbone—off-register columns of short parallel lines with all the lines in one column sloping one way, lines in adjacent columns sloping the other way.

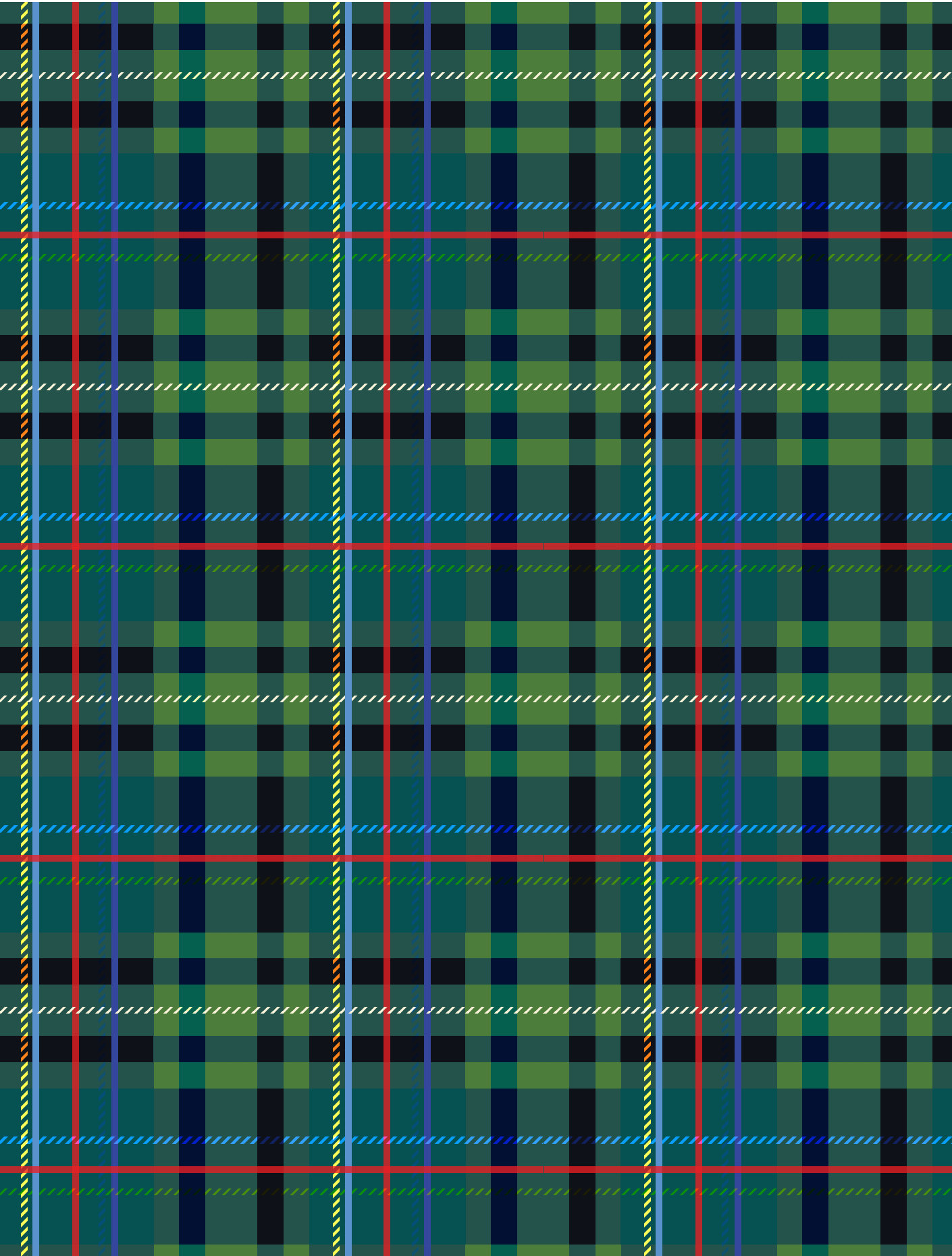
Chevron—zig zag stripes.

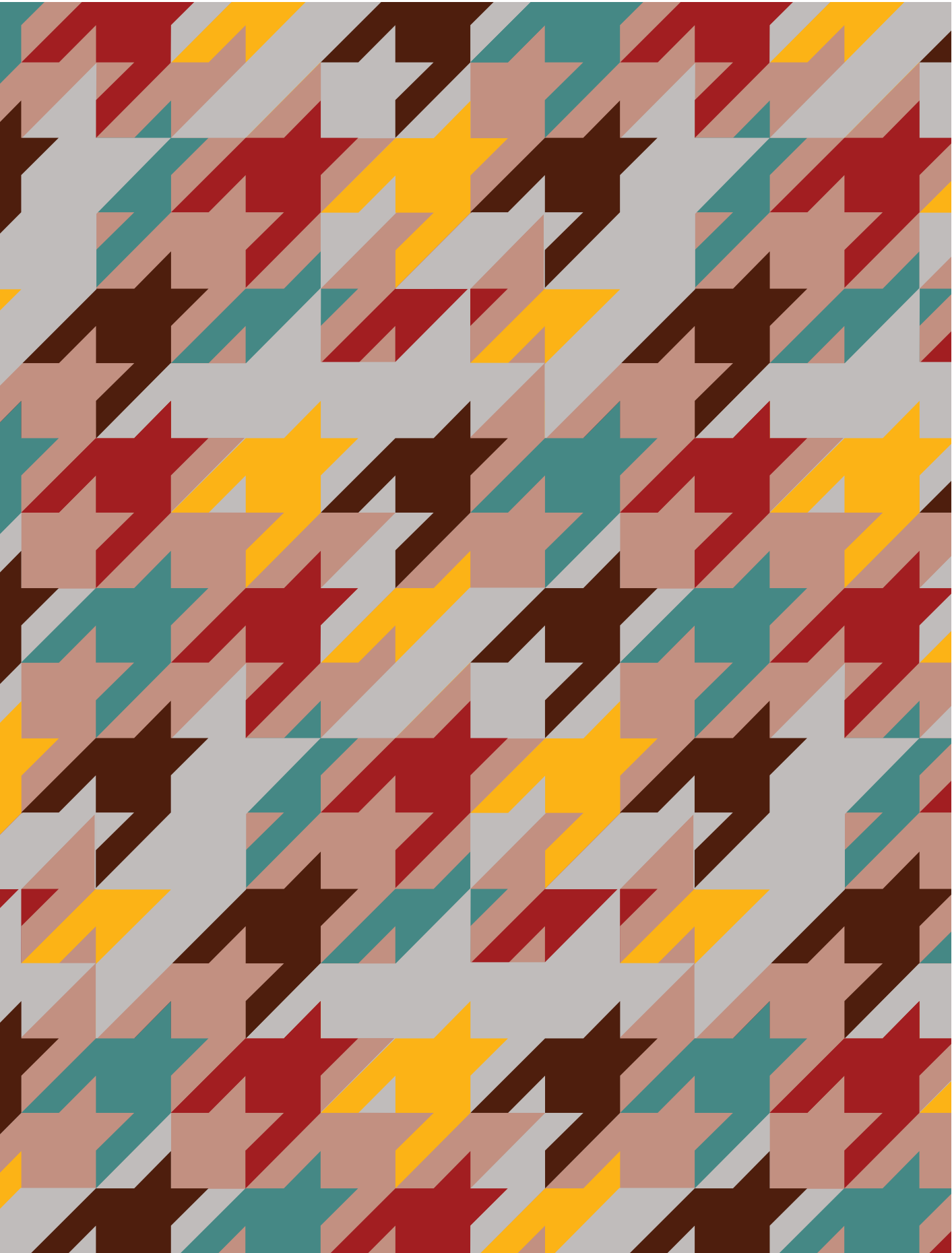
Maze—intricate network of interconnecting lines as in a labyrinth.

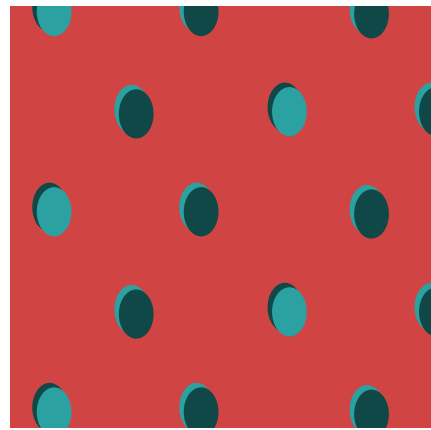
Honeycomb—hexagonal.

Quatrefoil—graphic four-petal motif.

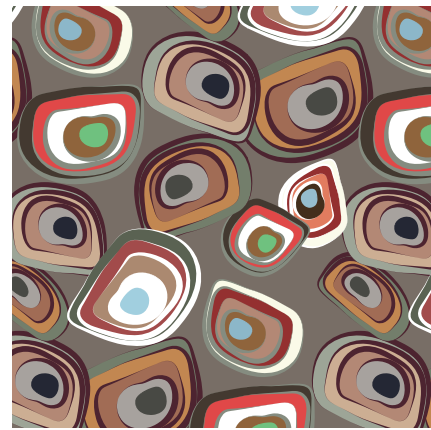
Scale—overlapping arcs.



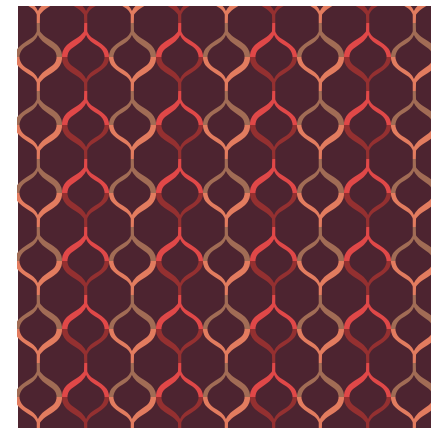




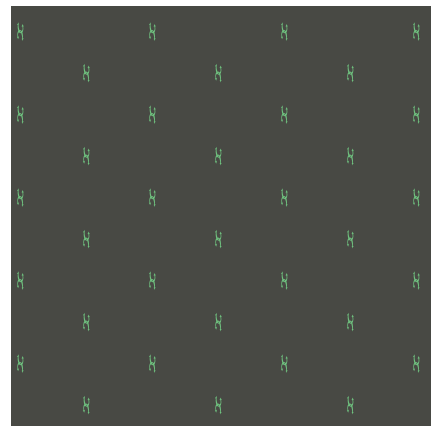
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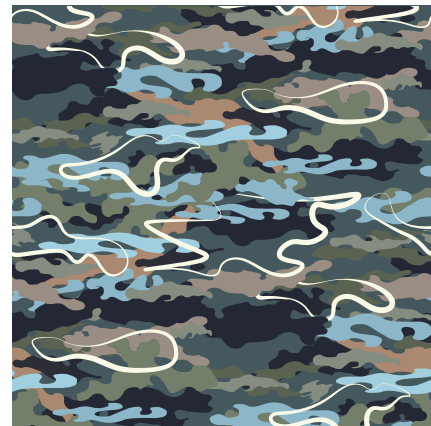
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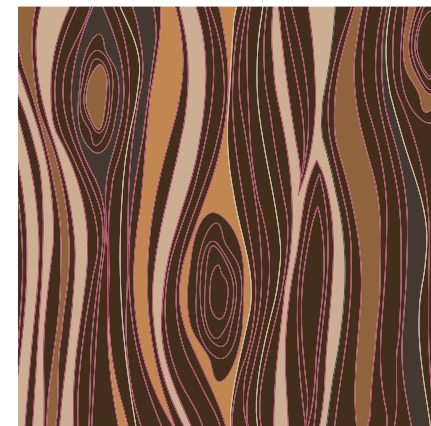
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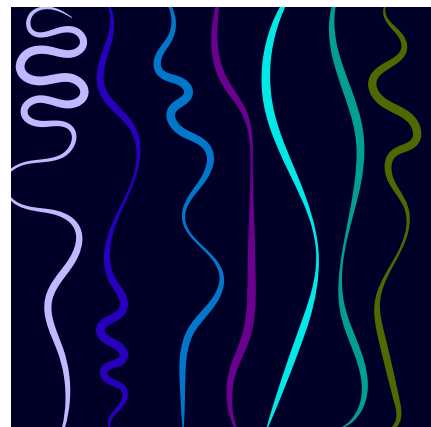
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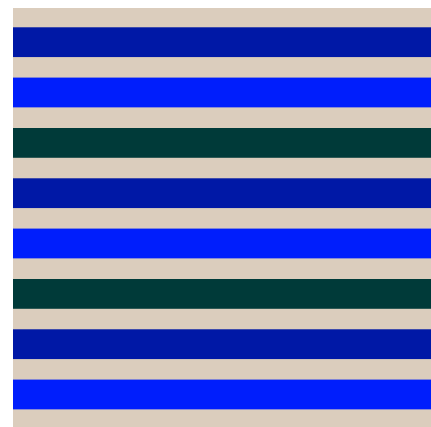
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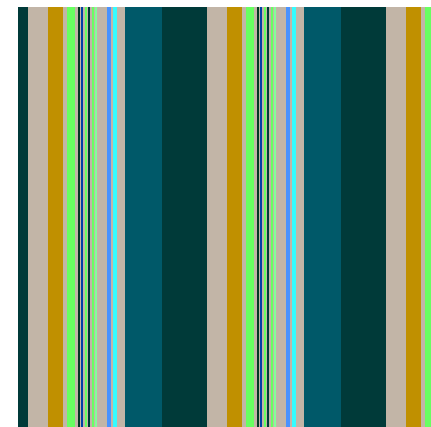
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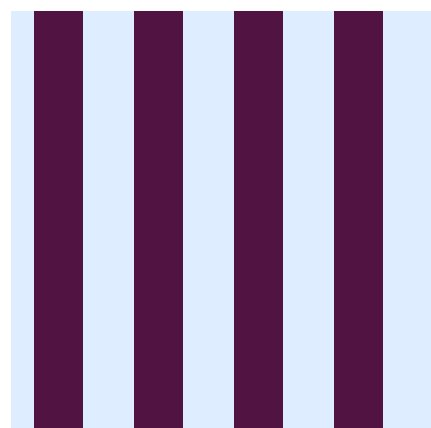
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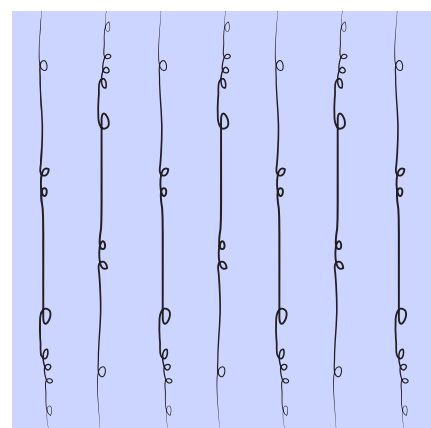
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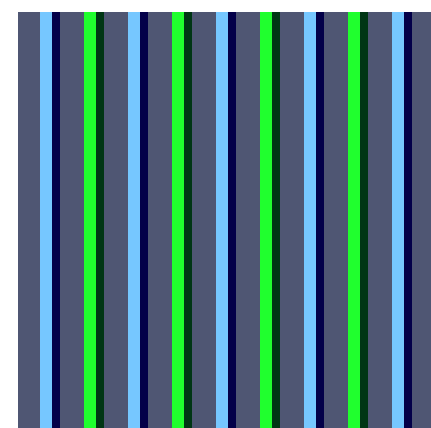
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22



23



24

(THIRTEEN)

Polka dot—same sized solid circles at an equal distance to each other .

(FOURTEEN)

Bull's eye—concentric circles, optical effect

(FIFTEEN)

Ogee—onion shape.

(SIXTEEN)

Foulard—small scale, block repeat, regular shaped geometrics; often seen on silks.

(SEVENTEEN)

Camouflage—organic abstract shapes, high contrast disruptive coloration.

(EIGHTEEN)

Faux bois—wood grain.

(NINETEEN)

Serpentine stripe—vermicular, wavy.

(TWENTY)

Awning—wide, even vertical solid stripes on lighter ground.

(TWENTY ONE)

Barcode—varying width as in a barcode.

