SEASONS OF THE SOUL
CREATIVE BRIEF

An immersive emotional journey through four artists and four seasons

Four Fold STUDIO

PRESENTED BY
FOURFOLD STUDIO
ALINA, ARIEL, AMY, FRANIE, SOSIE
COMMLD 533

WHY THIS EXPERIENCE NOW?



POST-PANDEMIC, MANY OF US ARE ASKING: **WHO HAVE WE BECOME?** THIS EXPERIENCE IS A GENTLE REINTRODUCTION TO SELF—THROUGH ART, MEMORY, AND FEELING.



FOURFOLD INVITES YOU TO **SLOW DOWN, LOOK INWARD, AND MOVE THROUGH THE SEASONS OF THE SOUL.**

"More than 70% of people say they feel emotionally disconnected from themselves in daily life."

CONNECT US WITH ART

(0)

START NOW →

(1) SEASONS OF THE SOUL

OVERVIEW OF FOUR ARTISTS

(2) ASSETS

INVENTORY OF MULTIMEDIA ASSETS

(3) USER JOURNEY MAP

GUIDED PATH THROUGH THE EMOTIONAL AND SPATIAL RHYTHM OF THE EXHIBITION

WHO ARE WE?

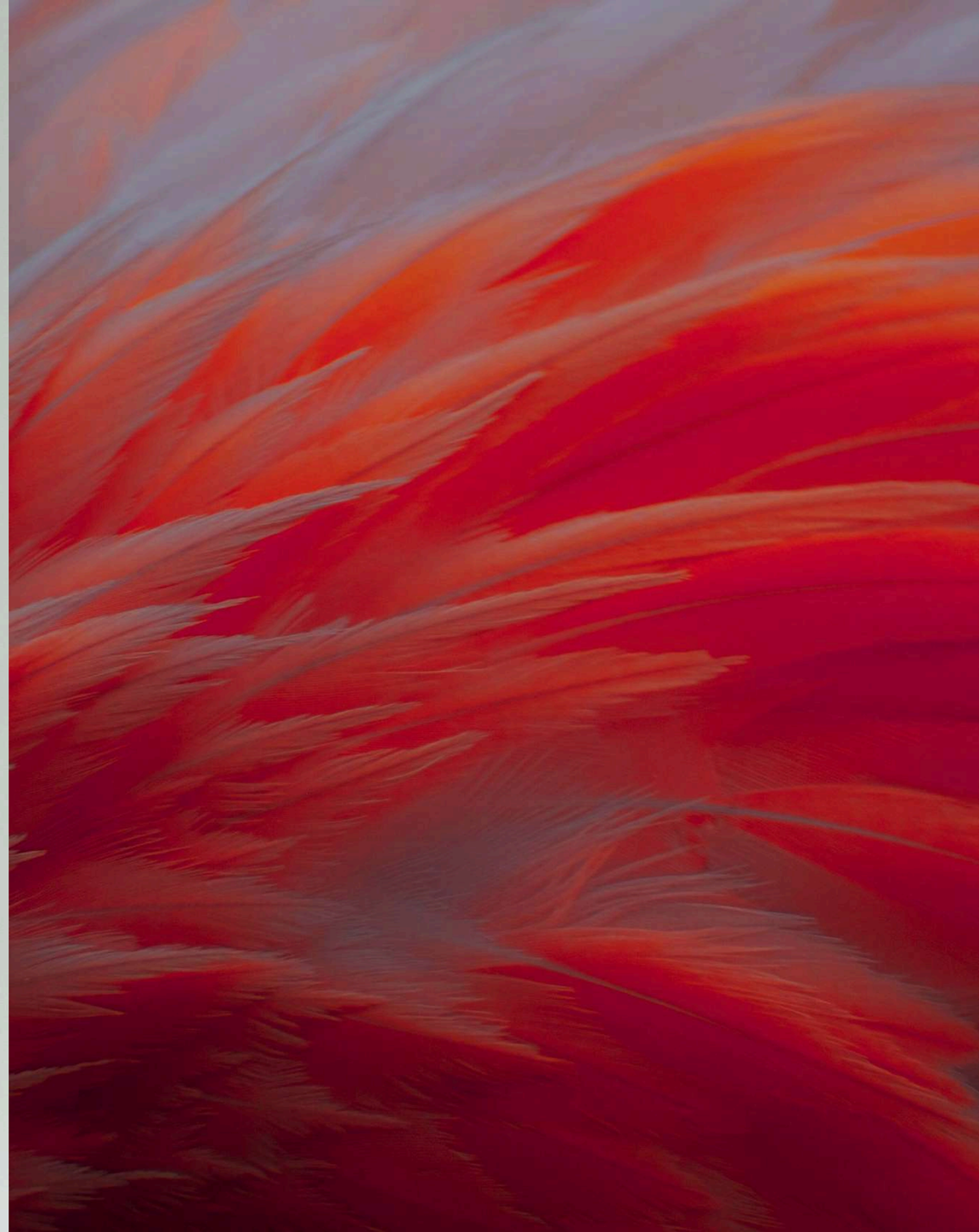
Four Fold STUDIO

FourFold Studio is a curatorial collective ad immersive exhibition series inspired by the rhythm of the natural world and the timeless language of art. Through four seasons and four transformative artists, we invite audiences to experience the beauty of change—fold by fold.



(1) SEASONS OF THE SOUL

THE EMOTIONAL LANDSCAPES OF FOUR ARTISTS



DALE CHIHULY

"Picasso of Glass" (1941-Now)

Artistic Style

- *Keywords: Blown glass, vibrant colors, organic forms, large-scale installations, immersive environments*
- Chihuly's art features vibrant colors, flowing organic forms, and immersive installations. Inspired by nature—like sea life and flowers—his pieces transform space and light, turning glass into emotional, almost otherworldly experiences.

Major Works

- Chihuly Garden and Glass
- The Sun
- Persian Ceiling
- Seaforms Series



AWAKEN THROUGH GLASS

Spring is a season of renewal, and Dale Chihuly brings it to life through blown glass that bursts into organic forms—floral, wild, and radiant—like a garden blooming under sunlight.

1957
Father passes away
Early loss and nature shaped his love for organic forms and emotional depth.

1976
Car accident, loses vision in left eye
Can no longer blow glass himself; begins collaborative creation with teams.

1979
Shoulder injury from body-surfing accident
Fully shifts to directing from the sidelines, embracing a role as "visual conductor."

