

A dining table set for a meal in a room with a starry night sky and a chandelier. The table is set with silverware, glassware, and plates. The chandelier is made of glass spheres and is lit. The background is a dark sky with many stars.

Find Your Lucky Star.



# Find Your Lucky Star.

## CONTEXT

Marriott hotel group has just risen to become the largest hotel group in the world after acquiring Starwood in 2017. When full acquisition happened last year, Marriott were left with a significant challenge. How to revive and refresh brands that had long laid neglected in the Starwood portfolio. Rebuilding and rebranding all of the 9 acquired hotel brands with immediacy is not feasible. Marriott wanted a solution to create awareness and to start to generate a fresh perspective on their Sheraton brand with out immediately rolling out multi million dollar refurbishments.



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## SOLUTION

A radical idea was required that was very “Non” Sheraton to begin to shake the market perception. A pre Christmas restaurant pop up was proposed with a significant difference. It encouraged guests to think with a whole new perspective, to see things in a new way. Just as they would see the new brand roll out of the Sheraton hotel. So we devised the proposition:



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**Some times when we stand and look at the  
world around us, we firmly believe we see everything.**

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Though if we see things a little differently, a whole new world can emerge.

A night sky with a starry foreground and a dark, silhouetted horizon. The stars are scattered across the dark blue and black expanse, with some brighter spots. The horizon line is dark and jagged, suggesting a landscape or a distant shore. The overall mood is serene and contemplative.

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“How do we make our dreams come true?

Some times we just need to see a little differently”

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# Find your Lucky Star

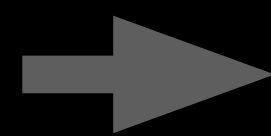
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The exterior / entrance of the installation

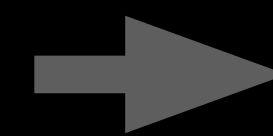
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30 minutes