(TWENTY TWO)

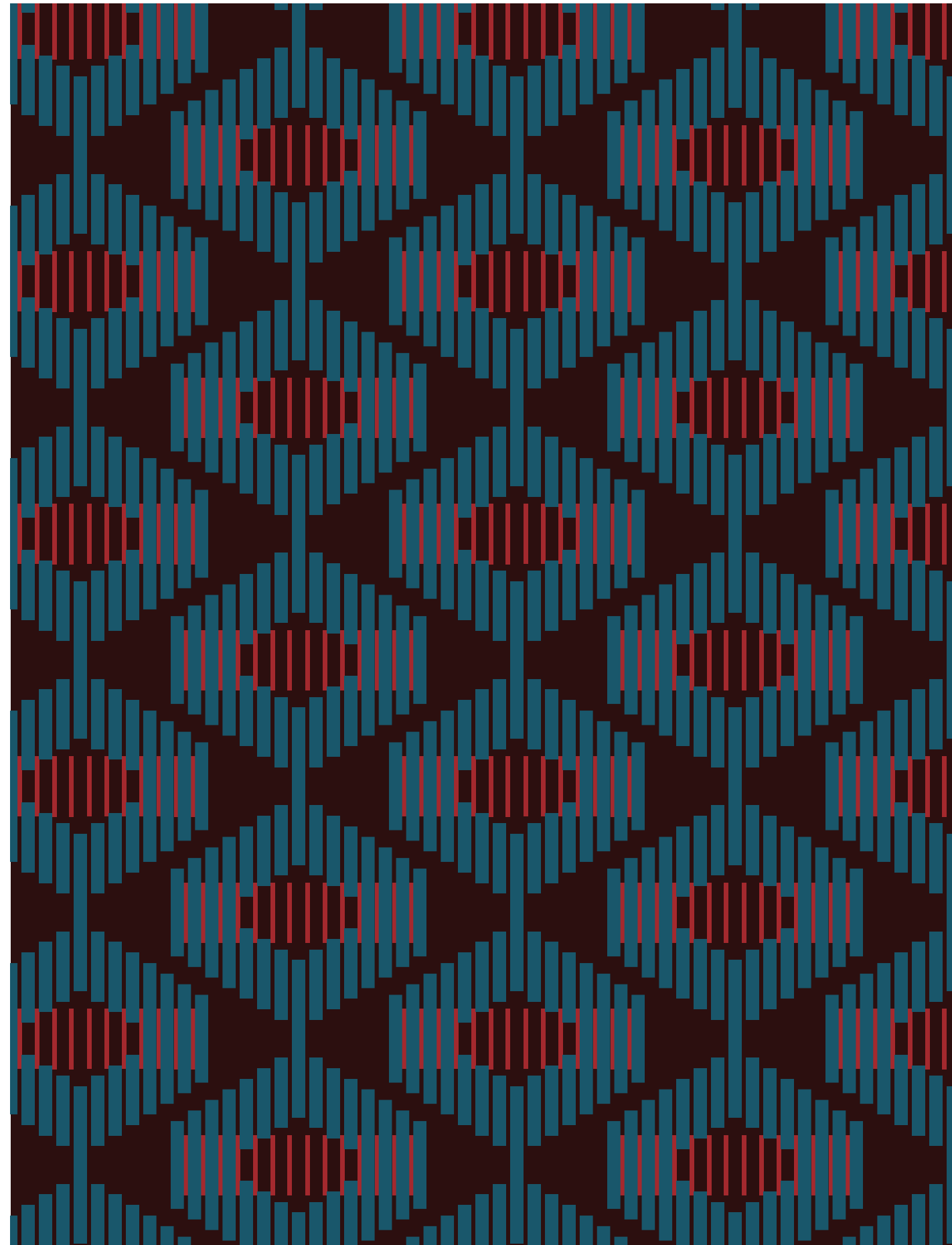
Bengal—same width alternating dark/light colors.

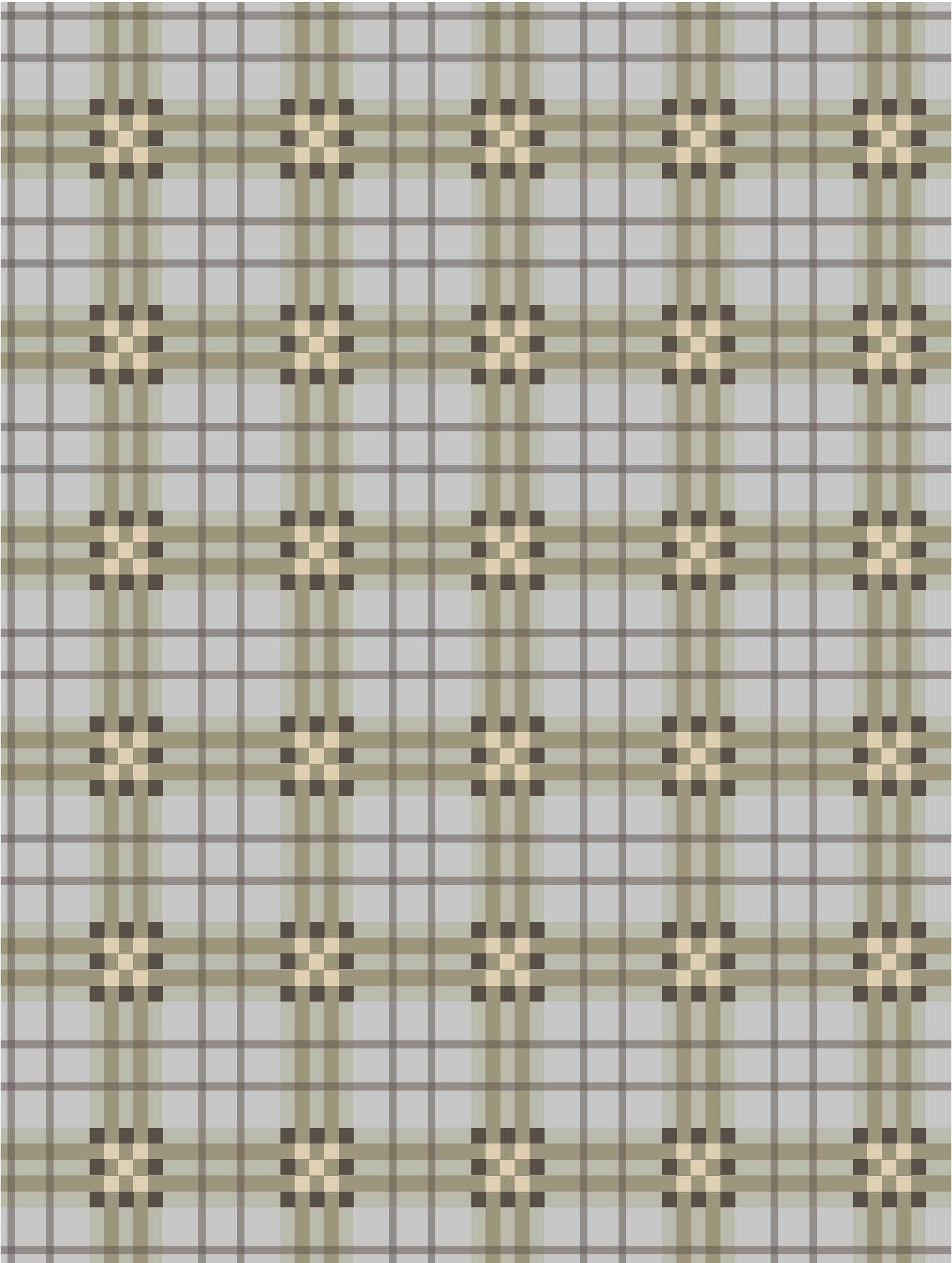
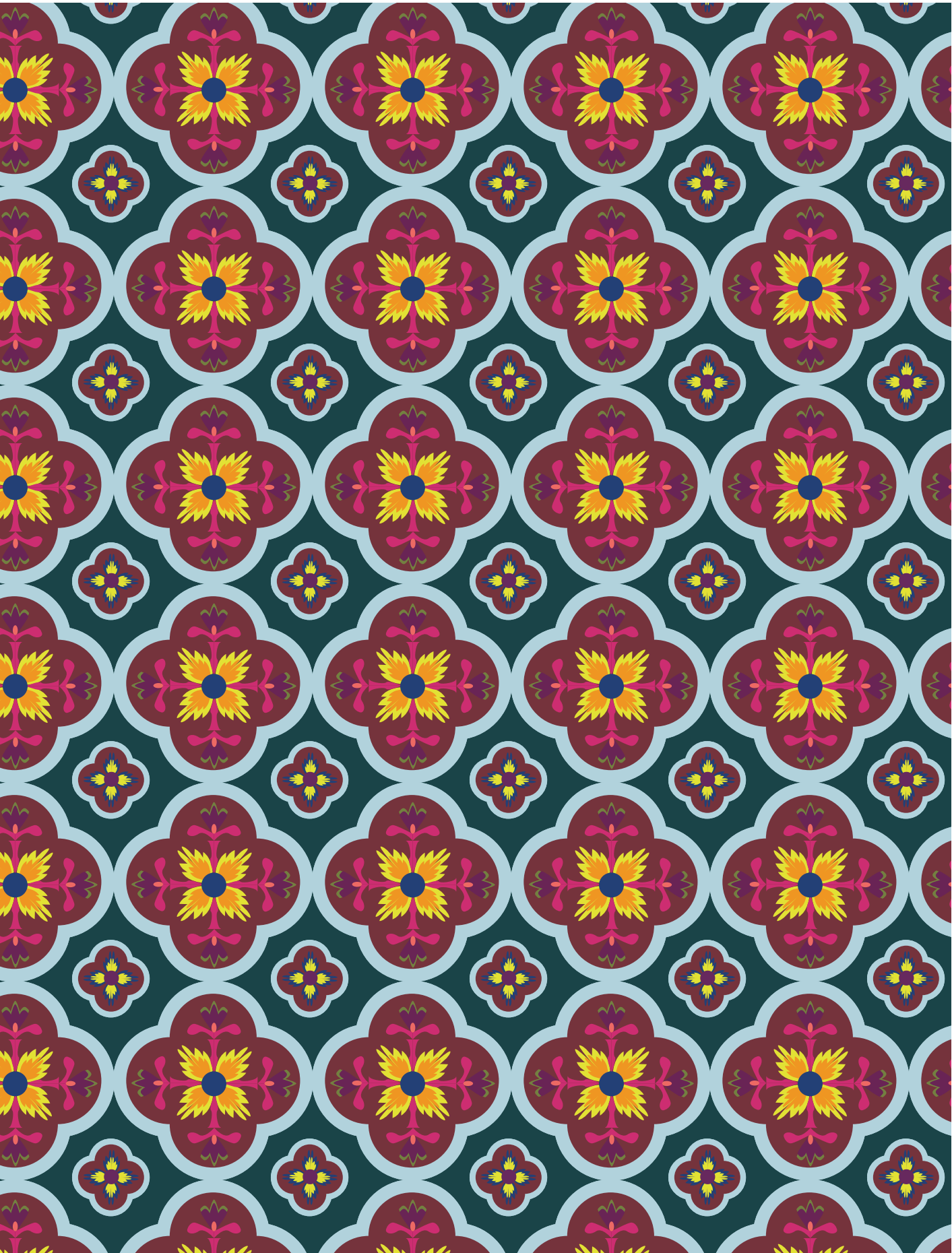
(TWENTY THREE)

Pencil—distance between stripes is much wider than stripe.

(TWENTY FOUR)

Shadow—vertical band with a flush dark stripe next to it creating the illusion of shadow; three or more colors.





RAW TWILIGHT, RICH HARVEST

TREND SEGMENT ON HUMAN NATURE (STRIPE WORLD)



Human Nature, as per WGSN trend analysis, examines the connections between people and the wild, and focuses on colours with a raw and earthy quality. Tones range from purple-tinted darks and muted greens to more vibrant golds, which are ideal for the Autumn and Mid-Autumn retail drops, as the change in season becomes more apparent.

Blue becomes cool and reflective: the tone of Performance Blue is reminiscent of twilight, offering both depth and brightness. It is perfect for outdoor wear and durable gear.

Harvest colours are rich and raw: classic autumnal hues reflect the tones of rugged landscapes, and this ruggedness is accentuated when combined with textured materials and geometric patterns.

Red and green create a cool balance: reds and greens have a muted, muddied appearance for A/W 18/19—less showy, and more rooted in nature.

Tinted darks have purple tones: Dark Earth and Wild Plum work as faux-blacks, anchored by purple tones. These tones appear like colours seen through the dark.







Fashion IS
PART OF OUR
culture, AND IT'S
ABOUT *more*
than JUST A
PRETTY DRESS.

Joan Smalls



PIGMENTED SEASONS, AND A SURPRISE

COLOR PALETTE STUDIES FOR HUMAN NATURE



Autumn/Winter 18/19—This palette is a true autumnal selection of earthy, natural hues with a few surprising additions. The dark end of the spectrum features the US-specific colours of Dark Earth—a deep brown—and the rich raisin tone of Wild Plum. Russet reds and oranges reflect the changes of the season, and have a raw, pigmented quality, especially Red Heather and Scorched Saffron. Rich Rye is a neutral shade, specific to the US, which is commercially suited to outerwear and casual lines.

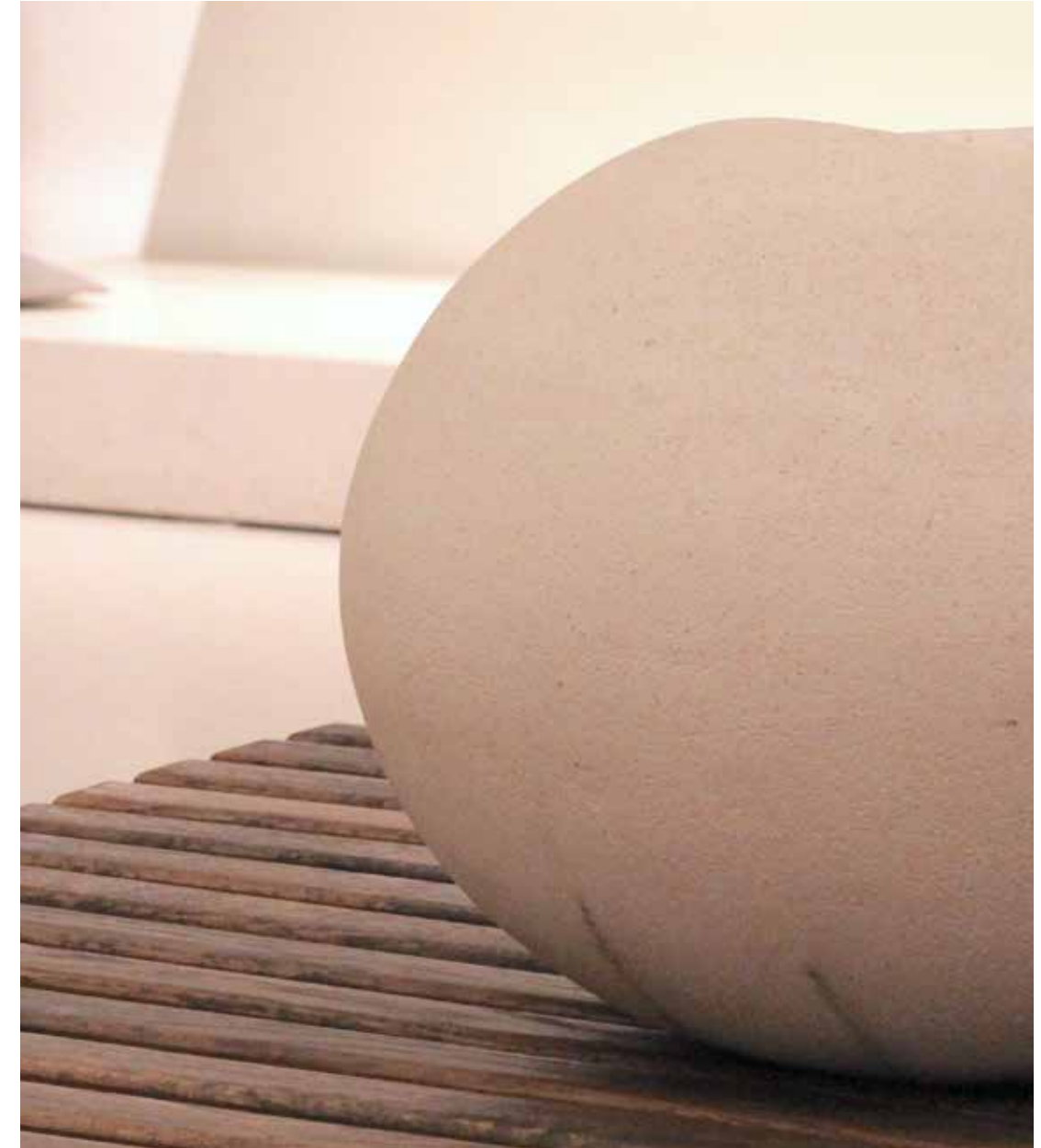
COOL REFLECTIONS—Exotic travel continues to inspire colour, though inspiration comes from inland valleys, lakes and streams rather than the coast.

HARVESTED WARMTH—Rich tones of Scorched Saffron and Rusted Gold blend with metallic accents to create gleaming highlights.

BALANCED BOTANICS—Reds and greens in this palette have a dimmed quality, but also offer a sense of balance.

FORAGED DEPTH—For the U.S., two shades are key: Dark Earth and Wild Plum. Though barely perceptible, these veiled purples have a foraged feel, and connect back to nature in an intuitive way.