FRIDA KAHLO

“The Heroine of Pain” (1907–1954)

Artistic Style

- *Keywords: Self-portraiture, surrealism, emotional intensity, Mexican folk symbolism, pain, identity, feminism*
- Frida Kahlo’s art is deeply personal, symbolic, and emotionally intense. Her self-portraits often explore pain, identity, and womanhood, using vivid colors, surrealist elements, and motifs drawn from Mexican folk culture. Her paintings are visual diaries that express her physical suffering and inner world with unflinching honesty.

Major Works

- The Two Fridas
- Self-Portrait with Thorn Necklace and Hummingbird
- What the Water Gave Me

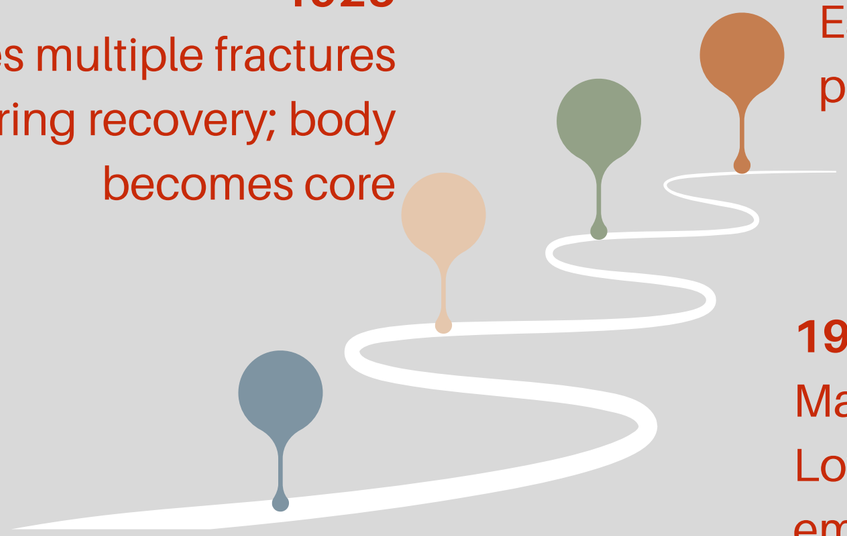


BURNING WITH IDENTITY

Summer is a season of intensity and fire, and Frida Kahlo's self-portraits are emotional infernos—burning with pain, passion, and identity. Her art exposes her inner wounds with unflinching honesty.

1913
Contracts polio; lifelong leg weakness
Early awareness of bodily pain and physical identity.

1925
Bus accident causes multiple fractures
Begins painting during recovery; body becomes core



1929
Marries Diego Rivera
Love and betrayal shape her symbolic, emotionally intense self-portraits.

1930-1940
joins Communist Party&Embraces Mexican identity
Uses traditional dress, and national symbols. Art becomes politically charged, blending self and revolution.

ALISON FRIEND

“The Painter of Playful Souls” (1973–Now)

Artistic Style

- *Keywords: Anthropomorphic animals, whimsy, warmth, tenderness, playfulness, emotional expression*
- Alison Friend’s art is charming, whimsical, and gentle humor. She paints anthropomorphic animals with rich personalities and warmth, capturing everyday moments with tenderness and wit. Her oil paintings blend traditional techniques with a storybook feel, evoking both nostalgia and delight.

Major Works

- The First Bite is the Sweetest
- You Don't Own Me
- I Love My Bunny
- Roy and Rita



WHISPERED JOYS OF BEING

Autumn is a time of reflection and quiet warmth, and Alison Friend's charming animal portraits capture that feeling perfectly. Her art brings gentle stories to life—filled with whimsy, humor, and emotional resonance.

Childhood
Surrounded by countryside and animals; develops a love for drawing and storytelling.
Forms a deep connection to nature, gentle humor, and quiet emotional expression.

2000
Begins painting anthropomorphic animals
Uses animals to explore human feelings like loneliness and joy.



2010
Gains recognition in children's books and galleries
Style known for warmth, whimsy, and soft emotional tone.

Present
Continues to paint reflective, character-driven portraits
Her work evokes quiet nostalgia and autumnal introspection..

YAYOI KUSAMA

The Queen of Dots (1929 - Now)



Artistic Style

- *Keywords: Polka dots, infinity, repetition, psychedelia, immersive installation, mirror rooms, cosmic space, hallucination*
- Yayoi Kusama creates immersive, kaleidoscopic environments filled with repetitive patterns, vibrant polka dots, and mirrored infinity. Her work explores themes of self-obliteration, cosmic space, and psychological depth, often stemming from her lifelong hallucinations. Through sculptures, installations, and paintings, she invites viewers into her boundless inner universe.

Major Works

- Infinity Mirror Rooms
- Giant Pumpkin Sculptures
- Obliteration Rooms

INFINITY IN SILENCE

Winter is a season of stillness and introspection, and Yayoi Kusama's Infinity Mirror Rooms and polka-dotted universes are her quiet explosions—responses to deep solitude and lifelong struggles with mental illness.

Childhood
Grows up in a strict household. Suffers vivid hallucinations of dots and nets
These visions later become her core visual language.

1957
Moves to New York alone
Immerses in avant-garde scene, creates Infinity Nets series.

1973
Returns to Japan, enters psychiatric hospital
Chooses to live and work there; art becomes

ASSETS

(2)

AUDIO
PHOTO
VIDEO

FOUR FOLD

AN IMMERSIVE JOURNEY THROUGH ART, EMOTION, AND TIME

Have you ever felt your soul awaken in spring, faced your truest self in summer, reflected inward in autumn, or found solitude in winter?

Seasons of Self is a multi-sensory exhibition inspired by the rhythm of the seasons, featuring works by **Dale Chihuly**, **Frida Kahlo**, **Alison Friend**, and **Yayoi Kusama**.

Each season becomes an emotional landscape—inviting you to explore growth, identity, reflection, and infinity through immersive art.









