



*Marta Manzano*

METAMORFOSIS  
ACUSTICA



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*The Symphony of  
the Body*

**fam** by  
**depop**

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*A new shopping  
experience*

○  
sentidos  
Libres

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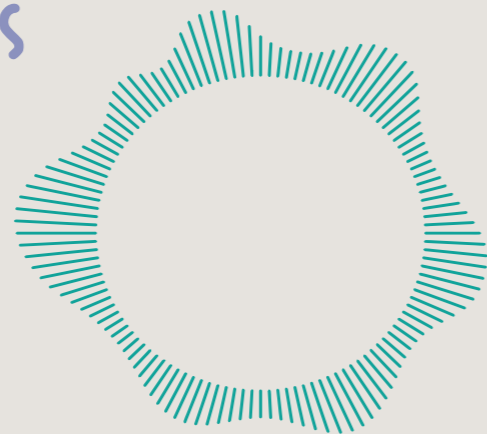
*Democratising  
creativity*

YOUUnique

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*Expressing yourself  
with your own hues*

**METAMORFOSIS  
ACUSTICA**



*The Symphony of the Body*

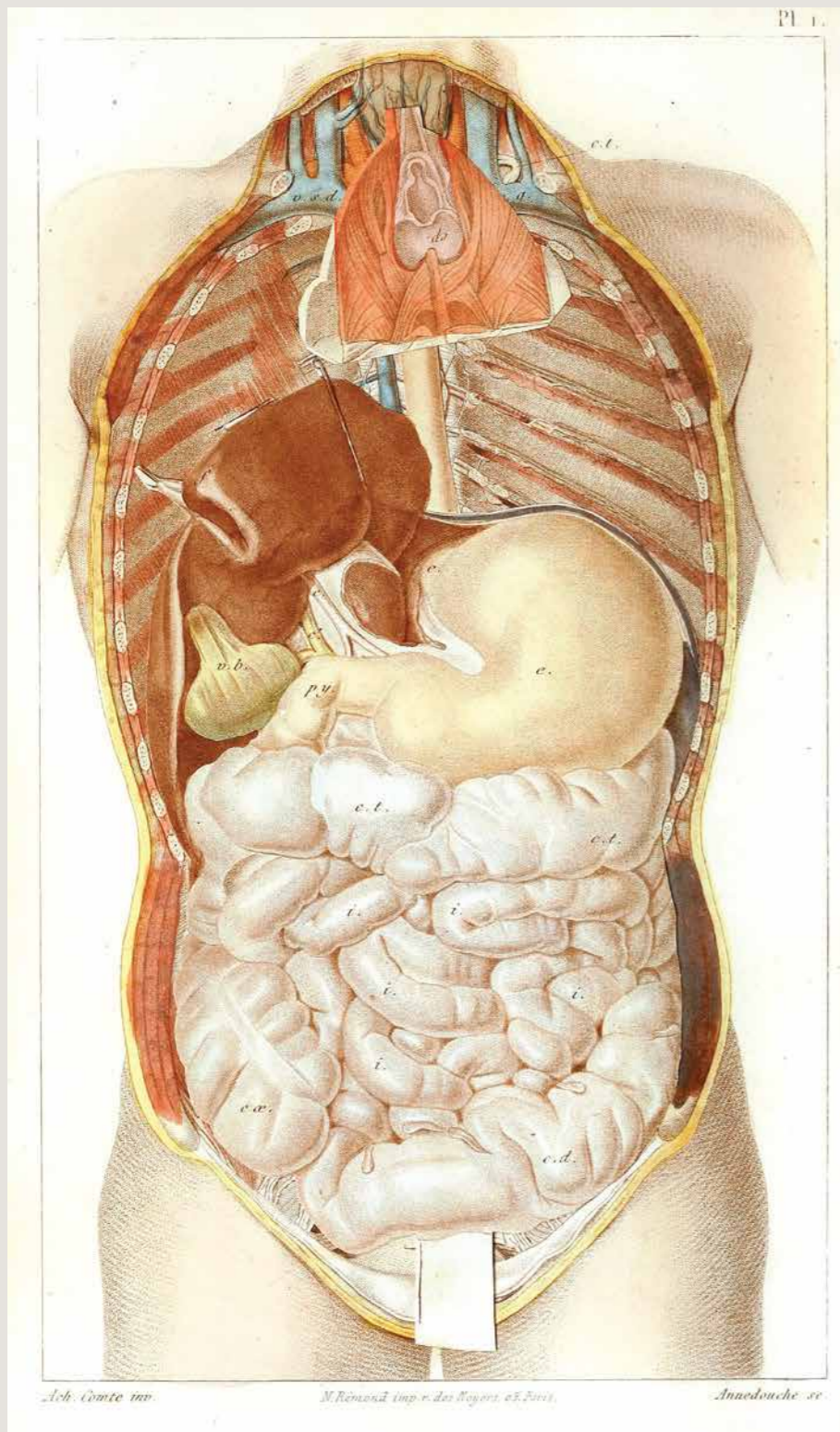
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Learning about our bodies and listening to sounds of organs , encouraging human connection



*Proposal*

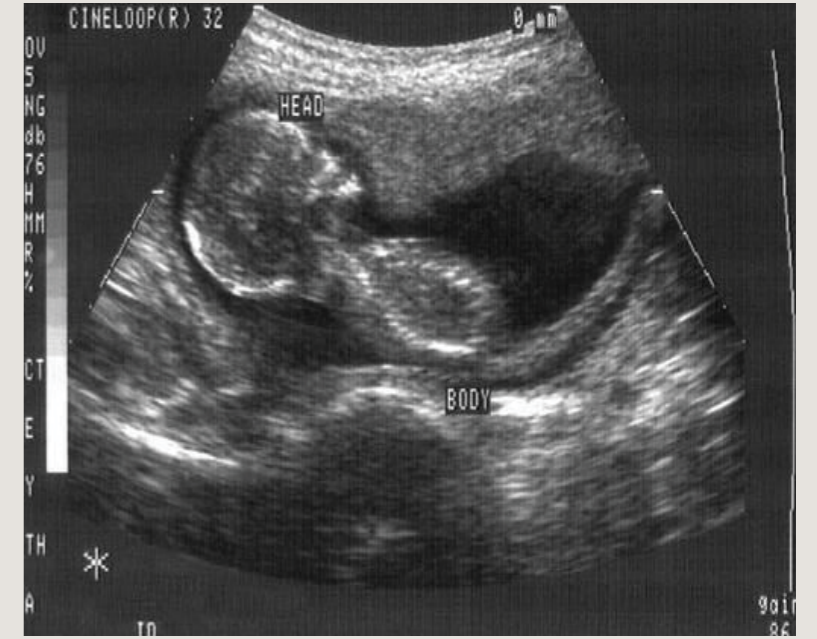
A collection of books for children that allows them to learn about the body and listen to the sounds of the organs, eg heartbeat, encouraging emotional bonds and allowing a healthy relationship with technology.



The Body



Illustration style (Mr.Men)



Biological noises



Synchronisation of organs



Children ( 4 years old - 7 years old)

## Research

Develop an educational experience for children that transforms the cold representation of the body from medicine, into a warm and friendly approach. This allows to create human connection and bonds.



Learn  
together

Encouraging the  
parent-child bond

Bond

Organs synchronise

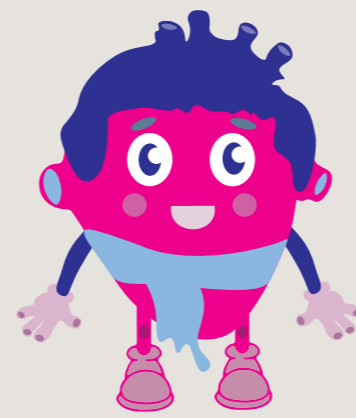
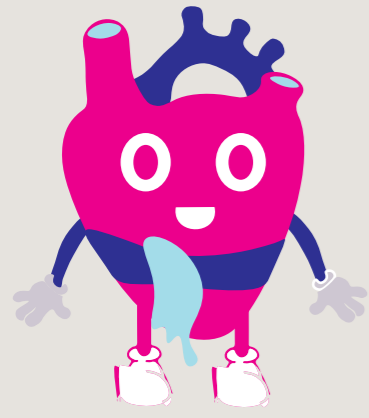
Listen

To the melodies of each  
organ in the hidden  
patterns

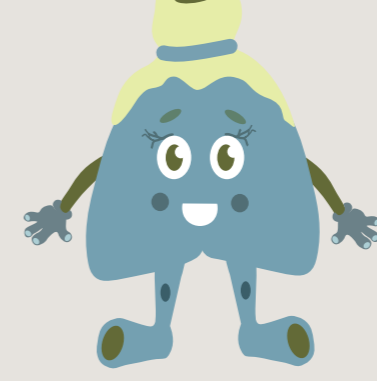
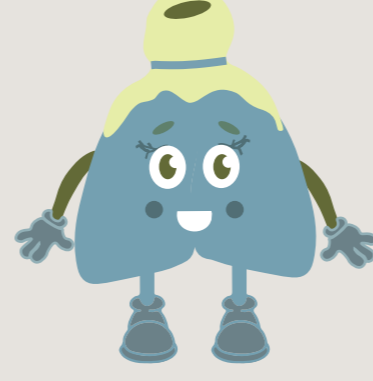
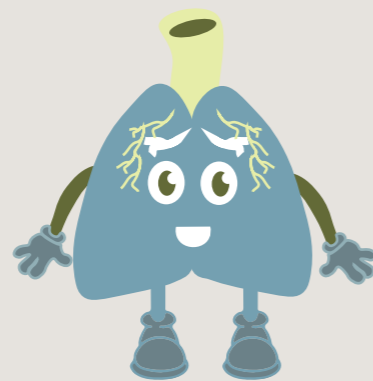
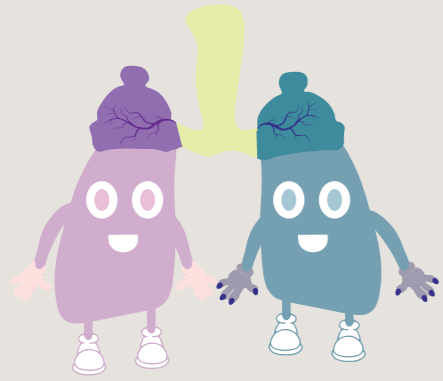
Connect

Building empathy

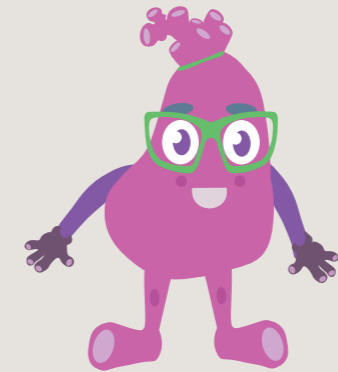
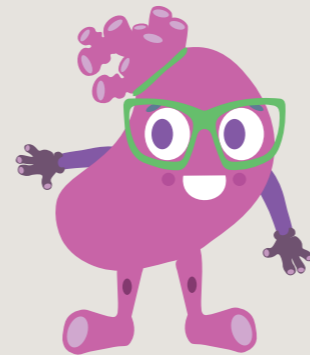
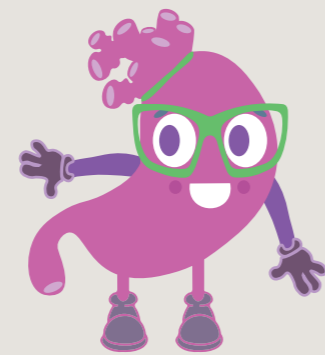
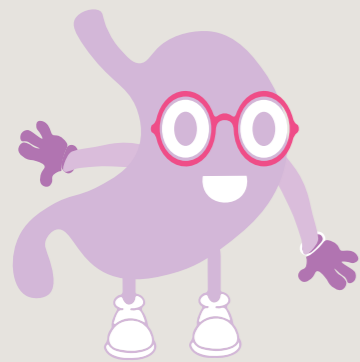
*Storyboard*



*Mr. Heart*



*Miss. Lungs*

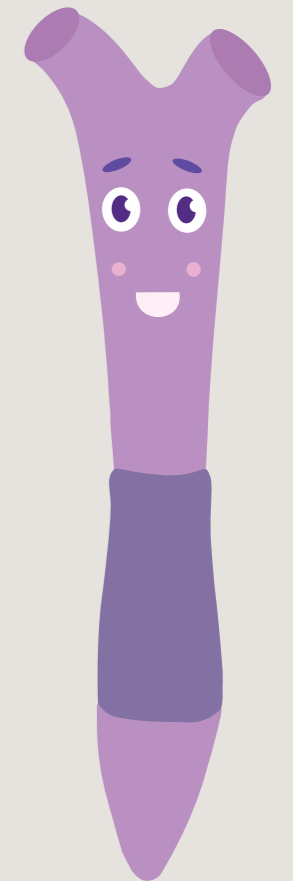
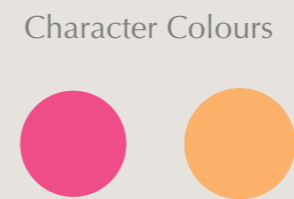
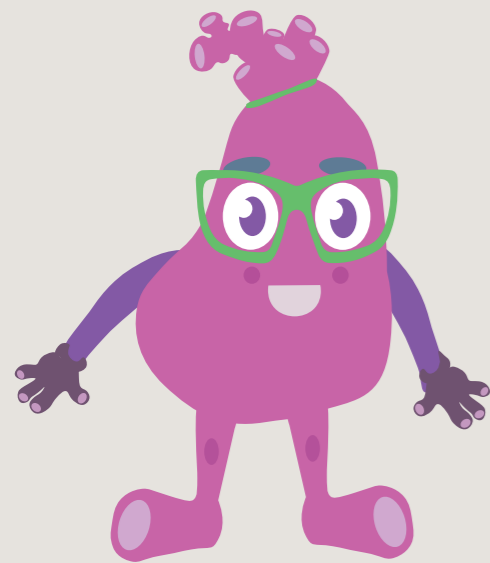
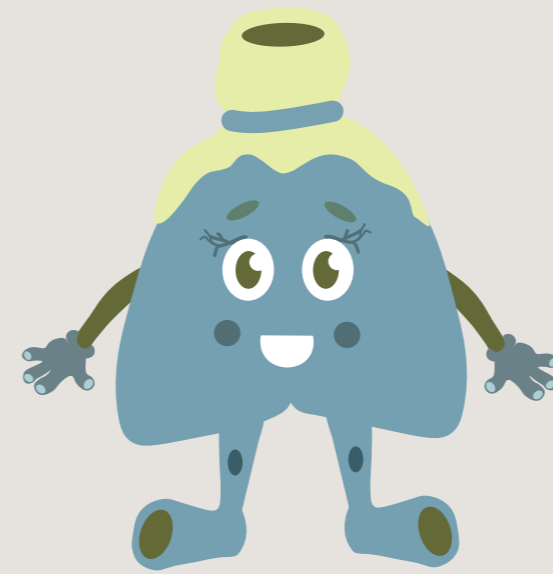