DRAMA & LUMINOUS PASTELS

TREND SEGMENT ON DARK WONDER (FLORAL WORLD)



As per WGSN trend analysis, Dark Wonder is driven by the increasingly blurred line between real life and virtual reality. Tones swing from deep blues and greens to luminous pastels and an almost neon yellow, offering both richness and liveliness, which are focusing on moody and energetic colours that offer contrast and drama. It explores the growing overlap of real and virtual, where technology is ever-present resulting in tones that are exaggerated and versatile. Tones swing from deep blues and greens to luminous pastels and an almost neon yellow, offering both richness and liveliness.

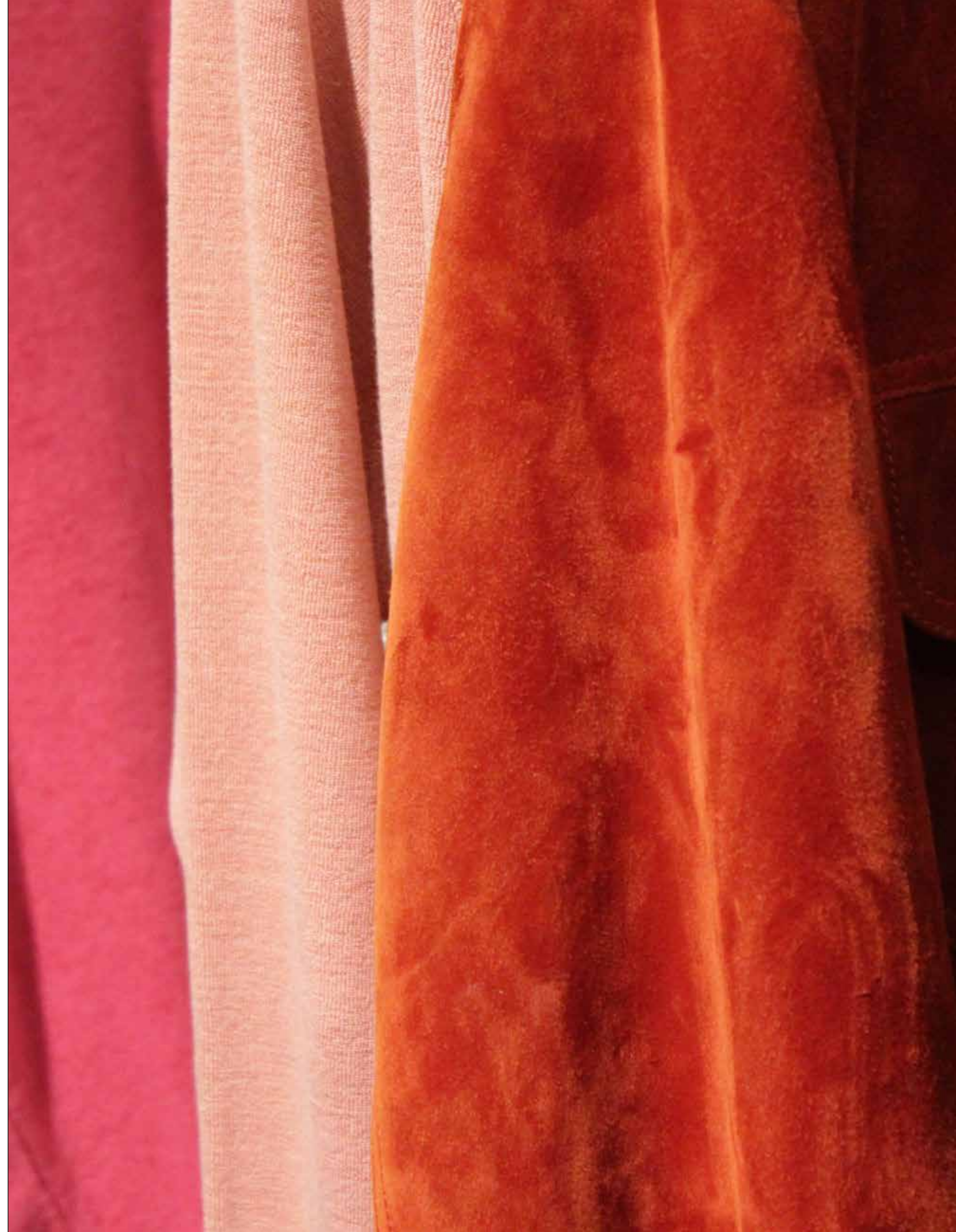
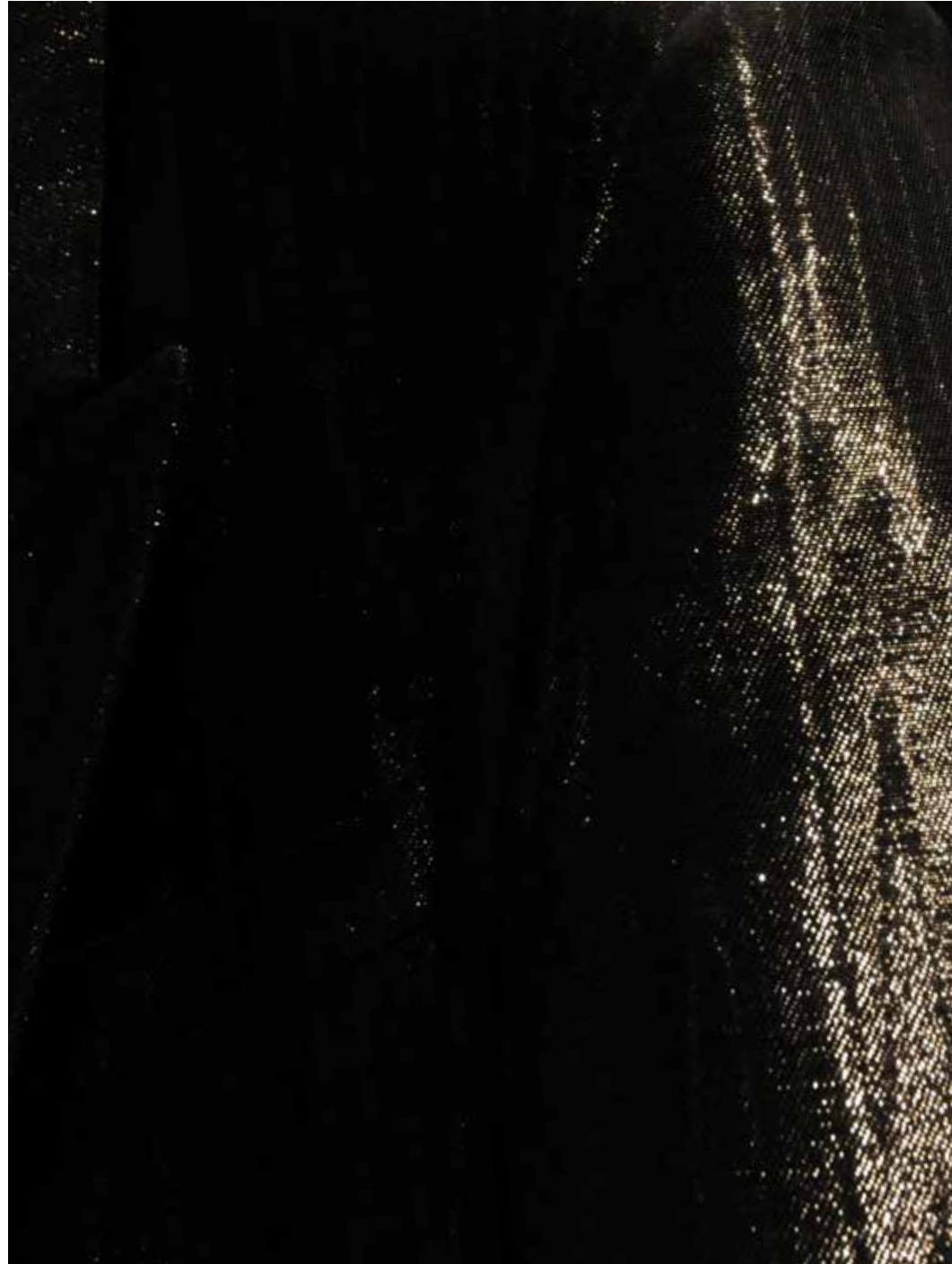
VERSATILE PURPLES—Purples begin to overtake pinks in A/W 18/19. In particular, the tone of Lilac Opal has a luminous quality that calls to mind gleaming, opalescent surfaces.

NEON YELLOW—New production methods are allowing neon materials to be created safely, resulting in Nuclear Yellow – the perfect glowing accent for trims and accessories.

DEEP PINK—Bask in the afterglow of Holiday-season parties with Pixel Pink, which has an intriguingly off-kilter, artificial look.

DIGITAL DARKS—The darker end of the palette features deep tones infused with tints of colour to create barely perceptible changes in hues.



