

OUT OF HOME

Clé de Peau Beauté uses cosmetic compacts to explore light, darkness in Venice

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Clé de Peau Beauté quad eye shadow palettes

By JEN KING

Shiseido-owned Clé de Peau Beauté is introducing its products to a wider consumer demographic through an outdoor installation commissioned by architect Shigeru Ban.

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Luxury Daily

Clé de Peau Beauté's exhibit "Reverberation – Pavilion of Light and Sound" will be on display May 8-9 in Venice, Italy, during the the opening weekend of the 56th Venice Biennale international art exhibition May 9 through Nov. 22. Brands often stage exhibits and public art displays during festivals such as this to generate interest in their offerings while targeting a specific, affluent class.

"The Venice Biennale Vernisssgae is the oldest and important visual arts event in the world with thousands of international curators attending. Events of this prowess kick off with some of the most spectacular installations providing immediate press coverage, which is seen worldwide," said Rebecca Miller, CEO of [Miller & Company](#), New York. "While an installation may only last for a few days, the coverage is typically extended through multiple media platforms allowing a brand to extend exposure justifying the investment

while creating a sense of urgency for those who attend.

"With every aspect in harmony, it serves as a way to communicate the brand's position thru a creative visual experience that delights the senses," she said. "Whether experienced in person or through another medium, the emotional aspect will resonate well beyond a moment in time. It allows a brand to be invited into one's lifestyle and be memorable.

Ms. Miller is not affiliated with Clé de Peau Beauté, but agreed to comment as an industry expert.

Clé de Peau Beauté did not respond by press deadline.

Light, sound and harmony

Clé de Peau Beauté's Reverberation – Pavilion of Light and Sound will be set up in the courtyard on the Palazzo Pisani Conservatory in Venice. The site, built in 1603, is one of the city's most refined historical buildings making it a suitable venue for a luxury brand's installation.

Mr. Ban, the architect of the project with Clé de Peau Beauté, was inspired by the "lights of Venice"-theme of the beauty brand's fall/winter 2015 collection. With the brand's concept in mind Mr. Ban created a pavillion space using approximately 90,000 Clé de Peau Beauté makeup cases that recreate and mimic the mysterious light and shadows of Venice.

The tensile structure uses minimum material, such as acrylic sheets for the exterior, to allow the installation to hang in a natural suspension creating a parabola.



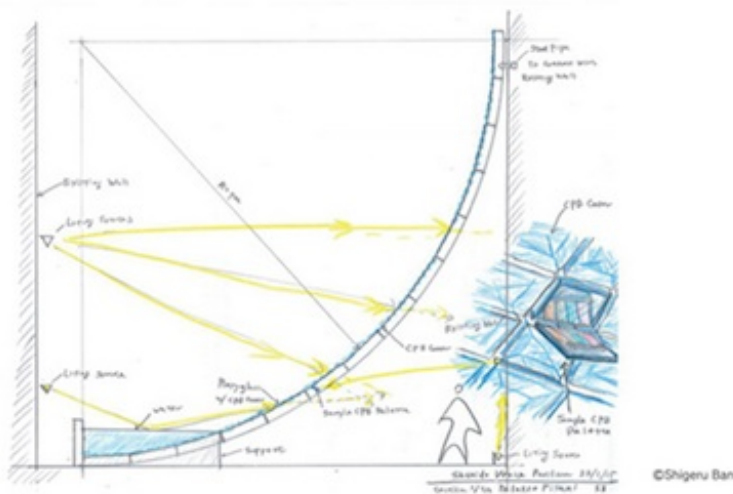
Clé de Peau Beauté pressed powder compact

In a message shared by Mr. Ban, he explained that his vision for the installation was drawn from the dark blue colors of Clé de Peau Beauté palettes which he compared to a tile that reflects and absorbs light.

With this in mind, Mr. Ban took the Clé de Peau Beauté palettes and placed them on either

side of the acrylic sheets, spaced in 9 millimeter gaps as if they were tiles. The palettes reflect light, and darkness is created within the interior of the installation while light penetrates the spaces between the tiles.

The water on the outside of the structure creates wavering light, a characteristic of Venice.



Shigeru Ban's sketch of the Clé de Peau Beauté Reverberation – Pavilion of Light and Sound installation

Clé de Peau Beauté's installation will also include musical performances during its two-day run. Mr. Ban explained in his note that when he stood inside the Palazzo Pisani Conservatory's courtyard he heard "sounds from out of nowhere" that were not "music per se, but rather a component of the unique environment of [the] space."

Overall, Reverberation – Pavillion of Light and Sound is filled with shadows, light and harmonious sounds. To apply that notion to Clé de Peau Beauté products, Mr. Ban said "This is not makeup applied to a historical facade, but rather a method for drawing out the charm of the existing content."

"Working with a prestigious Pritzker recipient, Shigeru Ban is able to demonstrate the company's principals creating a holistic experience of beauty and detail through a discipline of human science and an open mind of thoughtfulness and dedication in an outdoor installation," Ms. Miller said. "Who better to create this setting than a man whose interest and reputation includes 'architectonic poetics or the creation of three-dimensional poetry' which is evident in his work as expressed using the brand's product."

Interactions to be remembered

With installations, brands must seek interactive experiences that will not only educate the consumer, but leave a lasting impression that will be remembered when future marketing communications are seen.

For example, Swiss watchmaker Parmigiani Fleurier looked to bridge the gap between watchmaking and fashion with a partnership with Florence, Italy-based retailer Luisa Via Roma.

The 2014 partnership, which kicked off on June 16 during the start of the Pitti Uomo fashion trade show in the Italian city, included a week-long interactive window display and a special edition watch. To further align the industries, Parmigiani took signature codes of Luisa Via Roma and incorporated them into its Tonda Métro collection ([see story](#)).

Similarly, British department store Harrods is transporting consumers to the magical world of Russian jeweler Fabergé through an augmented reality window display.

To usher in springtime, the retailer and jeweler are also staging an interactive pop-up boutique that celebrates Fabergé's iconic egg shape March 3-28. The Brompton Road window displays and the pop-up are linked to create an immersive experience for consumers that will draw attention to the jeweler's designs and Harrods' offerings ([see story](#)).

Incorporating physical products rather than codes or an abstract concept may yield a better branded message.

"Anytime a brand can use its products to tell a visual story, it creates a connection with their customers on a personal level," Ms. Miller said. "With 90,000 Clé de Peau Beauté compacts as the core elements of the installation, they provide a visual, almost sensual connection to the brand.

"In this instance, the cases designed by a jeweler, represent in the architect's mind the magnificent dark blue seen in the shadows and wavering light characteristic of Venice," she said. "The building itself welcomes the architect to express a refined luminosity like the product itself.

"Clé de Peau Beauté states skin attracts ambient light featuring radiance from within. The architect has captured this in his design and provides the brand with another venue to engage the audience, many who may or will be their clients."

Final Take

Jen King, lead reporter on Luxury Daily, New York

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