*Mr. Stomach*



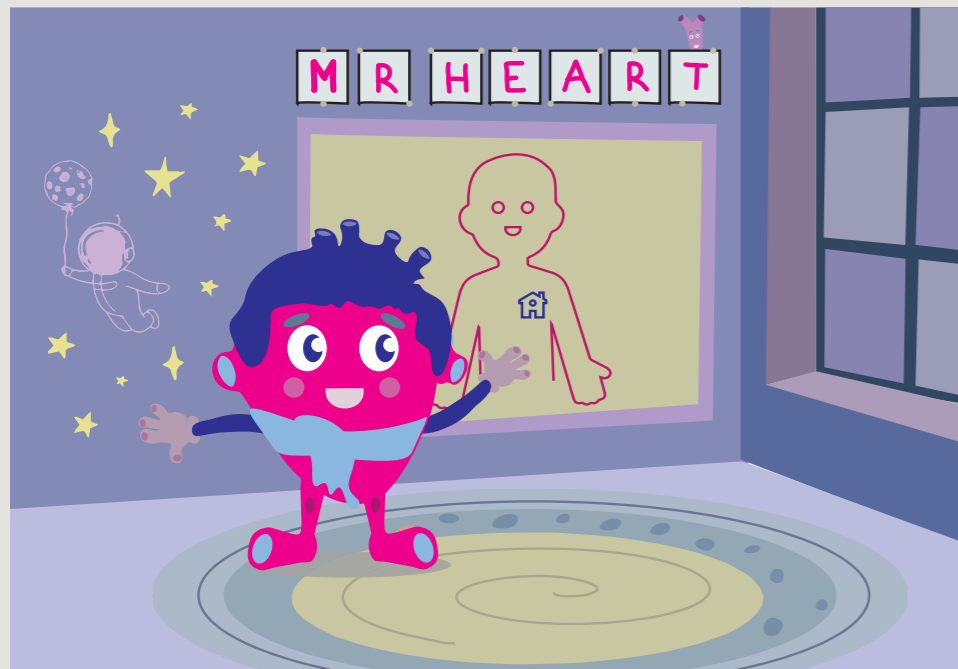
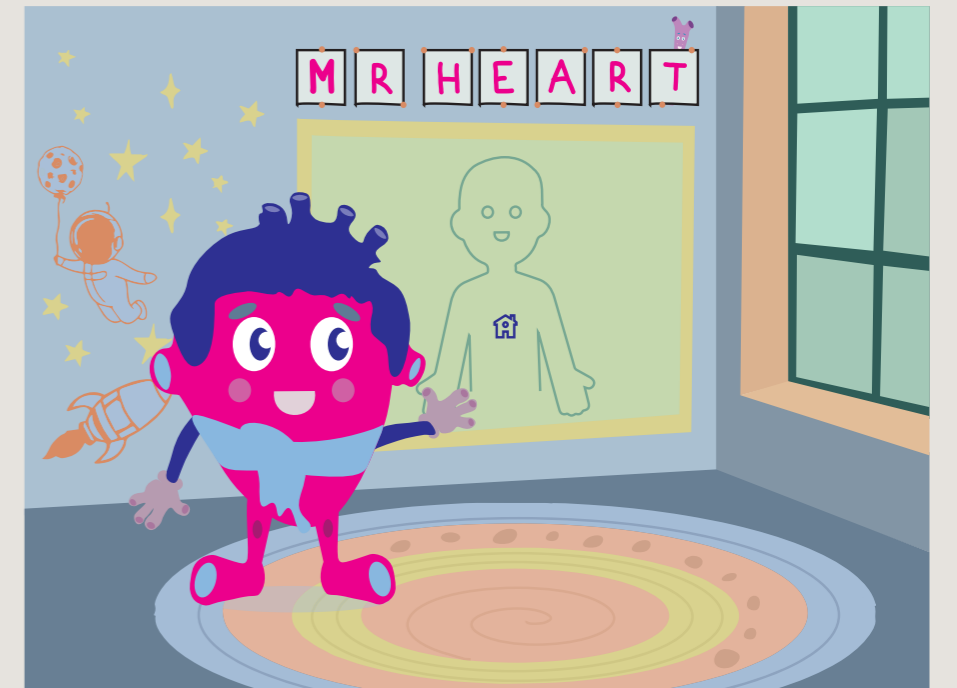
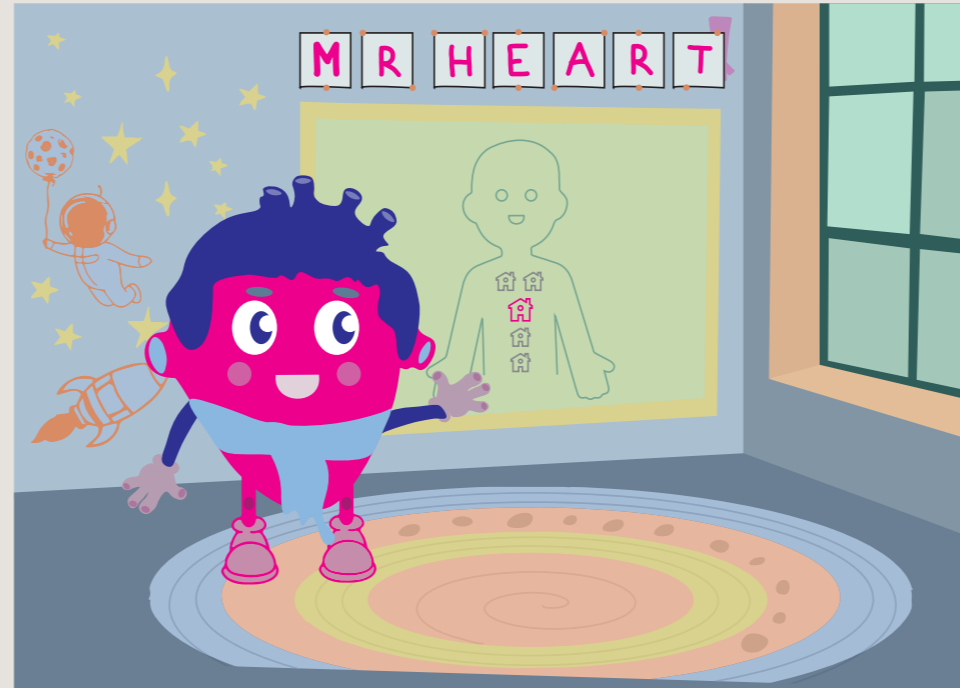
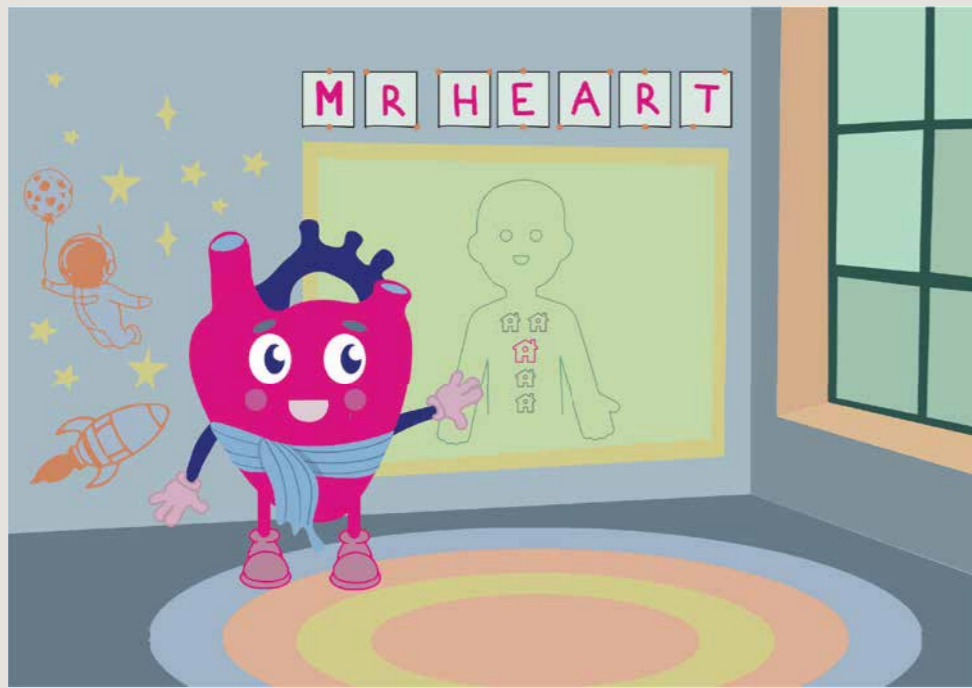
*Miss. Intestines*

*Development*



Characters





Protanopia

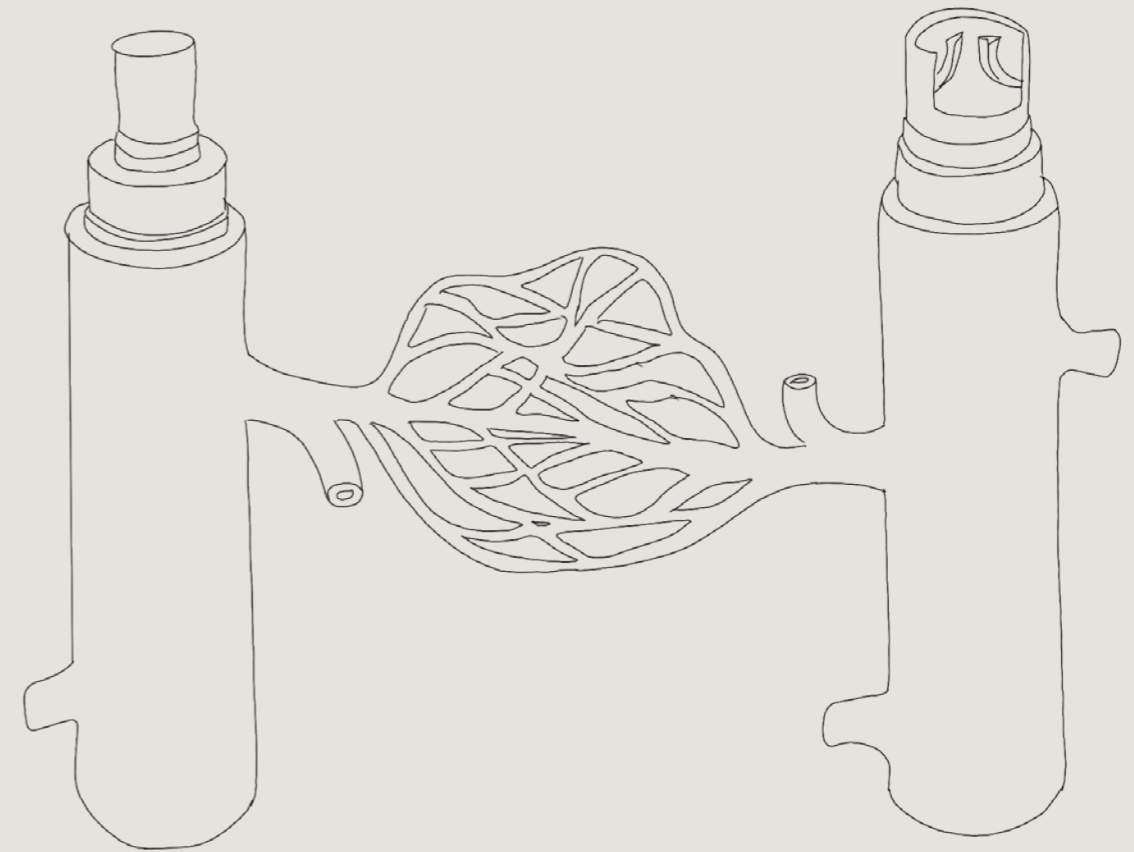
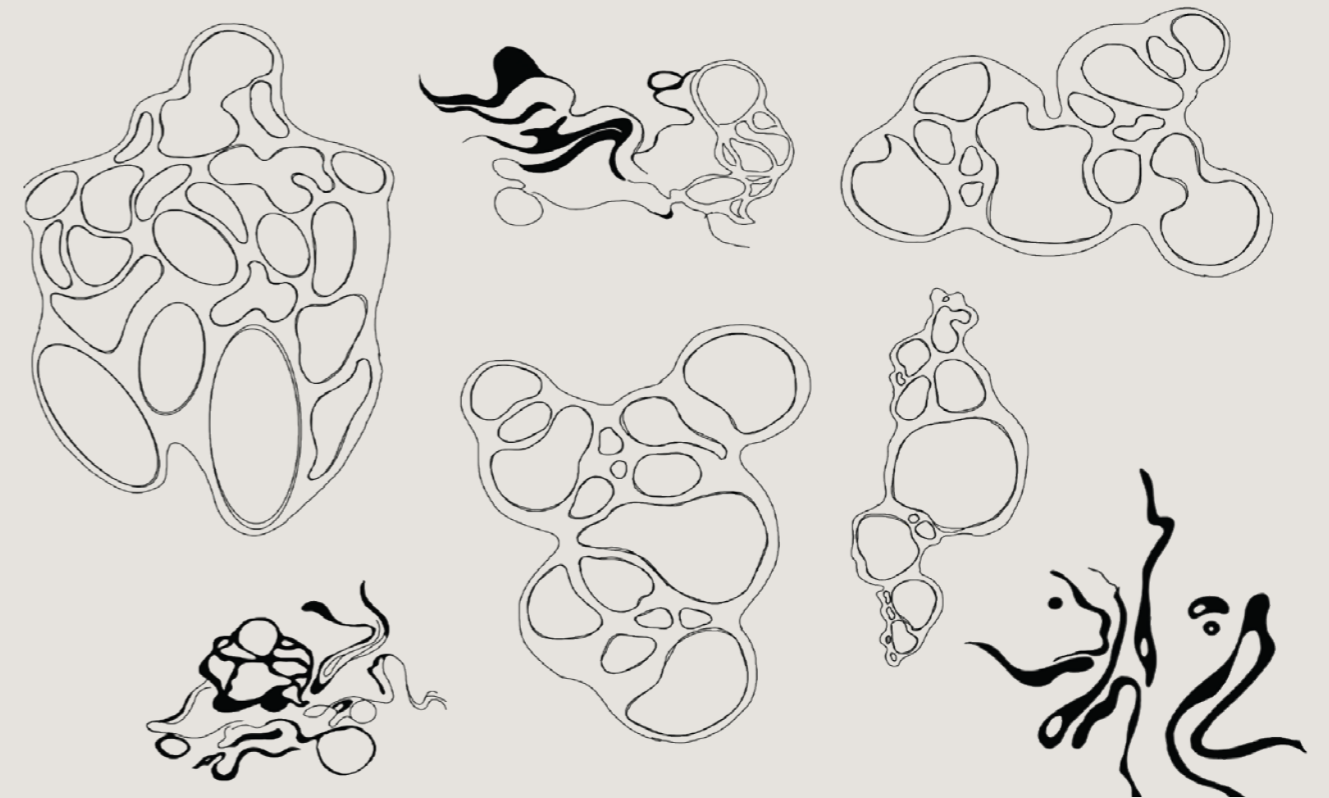


Deuteranopia



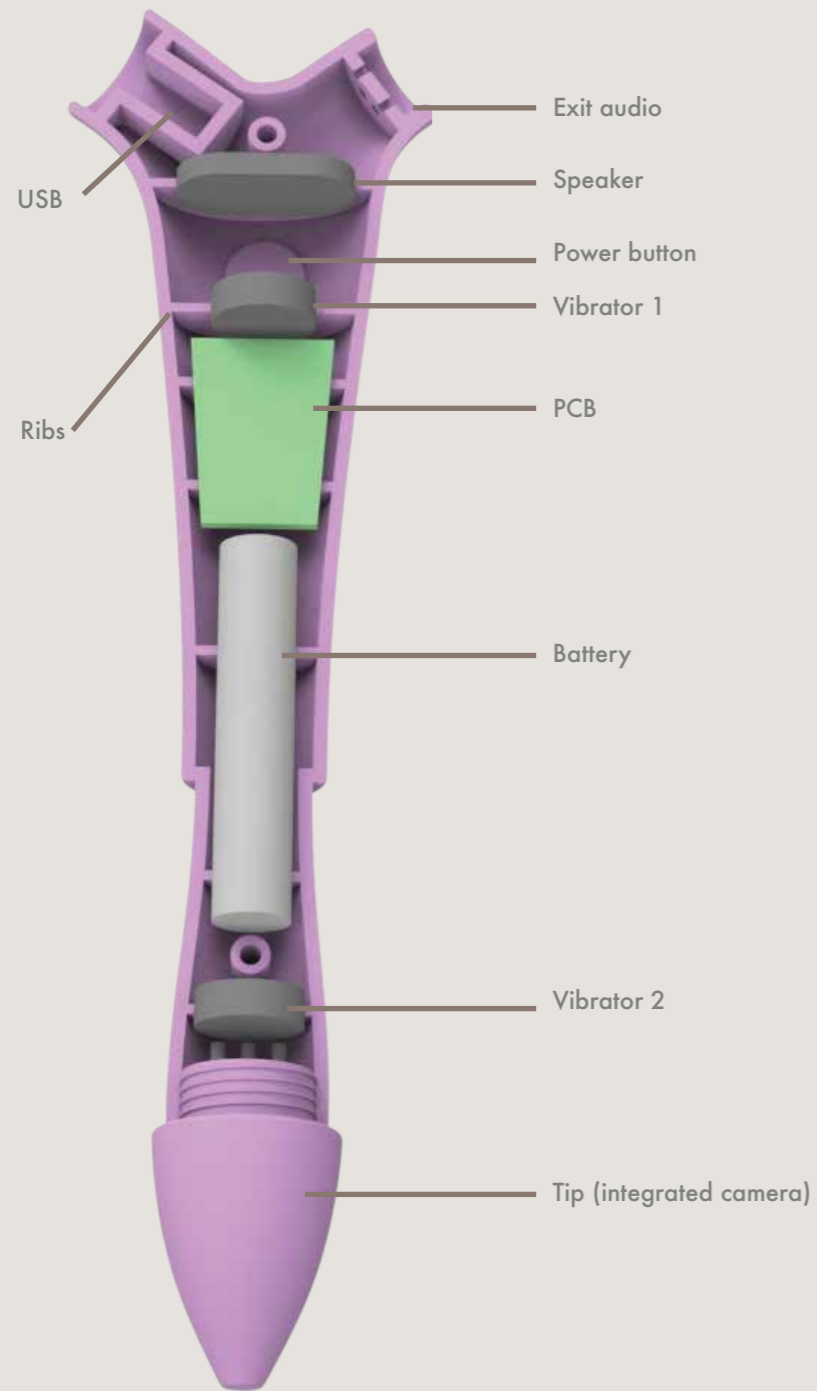
First page

Same illustration will appear in all books of the four characters, to enhance cohesion and sense of familiarity.



*Conceptualisation (pen)*

Pen is based around the theme of the veins, through its various approaches: ramification within the body, fluidity, connects organs and its structural functionality.