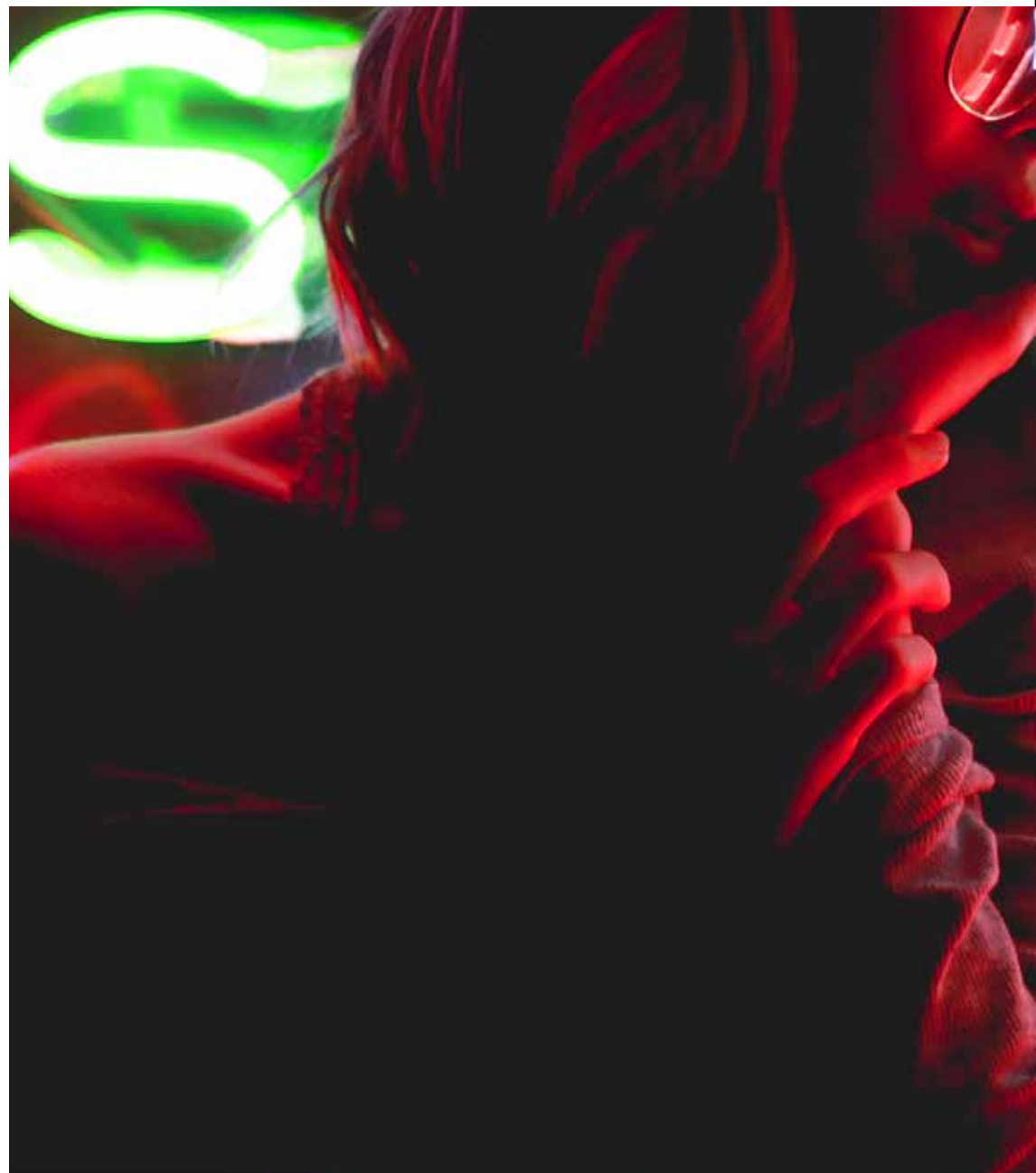


THE FUTURE
is romantic...
SOMETHING
YOU CAN DREAM
ABOUT,
*unknown and
mystical.*

Raf Simons

NEAR-NEONS & MOODY DARKS

COLOR PALETTE STUDIES FOR DARK WONDER

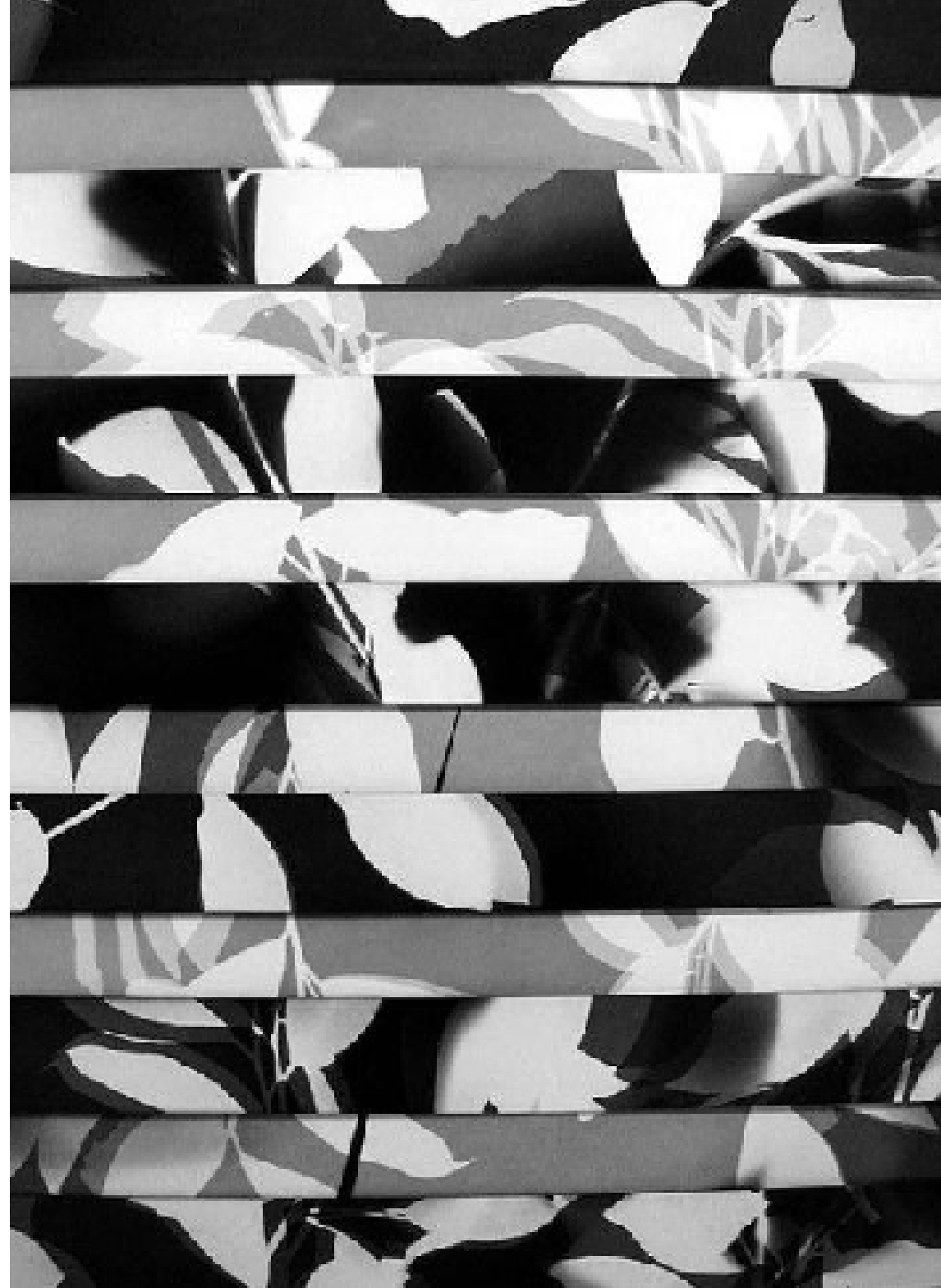


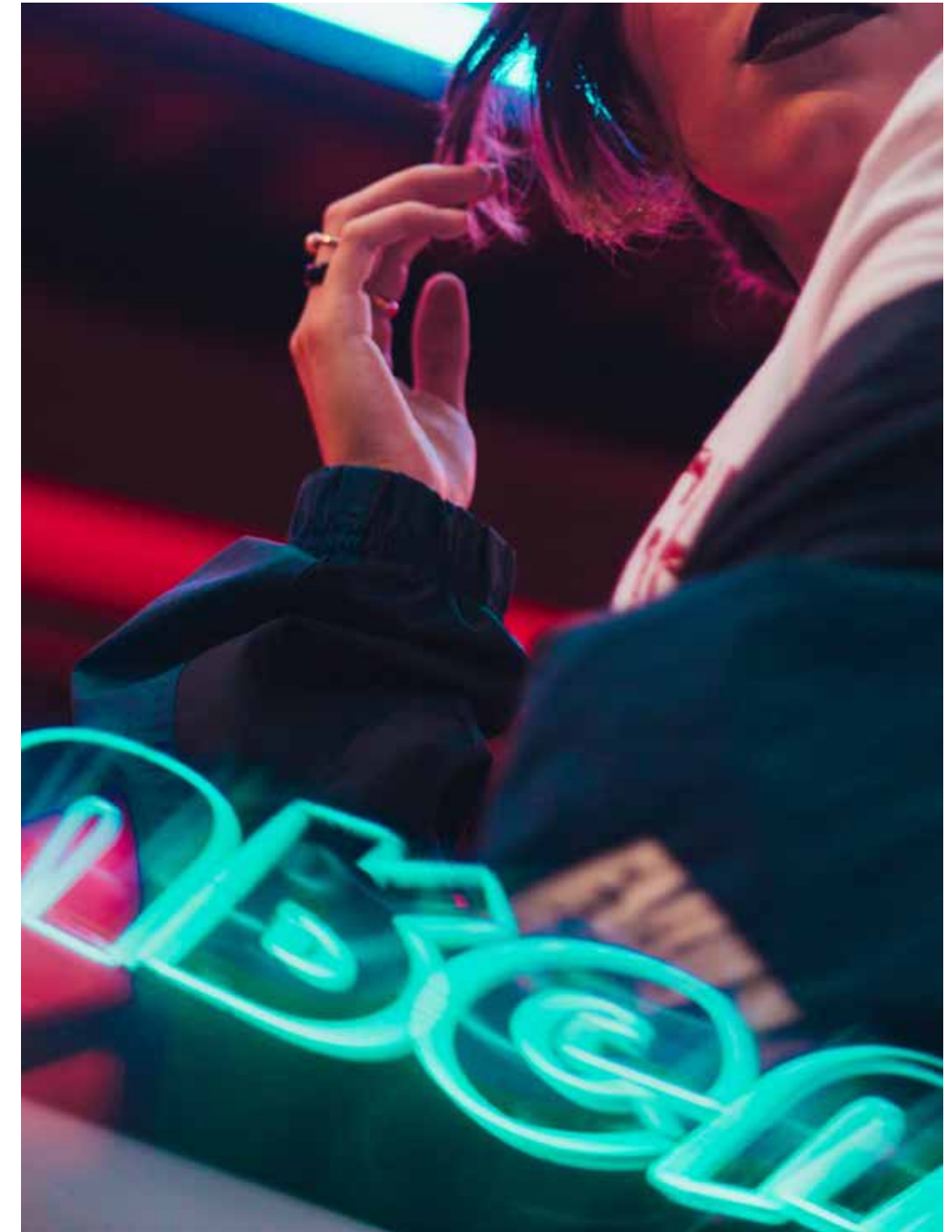
Dark Wonder is characterised by moody darks, unexpected mid-tones and jolting near-neons. Tinted faux blacks of Dark Teal and Red Shadow are chosen specifically to appeal to the US market, and are perfect for the Holiday & Partywear retail drop. Purples dominate in the form of Lilac Opal and Mystic Violet, and the unusual saturated tone of Pixel Pink is ideal for embellishments and accessories. Nuclear Yellow offers a flash of brightness, which feels both futuristic and urban.

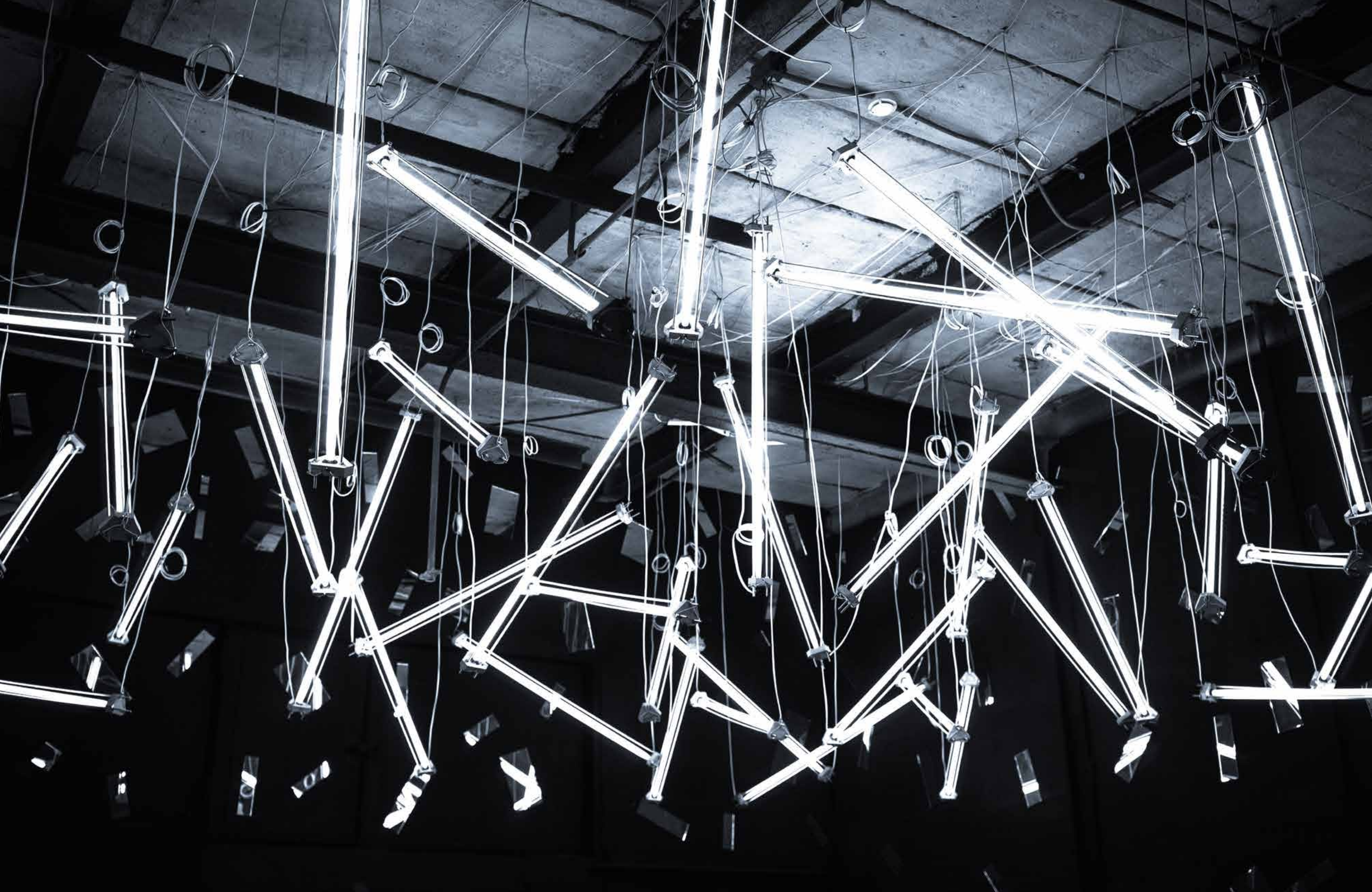
MOLTEN PURPLE—Lilac Opal and Mystic Violet work in tandem to reflect this fusion of the real and virtual, and a metallic hue brings an opalescent gleam.

NEON DREAMING—Nuclear Yellow introduces a near-neon tone to the palette, and can be created by applying new technology to dye methods.

AUGMENTED BRIGHTS—The tone of Pixel Pink is skewed specifically for the US market, and has a warm, familiar quality, as well as a hyper-saturated, glowing aspect.









RETRO, A BIT REBELLIOUS

TREND SEGMENT ON THE THINKER (PLAID WORLD)



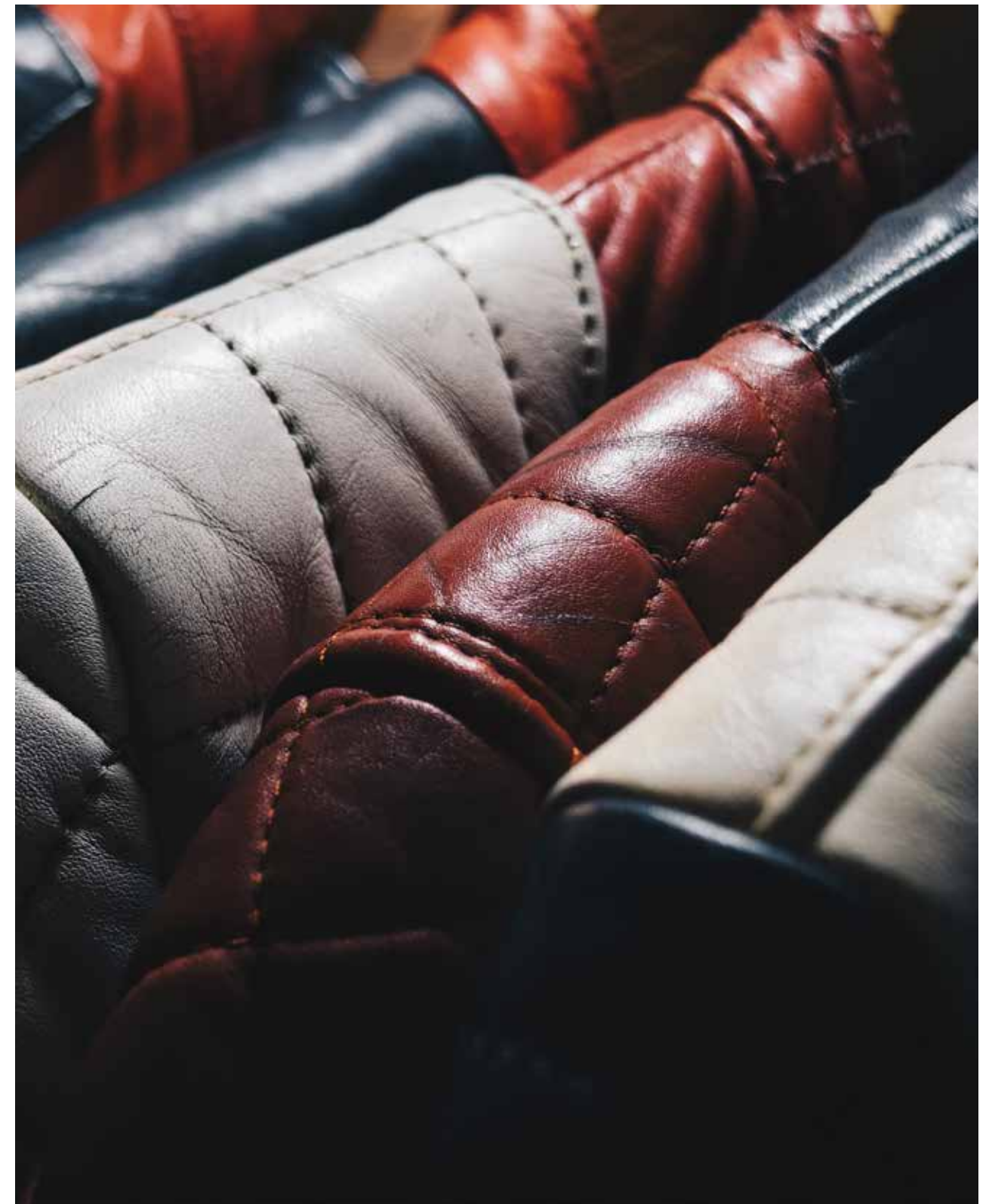
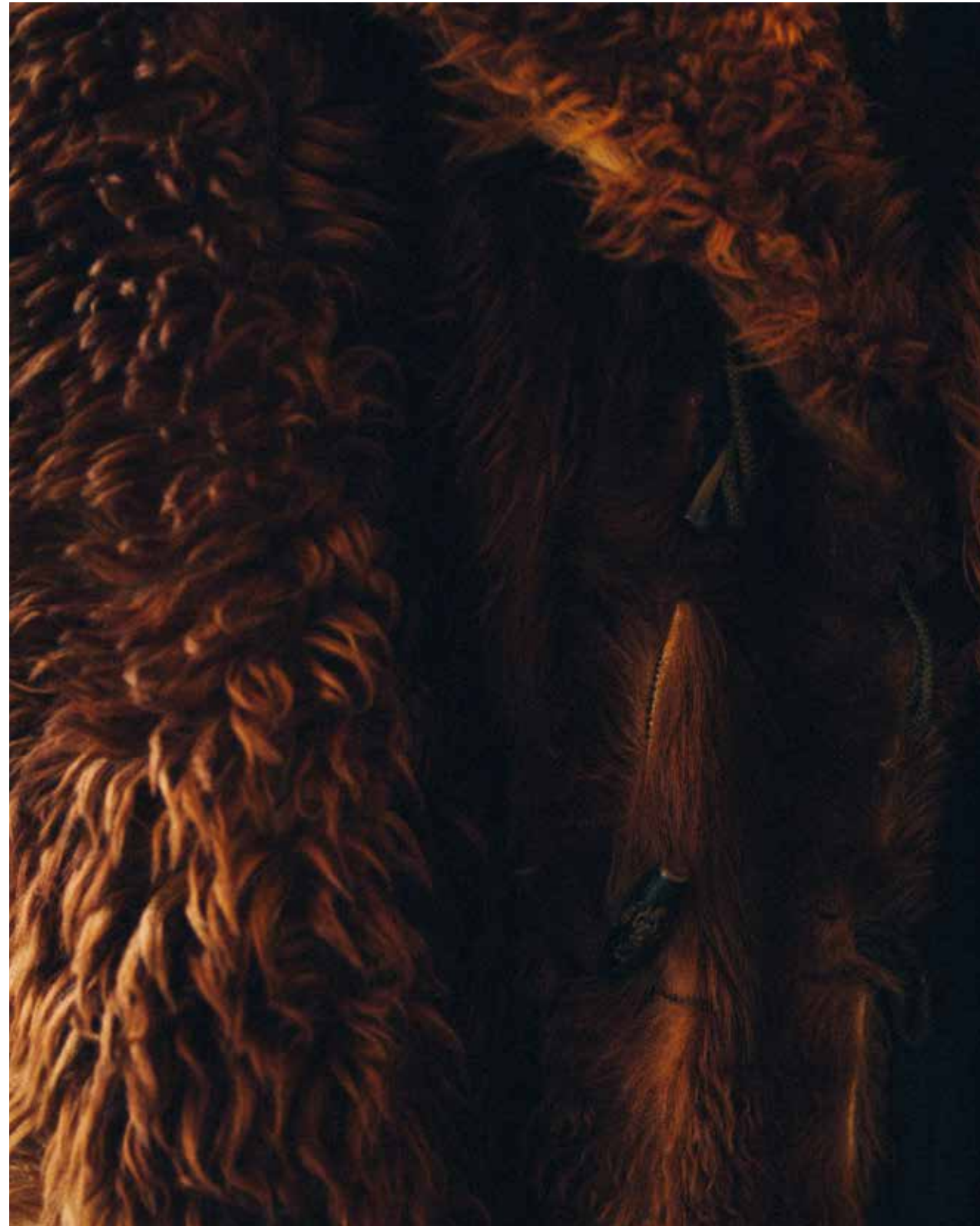
The Thinker, as per WGSN trend analysis, offers a modern take on retro tones, inspired by luxurious interiors with plush materials. The palette is both preppy and slightly rebellious, invoking the history and power of educational institutions. Academic halls, libraries and archives inspire new colour direction, expressing the importance of thought and research within design.

GROUNDING GREENS—Evolving from the teals of previous seasons, Heritage Green is a new colour with an air of familiarity, set to have major commercial appeal for the US.

