



Marie Jourdren / Creative Director

I am an award-winning Creative Director, crafting luxury and multi-sensory experiences through a fusion of cutting-edge technology, non-linear narratives, scenography, and emotion-driven storytelling.

Contact

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Education

- 2003 École Supérieure des arts et industries graphiques**
DSAA Création typographique
- 2001 Lycée de l'image et du son d'Angoulême**
BTS Communication visuelle

Honors & Awards

- 2019 Breakthroughs in Storytelling Award**
Columbia Digital Storytelling Lab / NYC
- 2018 Innovation in Storytelling Prize**
Future of Storytelling / NYC
- 2018 Non-traditional VR winner**
Connections - Le Book
- 2017 Visionary Prize**
Geneva International Film Festival / VR competition
- 2010 FWA / SOTD**
FWA
- 2009 Special Jury Prize**
Cristal Festival / BEC Summit Masters de la création
- 2008 Bronze Prize**
Cristal Festival / BEC Summit Masters de la création
- 2008 Corporate website cristal Europe + France**
Cristal Festival / BEC Summit

Work experience

Associate Creative Director EL-GABAL / 2020-present

- Design, narrative/visual development, and production supervision of immersive live shows:
 - *Bedlam*, in partnership with Mat Collishaw.
 - *MP7 Transition*, in collaboration with Matt Pokora.
- Scriptwriting, visual development, motion capture direction, and management of production teams.
- Inception of *Orlam*, an immersive experience in partnership with ATC Management and PJ Harvey.
- Creative supervision on *Heterosis*, an NFT project and a virtual art gallery developed in partnership with Mat Collishaw and NFT platform Snark.
- Collaboration with Chanel Innovation Lab on R&D projects.
- Writing the white paper *Toward Next-Gen Content: The Multiverse Tale*.

Chief Creative Officer DV Group / 2017-2020

Global creative direction of DV Creative and DV Studio.

DV Studio:

- Author and director of the XR live shows *Alice* and *The Horrifically Real Virtuality*.
- Creative supervision (communication, scenography, team management) of the XR live shows' tour in Cannes, Venice, New York, Montreal, Dubai, Geneva, and Luxemburg. Design of the PR event in Paris.
- Scriptwriting and direction of the live show *Play!*, in collaboration with choreographers Olivier Casamayou/Carine Charaire (*I Could Never Be A Dancer*), and featuring music performer Roscius and dancer Cédric Lequileuc. Supervision of the showcase in New York at the Snug Harbour Music Hall.
- Design and narrative development for the immersive large-scale experience *Men In Black: The Rookie*, in collaboration with Sony Entertainment.
- Direction of *The Look Elsewhere*, a movie and live event at Palais de Tokyo, in collaboration with Nowness, fashion designer Samuel Fasse, and composer Jackson And His Computer Band.
- Visual/narrative development of the studio's original content slate, in collaboration with the authors/directors.
- Drafting of funding applications.

DV Creative:

- Creative strategy and design of immersive/retail experiences (*The Scent Room* for Coty, *L'Atelier Extraordinaire* for L'Occitane, Prada Luna Rossa, Chanel Eyewear AR App...).
- Research and development for special projects.
- Recruitment and management of the creative resources.

Speaker at the Future of Storytelling Summit (New York, 2017), Virtuality (Paris, 2018), Venice International Film Festival (Venice, 2017 & 2018), Phi Centre (Montreal, 2018), Series Mania (Lille, 2018).

Creative Director

Mazarine / 2013-2017

Creative Director in charge of Chanel, Carven, Bottega Veneta, Giampiero Bodino, J-C de Castelbajac, Prada, Viktor&Rolf, and L'Oreal.

- Chanel Fashion: Creative strategy, involvement of product shootings with the Studio, and design of experiential digital capsules in collaboration with the Image department at Chanel.
- Chanel Beauty & Skincare: R&D for the Chanel Lumière skincare project.
- Carven: Creation of the e-commerce digital platform and the pre-collections digital capsules, conception of the social media strategy, creation of the social network opening campaign movie, in collaboration with fashion designer Guillaume Henry.
- Bottega Veneta: Creation of digital capsules and brand content. Design of the 50th anniversary digital event.
- Giampiero Bodino: Creation of the digital platform, shooting supervision of the high jewelry pieces and brand content, in collaboration with designer and Kering group art director Giampiero Bodino.
- J-C de Castelbajac: Creation of the digital platform and design of the social media strategy, in collaboration with fashion designer and artist Jean-Charles de Castelbajac.
- Prada: Design of various activations and digital capsules for the Prada fragrances range. Design of the *Prada x Prada* VR app for the launch of the fragrances L'homme Prada and La Femme Prada.
- Viktor&Rolf: Design and production supervision of digital movies.
- L'Oreal: Design of activations and 360° campaigns for beauty and skincare products.

Senior Art Director

Mazarine / 2011-2013

- Design of Chanel's new digital platform.

Art Director

EUROSCG / BETC / 2003-2011

- Design of campaigns, brand content, digital platforms, and capsules (Lacoste, Peugeot, Monoprix...).
- Shooting supervision and content creation (films, photos).

Originals (author & director)

Bedlam (2021, 90') in collaboration with artist Mat Collishaw

2021 Official selection at the Venice International Film Festival / VR competition

2021 Taiwan Creative Content Festival

The Horrifically Real Virtuality (2018, 60')

2018 Showcase at the Cannes Film Festival

2018 Official selection at the Venice International Film Festival / VR competition

2018 Future of Storytelling, New York — **Innovation in Storytelling Award**

2019 Columbia Digital Storytelling Lab — **Breakthroughs in Storytelling Award**

2019 Connections / Le Book — **Non-traditional VR winner**

2019 Phi Centre

Play! (2018, 12')

2018 Future of Storytelling, New York — **Innovation in Storytelling award**

Alice (2017, 45')

2017 Showcase at the Cannes Film Festival

2017 Official selection at the Venice International Film Festival / VR competition

2017 Official selection at the Geneva International Film Festival / VR competition — **Visionary Prize**

2017 Phi Centre

2017 Future of Storytelling, New York

2018 Lux Film Fest

2019 Dubai International Film Festival

2019 Eye Film Museum