SPRING
DALE CHIHULY

Theme: Rebirth, growth, blooming

Medium: Glass sculpture, light, organic forms

Audio:

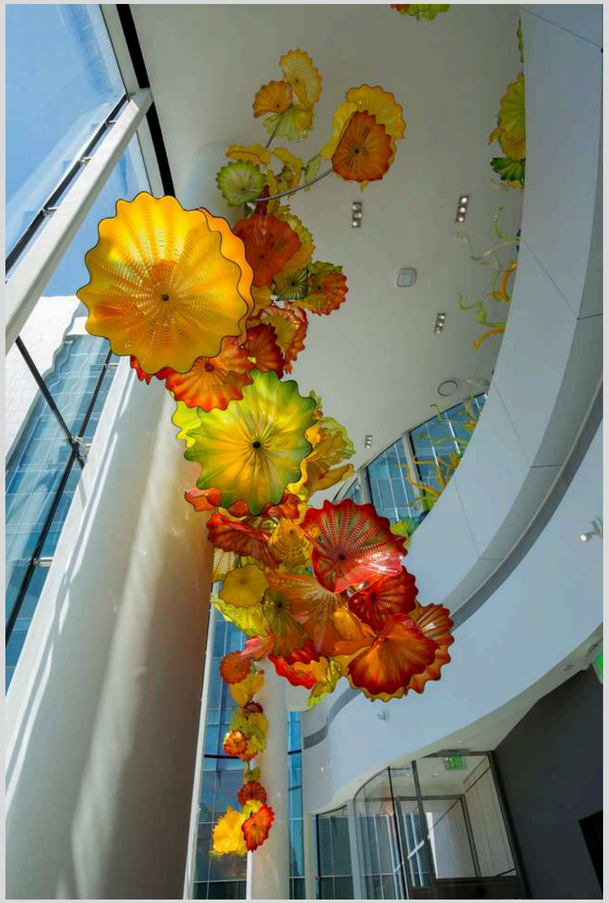
- Ambient sounds of blowing glass, fire, and soft springtime nature
- Narration about Chihuly's process and inspirations

3D/VR Assets:

- 3D renderings of Chihuly's ceiling installations
- Interactive VR space simulating a walk through his Glasshouse

Interactive:

- Glass color-mixing digital station → Shape Your Spring Bloom
- Touch-activated projection of growing glass flowers → Bring Flowers to Life with a Touch

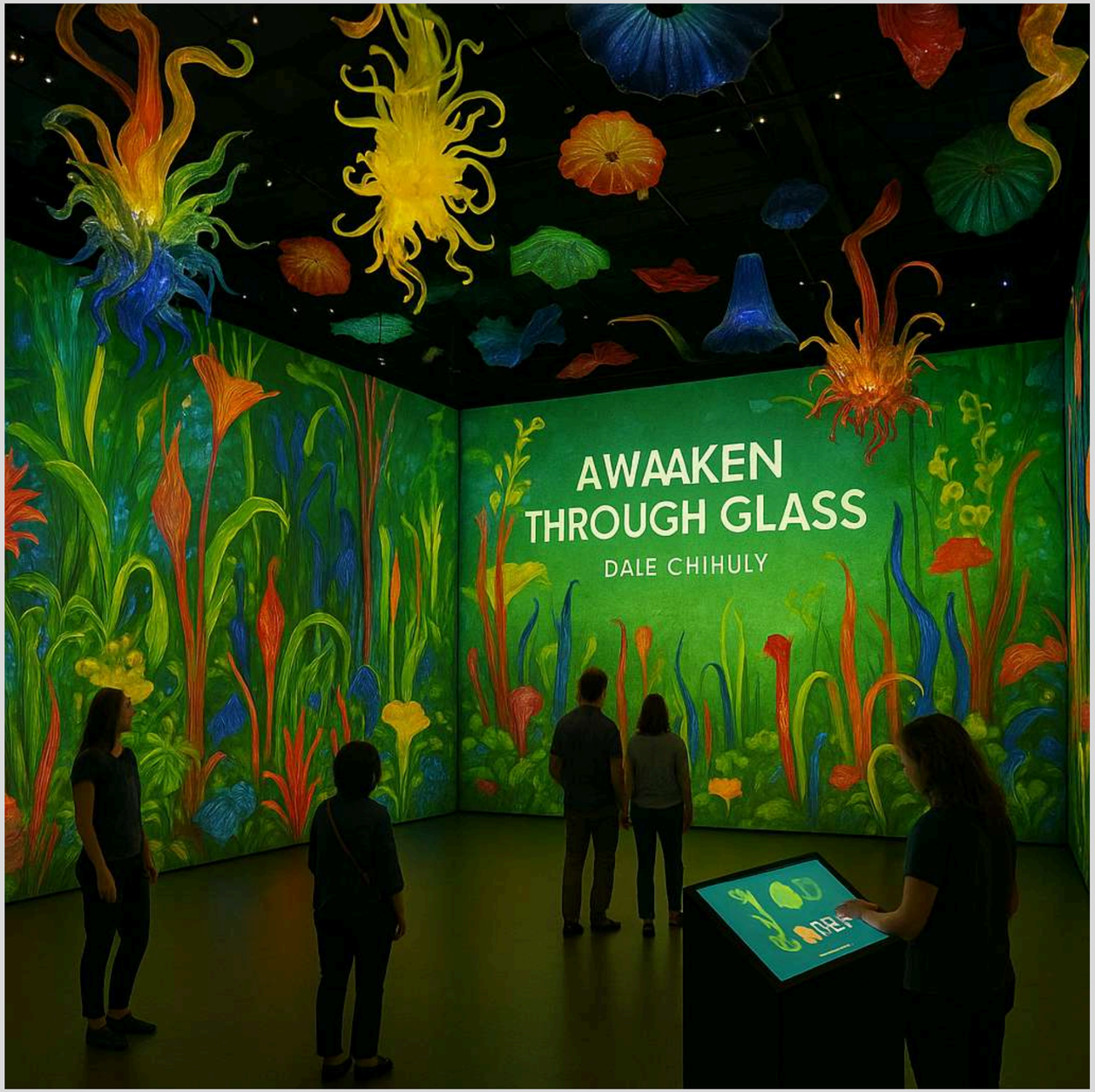


SUNRISE PERSIAN COLUMNS, 2017



FLOAT BOAT, 2014
GARDENS BY THE BAY, SINGAPORE,
INSTALLED 2021

SPRING
DALE CHIHULY



SUMMER FRIDA KAHLO

Theme: Emotion, Heat, Identity, Introspection

Medium: Self-portraiture, oil painting, symbolism, emotional realism

Audio:

- Traditional Mexican music, excerpts from Frida's diary, heartbeat rhythms, and ambient natural sounds