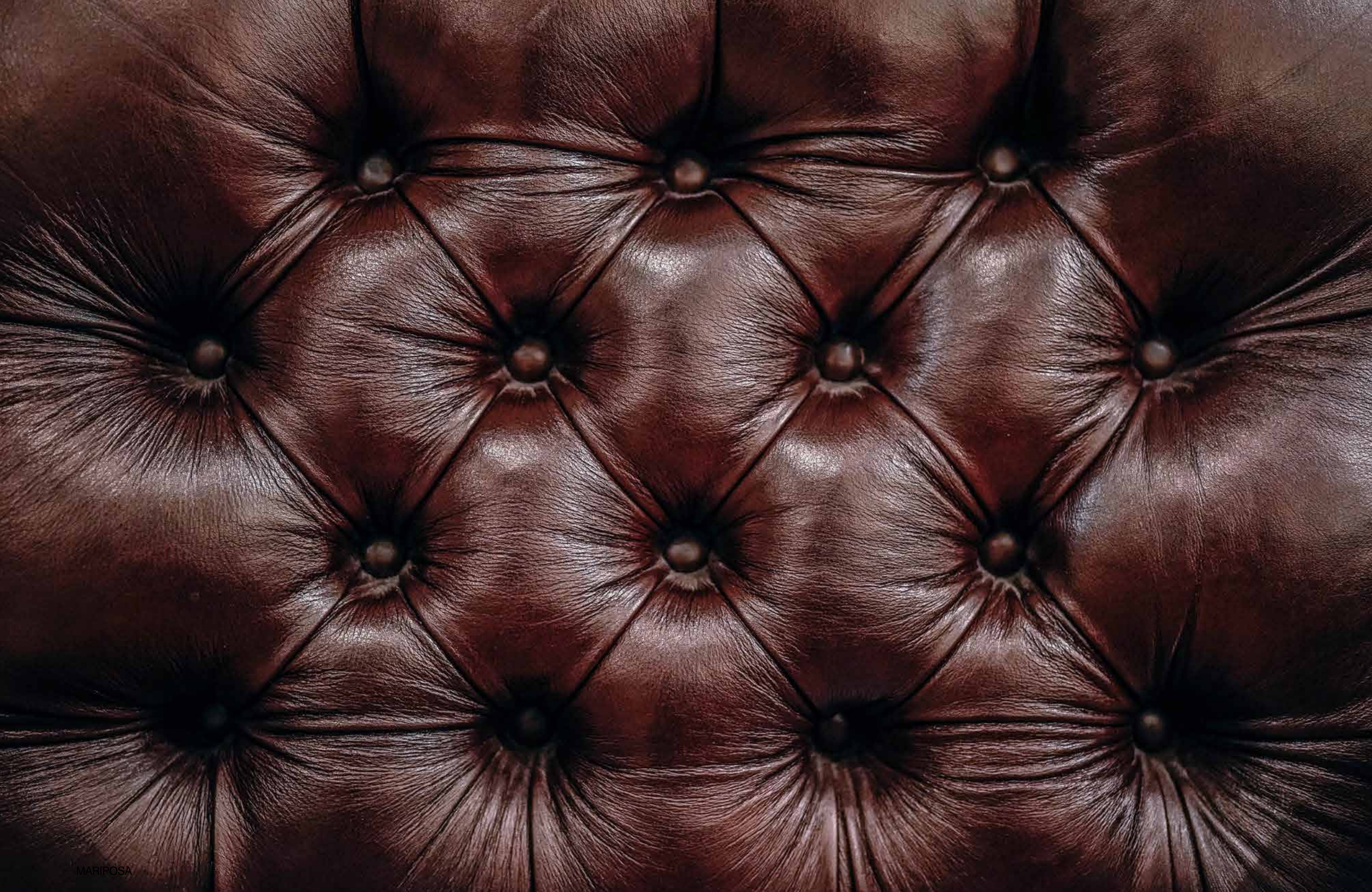
PREPPY PRIMARIES—Classic red, yellow and blue are cleaner and fresher for the US, though retain a slight midcentury feel, and align with the casual active market.

SOFT PINKS—Pinks continue with soft shades that play against peach tones. This softness applies to the menswear market as well.

CORE BROWNS—Warm browns emerge as new core colours instead of black. Balanced browns are luxurious and work well for reimagined classics.

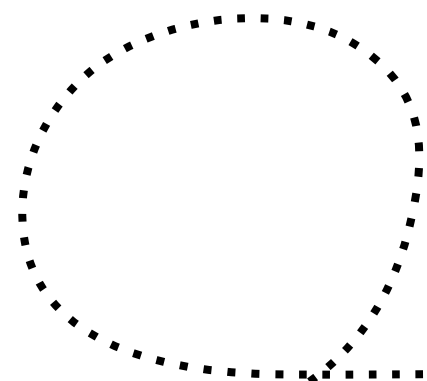








I ALWAYS FIND
BEAUTY IN
THINGS THAT
ARE *off and
imperfect.*



Marc Jacobs

OFF-KILTER AND RETRO

COLOR PALETTE STUDIES FOR THE THINKER



The palette has a classic but contemporary feel, with colours that feel familiar yet fresh. Brown replaces black as a core colour, with shades ranging from Chestnut to Satchel Tan. Primaries are refreshed and brightened for the US market. Powdered Blue, Merit Red and Bold Buttercup recall classic collegiate tones. Heritage Green is particularly commercial, and well suited to the American casual market, while Peach Shell and Frosted Rose represent a balanced take on pinks for A/W 18/19.

GROUNDLED GREENS—This is more of a fashion tone than the teals of recent seasons, and chimes well with this palette's refined classic tones.

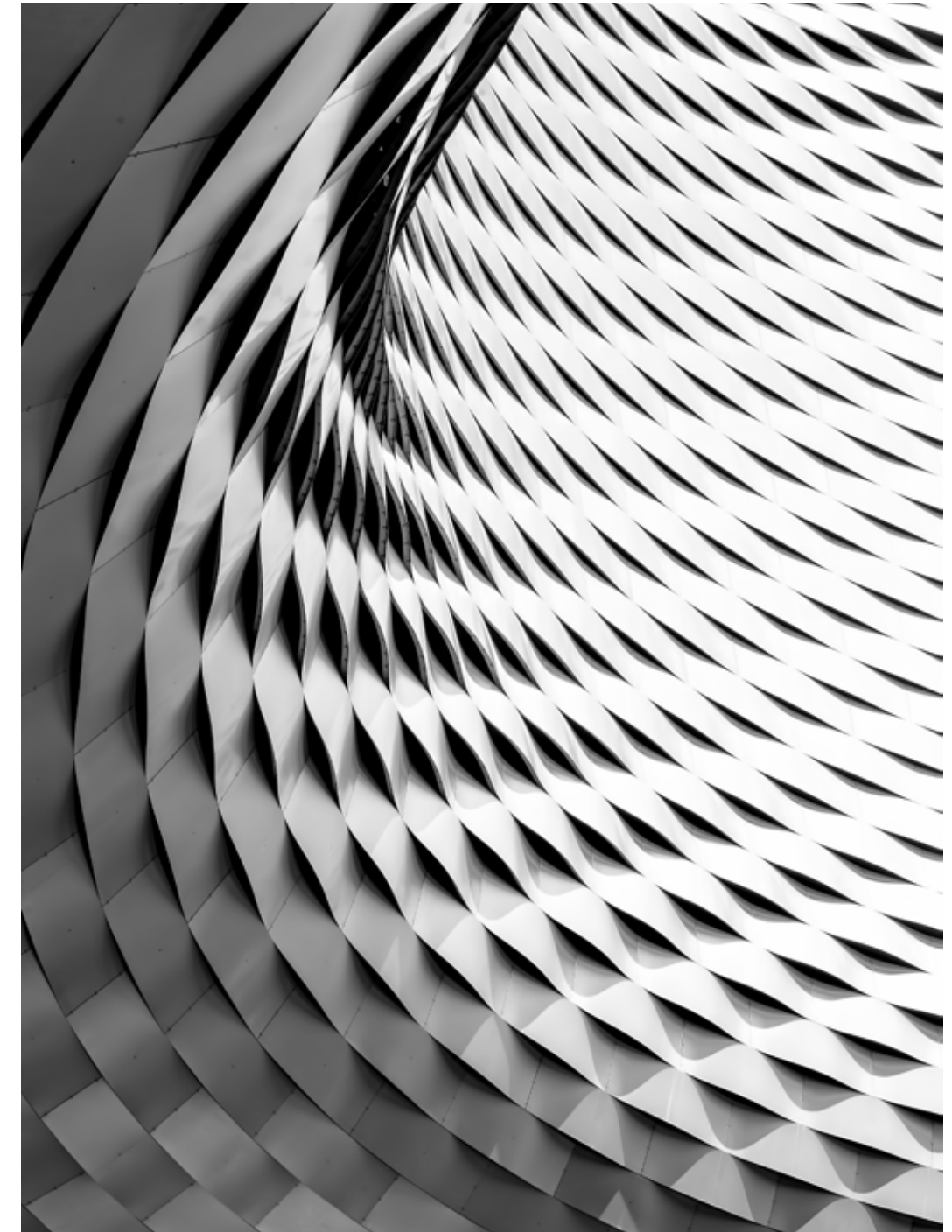
POWER PRIMARIES—The play between off-kilter primaries aligns well with the casual and active markets.

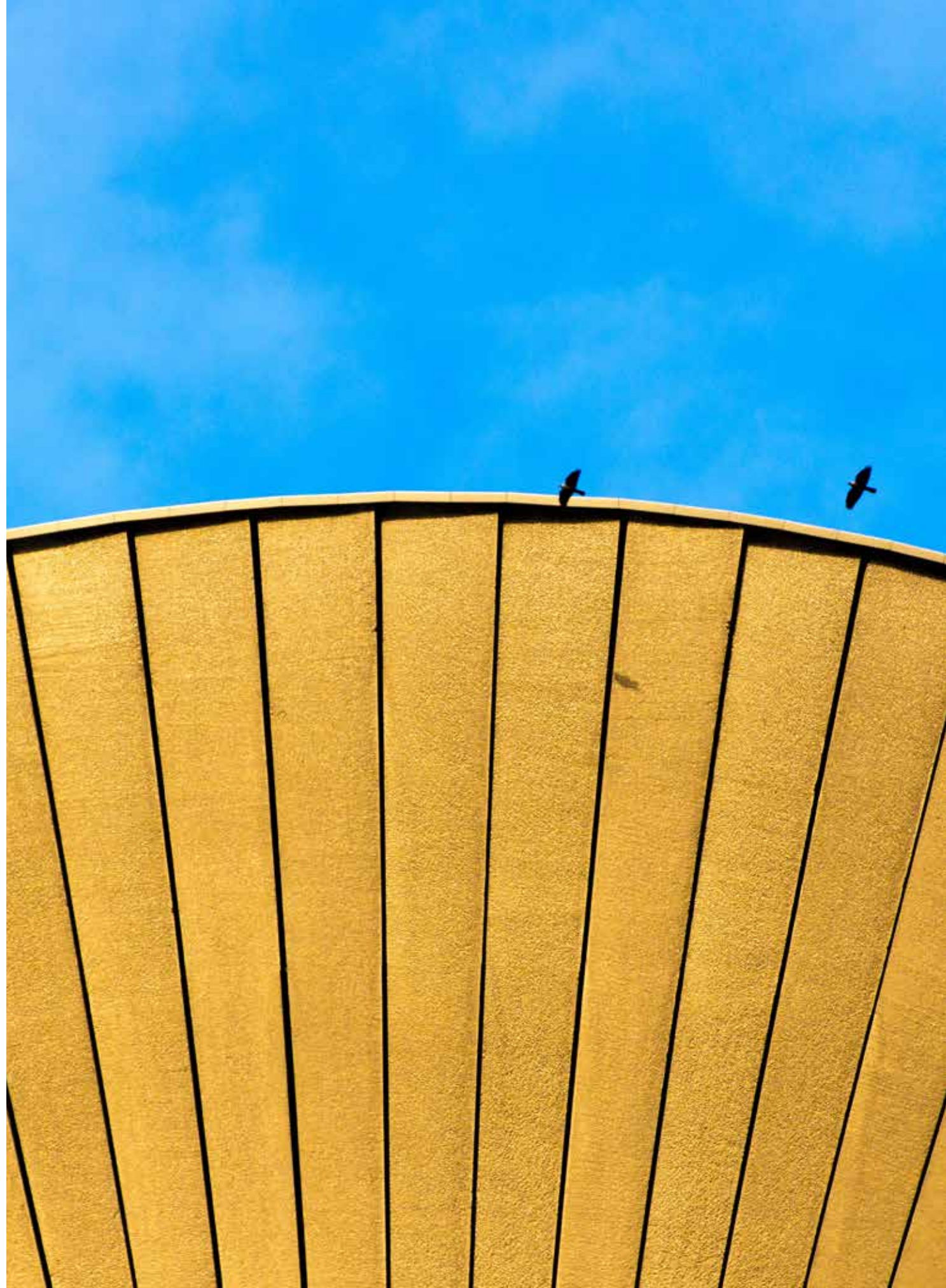
EVOLVED SOFTNESS—In combination with Peach Shell, pinks feel retro and offer a new direction for menswear and womenswear.

HEIRLOOM BROWNS—Recalling rich leather, plush upholstery fabrics, and wood, browns are classic but updated with the combination of Chestnut and Satchel Tan.

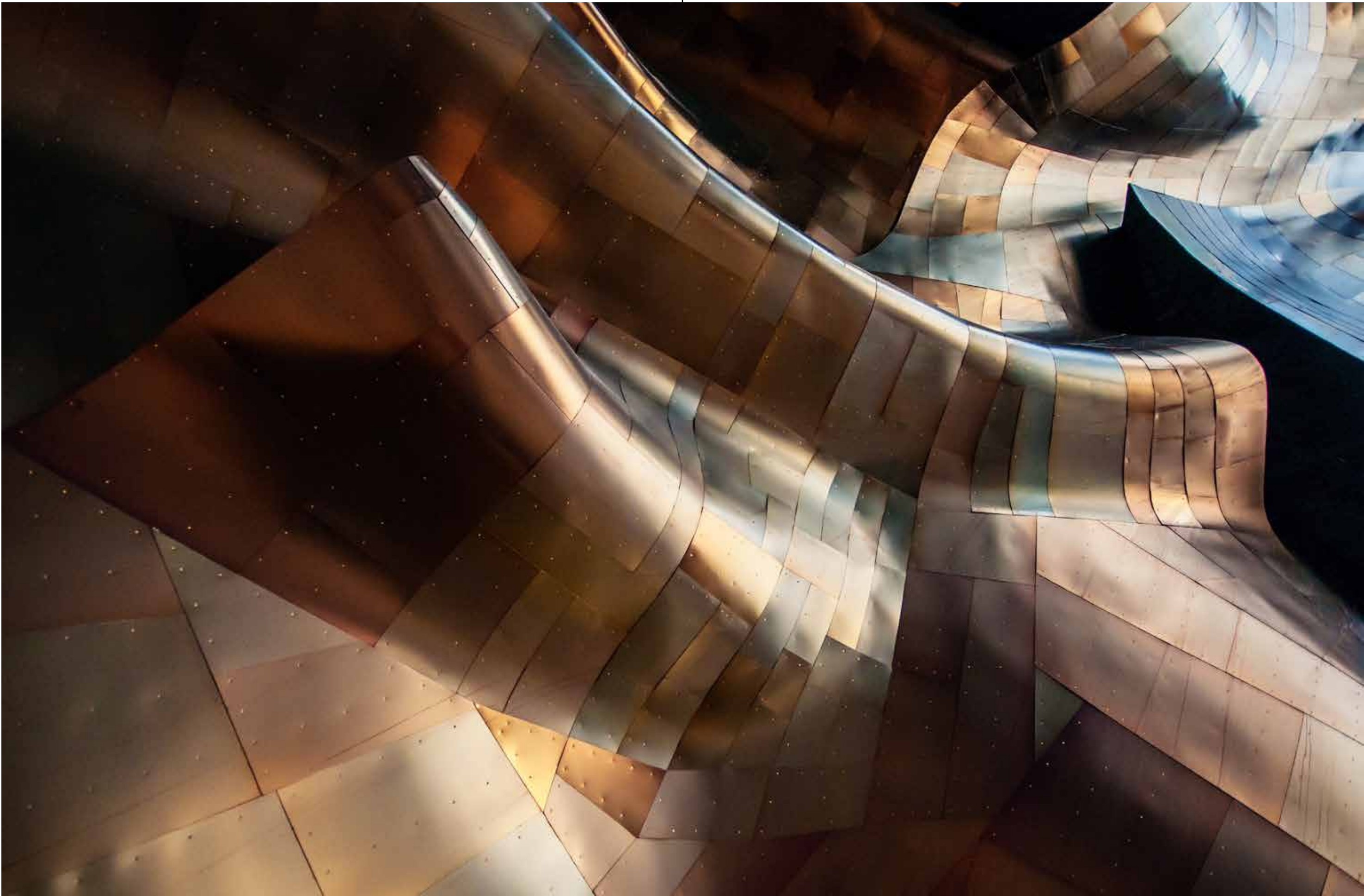


FALL 2018









STREET AND MIGRATION

TREND SEGMENT ON WORLDHOOD (POP WORLD)



Worldhood, as per WGSN trend analysis, is driven by shifting global identities, sparked by migration and urban growth. It's a street-focused trend that takes its cues from multicultural, rather than national, references, resulting in a mix of urban greys, sporty primaries, and vibrant brights.

