

fashion show.

Beijing, China

This was an interior design project that I developed during my internship at The Apartment design agency. I was responsible for the décor and the runway of a fashion show in Beijing, whose objectives were to highlight Canada as an upscale urban destination with unique influence on cosmopolitan culture, and extend the awareness of tourism in Canada to Chinese influencers. It was challenging because the existing space was raw and not suitable for a fashion show since the columns limited visibility in the room .

I proposed to use real grass on the runway in order to recall the building's interior, which was largely influenced by nature, and marry it with the natural landscape of Canada. During the show, guests would be seated at their tables and the models would walk on the winding grass paths. In this scenario, diners would see the models from all different angles and vantage points.