3D/VR Assets:

- Immersive dreamscape inspired by *The Two Fridas*
- VR sequence exploring symbolic elements like vines, animals, and self-portraits

Interactive:

- "Emotion Mirror" AI portrait generator — choose your mood to receive a Frida-style self-portrait (printable/downloadable) → Face Yourself Through Frida's Eyes
- Color wall of emotions — match Frida's palette to your current feeling → Match Your Mood to Frida's Palette



THE TWO FRIDAS, 1939 BY FRIDA KAHLO

SUMMER
FRIDA KAHLO



AUTUMN ALISON FRIEND

Theme: Playfulness, Humor, Gentleness, Reflection

Medium: Watercolor, gouache, and pencil on paper

Audio:
- Gentle acoustic soundtrack, woodland ambience
- Narrated bedtime stories featuring her animal characters

3D/VR Assets:
- Cozy woodland cabin gallery with animated art frames
- Digital sketchbook guests can flip through

Interactive:
- Create-your-own-forest-friend station → Draw Your Cozy Companion
- "Draw with Alison" light table with live sketch projection → Sketch with Warmth and Whimsy



PORTRAIT OF THE ARTIST AS A DOG, 2024



CHEET OHS LOVER, 2025

AUTUMN
ALISON FRIEND



WINTER
YAYOI KUSAMA

Theme: Solitude, Cosmos, Spirituality, Infinity

Medium: Installation art, sculpture, painting, performance

Audio:
- Whispered poetry and affirmations over minimal ambient sound

3D/VR Assets:
- Mirrored room simulation with floating dots
- Galaxy-like VR space inspired by Infinity Nets

Interactive:
- “Mirror Voice Room” with Kusama’s voice and pulsing lights → Hear Yourself in Kusama’s Cosmos
- Motion-triggered polka dots that follow visitor movement → Step Into the Infinite





YAYOI KUSAMA - PUMPKIN

WINTER
YAYOI KUSAMA



USER JOURNEY MAP

Location: Seattle, WA

SEASONAL IMMERSIVE ART EXPERIENCE

(3)

ONE ARTIST PER SEASON.
ONE STORY PER VISIT.



OVERVIEW

- *THIS JOURNEY OUTLINES HOW PARTICIPANTS ENGAGE WITH OUR ROTATING SEASONAL EXPERIENCE.*
- *EACH SEASON (SPRING, SUMMER, AUTUMN, WINTER) SHOWCASES A DIFFERENT ARTIST.*
- *THE STRUCTURE REMAINS CONSISTENT; CONTENT CHANGES TO MATCH THE ARTIST'S STORYTELLING STYLE.*



DALE CHIHULY

🌸 Spring — Awakening

Stroll under Chihuly's glowing glass blooms amid gentle rain and rebirth.



FRIDA KAHLO

☀️ Summer — Intensity

Dive into Frida Kahlo's vibrant world of passion and truth, guided by your heartbeat.



ALISON FRIEND

🍂 Autumn — Reflection

Cozy up with Alison Friend's animal portraits and meet your autumn self via a quiz.



YAYOI KUSAMA

❄️ Winter — Infinity

Wander Kusama's mirrored cosmos— where silence, dots, and self become one.

(3.1)

USER EXPERIENCE

User story



YOU ARRIVE UNDER A CANOPY OF LIGHT.

YOU ARRIVE UNDER A CANOPY OF LIGHT.



SPRING WELCOMES YOU WITH WARMTH AND COLOR.
YOU WALK THROUGH BLOOMING GLASS, HEAR THE BREATH OF FIRE, AND BEGIN TO AWAKEN.

SPRING WELCOMES YOU WITH WARMTH AND COLOR. YOU WALK THROUGH BLOOMING GLASS, HEAR THE



IN SUMMER, YOUR HEARTBEAT GUIDES YOU INTO A WORLD OF INTENSITY—PAIN, IDENTITY, PASSION.

IN SUMMER, YOUR HEARTBEAT GUIDES YOU INTO A WORLD OF INTENSITY—PAIN, IDENTITY, PASSION.



AUTUMN BRINGS QUIET—SOFT FOOTSTEPS, ANIMAL PORTRAITS, AND PLAYFUL REFLECTION.

AUTUMN BRINGS QUIET—SOFT FOOTSTEPS, ANIMAL PORTRAITS, AND PLAYFUL REFLECTION



WINTER SURROUNDS YOU IN STILLNESS. DOTS PULSE IN SILENCE. INFINITY MIRRORS HOLD YOUR GAZE.

WINTER SURROUNDS YOU IN STILLNESS. DOTS PULSE IN SILENCE. INFINITY MIRRORS HOLD YOUR GAZE.



AS YOU LEAVE, YOU PAUSE. YOU CARRY SOMETHING NEW INSIDE.

AS YOU LEAVE, YOU PAUSE. YOU CARRY SOMETHING NEW INSIDE.

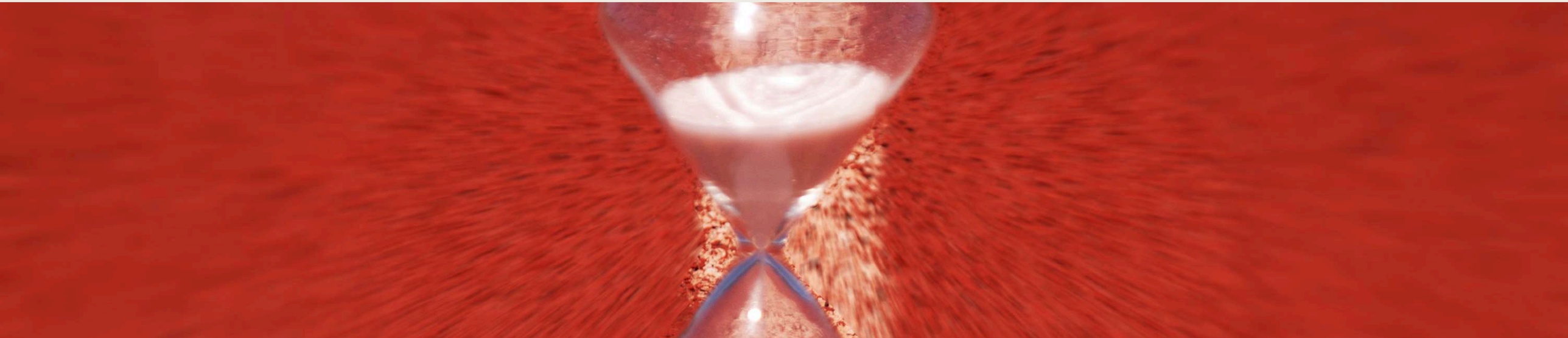


USER JOURNEY
STRUCTURED LIKE AN ITINERARY

EVENT TIMELINE

(3.2)

At Shodwe Group, we believe every brand has a story worth telling. What sets us apart is our ability to combine creative ingenuity with data-driven insights, ensuring that your marketing investments yield maximum ROI.