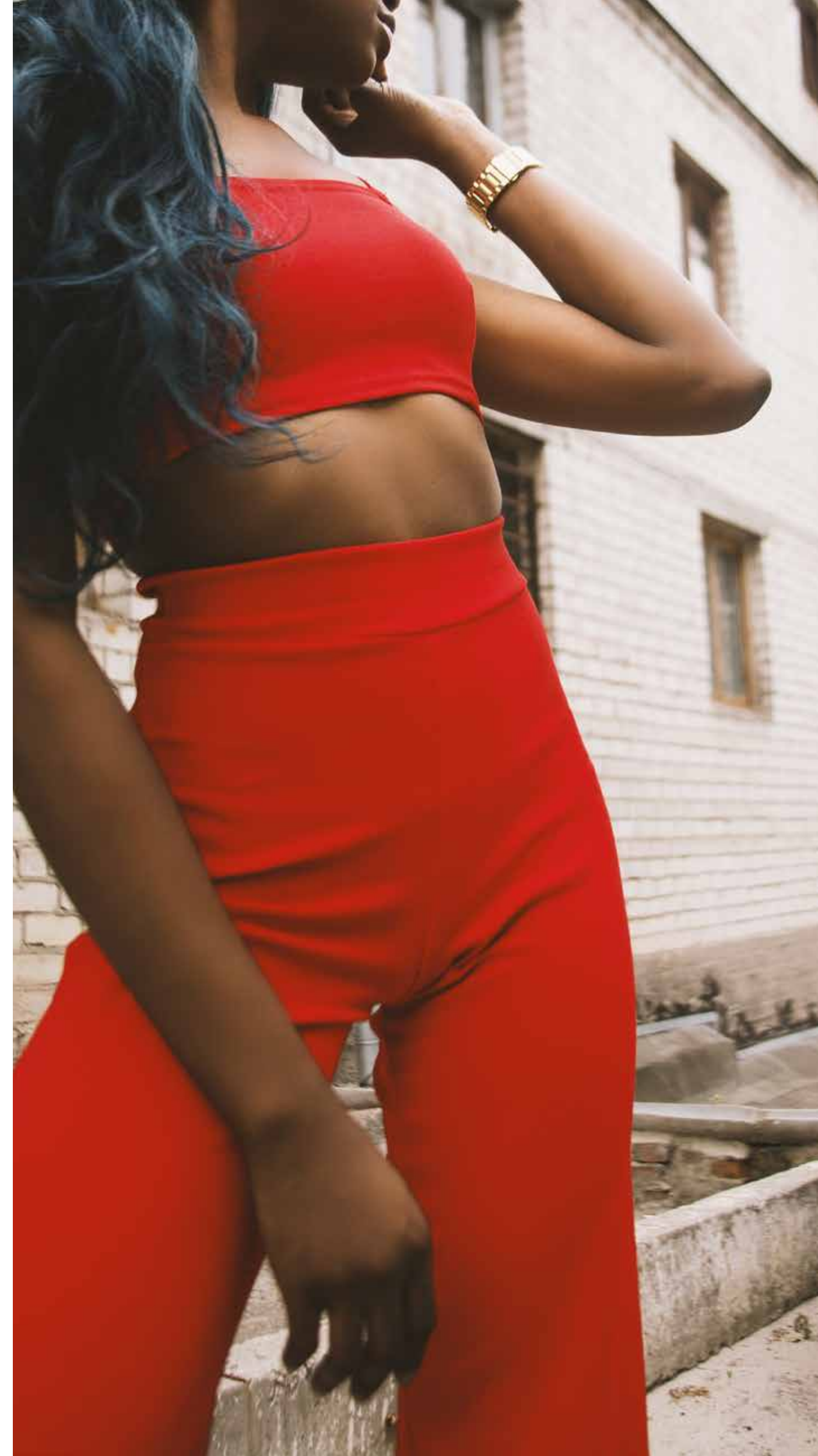
URBAN CITRUS TONES—Lemon Fizz is an unusual choice for the Winter Transitional retail drop, which captures the multicultural, streetwise appeal of this palette.

GRITTY GREYS—This story sees darks become more sophisticated, with a particular focus on sleek, concrete greys.

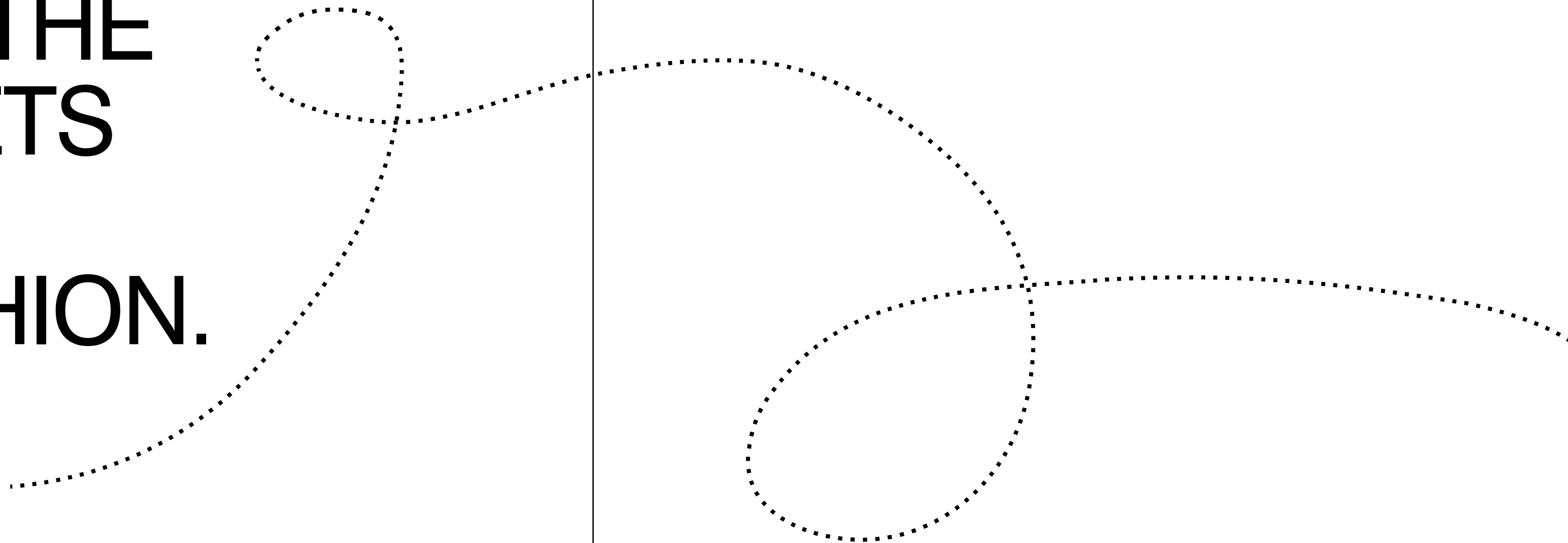
EVOLVING GREENS—Dusty Sage is a muted tone inspired by municipal infrastructure and architecture. Municipal infrastructure and architecture inspires soft, nostalgic greens, which are reminiscent of faded signs and shop fronts.

HIGH KEY ORANGE—Flame Blaze works as a warm, graphic tone for the US market. These fiery tones have a universal appeal, recalling the colours of safety signs in cities across the world.





A FASHION
THAT *does not*
reach THE
STREETS
is not
A FASHION.



Coco Chanel





BENCHES, BRICKS AND ASPHALT

COLOR PALETTE STUDIES FOR WORLDHOOD



The Worldhood palette is inspired by the contemporary urban experience, and the connections between cities across the globe. Gritty greys and browns such as Bedrock Grey, Mortar and Brownstone speak of asphalt and brick, and combine to create a tough yet luxurious aesthetic. Mid-tones celebrate the mundane aspects of the urban experience, recalling the tones of municipal benches and fading signs. Dusty Sage has a muted quality, while Flame Blaze and Lemon Fizz enliven the palette with brightness.

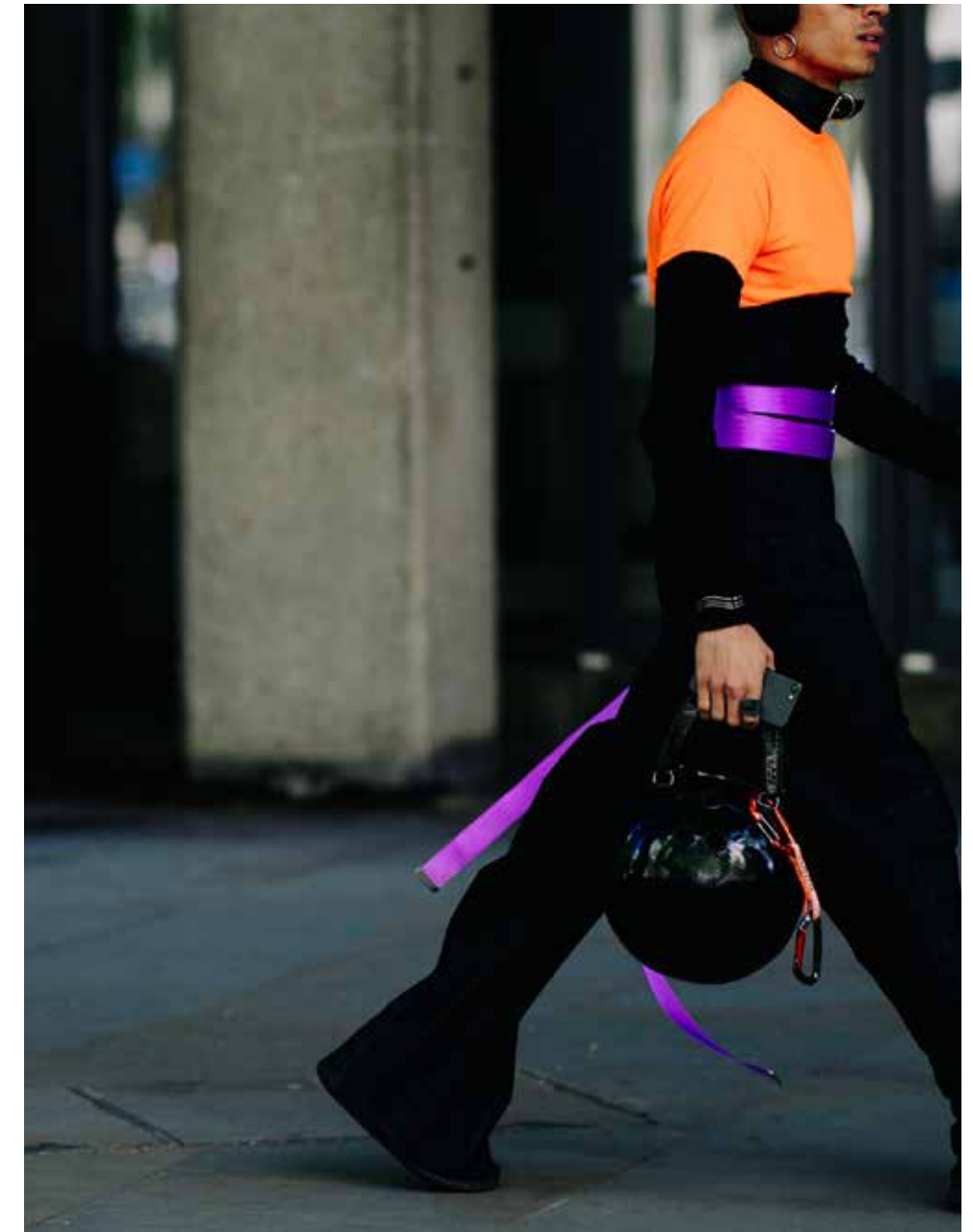
CITRUS SNAP—Lemon Fizz appears like a call to action as the New Year begins, and has a playful feel. This tone can appear more pared-back when next to urban greys.

BALANCED DEPTH—Darks become more sophisticated for A/W 18/19, with greys and browns that have a gritty but clean look. Bedrock Grey, Brownstone and Mortar recall the colours of asphalt and brick, and feel both tough and luxurious, offering multi-generational appeal.

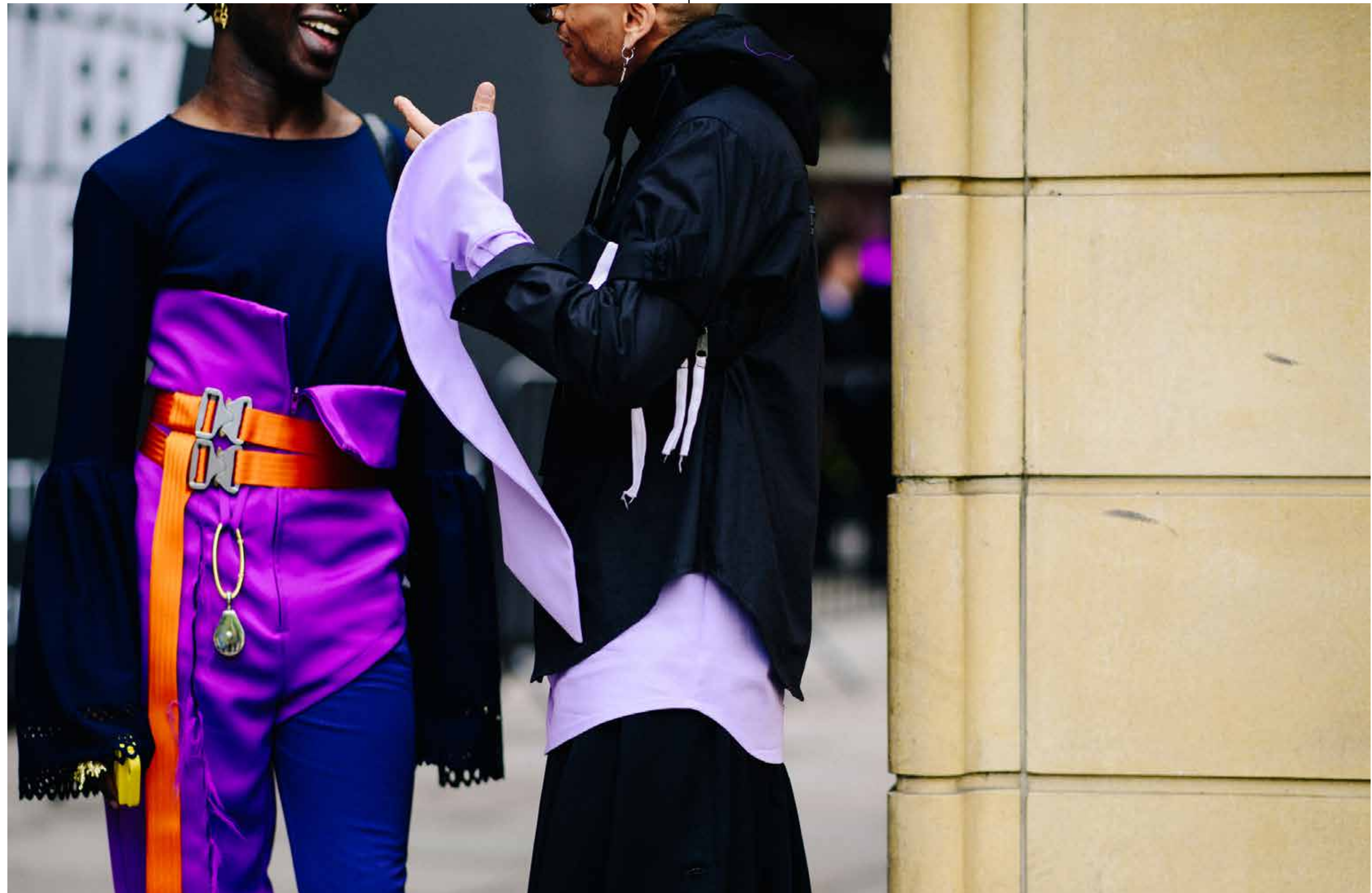
CIVIC GREENS—Municipal infrastructure and architecture inspires soft, nostalgic greens, which are reminiscent of faded signs and shop fronts. The US-specific tone of Dusty Sage is paired with Bold Kingfisher for tarnished, graphic look.

URBAN FLAME—These fiery tones have a universal appeal, recalling the colours of safety signs in cities across the world. Scarlet Alert and the US-specific colour of Flame Blaze feed off each other's energy, and feel sharp, rather than nostalgic.









2352 HOURS

VISUAL DOCUMENTATION OF THE JOURNEY



Fourteen weeks, ninety-eight days, two-thousand three hundred and fifty-two hours, fourteen artists and designers, three assistant directors, two art directors and one project.

