

BALENCIAGA x FORTNITE: The Billboard Experience



Located in Times Square

Balenciaga, the Spanish luxury fashion house, and Fortnite, an EPIC video game, have collaborated and released a unique billboard advertisement creating a 3D immersive experience.



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Billboards were seen as flat advertisements done through large posters. As technology evolved, we were introduced to TVs, computers, etc. Billboards would take on a different format on LED screens confined to the four corners of space. This connects with the concept of spatialism, the object or image are represented by positions, shape, size, distance, weight, and act on a plane. On posters and LED screens, being limited to the physical space, our sensory organs aren't reached as much and the focus goes to the technology with which something was made.

The spatial movement would have loved this 3D campaign trends because they push the boundaries of what can be displayed on a flat screen and it also creates an immersive experience that let consumers participate in a new role. Lucio Fontana speaks about art being presented beyond the limitations of the canvas in his manifesto. He presented a canvas with a slash in the center.

Futurists would enjoy the new technology that is able to provide these versions of advertisement that engage with the audience. Once being overjoyed by the thrill of speed from a car, a thrill could be felt by the possibilities that could be presented through 3D billboards.

Constructivists would work greatly to use this technology as a means to use the technology we have today to create something new. Not repeating what was done before but by creating a new technique. This is useful because 3D billboards creates a spatial environment, it targets our senses in different ways, and it provides a new way of advertisement.

Kenya Hara says it best when he speaks about how instead of trying to stay a step forward and always trying to beat the next new technology advancement, we need to stop and take it slow to enjoy what we already have. With 3D technology we are able to communicate to the consumers in an environment that connect science (our sensory organs) and design. Virtual reality is something that has been studied for years now, but hasn't really been used until now, that topics such as the

metaverse and augmented reality have come into play. Hara states, "not trying to catch the audience's eyes with an arresting image, but having the image permeate the five senses.

Jessica Helfand counter argues that as a society we are preoccupied with the space that surrounds technology instead of the space that exists inside the technology. I find this a great example that presents how space is seen from a different perspective. With 3D technology, you no longer see a flat screen against a building, but a 3D environment is presented whether it is a room with Doggo (Fortnite), a tiger, a cat, or a whale in it. Spatial paradigms would keep changing the more we think outside the box.

“Design is the originality that repeatedly extracts astounding ideas from the crevices of the very commonness of everyday life”