BEFORE THE EVENT

Building Anticipation

Discover the Season

Users learn about the current season’s artist (e.g., Spring = Chihuly) via social, posters, website.

Share & Discuss

Participants share with friends or plan group visits.

Purchase Ticket

Online booking or box office sales.

Prepare & Dress Up

Light engagement: outfit inspired by artist or season.



BEFORE THE EVENT

Building Anticipation

Transportation

Travel to event, parking or public transit info.

Arrival

Entry milestone, excitement builds.



DURING THE EVENT

Building Anticipation

Entrance Lobby

Experience seasonal décor, music teaser, and artist intro video.

Visit Bar/Cafe

Try limited-edition drinks or snacks inspired by the artist/season.

Live Show Area

15–20 min live theatre with actor interaction and storytelling of the artist’s life.

Large Exhibition Hall

Immersive space with dynamic lighting and projector mapping visuals.

DURING THE EVENT

Building Anticipation

Theater Room (5D Experience)

Multi-sensory 5D films (25–30 min) with scents, heat, water, moving seats, and 3D visuals based on the artist’s world.

Garden / Outdoor Lounge

Relax with themed drinks and soft conversations in an open-air space.

Activity Room & Gift Shop

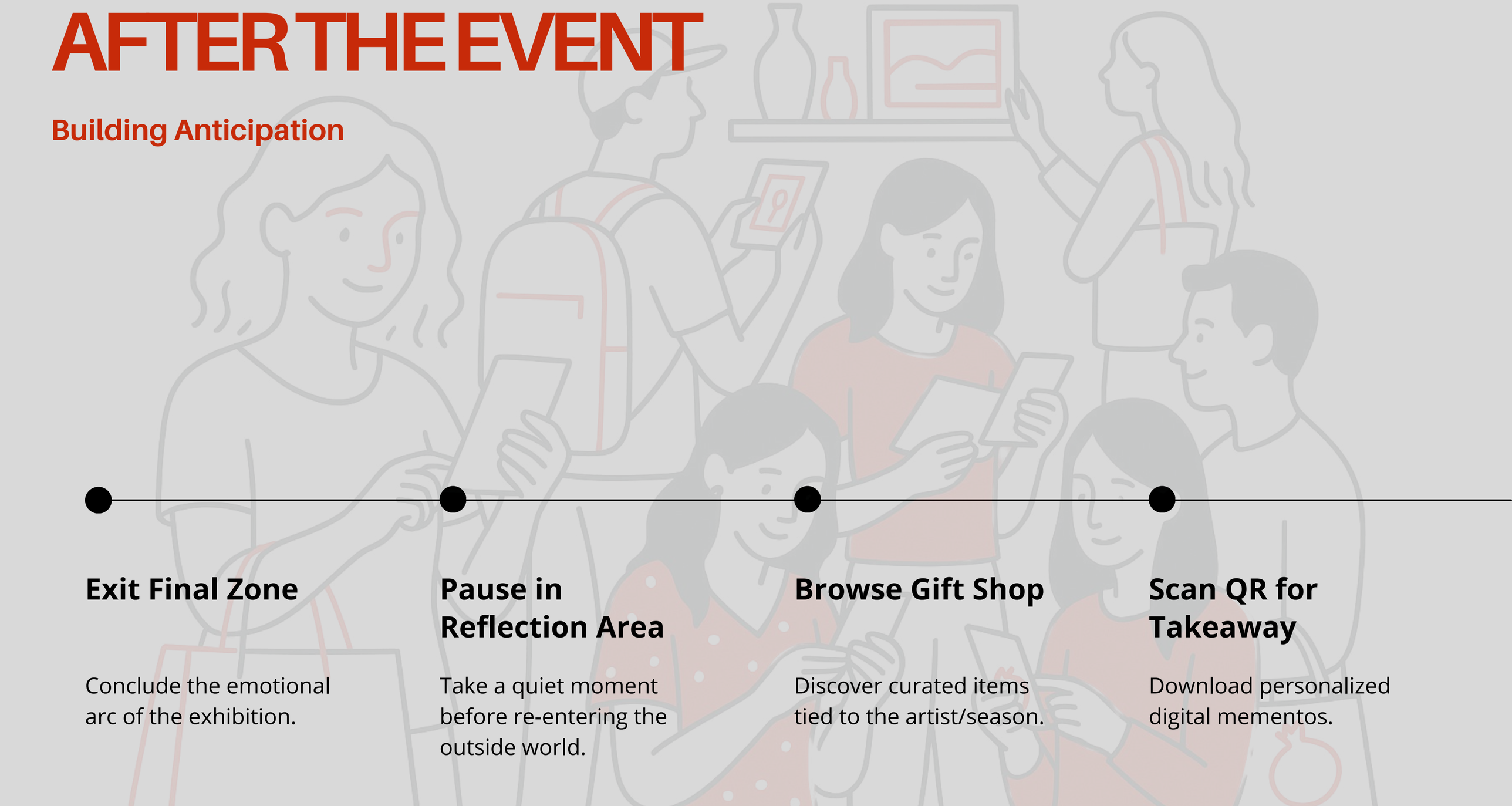
Upload your photo to customize mugs or shirts, or project it during the event.

Creation Zone (optional)

Create your own memory by uploading photos for projection or merch, and try hands-on activities like oil painting or glassblowing.

AFTER THE EVENT

Building Anticipation



Exit Final Zone

Conclude the emotional arc of the exhibition.

Pause in Reflection Area

Take a quiet moment before re-entering the outside world.