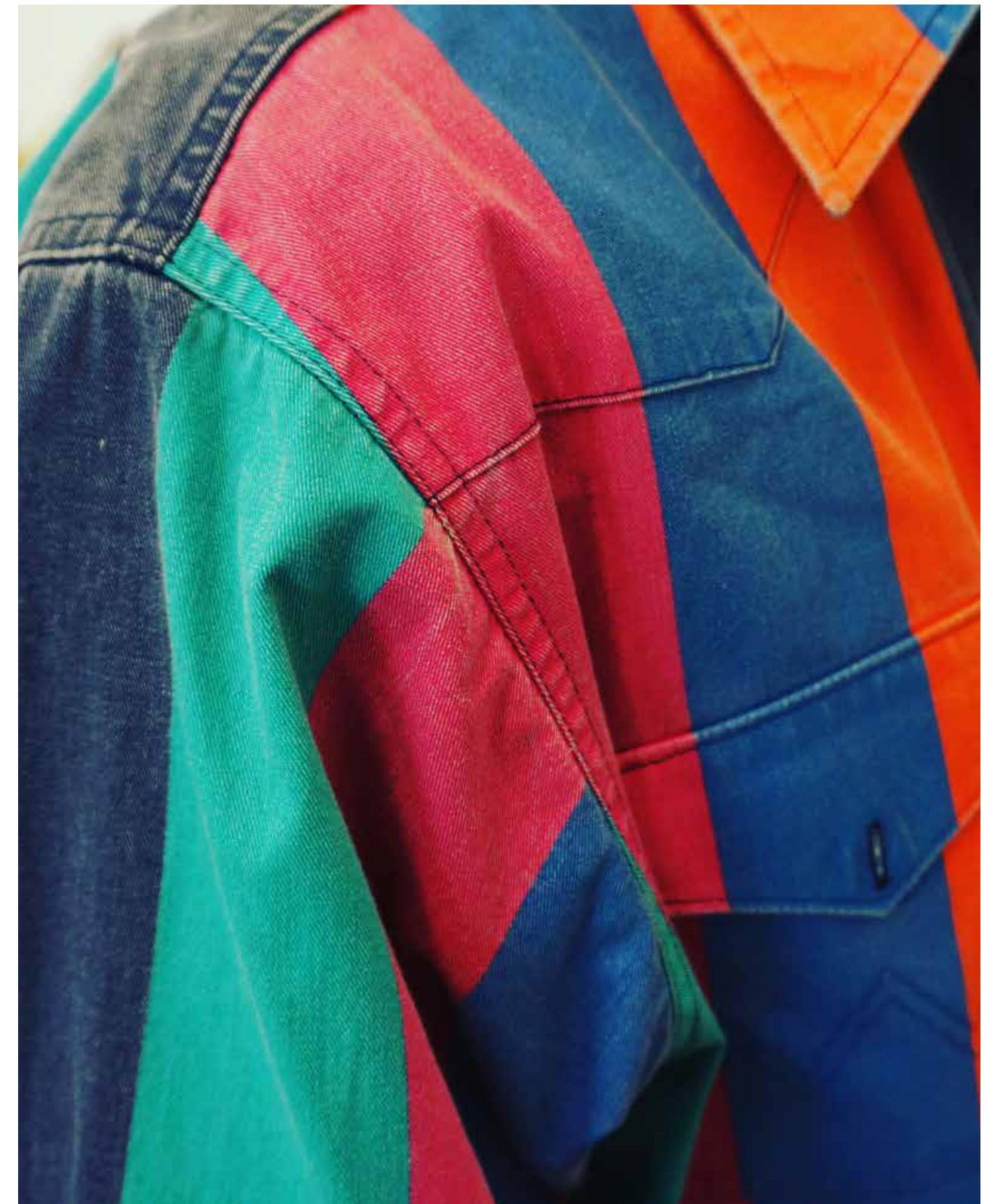
The Surface World team, comprised of designers from a variety of academic backgrounds (Product Design, Illustration, Graphic Design and Environmental Design), collaborated to create window display design for the Beverly Hills Neiman Marcus department store window displays, to be installed September 2018. Each window has its own name: Stripe, Floral, Plaid and Pop, and all inspired using color palettes from a trend forecasting guide, WGSN.

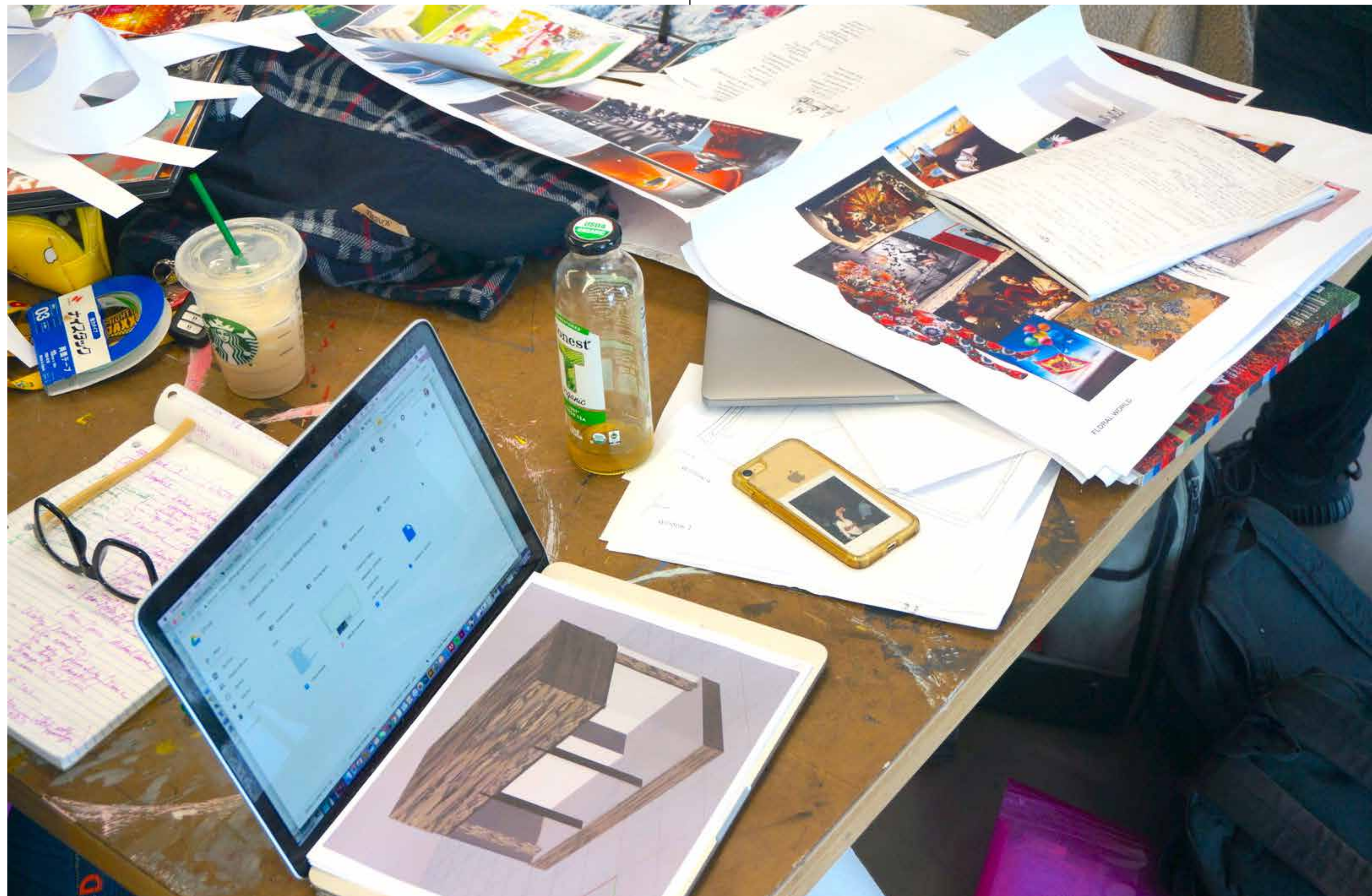
In correspondence to the window displays, the visual communication collective created a publication branded under the name, SURFACE Magazine to document the creative process.









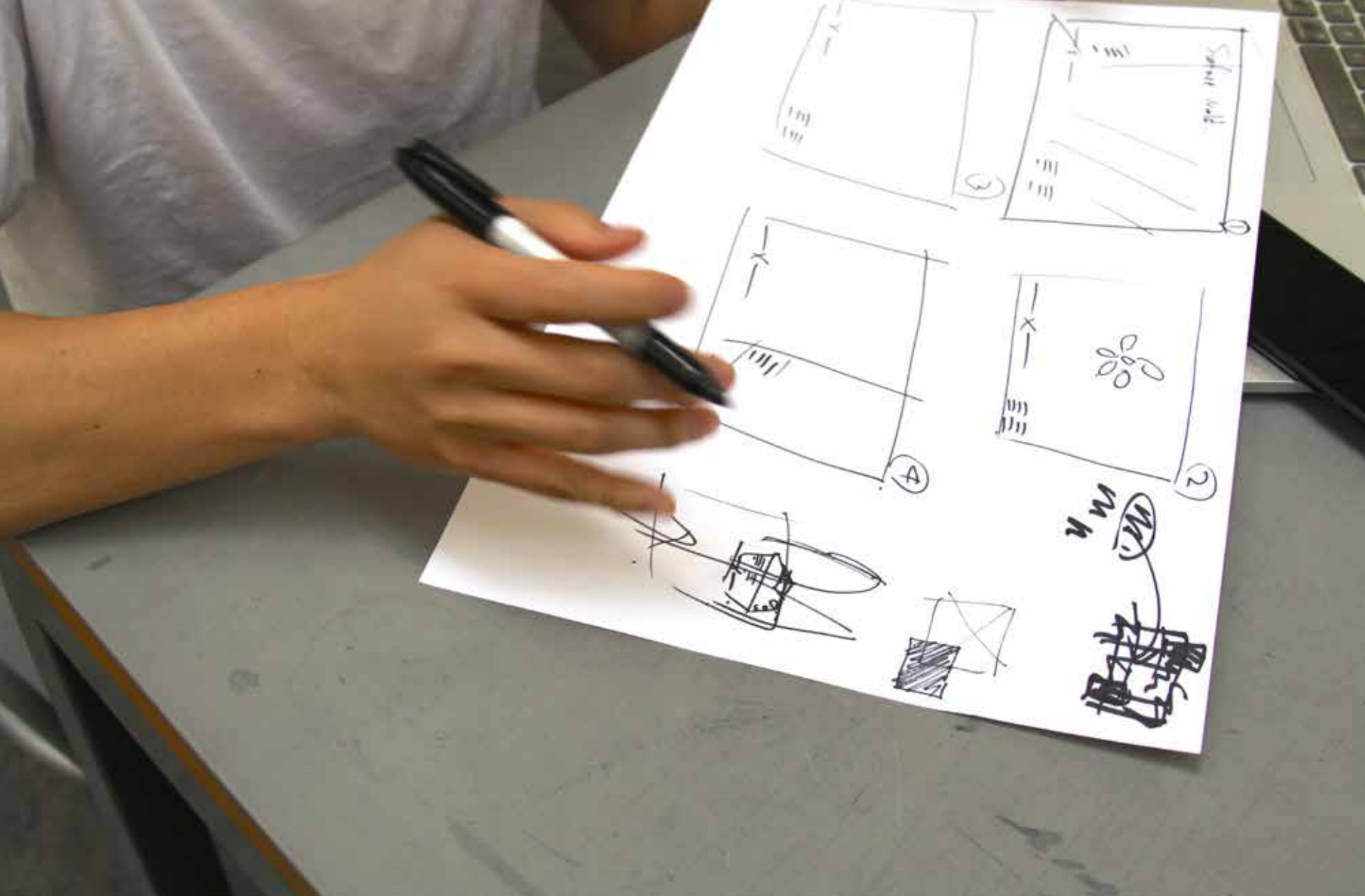


















MARIPOSA

AN ILLUSTRATIVE POEM

My dream is to be a surface designer.
When I need to be inspired,
I find my way to the fabric store.

A polka dot pattern here, a plaid pattern there.
How stimulating to see a plethora of fabric arranged
into rolls and rolls of magnificence.

Sneaking into the backroom where the store keeps its
best odds and ends,
I gravitate towards the familiar, a butterfly.

Mariposa is a reflection of me,
my muse, my fan, my critic, my yin and yang.
She presents herself whenever creativity strikes,
never by command and always by surprise.

Stepping onto the unrolled canvas I fall through the
surface into yards and yards of oblivion onto a dark
wonderful world of floral.

Vines climbed onto every crevice.
Flowers of all shapes and sizes, all growing,
glowing everywhere.

Stumbling onto a foulard of venus fly traps, I close my
eyes, curl into a tight ball and wish I could disappear.
I start to shrink, and shrink to the size of a dot.

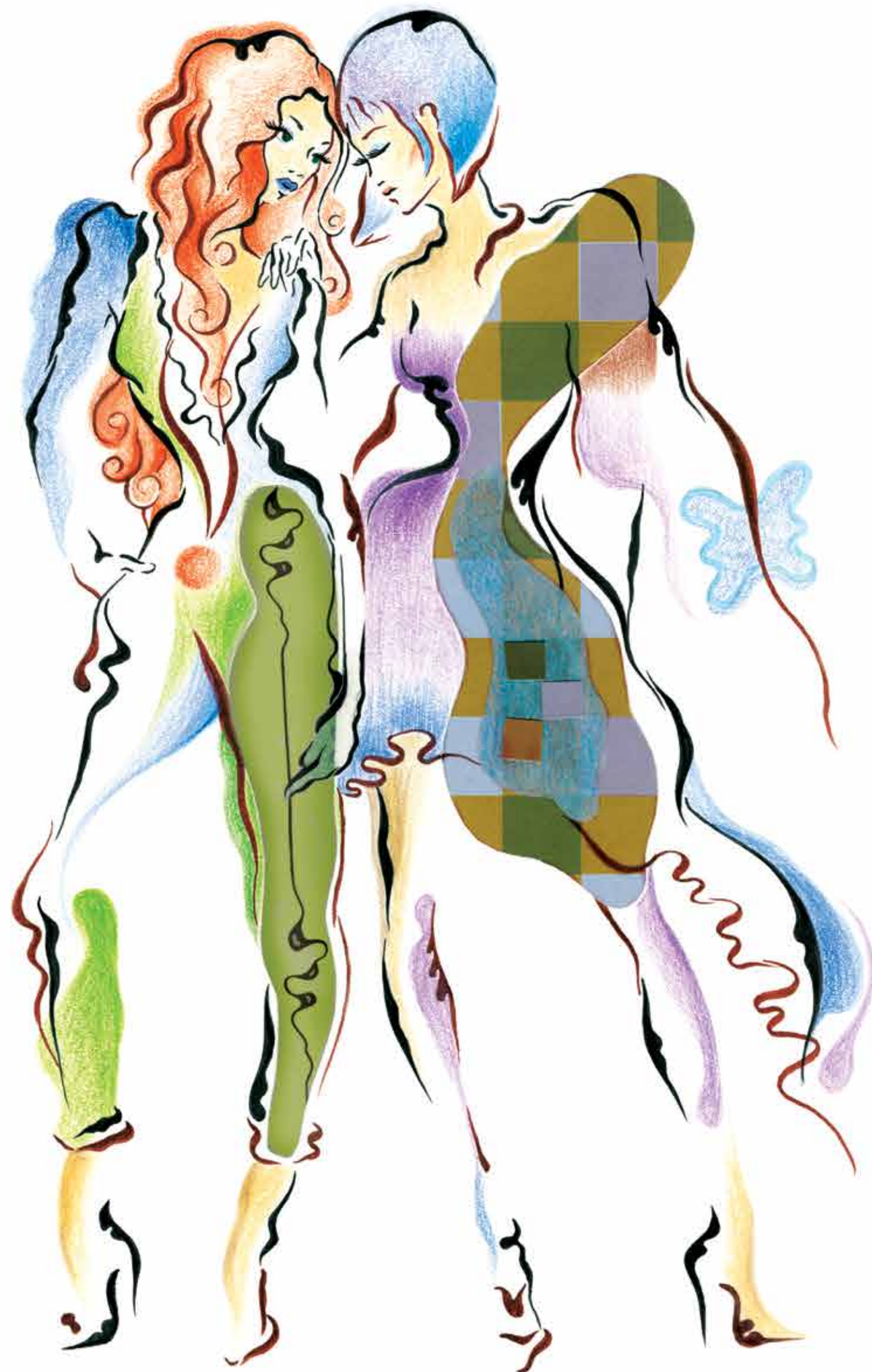
Diminished to the molecular level inside the maze of a
plaid, plaid, plaid, plaid world.
The planes of grids and checkers shift and move,
bouncing one board to the next.
I surrender, free falling—

Caught by Mariposa,
The flaps of her wings propel me to the city.

Hissing sounds of aerosol cans open my eyes to a
pop of color here and a splash of polka dots there.
My studio space now covered in camouflage.

An adventure prompts me to settle in my chair.
Realizing a camouflage pattern has inspired me,
everything from my dream makes sense.

