

Marie Jourdren

Creative Director

Luxury.

Culture/Art.

Experiences.

# Stories you don't watch. Stories you enter.

Twenty years at the intersection of luxury, art and emerging technology — directing brand experiences for Chanel, Prada, Kering, Mat Collishaw, Giampiero Bodino. Creating award-winning immersive works, selected at Venice Mostra and the Future of Storytelling (FoST) in New York, showcased at Cannes IFF. Pioneer of the XR theatre format. Three international storytelling awards. Teams of up to 30, budgets from prototype to commercial run.

↗ MARIEJOURDREN.COM — PORTFOLIO

Available for creative direction roles, strategic consulting, and project-based collaborations.

3.

INTERNATIONAL  
STORYTELLING  
AWARDS

80+

PROJECTS  
ACROSS LUXURY,  
ART & IMMERSIVE

## EXPERIENCE.

**FOUNDER & CREATIVE DIRECTOR** — SOLAAR 2025 — Present

- Scenography consulting for Philip Glass's *Circus Days & Nights* (Pont-Neuf, Paris)
- Creative direction of *Weaving\_\_memories* — AI-driven immersive experience (w/ Zorba Group)
- Creative production for Mat Collishaw's *Inferno*, Southbank Centre — interactive projection installation for live orchestra
- Inception of *Avant-première* for Havas / Prose on Pixels, CES 2026 — immersive experience
- Digital-double pipeline & AI content factory for Havas / POP

**CREATIVE DIRECTOR & CO-FOUNDER** — EL-GABAL 2020 — 2024

- *Bedlam* (Mat Collishaw) — 90' immersive live show, Venice IFF, Taiwan Creative Content Fest
- Scriptwriting, mocap, production of *MP7 Transition* — immersive concert + digital series
- Initiated *Orlam* with PJ Harvey — immersive retrospective experience of PJ Harvey's universe.
- Chanel Haute Couture Innovation Lab — creative R&D (12 months), exploring immersive formats

**CHIEF CREATIVE OFFICER** — DVGROUP 2017 — 2020

Creative leadership of a 30-person studio.  
Authored, directed, and produced original immersive works + brand experiences.

## ORIGINALS

- *Alice + The Horrifically Real Virtuality* — Venice Mostra x2, FoST x2, international tour
- Creative development of *Men In Black: The Rookie* (Sony Entertainment) — Las Vegas
- *The Look Elsewhere* — Show at the Palais de Tokyo, with Nowness

## BRANDS

- *The Scent Room* (Coty) • *Prada Luna Rossa* • *Chanel Eyewear AR*  
*L'Atelier Extraordinaire* (L'Occitane × Pierre Hermé)

**CREATIVE DIRECTOR** — MAZARINE 2011 — 2017

Senior Art Director (2011 – 2013), then Creative Director.  
Global digital communication & creative strategy for luxury houses.  
Managed a team of 6–10 across luxury accounts.

- Six years with Chanel Fashion (Image department) — strategy, fashion website revamp, shooting direction, digital capsules, Chanel Lumière R&D.
- Prada — 1st Prada VR experience, fragrance activations.
- Bottega Veneta — brand platform, 50th anniversary.
- Giampiero Bodino (Richemont), Carven, Kering, L'Oréal, Fondation Vuitton, J-C de Castelbajac.

**ART DIRECTOR** — EURO RSCG / BETC 2003 — 2011

- Lacoste, Peugeot, Monoprix — campaigns, brand content, digital platforms.