Browse Gift Shop

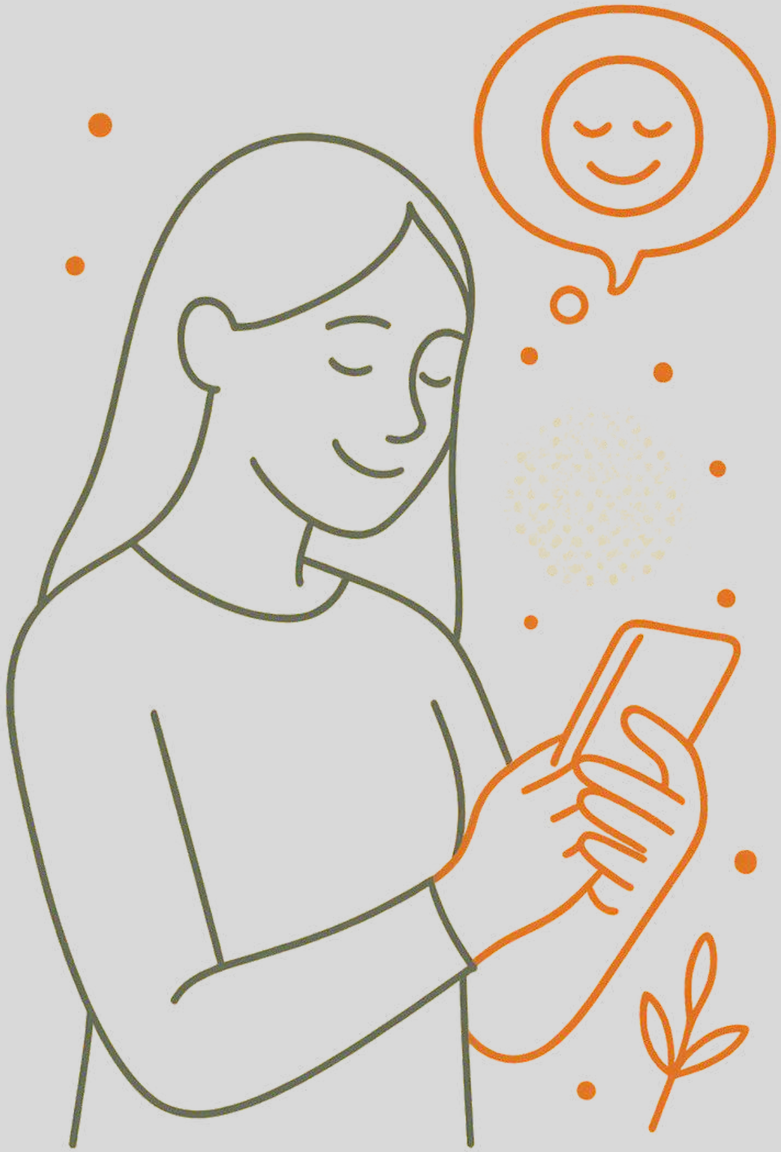
Discover curated items tied to the artist/season.

Scan QR for Takeaway

Download personalized digital mementos.

AFTER THE EVENT

Building Anticipation



Share Online

Post photos, quotes, or favorite moments — tag **#SeasonsOfSelf**

Head Home

Carry the emotional season with you.

IMPROVE YOUR EXPERIENCE BY SURVEY

What season are you in right now?
Let your emotions guide you one last time.
People need your feedback.

📝 Take our **1-minute survey**

Tell us:
— Which season resonates with you?
— Which artist moved you most?
— What will you carry with you?



Click to start the survey

PRESENTED BY
FOURFOLD STUDIO

OUR TEAM

CREATIVE EXPERTS AT YOUR SERVICE

(04)

Our team of immersive storytelling professionals combines experience and passion to deliver creative results. From strategists to designers, every team member brings unique skills to the table.



EVENT COORDINATOR Franie Hsu



GRAPHIC DESIGN Ariel Mu



MARKETING SPECIALIST Yangyue Hu



PRODUCT DESIGNER Alina Mao



EVENT DESIGNER Yuyan Wang

THANK YOU/



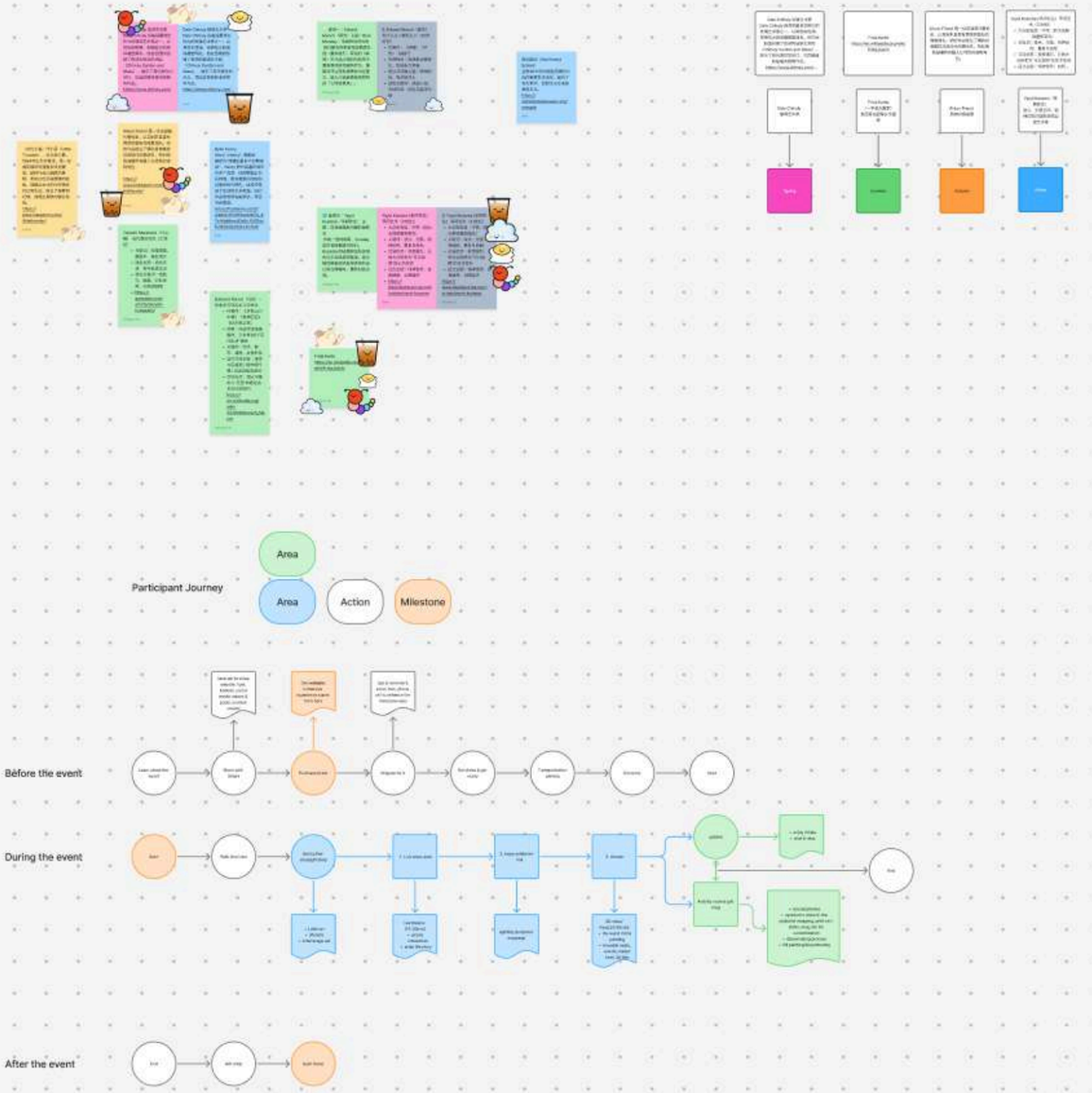
FOURFOLD STUDIO.