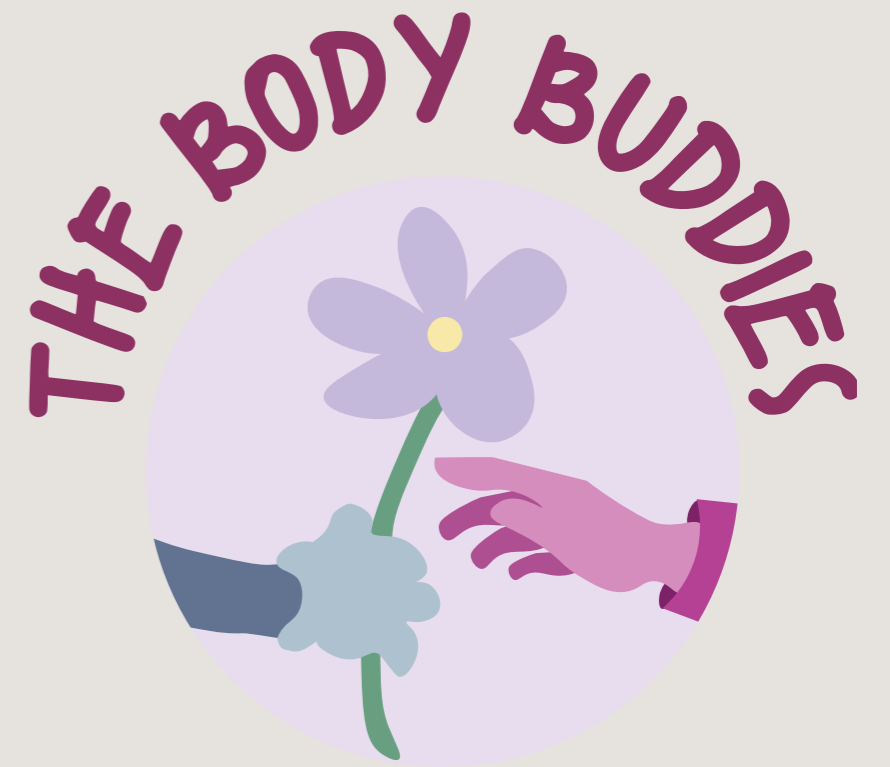


Mr. Veins





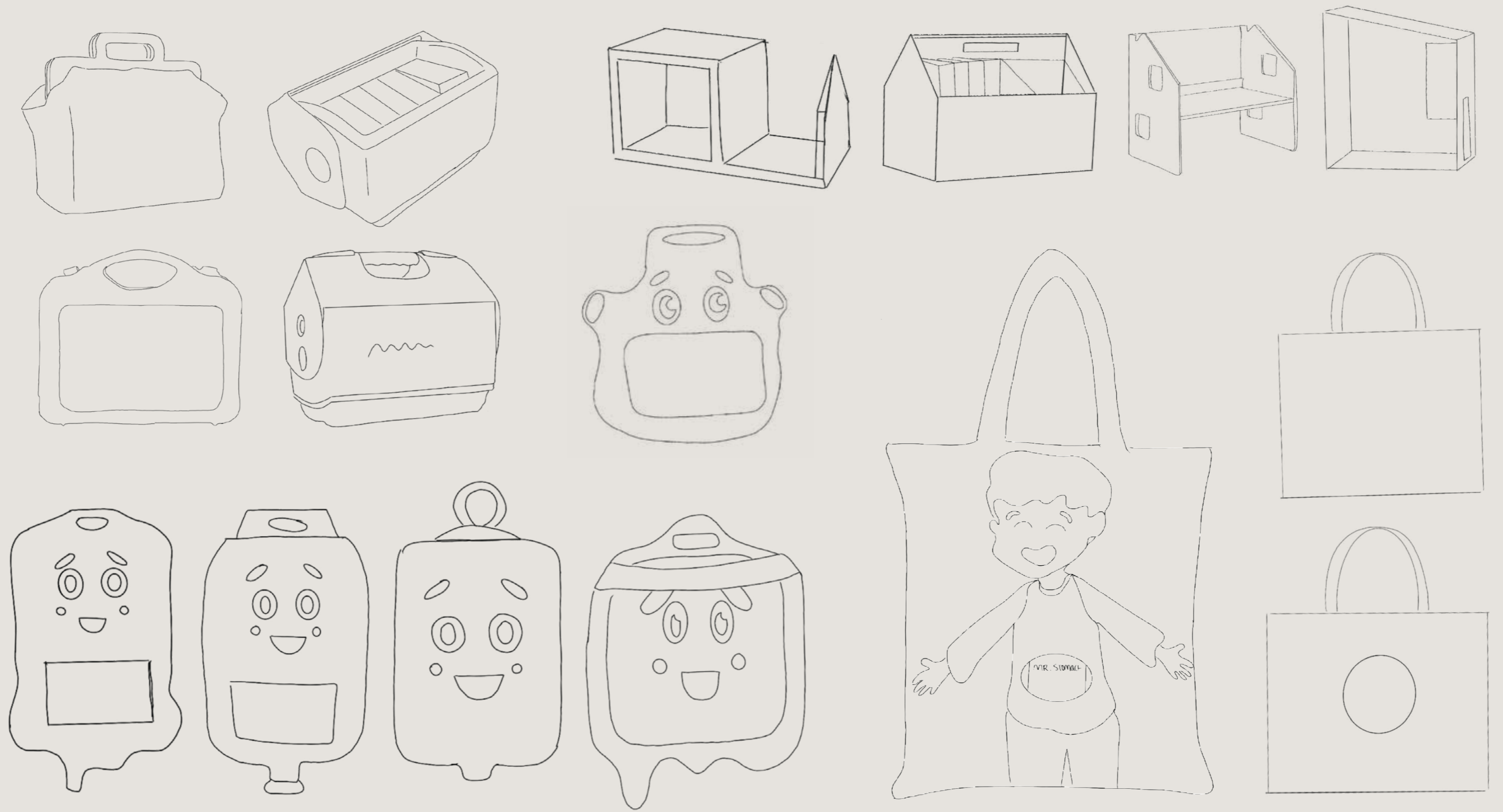
THE BODY  
BUDDIES



*The Body Buddies*

Colours used enhance empathy through the different attributions that they have in the human mind.

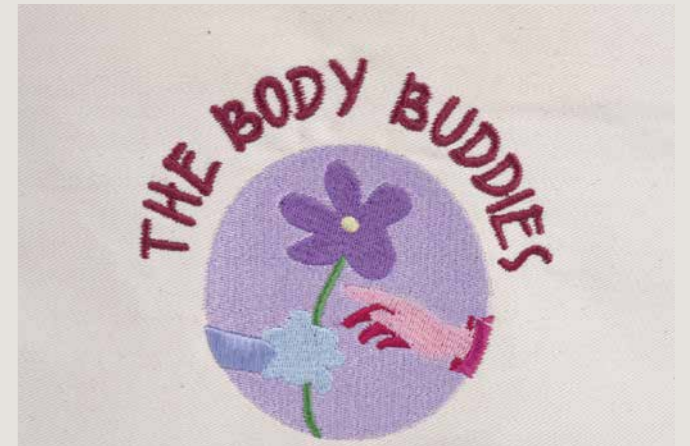




*Conceptualisation (packaging)*



Packaging



The Collection

Collect them all!

**fam** **by**  
**depop**

*A new shopping experience*

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A space that transforms a digital customer experience into a physical, providing an environment for people with similar characteristics to engage in (fam).



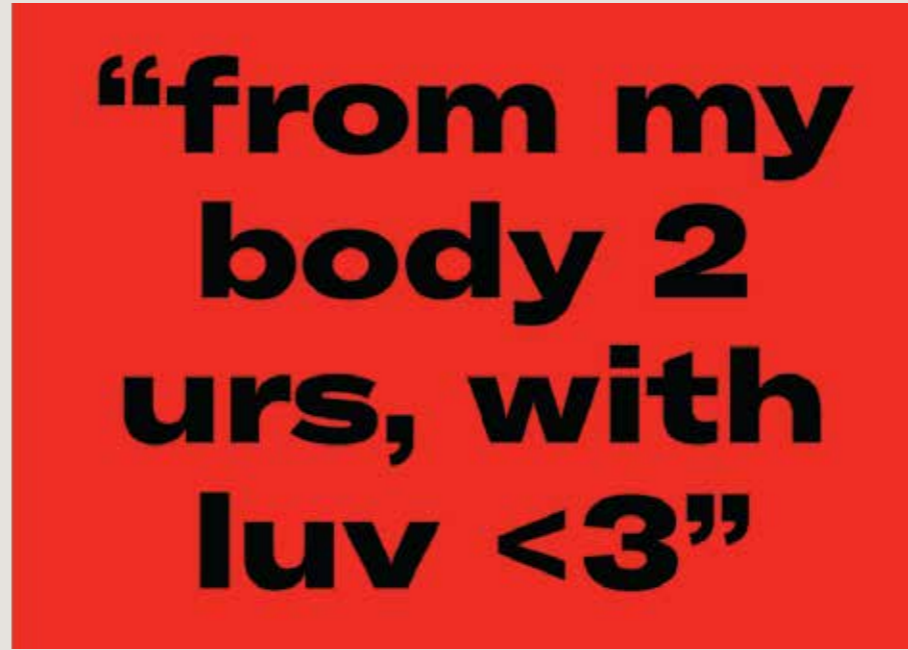


*Proposal*

A space that aesthetically represents the ethos behind second hand clothing. Neoclassic vs modernism, new vs old, tradition vs contemporary.



Tschumi "Parc de la Villette"



Previous Depop advertising campaign



Existing pop ups by Depop



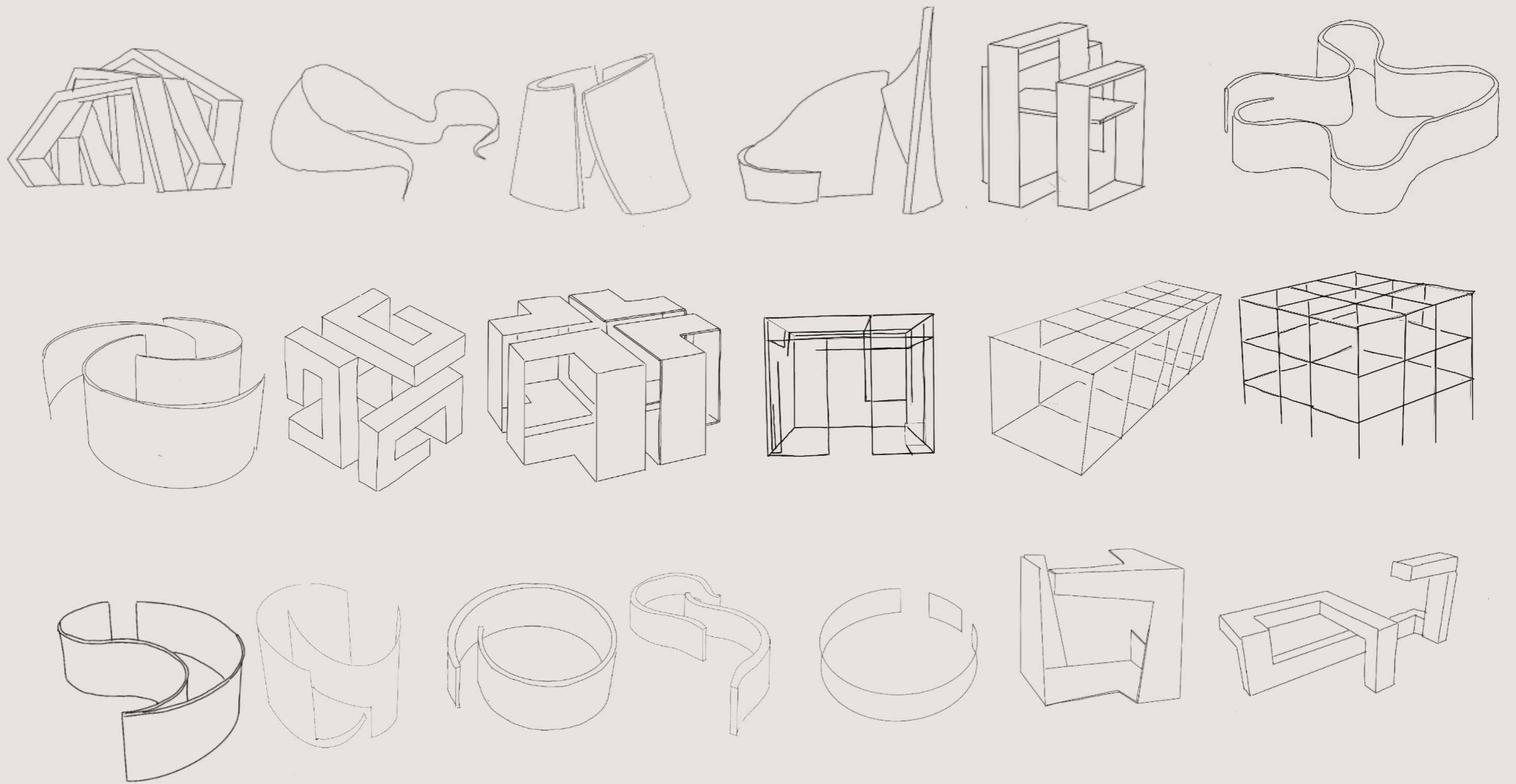
Target market (Gen Z)



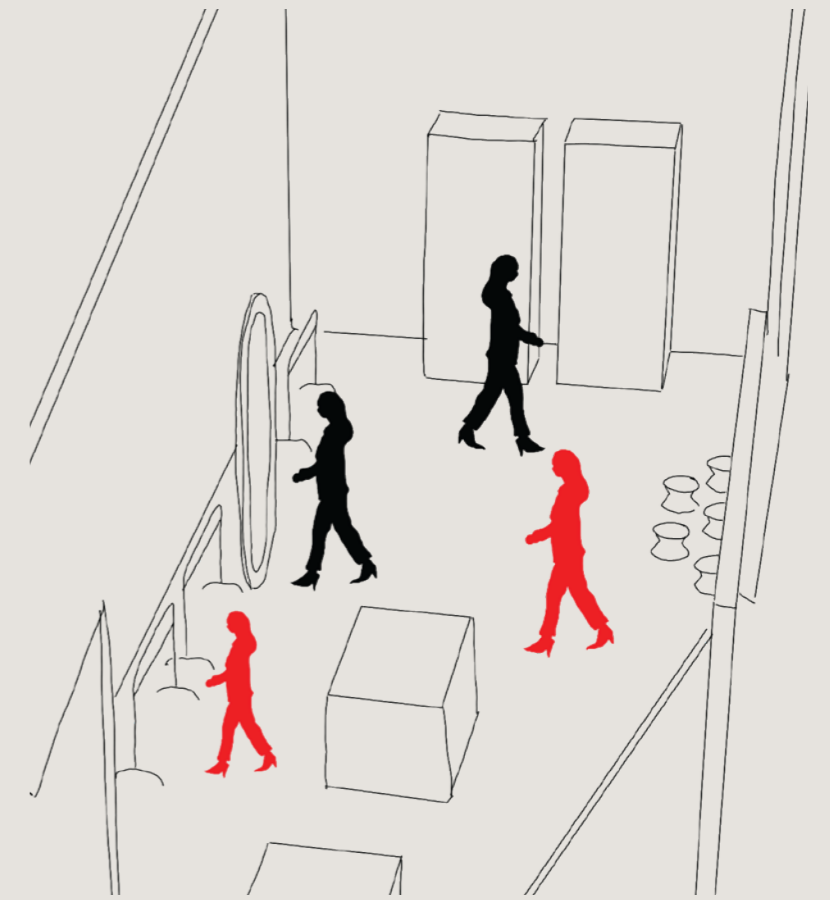
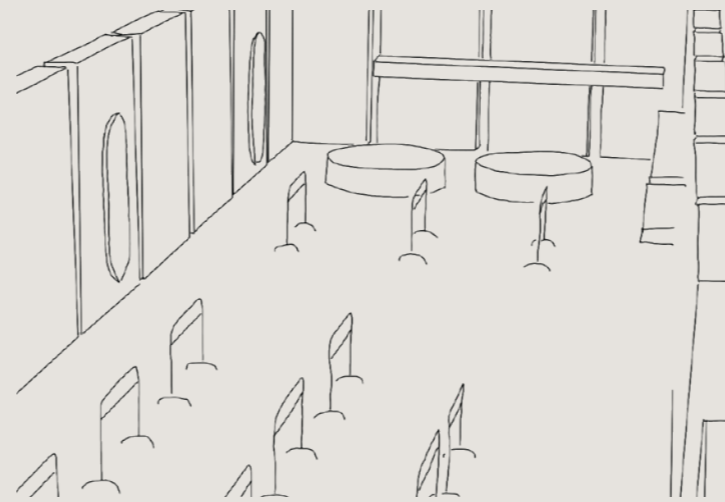
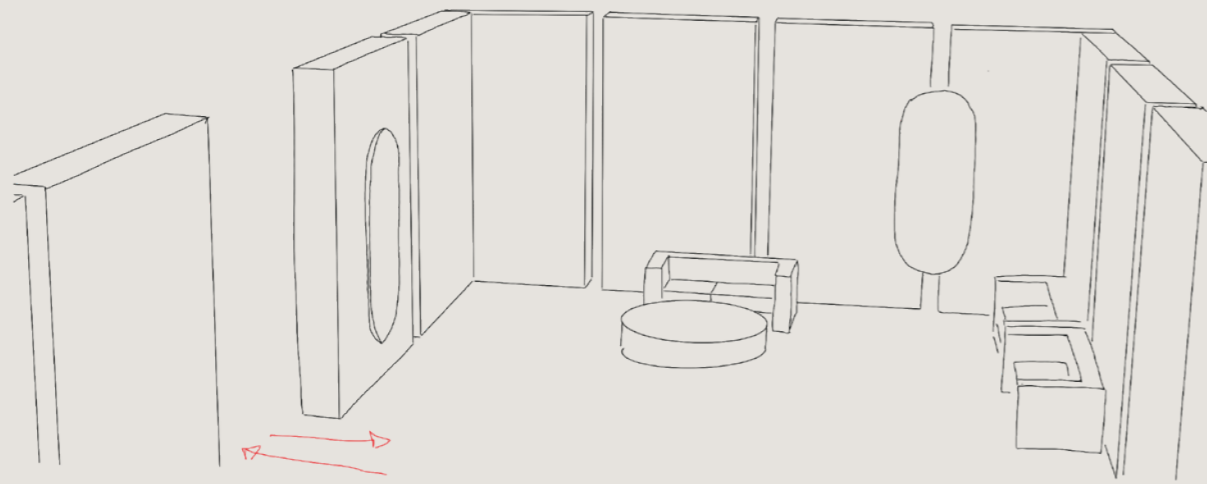
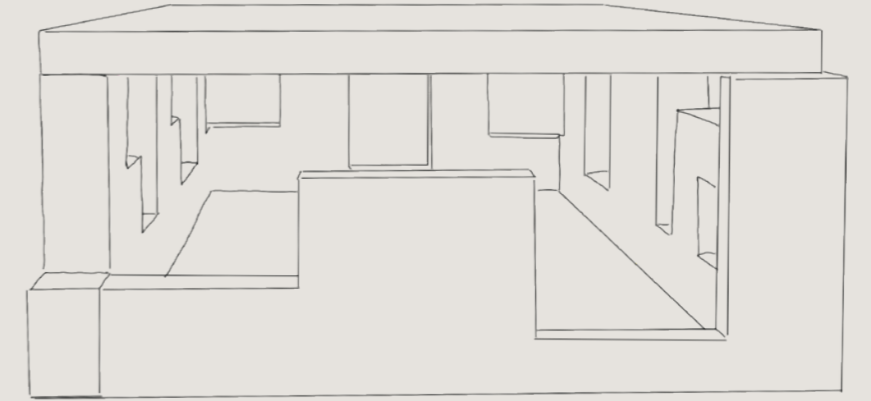
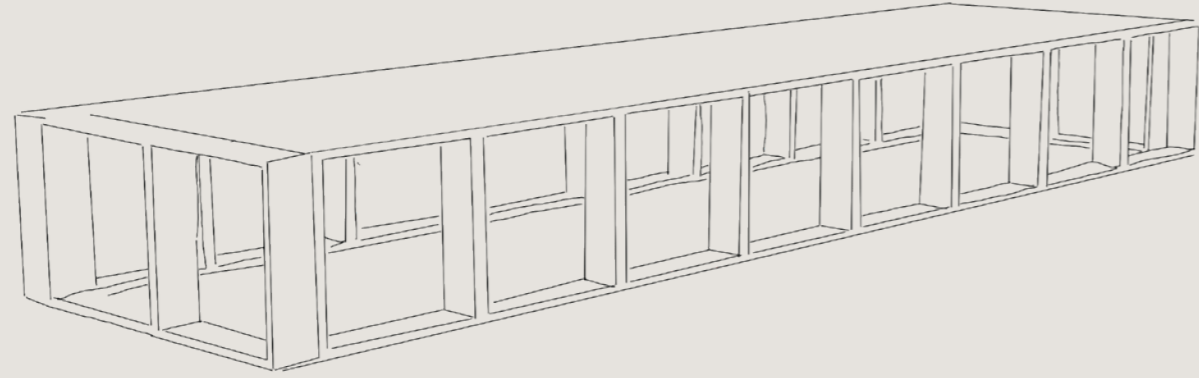
Brand values