60 minutes



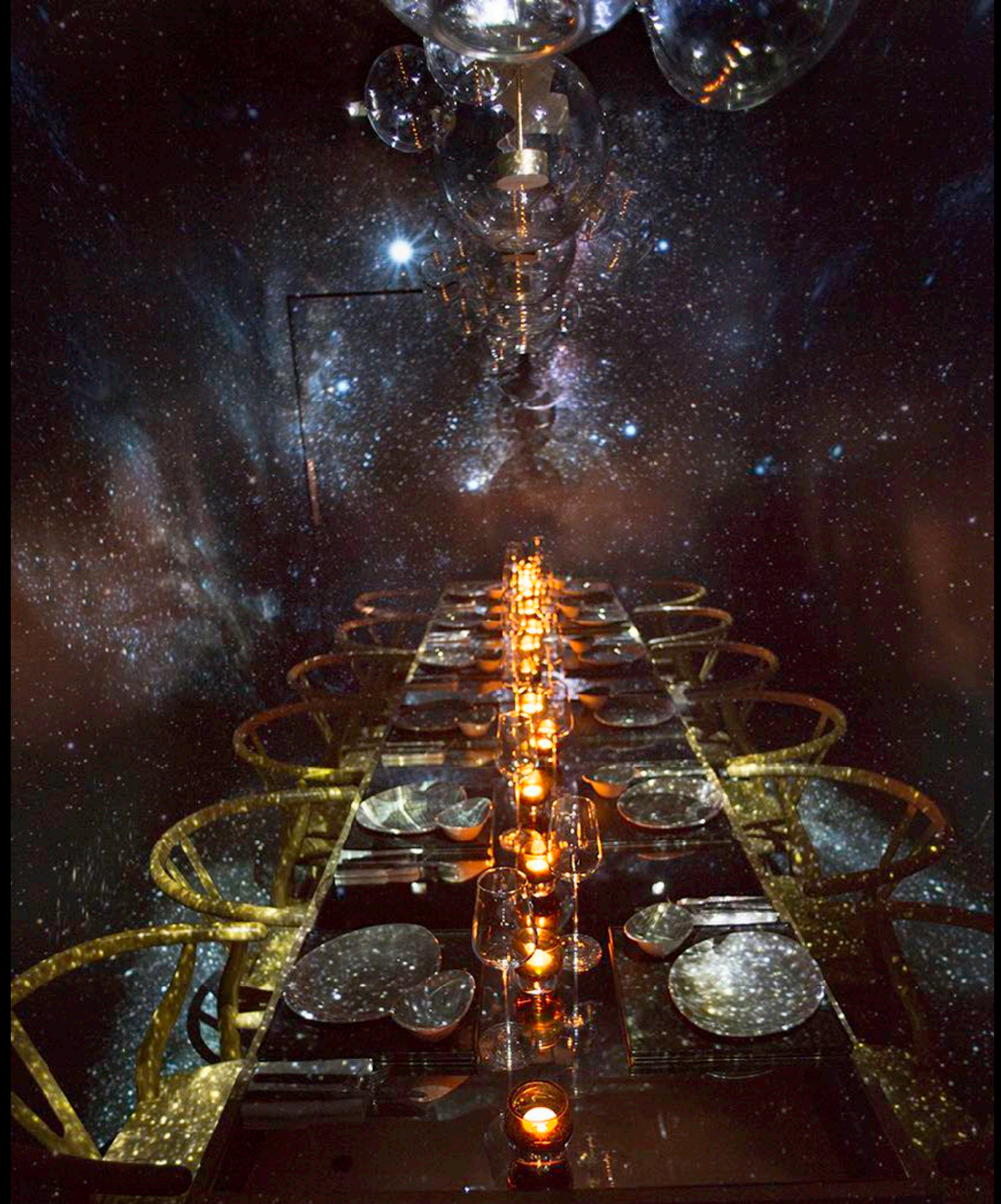
120 minutes

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Time lapse video of the 2 hour dinner.  
<https://www.emmamaxwelldesign.com/find-your-lucky-star-marriott>

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After two hours of being within the space, the guests were invited to find their “Lucky Star”.  
A very altruistic request, but was validated in guests enthusiastic engagement.

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## The Science

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Flavour isn't as straightforward as the tongue and nose suggest.

Taste perception depends not only on the integration of several sensory inputs associated with the food or drink itself, but also on the sensory attributes of the environment in which the food is consumed.

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EXPECTATION

MEMEORY

LIGHT

SOUND

COLOUR

MOVEMENT

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**EmmaMaxwell**

## The Science

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It with all of these elements combined that we feel more than just a physical shift to our senses.

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TRANSFORMATIVE

EMOTIVE

OPEN TO THE NEW

PERCEPTIVE

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## Customised

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Nearly everything in the space was considered and crafted for the project. The lighting, the table and some of the tableware.





# Find your Lucky Star

## Graphics

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We also designed all of the graphics, typography and collaterals for the project.



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## RESULTS

The campaign was a huge success amongst guests.

The pop up was originally scheduled to be open for **two weeks**. After the opening, it was booked out within days, and the pop up was **extended to two months**.

But that is only part of the success story. The spread was significant, fast and international. Published in over **40 plus** different magazines and online such as Harpers, Tatler, New Straits Times, Esquire the Australian Design Review and Lonely Planet. On social media one Instagram post alone received **30k likes**. The project was featured on prime time Malaysian TV show , PM Live on Astro Ria.

From a creative perspective this project has been reviewed glowingly by Campaign Brief, The Australian Design Review, Blue Print Magazine, Indesign. This project is currently short listed for the INDY awards Asia Pac as well as the A'Design awards Italy.

## CREDITS

Client: Marriott Hotel Group  
 Agency: Emma Maxwell Design  
 Design/Curator and Project Director: Emma Maxwell  
 Structural Production Company: Mish  
 Film Production Company: DE Films  
 Director: Damon Escott  
 Sound Designer: Ben Rosen The Gunnery  
 Post Production: Blue Bottle  
 Public Relations: c/o Marriott/ EMD Design