COMMLD 533

INSTRUCTED BY
SANDY CIOFFI

IDEATION

Supplement material



INSTALLATION PREVIEW

Supplement material

SPRING INVITES YOU TO BLOOM

-- DALE CHIHULY





CHOOSE YOUR COLOR

– WHAT EMOTION WILL YOU GROW?

- **HOPE**
- **COMPASSION**
- **CURIOSITY**
- **CALM**



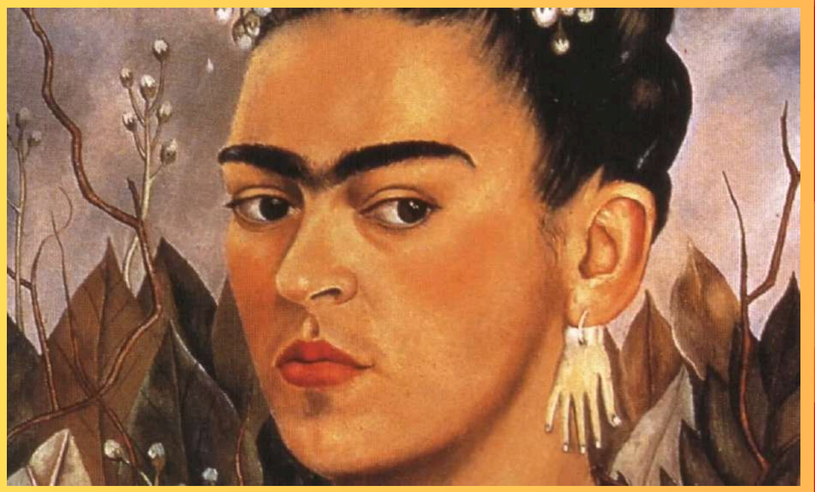
SUMMER INVITES YOU TO BURN BRIGHT WITH FEELING

CHOOSE YOUR MOOD — WHAT TRUTH WILL YOUR PORTRAIT REVEAL?

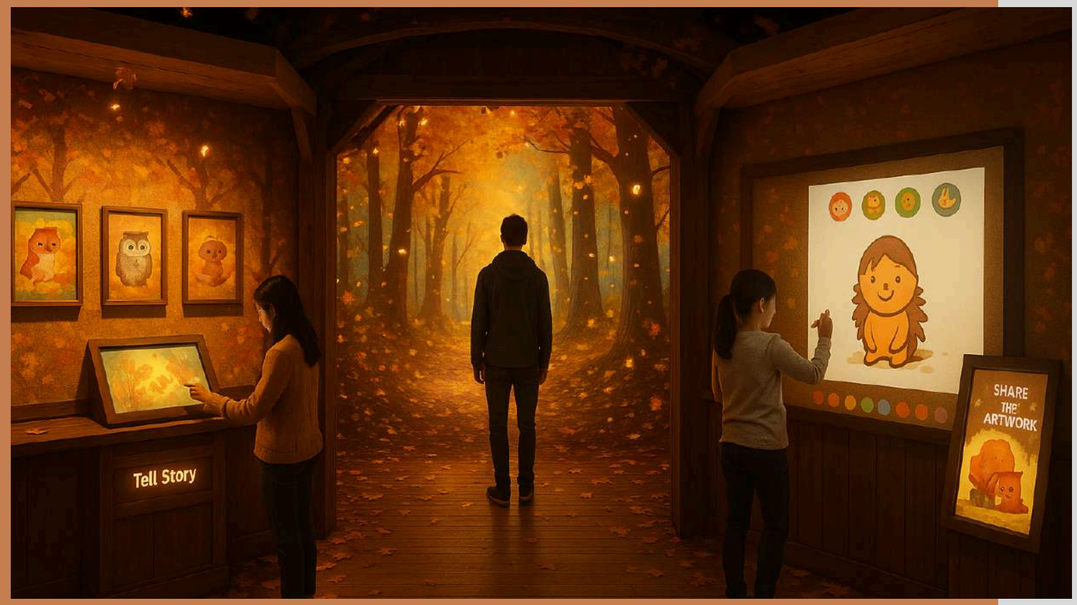
😢 SAD 😊 HAPPY
😠 ANGRY 😌 CALM
🤯 OVERWHELMED 🥰 IN LOVE
😰 ANXIOUS 🧍 LONELY
🔥 PASSIONATE 🤔 REFLECTIVE















AUTUMN INVITES YOU TO WANDER

CHOOSE YOUR CREATURE
— WHAT FEELING WILL YOU DRAW?

- 🐿️ JOY
- 🦉 CURIOSITY
- 🐻 CALM
- 🐶 COMFORT
- 🐱 WARMTH
- 🐎 COURAGE
- 🦊 CLEVERNESS
- 🐰 HOPE
- 🐢 PATIENCE
- 🐘 EMPATHY

WINTER INVITES YOU TO DRIFT THROUGH THE INFINITE

MOVE SLOWLY
— WHAT SHAPE WILL YOU BECOME IN STILLNESS?