## Research

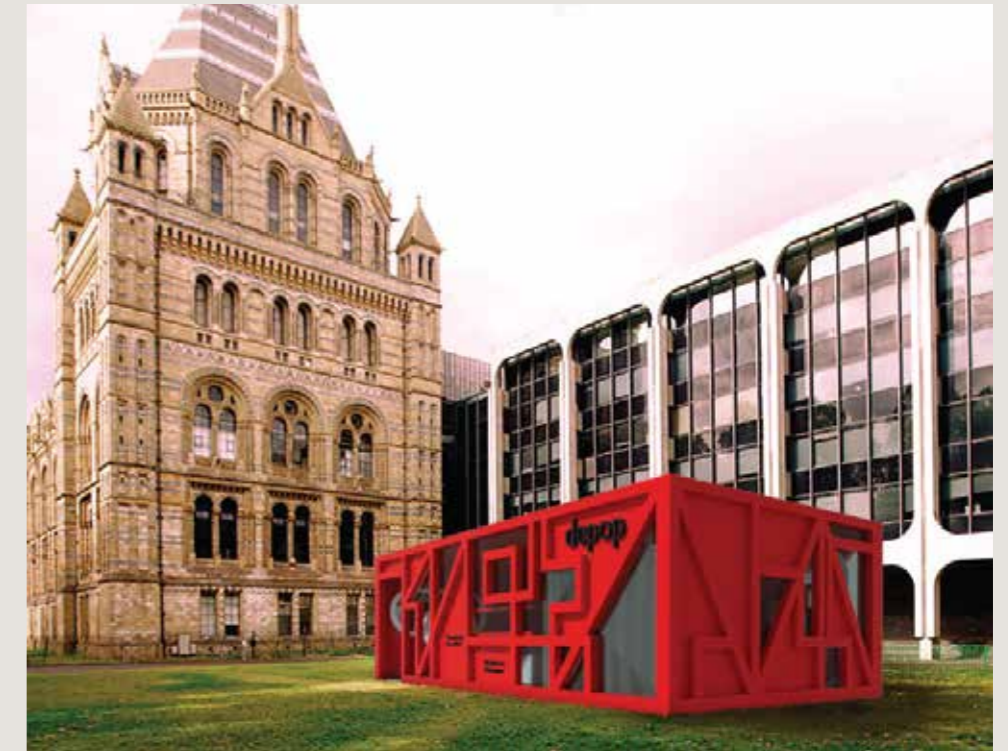
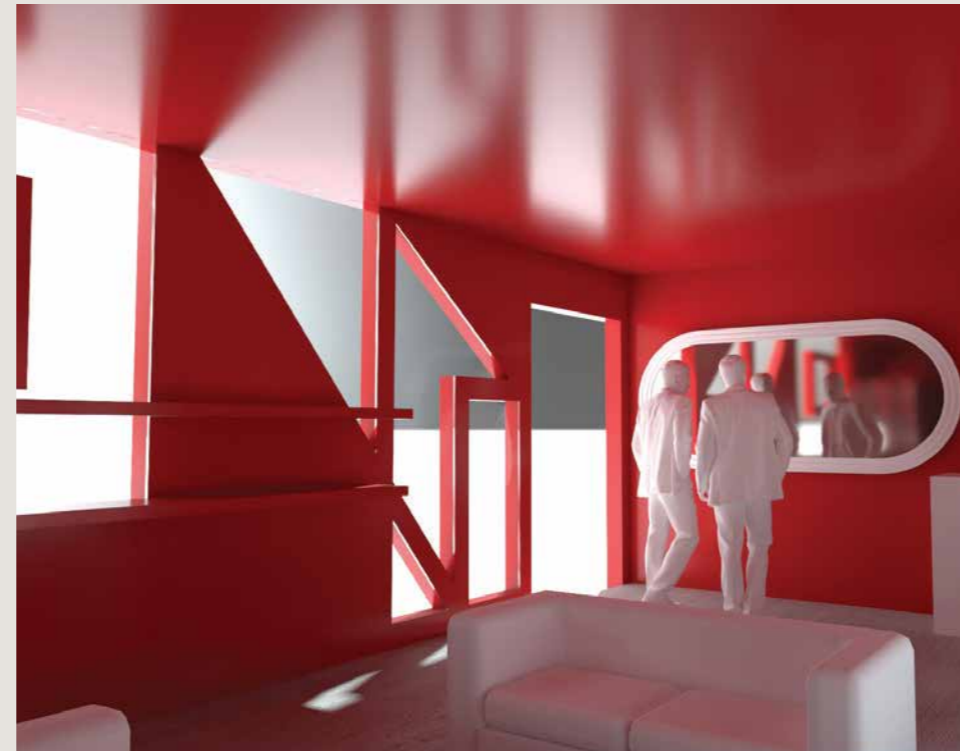
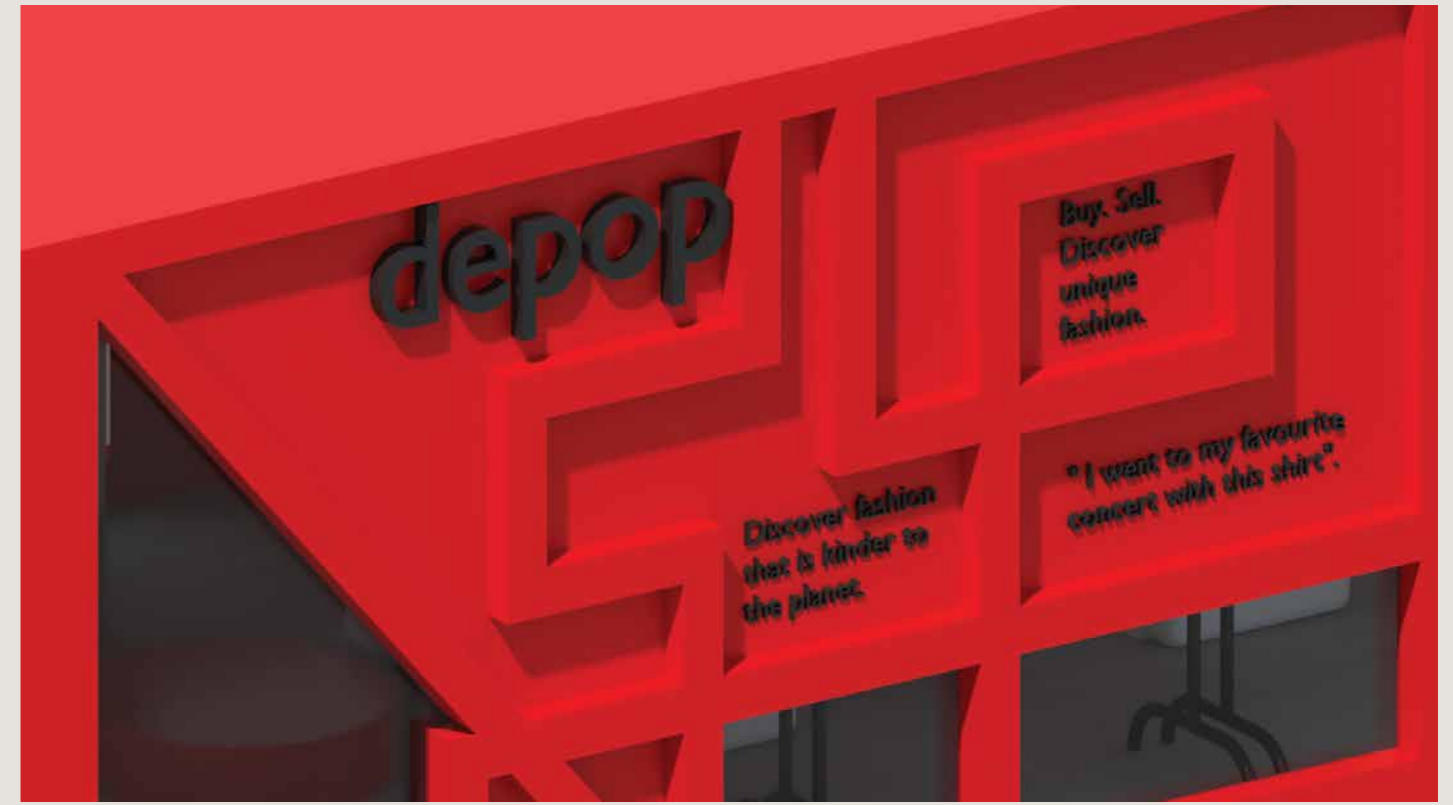
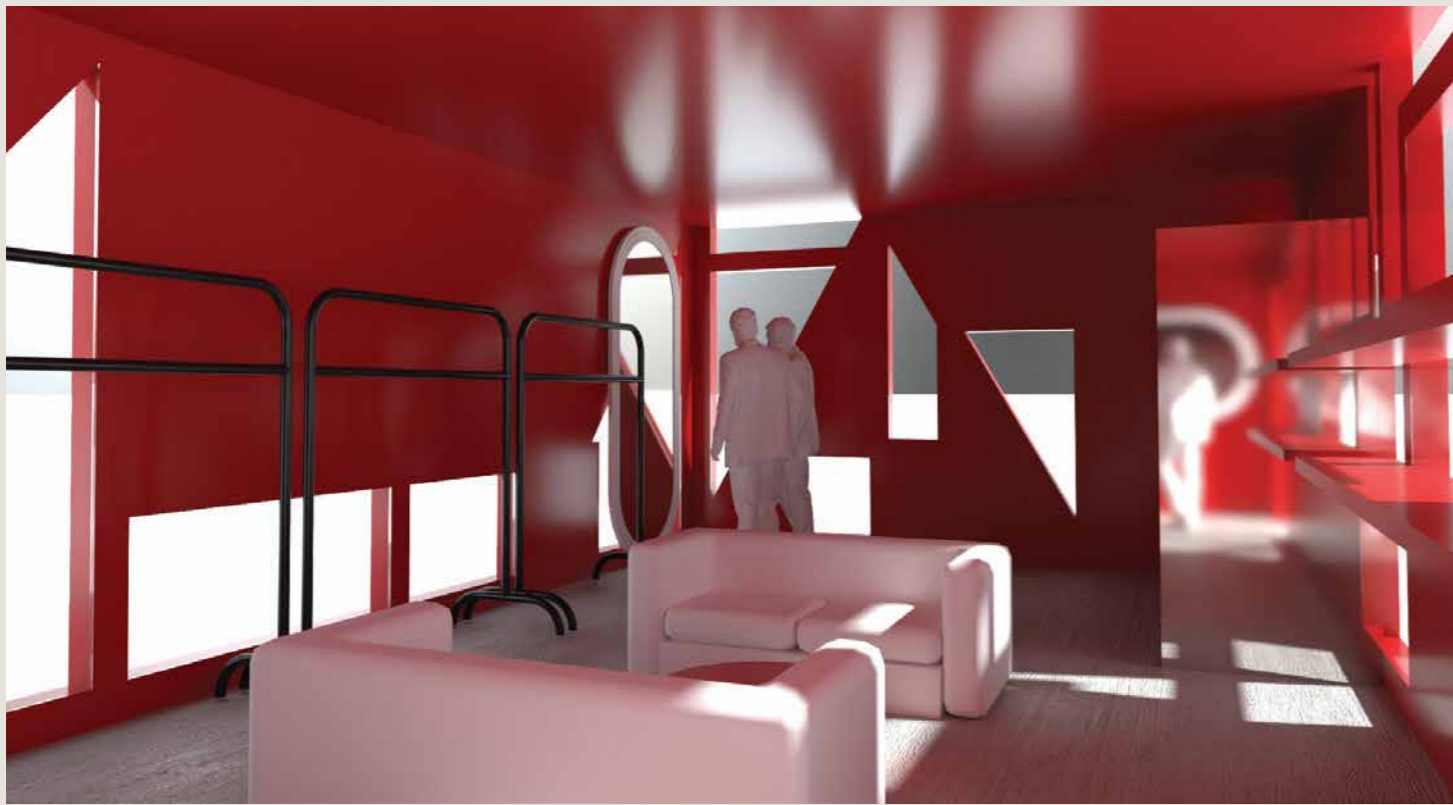
Develop a Pop Up that has Depop's brand values for its target audience (Gen Z), which is based on the structure by Tschumi and its conceptualisation. Bring structure to the chaos within second hand stores, maintaining deconstruction.