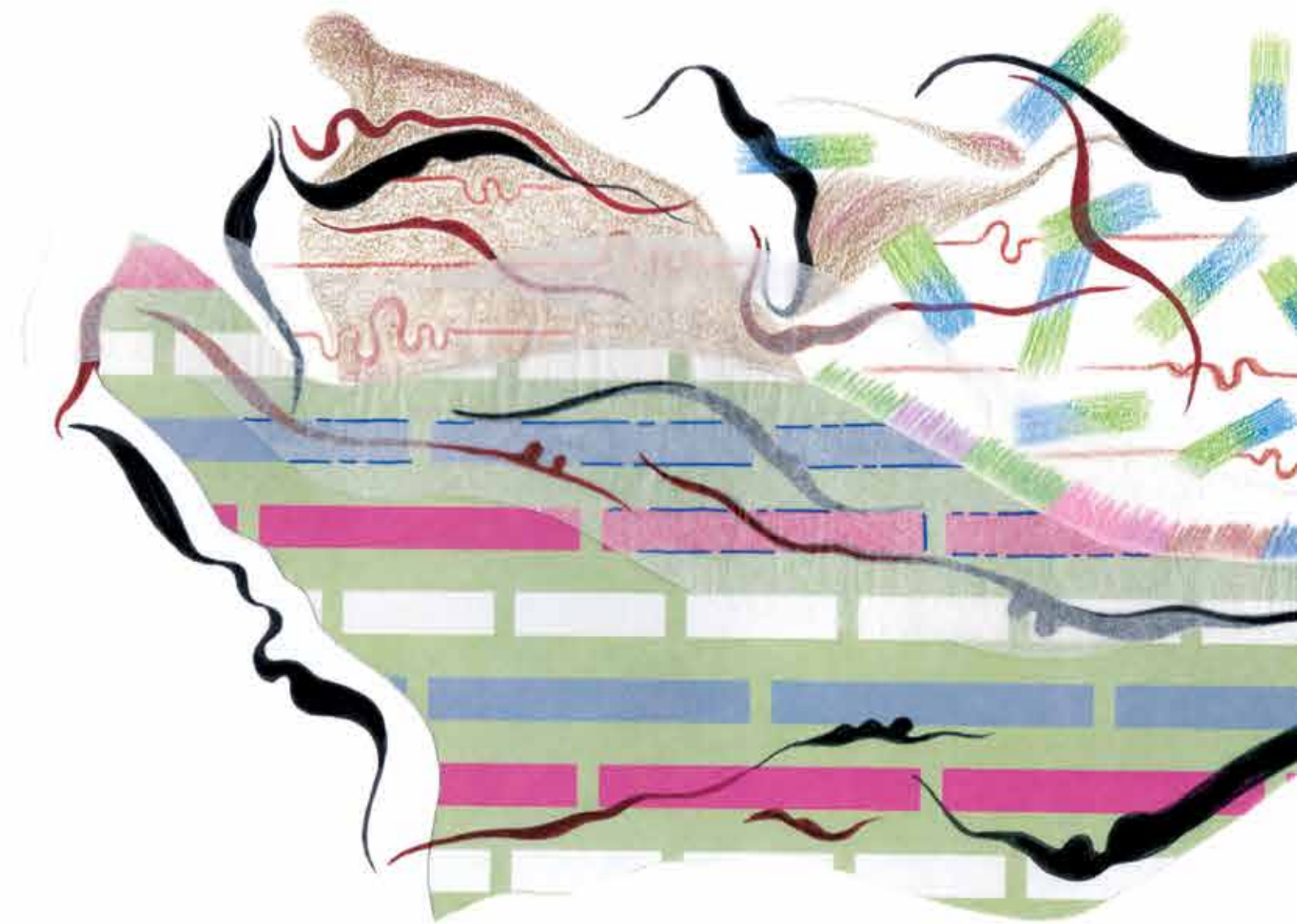
In spirit, Mariposa continues to flourish, guiding me
through the whimsical world of surface.



Mariposa is a reflection of me.



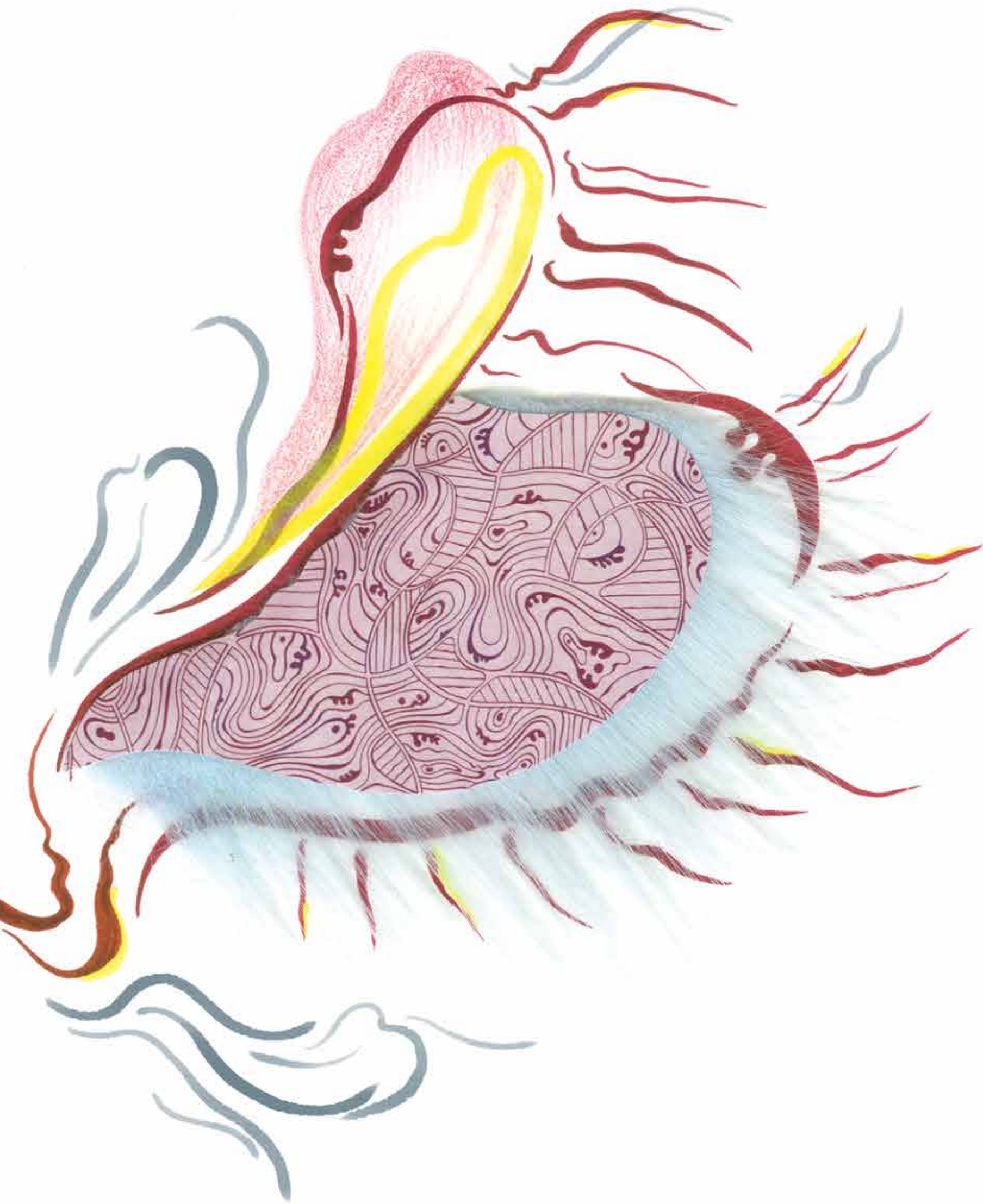
I fall through the surface into yards
and yards of oblivion onto a dark
wonderful world of floral.







Vines climbed onto every crevice.
Flowers of all shapes and sizes,
all growing, glowing everywhere.



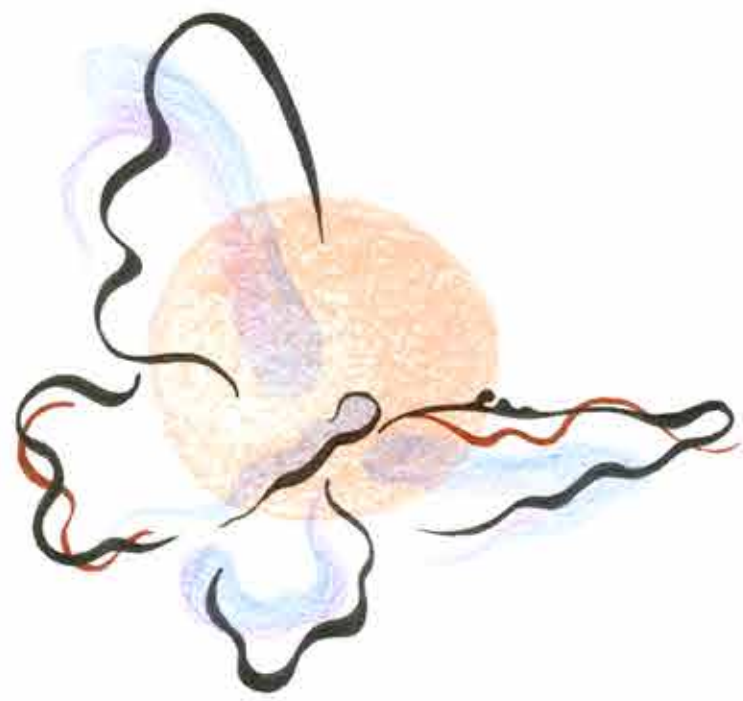
I close my eyes, curl into a tight
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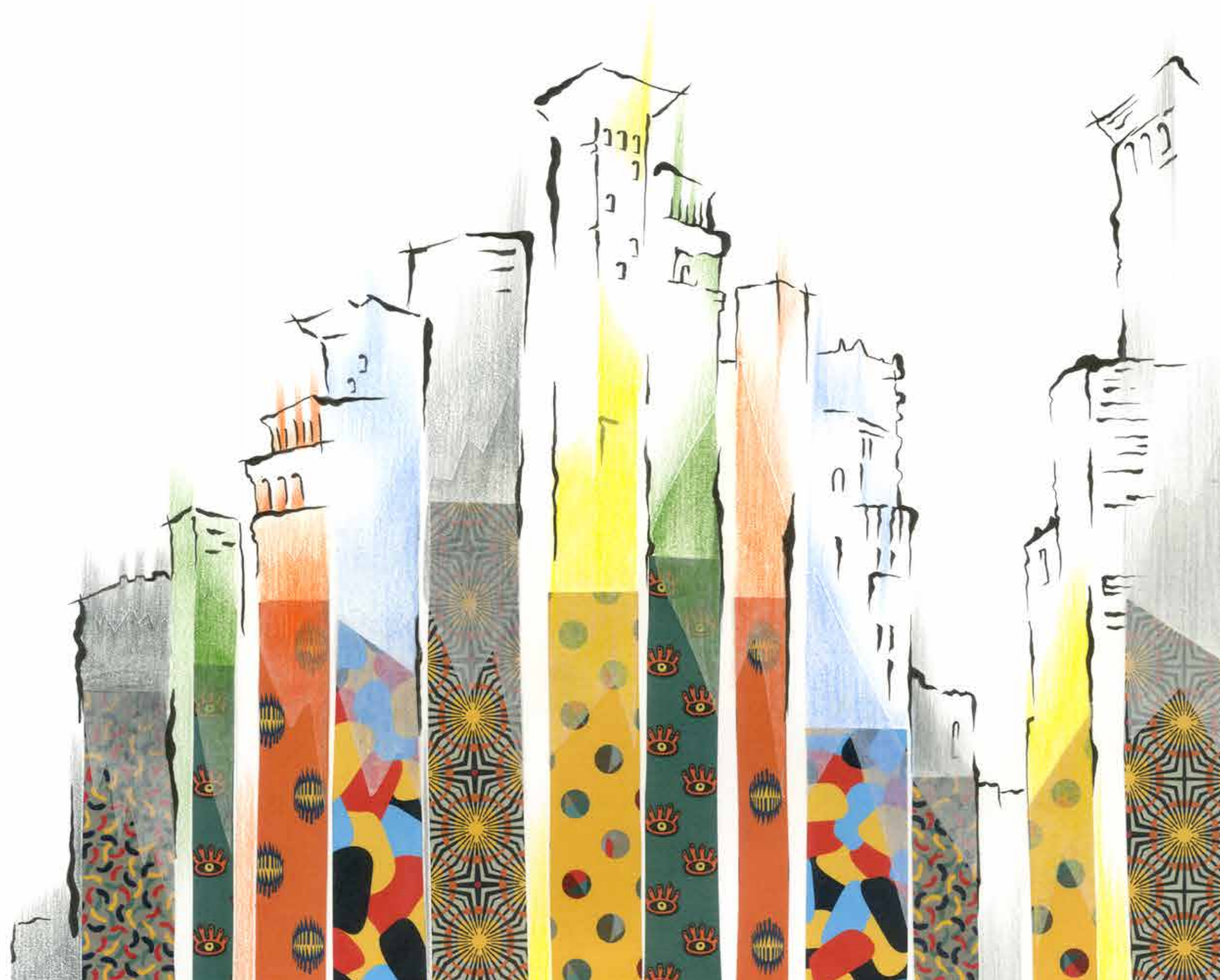


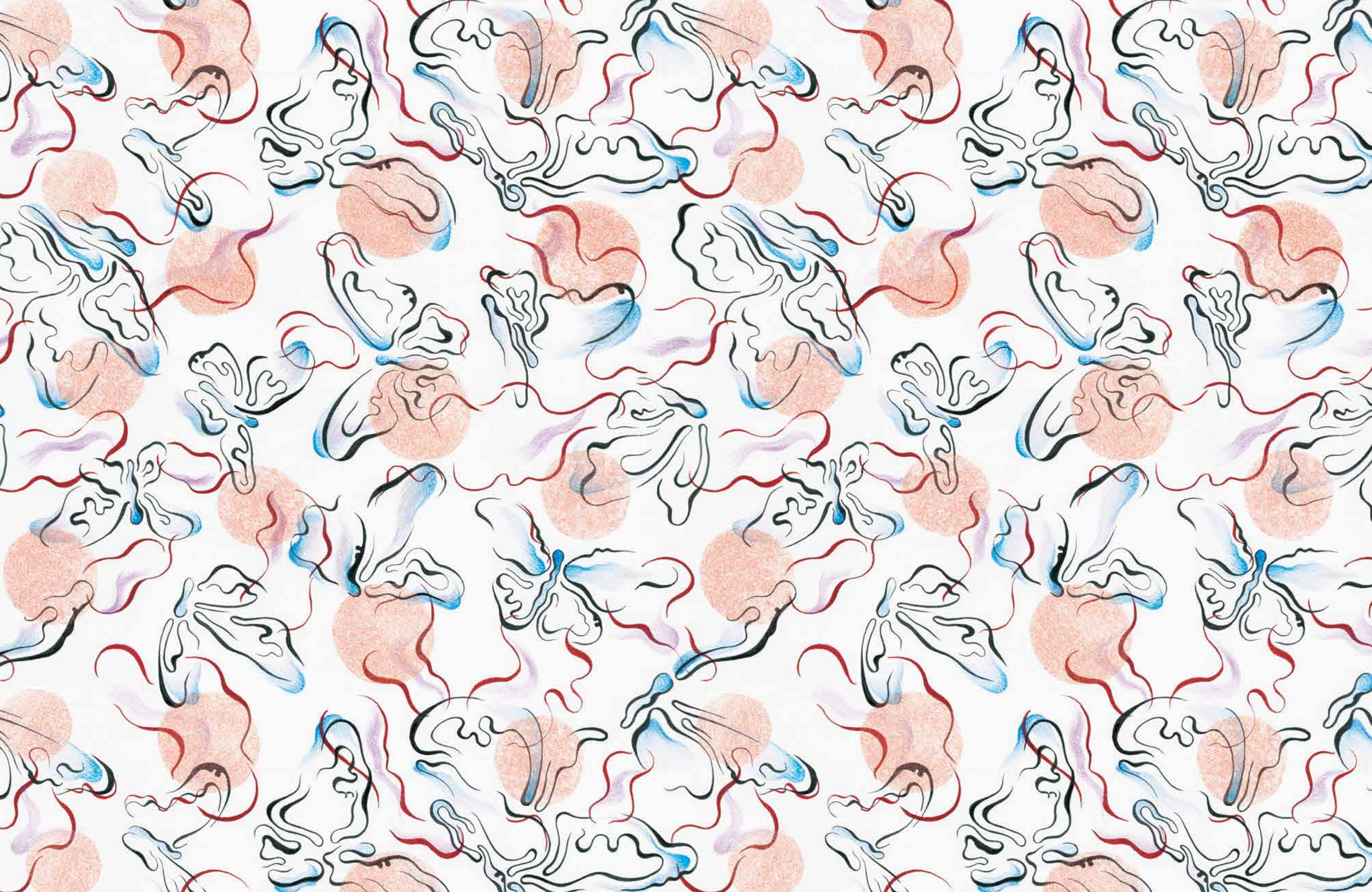
Diminished to the molecular level
inside the maze of a plaid, plaid,
plaid, plaid world.





Caught by Mariposa, the flaps of her wings propel me to the city. A pop of color here and a splash of polka dots there.





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ArtCenter College of Design

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