🌌 STILL
🔁 REPETITIVE
🫧 WEIGHTLESS
🌫️ DISSOLVING

🌙 ALONE
🪞 REFLECTED
🧠 LOST IN THOUGHT
🔮 INFINITE









BAR/COFFEE SHOP/GIFT SHOP

Enjoy Our Customized Set

Latte art, Utensils, Dessert set

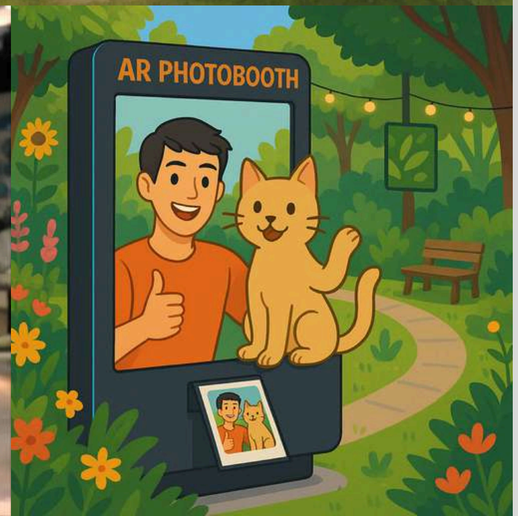












ART GARDEN

Free Your Creativity

Photo Booth, Oil Painting,Glassblowing



Seasons of the Soul

Presentation

PROTYTPE EVENT

May 2025

Fourfold Studio

A DIGITAL PRELUDE TO 'SEASONS OF THE SOUL'



This offers a controlled, mobile-first way to simulate the user journey with emotion, movement, and interaction. Treat it like a curated digital storytelling app or microsite.



HOW WE BRING THE STORY TO LIFE—DIGITALLY

To give audiences a taste of this experience before the doors open, we created a mobile-first prototype that simulates the emotional arc and interactivity of the real event.

Each season offers a preview:

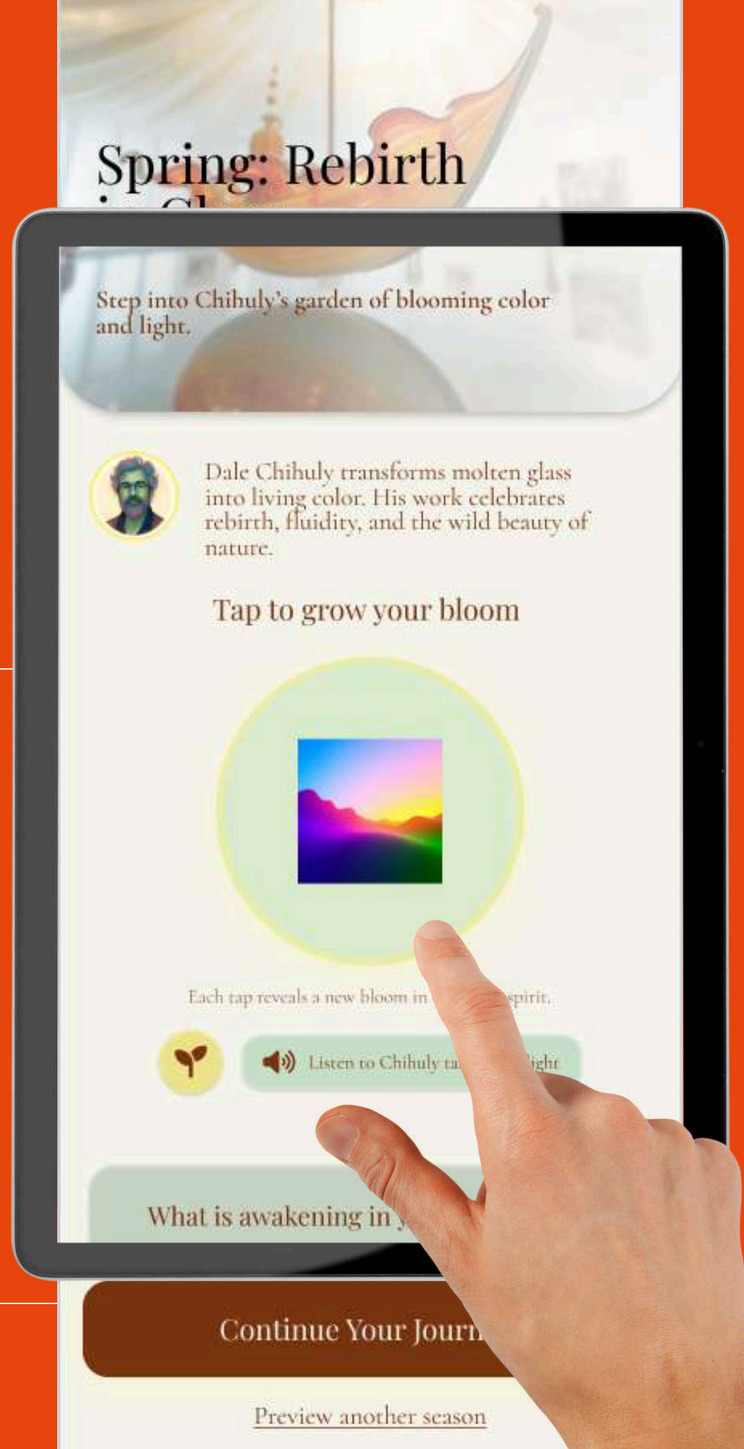
- Interactive visuals inspired by the featured artist
- Ambient soundscapes and poetic narration
- Micro-interactions like mood pickers, sketch tools, or emotion walls
- A narrated first-person visitor journey—from entrance to reflection

STRATEGIC IMPACT

A Prototype That Builds Anticipation

Serves as a narrative and emotional introduction to the exhibit

- Expands reach beyond Seattle through digital access
- Builds emotional buy-in before ticket purchase
- Bridges the physical and digital—ideal for partners, press, and early audiences
- Aligns with Cannonball's mission to revitalize immersive storytelling in Seattle



THANK YOU

WE INVITE YOU TO PREVIEW THE EXPERIENCE

We’re excited to share this preview with you, Greg. We believe this project aligns with your commitment to creating thoughtful, emotionally resonant art spaces.

We’d love your feedback—and explore how FourFold can join the evolving story of Cannonball and Bumbershoot.