## EXPERTISE.

EXPERIENCE DESIGN

NARRATIVE DESIGN

CREATIVE STRATEGY

LUXURY & ART DIRECTION

TECHNOLOGY & CREATIVE INTEGRATION

PRODUCTION & TEAM LEADERSHIP

## CLIENTS.

- |                   |                    |
|-------------------|--------------------|
| CHANEL FASHION    | SONY ENTERTAINMENT |
| PRADA             | ATC MANAGEMENT     |
| BOTTEGA VENETA    | HAVAS              |
| CARVEN            | MAT COLLISHAW      |
| COTY              | PONT-NEUF          |
| GIAMPIERO BODINO  | L'OREAL            |
| JC DE CASTELBAJAC | L'OCCITANE         |
| VIKTOR&ROLF       | GUERLAIN           |
| KERING            | FONDATION VUITTON  |

## AWARDS & HONORS.

- |  |                                     |
|--|-------------------------------------|
| VENICE IFF   | x 3                                 |
| CANNES FILM FESTIVAL — SHOWCASE  | x 2                                 |
| INNOVATION IN STORYTELLING<br>GRAND PRIZE                                  | FoST,<br>NYC                        |
| BREAKTHROUGHS<br>IN STORYTELLING   | COLUMBIA DSL,<br>NYC                |
| VISIONARY PRIZE  | GIFF, VR                            |
| SOTD   | FWA                                 |
| CORPORATE CRISTAL EUROPE<br>CORPORATE CRISTAL FRANCE<br>SPECIAL JURY PRIZE | CRISTAL<br>FESTIVAL /<br>BEC SUMMIT |

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ORIGINALS.

## AUTHOR & DIRECTOR

### *Weaving\_\_ \_ memories*

— Immersive experience — AI-driven sensory re-creation of memory.

2026, 20'

### *Bedlam*

WITH ARTIST MAT COLLISHAW

— VENICE INTERNATIONAL FILM FESTIVAL — OFFICIAL SELECTION, VR COMPETITION  
— TAIWAN CREATIVE CONTENT FEST

2021, 90'

### *Men In Black: The Rookie*

WITH SONY ENTERTAINMENT

— Large-scale immersive experience.

2019

### *The Horrifically Real Virtuality*

75% average occupancy, 90% prime time. Ticketed experience with exhibition & shop.

— VENICE INTERNATIONAL FILM FESTIVAL — OFFICIAL SELECTION, VR  
— CANNES FILM FESTIVAL — SHOWCASE  
— **INNOVATION IN STORYTELLING AWARD** — FUTURE OF STORYTELLING, NYC  
— **BREAKTHROUGHS IN STORYTELLING AWARD** — COLUMBIA DSL, NYC  
— **NON-TRADITIONAL VR WINNER** — CONNECTIONS / LE BOOK  
— PHI CENTRE, MONTREAL

2018, 60'

### *Play!*

— **INNOVATION IN STORYTELLING AWARD** — FUTURE OF STORYTELLING, NYC

2018, 12'

### *Alice*

First XR theatre experience in the world.

— VENICE INTERNATIONAL FILM FESTIVAL — OFFICIAL SELECTION, VR COMPETITION  
— CANNES FILM FESTIVAL — SHOWCASE  
— **VISIONARY PRIZE** — GENEVA INTERNATIONAL FILM FESTIVAL  
— FUTURE OF STORYTELLING, NYC  
— PHI CENTRE, MONTREAL  
— LUX FILM FEST  
— DUBAI IFF  
— EYE FILM MUSEUM

2017, 45'

TOOLS & TECHNOLOGIES.

**XR & REAL-TIME 3D PIPELINES**  
**MOTION CAPTURE**  
**GENERATIVE AI/LLM**  
**PHOTOGRAMMETRY & PHOTOMETRY**  
**ADOBE SUITE**

EDUCATION.

**ESAIG ESTIENNE** — DSAA, TYPEFACE DESIGN  
**LISA ANGOULÈME** — BTS, VISUAL COMMUNICATION

LANGUAGES.

**FRENCH** (NATIVE)  
**ENGLISH** (PROFESSIONAL)

WRITING.

↗ **STORYLIVING** — ON SUBSTACK  
*An exploration of contemporary narrative forms: fragmented narratives, distributed stories, and what happens when a story eludes its author.*

SPEAKING.

FUTURE OF STORYTELLING (NYC)  
VENICE IFF  
PHI CENTRE (MONTREAL)  
VIRTUALITY (PARIS)  
SERIES MANIA (LILLE)