A WONDER-FULLER LIFE

RATIONALE

A Wonderfuller life - one of collaborative creativity.

A Wonderfuller Life is the Farber life: playful, imaginative, filled with surprise. But most importantly, it's one of collaborative creativity.

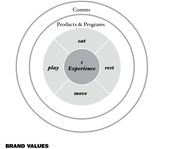
Collaborative creativity is about inviting people to co-create Farber products and experiences. In doing so, we position ourselves as a brand that supports and fosters artistic expression, which will achieve 2 things:

• Help us appeal to our targets: Design Elite & Modern Mother/Infuse children are active creators!

• Build a sense of community amongst current and future Farber fans, which will help us shift brand perception from product-focused to lifestyle-oriented.

One of our main objectives from the start was to move Farber from "a boutique company" into a lifestyle brand. Collaborative creativity will enable us to achieve that objective.

MANDATE



BRAND VALUES

BOLD, COLORFUL, OPEN-MINDED, CHEEKILY HUMOROUS, STYLISH, SYMPATHETIC, RELAXED, IMAGINATIVE (CREATIVE, ARTISTIC), SURPRISING (FLEXIBILITY IN USE)

WHERE

Welcome to Wonder-Fuller land

Imagine the Wonder-Fuller land, a living art installation where guests are transported from their daily routines into a world of playfulness, creativity and sharing.

By shifting scales and perspectives, we transform an ordinary land-scape into an immersive Farber experience.

The universe of Farber products will be displayed in showrooms of hanging or floating cocoons where the Farber lifestyle can be lived out through four themes:
Play, Rest, Eat, and Move.

Wonder-Fuller land is an experience designed to uplift the creative spirit of visitors/guests that life, no matter what, can always be Wonder-Fuller.

The Big Idea

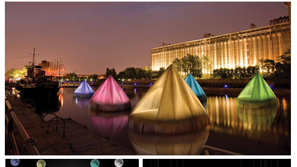
The first thing you see when entering Wonder-Fuller land is a living art installation made up of hanging or floating cocoons, which are lit from within at night, like an overnight. The installation works as an interactive lullaby where guests can create an original live co-lorization of light, color, and sound.

Guests will then be invited to explore the rest of the Wonder-Fuller land, where they can experience the three themes of Play, Move, Eat and Rest. Each zone showcases Farber products while encouraging people to collaborate and create experiences around them.

The Wonder-Fuller land experience can live as, and be adapted to, multiple destinations around the world: • Coachella music festival in
• Salone del Mobile in Milan, major architecture shows,
Central Park in New York and other public spaces.

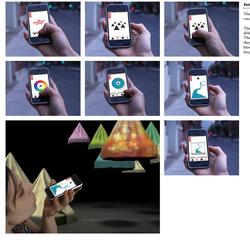
LIVING ART INSTALLATION

FLOATING EXPERIENCE



HANGING EXPERIENCE

DIGITAL INTERACTIVE EXPERIENCE



Interactive Lullaby

The Interactive Lullaby allows guests to collaborate and create an original orchestration of light, color, and sound.

The Farber Whisperer app features a simple latent that enables users to select which tone they'd like to interact with. The tones are positioned on the screen in the same fashion as the cocoons. The app recognizes when users blow into the microphone, and according to the strength or frequency, sound and visual outputs adapt accordingly.