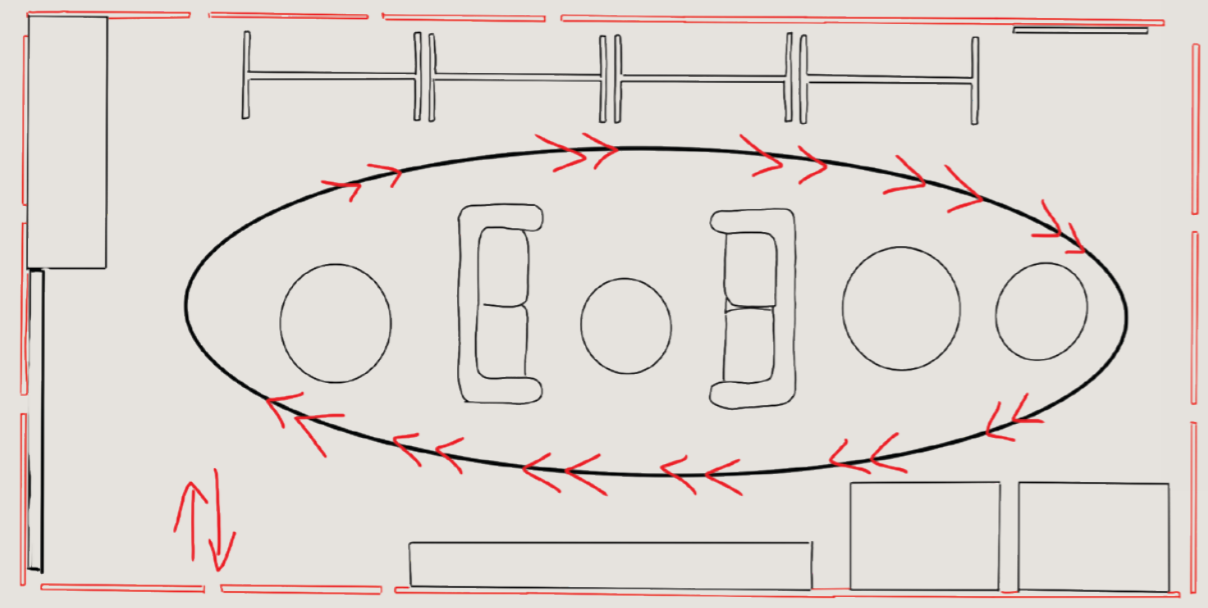
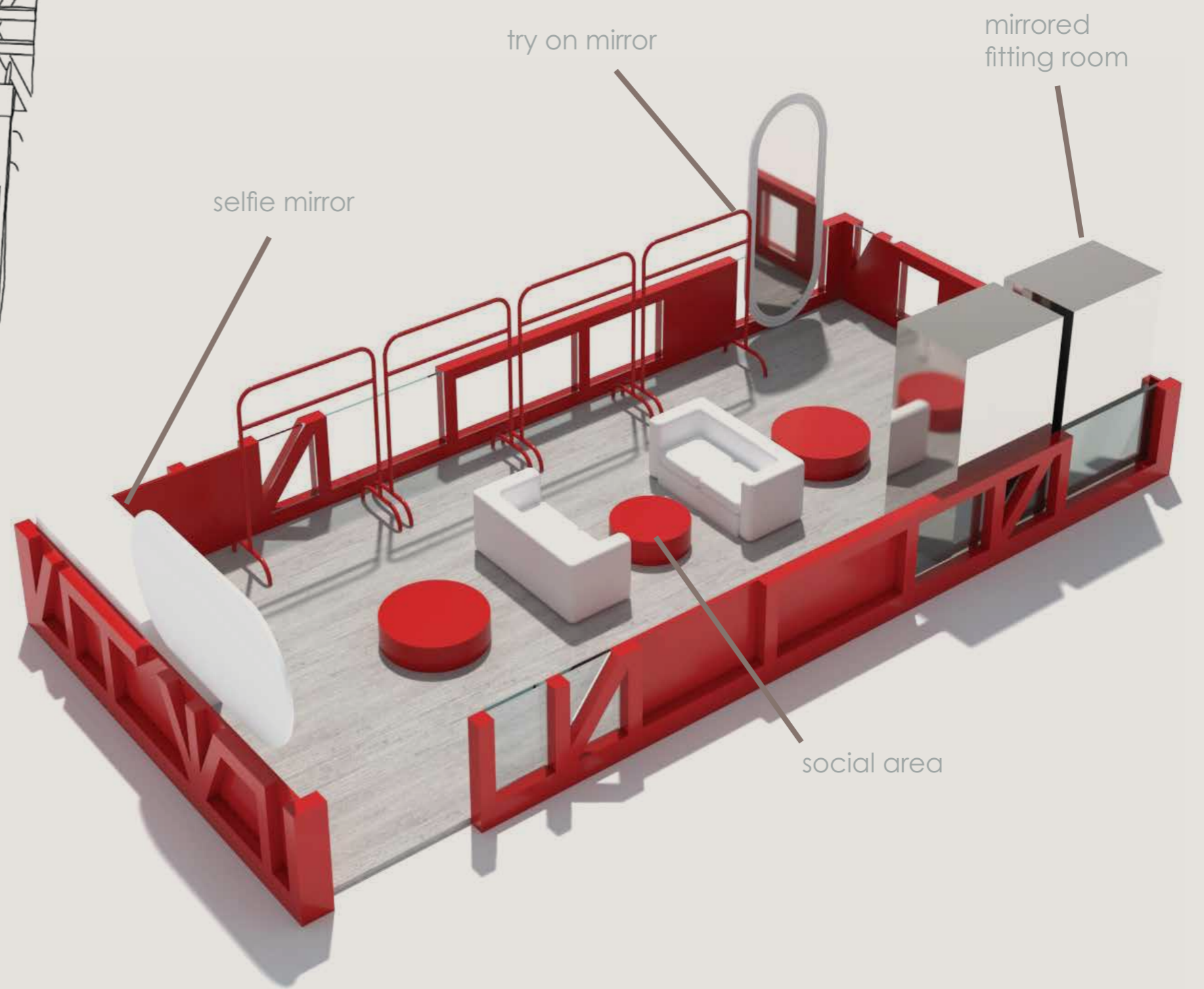
*Ideation*



*Circulation*



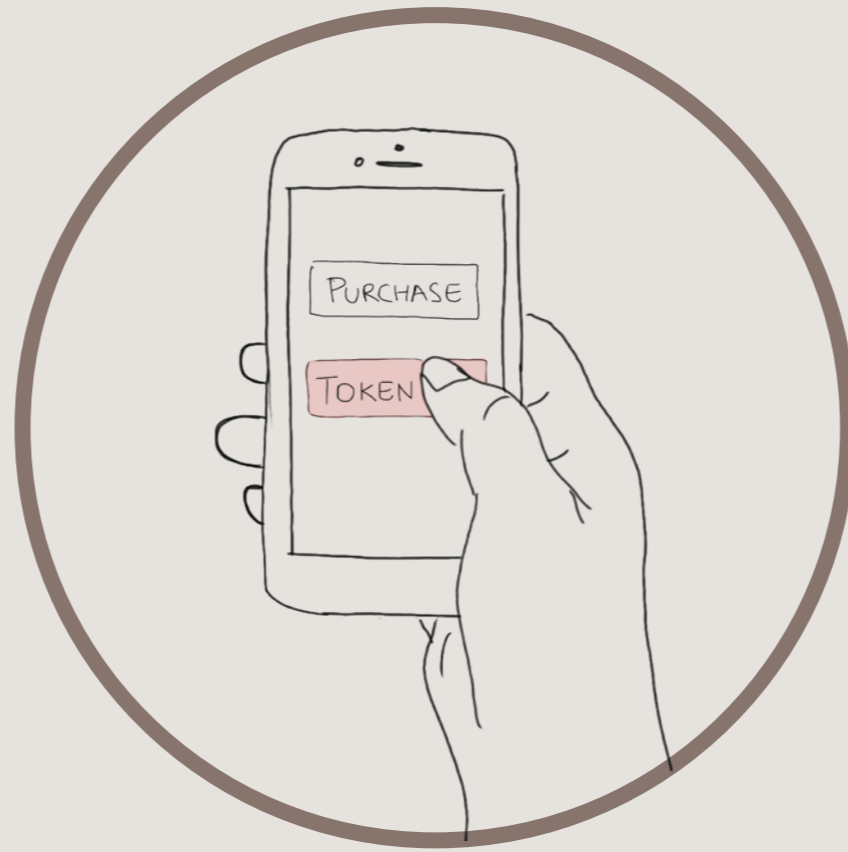
Proposal



User engagement



1. Scan



2. Select



3. Read memory

○  
sentidos  
Libres

## *Democratising creativity*

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Creating art as a response to external stimuli (touch, scent, sight) enhances innate human creativity. The aim is to highlight that painting is a form of expression not confined by subjective aesthetics, promoting a broader understanding and appreciation of artistic creativity and freedom.





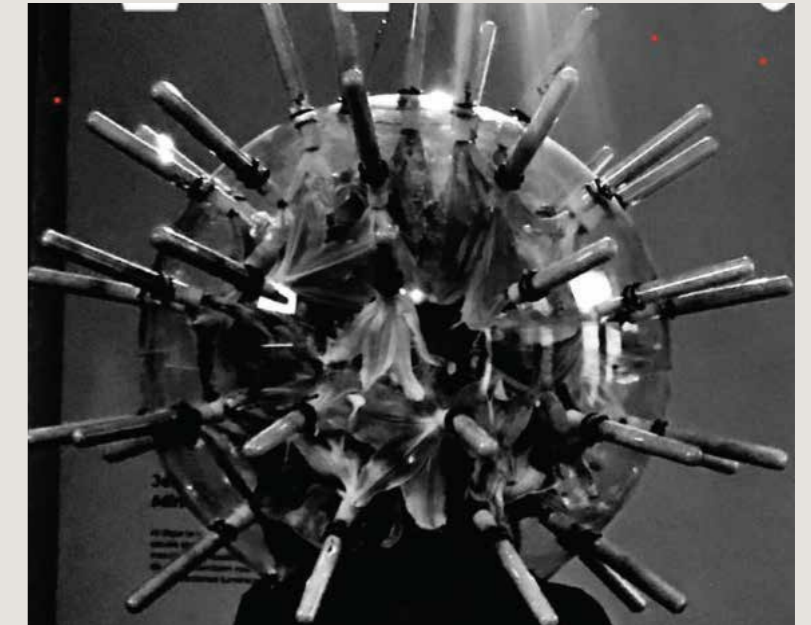
*Freedom of creativity*



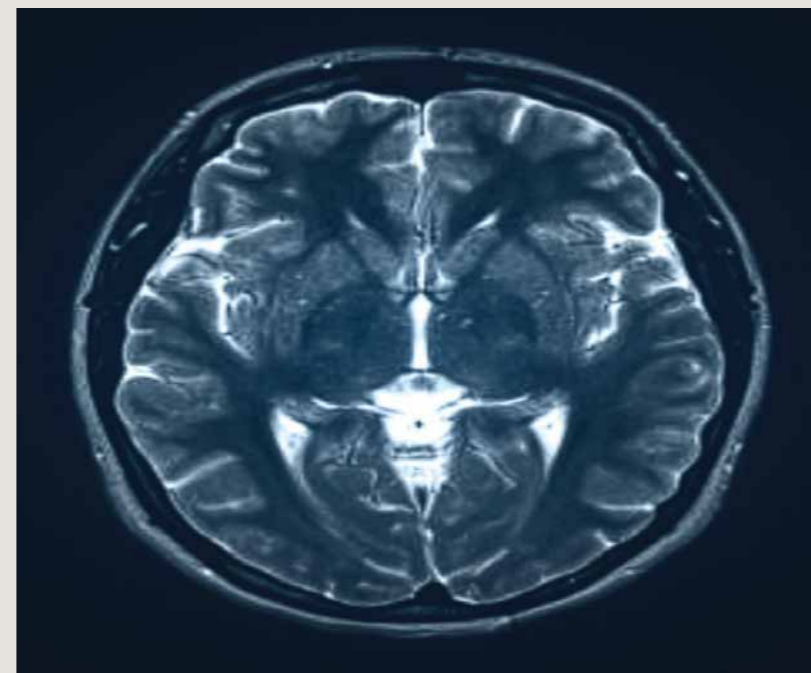
Unconventional painting tools



Conventional tools



Reinterpreting synesthesia



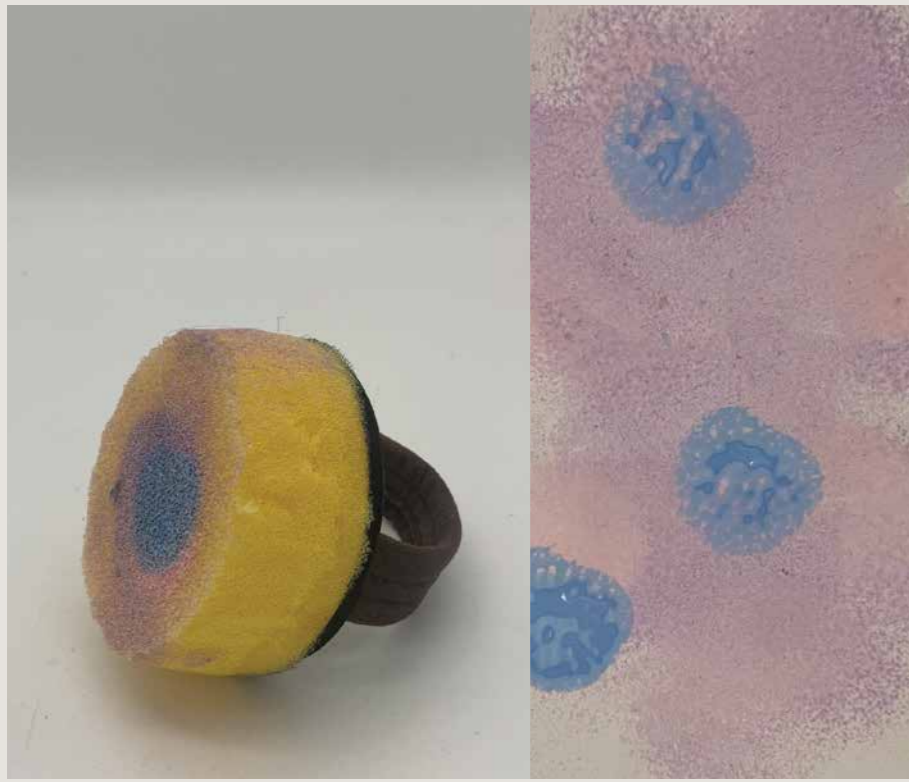
Neurological responses to stimuli



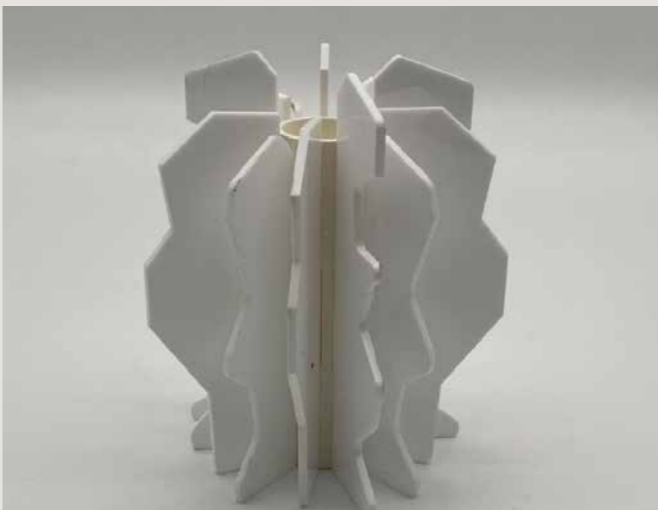
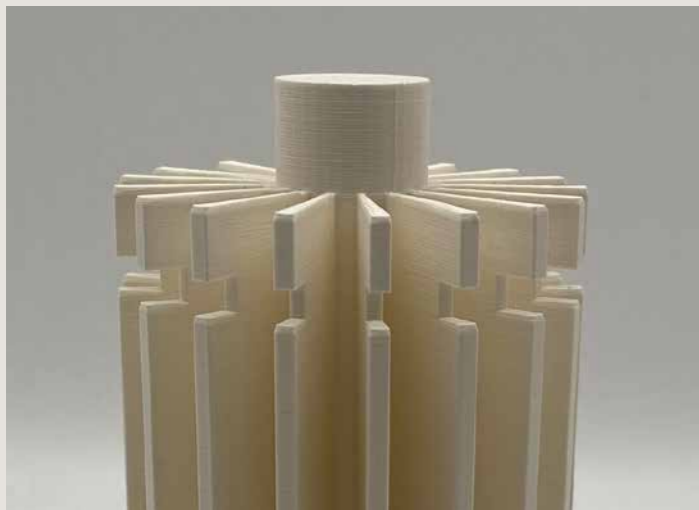
Scents

## Research

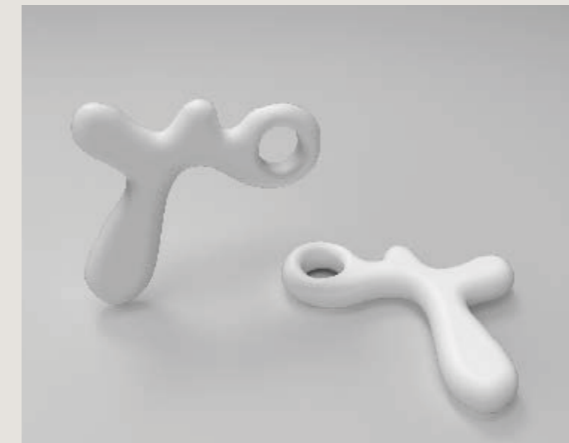
Develop unconventional painting tools which allow users to paint without restrictions and enhance freedom of expression. Relate experience to combination of different stimuli and its responses, emulating synesthesia.



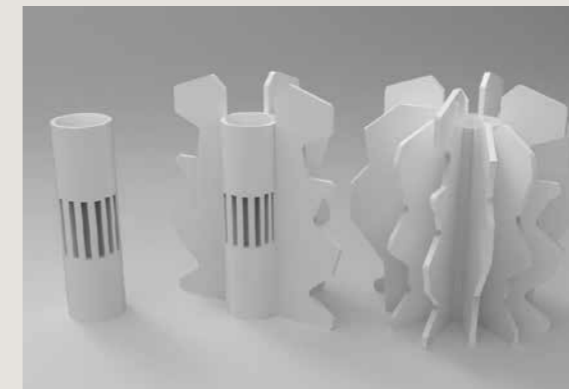
*Testing Unconventional Tools*



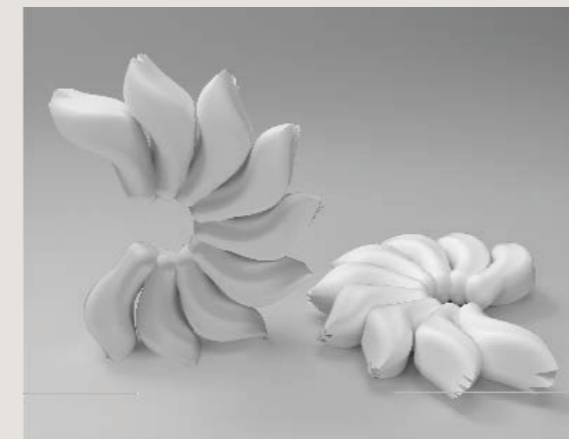
*Developing Tools*



Soft



Rigid



Flexible

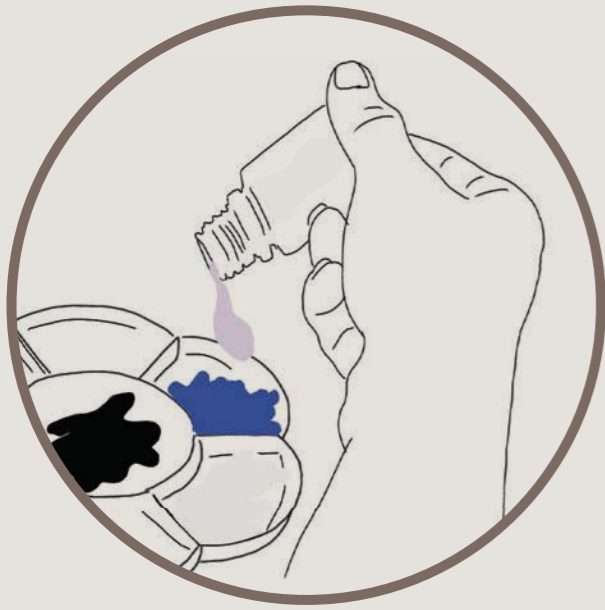


Apron



Scents

The Kit



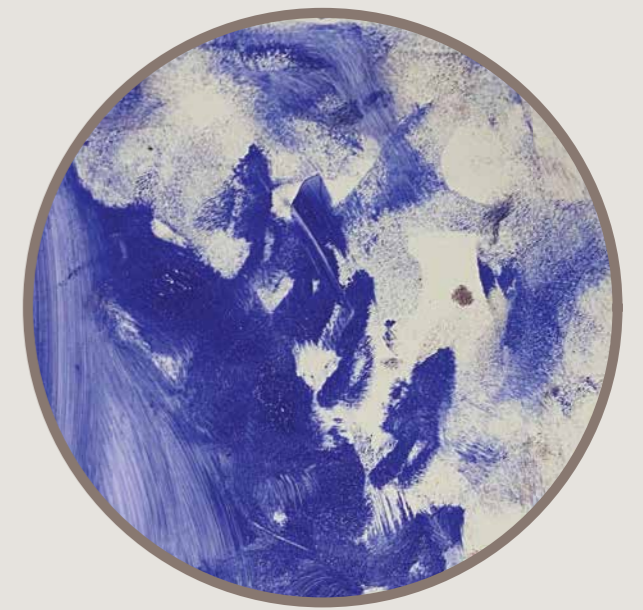
Pour scents to paint



Stimuli of scents - feelings and memories



Paint using tool based on scents. Scents mix between them whilst painting.



Scents dry on canvas



"Blue rose" Minsung Ko.



"A day in Barcelona" Bea Centeno



"The Ocean" Marieta Yanci



"Spring in my grandma's house" Paula Geelen



"Whispering woods" Maite Manzano

*Paintings*

YOUUnique

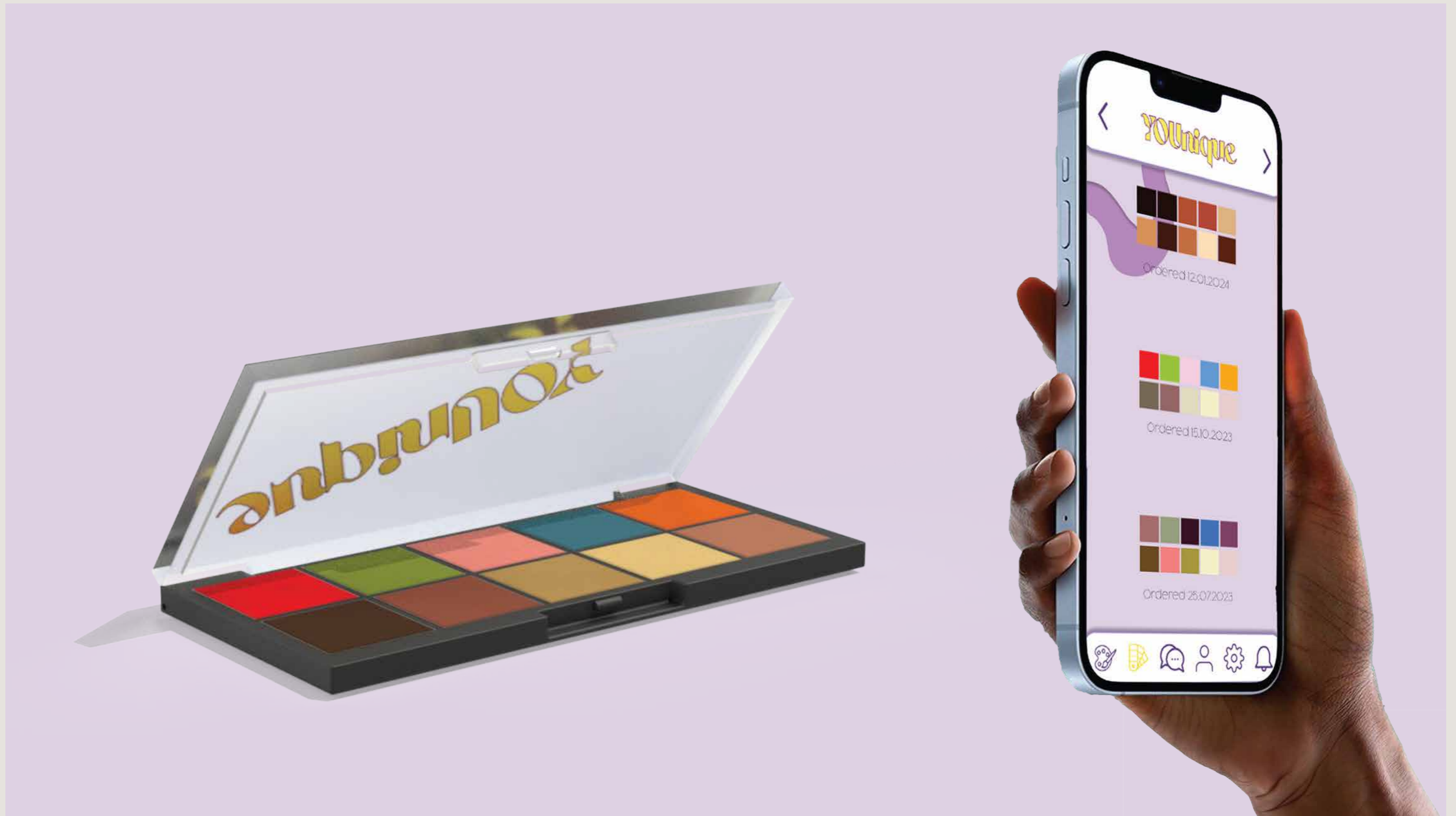
*Expressing yourself with your own hues*

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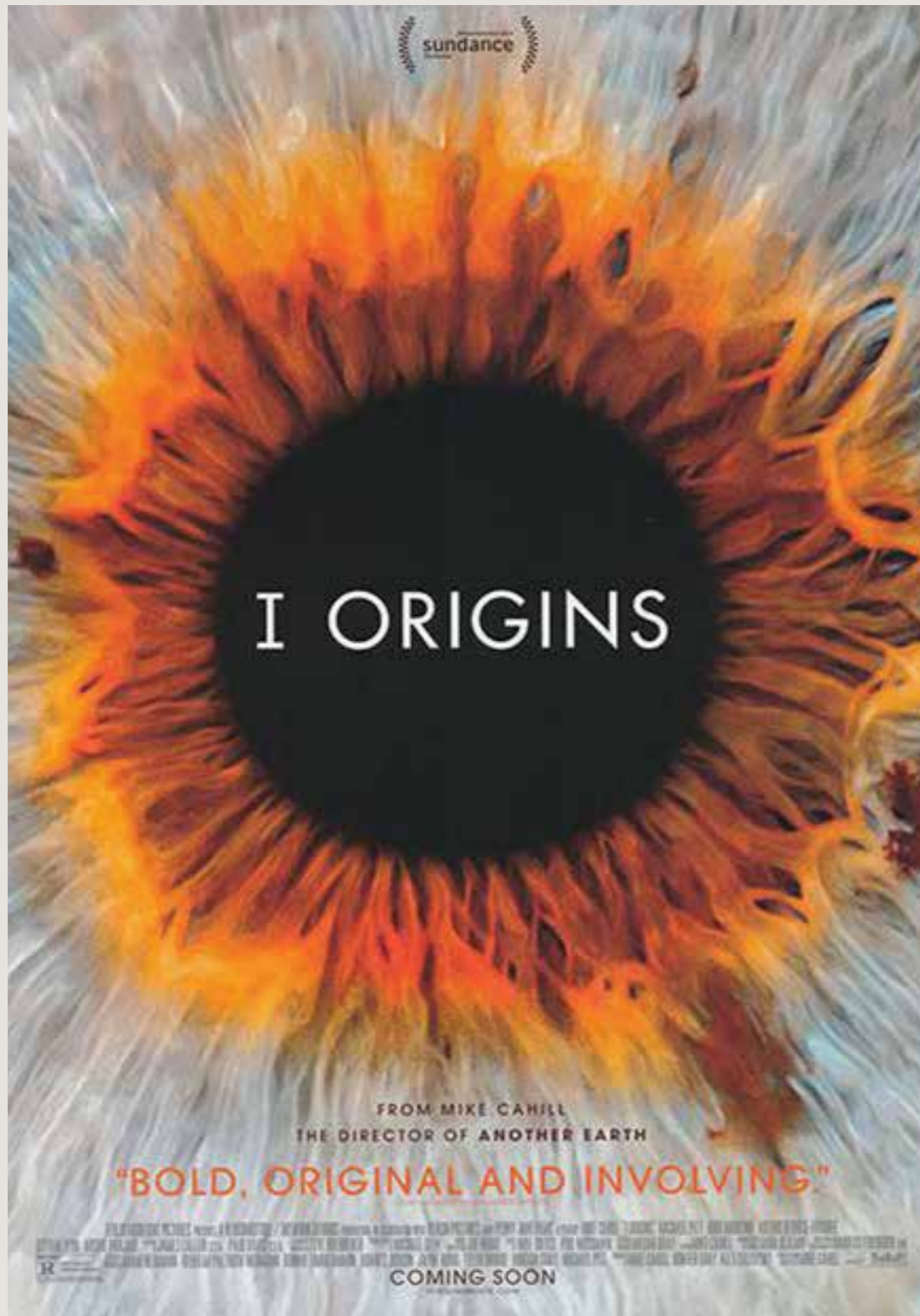
Creating social platform that allows people to connect,  
building communities. Collaborative project.

Concept development | App | Branding

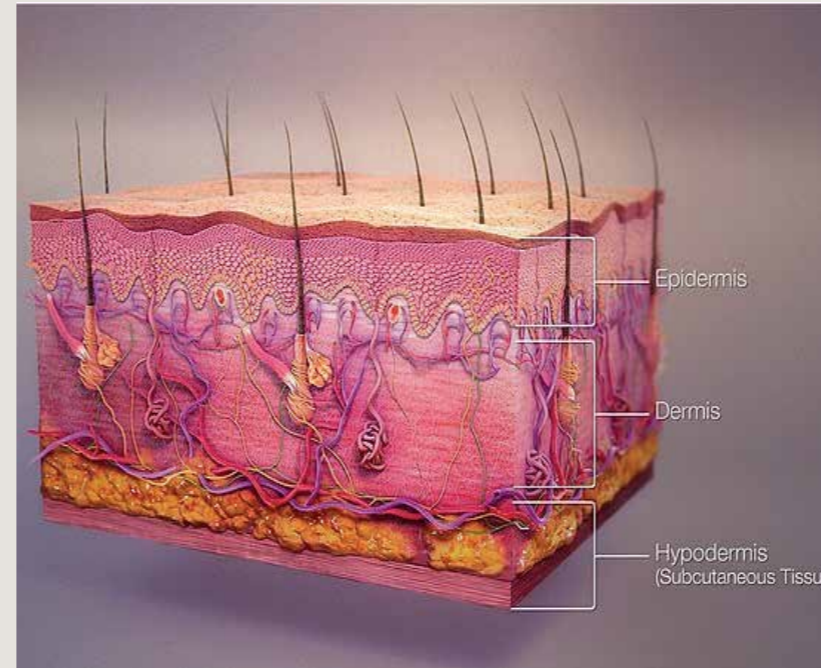




*Find your hues* An app promoting skin tone acceptance and creative self-expression through seasonal color palettes, fostering community engagement and support. "We are people! We are colour! Express urself with your own hues!"



Identity



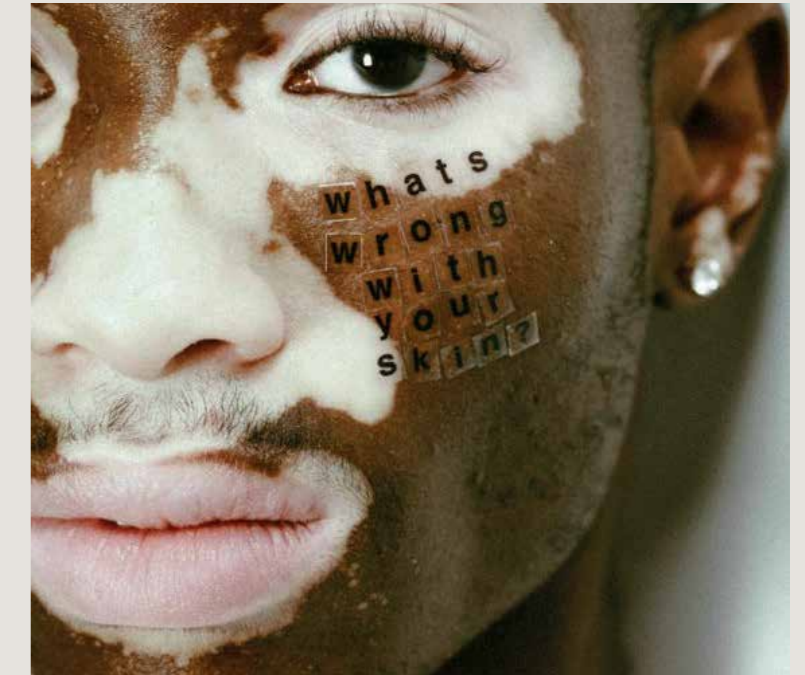
Skin



Social media platforms



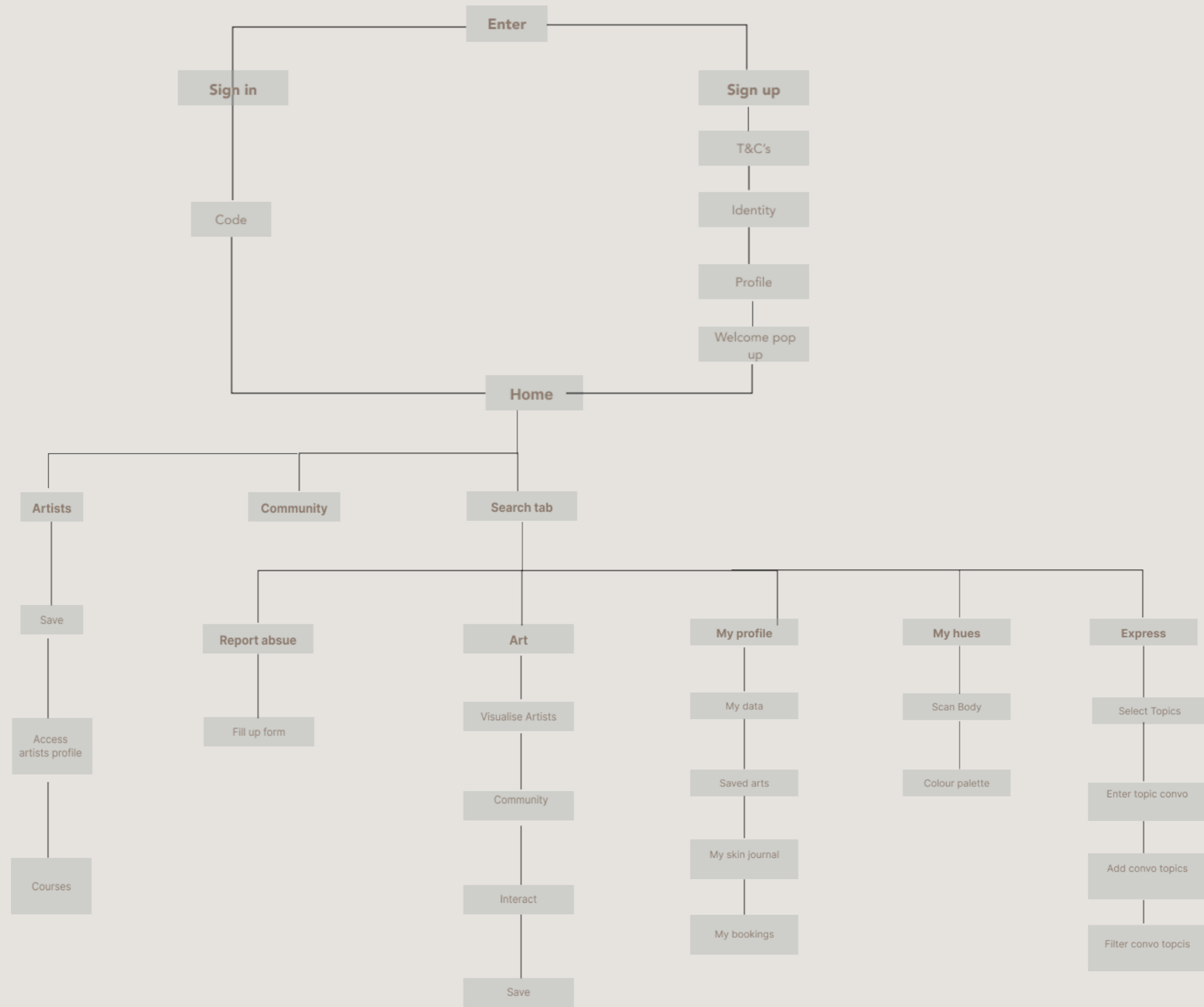
Skin troubles



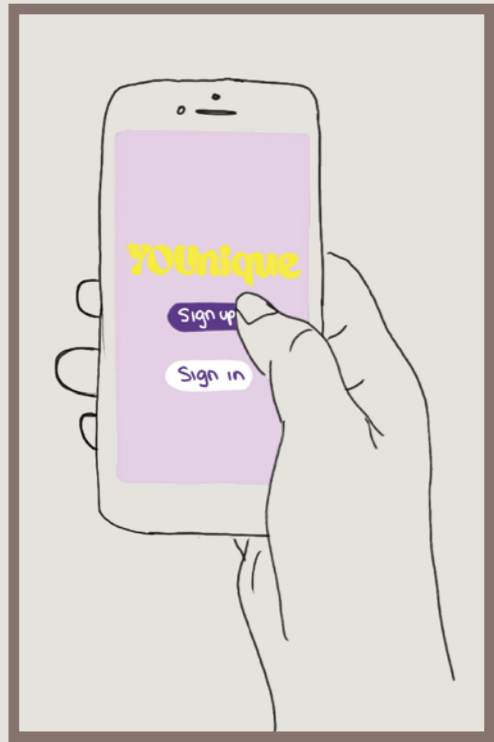
Acceptance

## Research

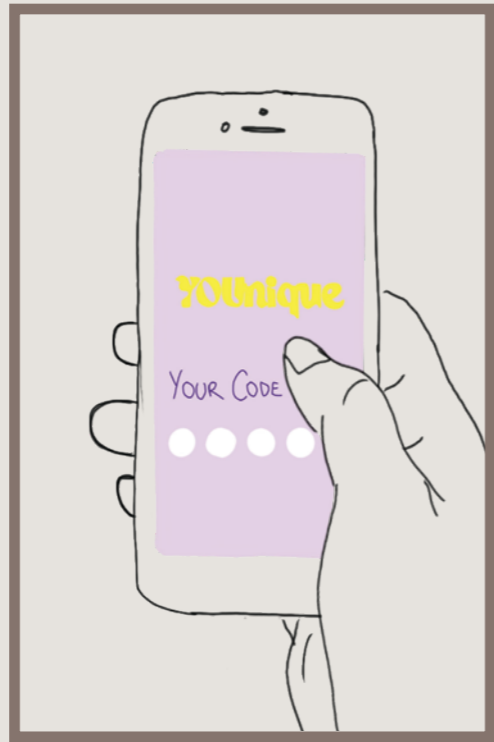
Develop a solution that enhances sense of identity and community through skin and its troubles. Integrate in solution a social media platform that allows healthy relations and freedom of expression.



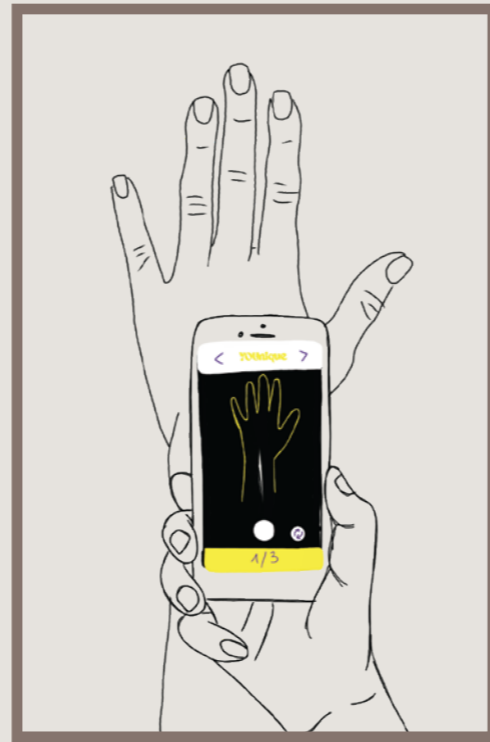
*Scheme Functioning App*



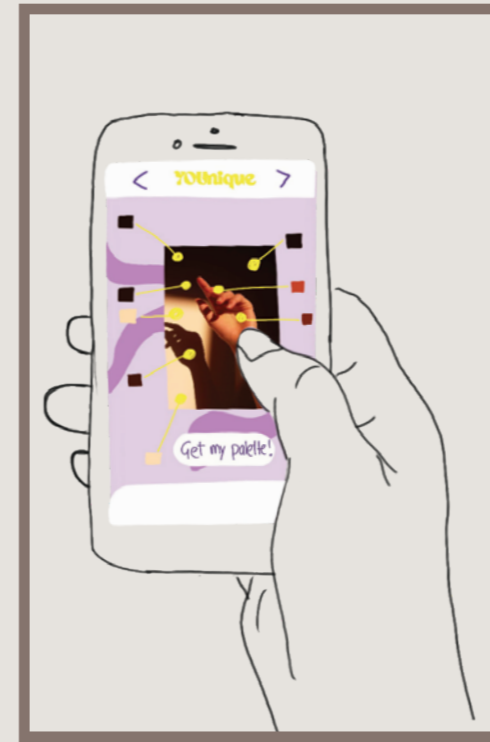
Enter the app



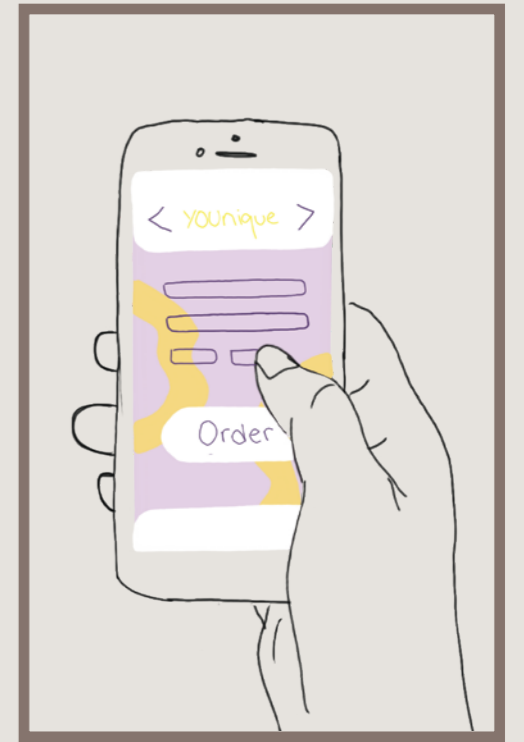
Sign in



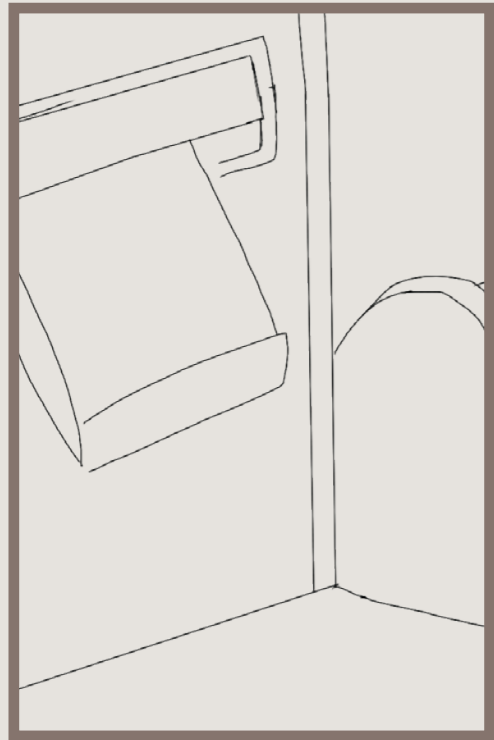
Outlined random part of body



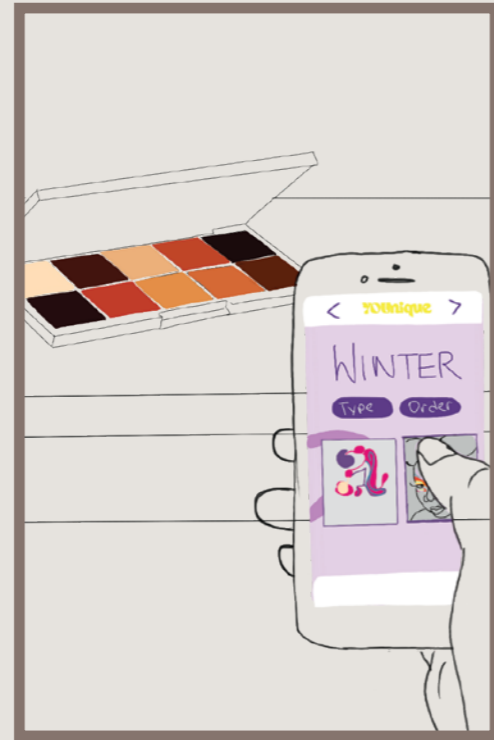
Hues detected from picture



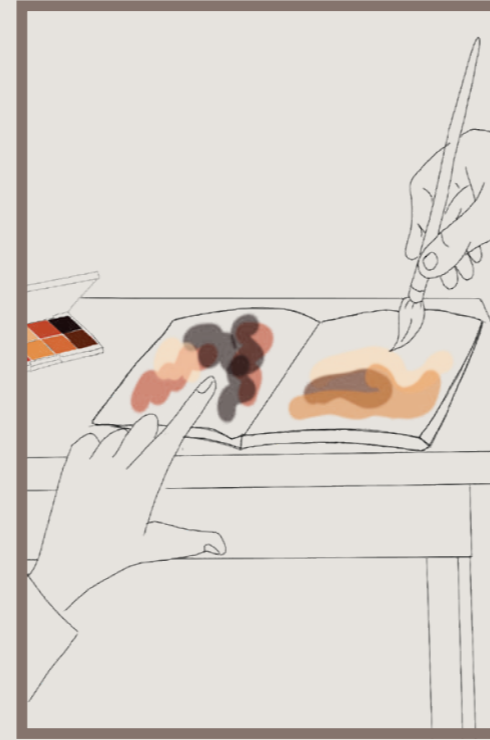
Payment details



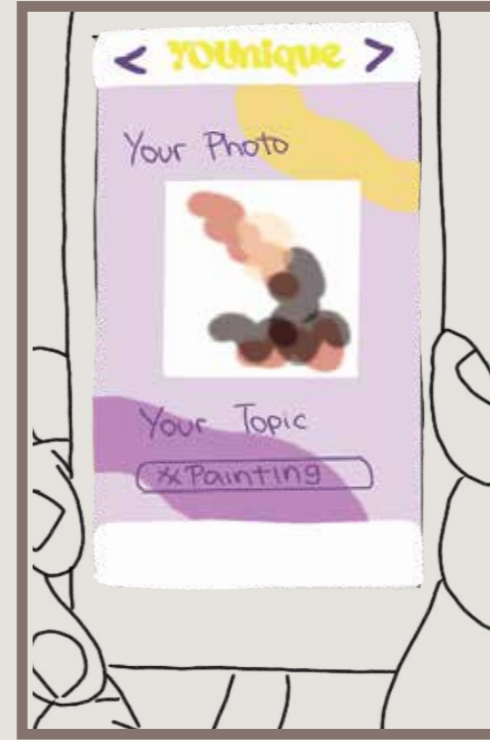
Delivery



Look for inspo



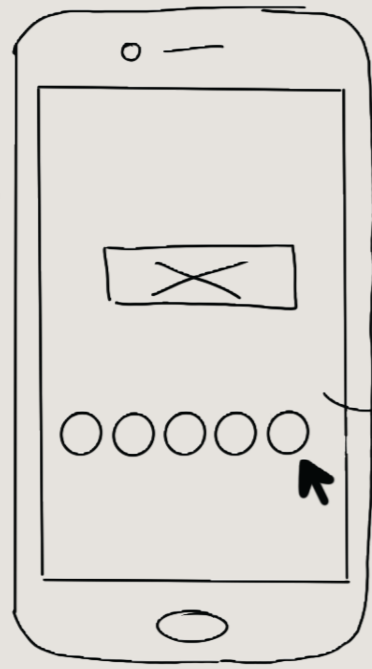
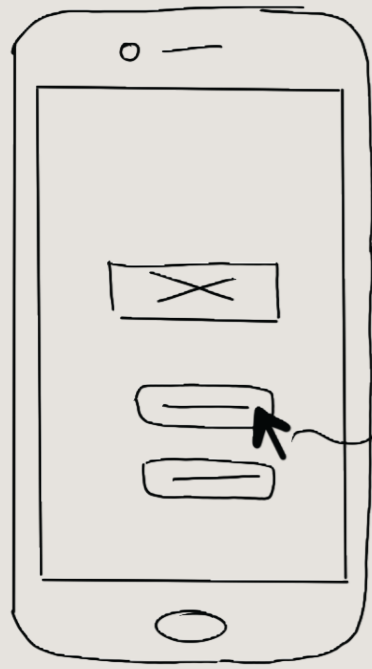
Express yourself!



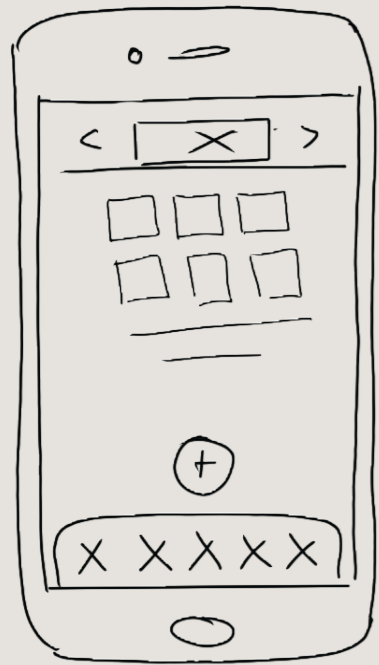
Add hashtags to your upload!



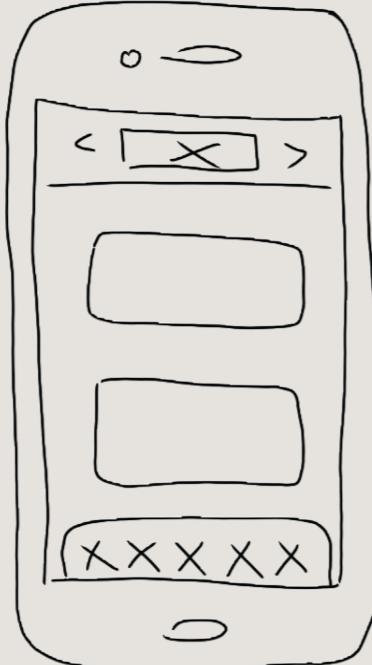
Embrace your youniqueness with the community!



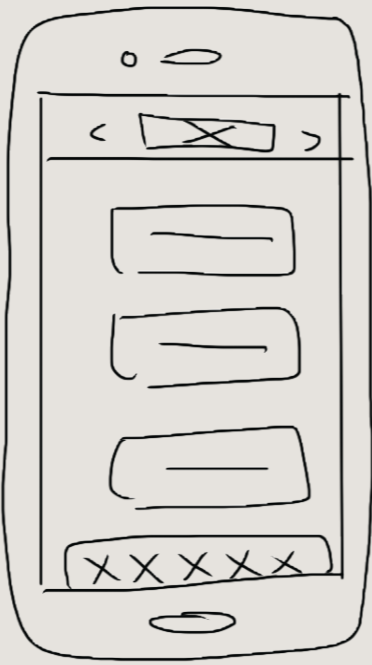
HOME



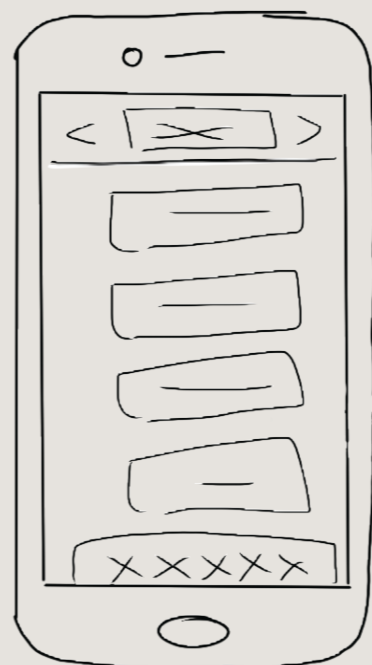
LANDING PAGE  
"MY HUES"



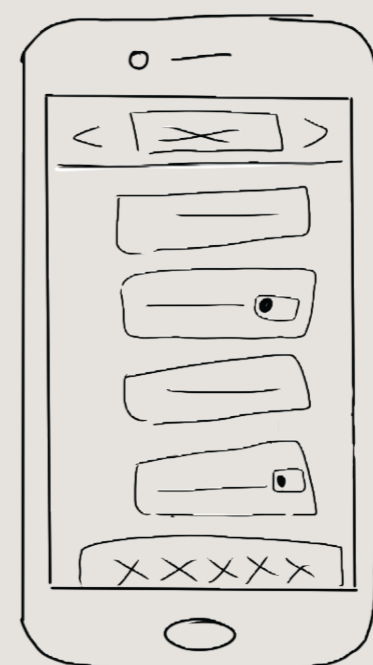
LANDING PAGE  
"ARTS"



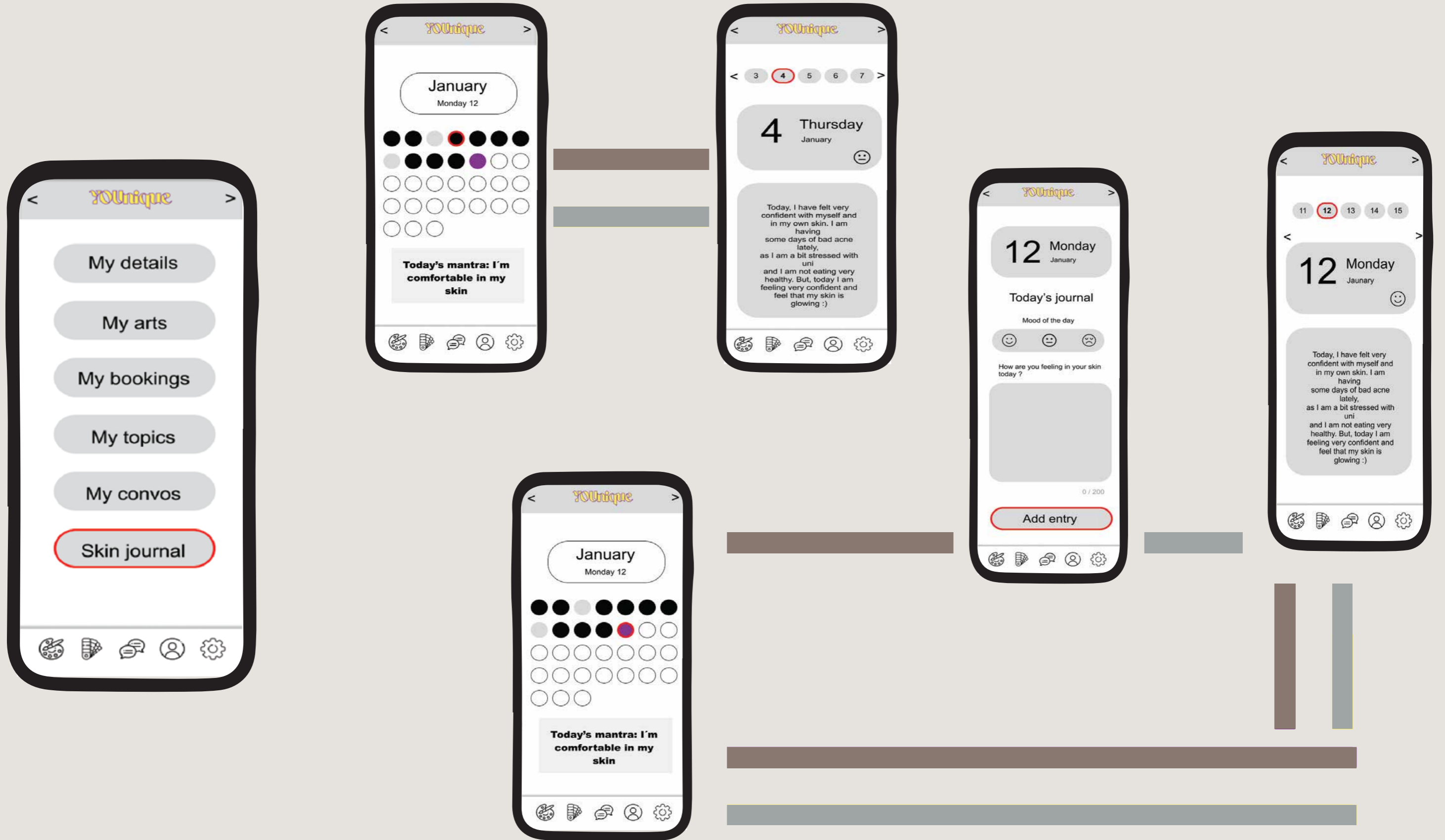
LANDING PAGE  
"MY PROFILE"



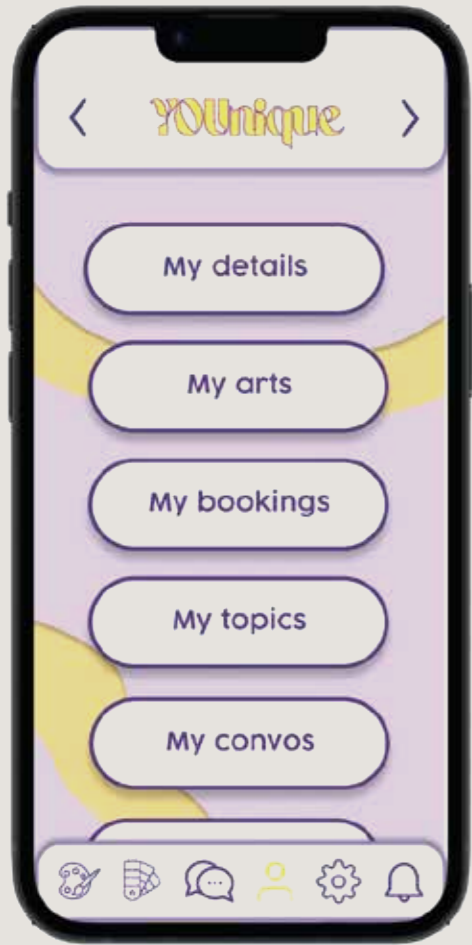
LANDING PAGE  
"EXPRESS  
URSELF"



LANDING PAGE  
"SETTINGS"



Low-fi



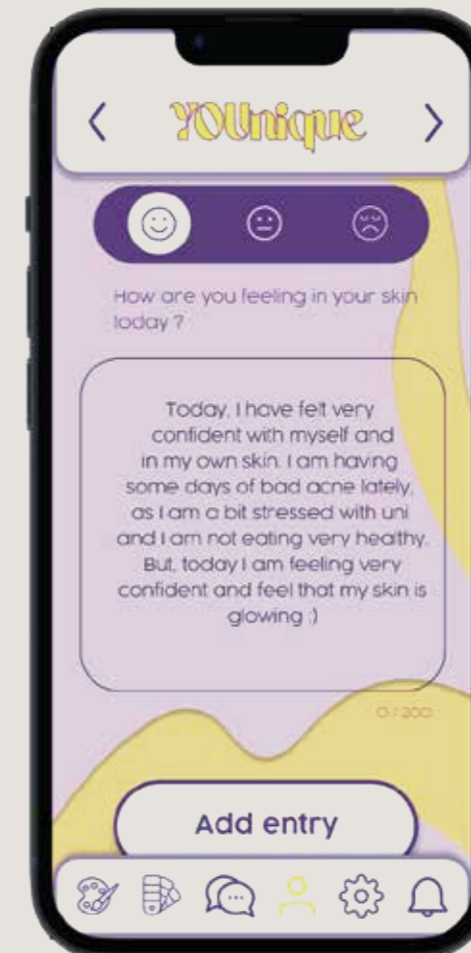
Landing page



Skin journal



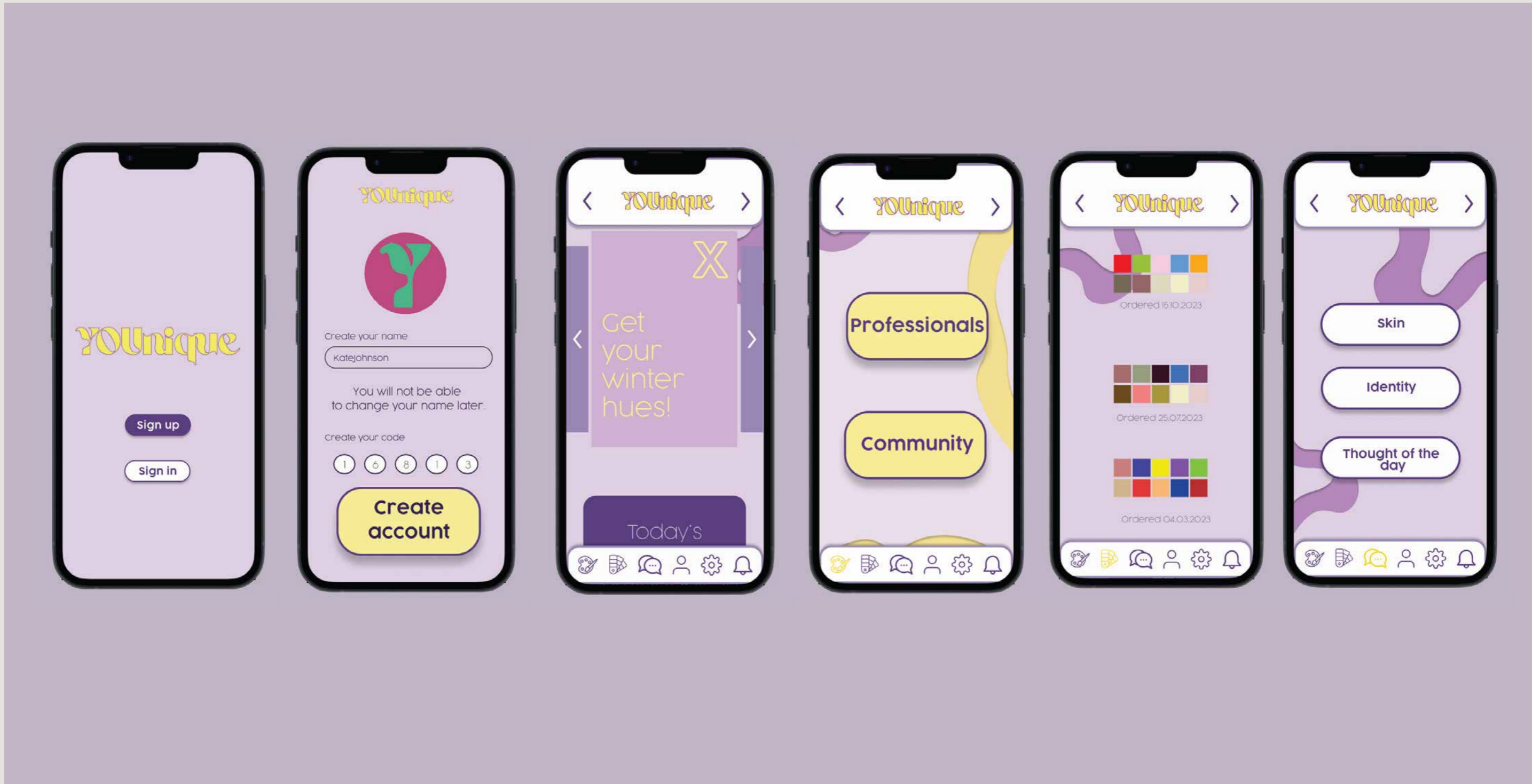
New entry



Add entry!

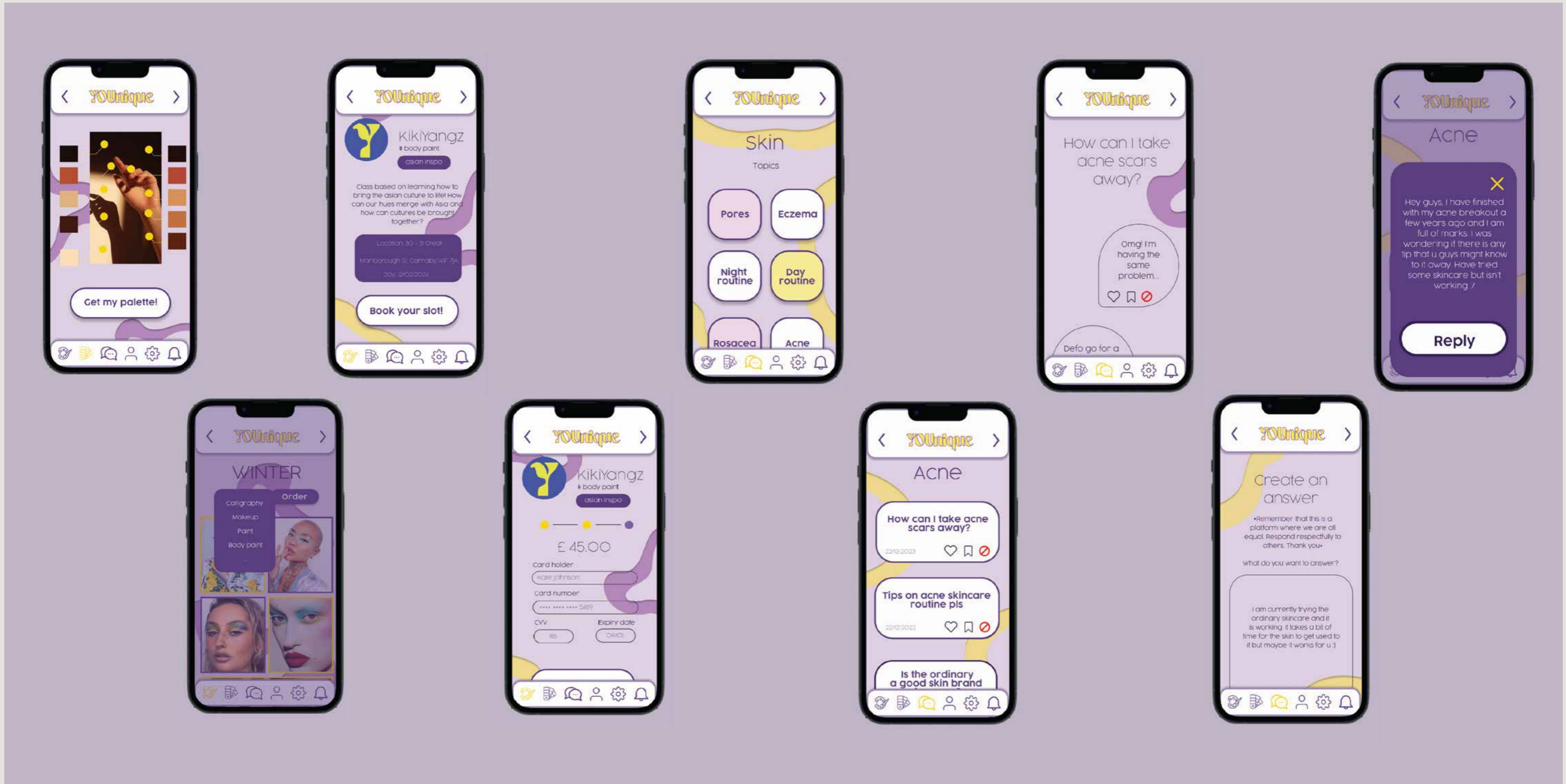


Old entry



*Socialising with your hues*





Get your palette! Express urself!



Get  
your  
winter  
hues!



*Express yourself with your hues*