



Squares

NOMAD

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SQUARES NIGHTCLUB PROPOSAL

INTRODUCTION TO SQUARES

For our final project in Managing Creative Teams, we created a promotional campaign for the newly opened club in Manhattan, Squares. Squares is based on the idea of making the 'nerd' cool again, and does so by incorporating iconic symbols and games from the 80s within the club. The interior of the club almost resembles a Nintendo game. The club is located on 26th street and Park Avenue, and aims to attract more clientele in the near future. After our initial meeting with the Director of Nightlife, Jonas Bora, at Squares, we obtained first hand information on how the club operates. We learned that the club has around 15 promoters, 8 waitresses, 4 bartenders, 1 coat checker, 1 doorman, and 6 other staff members. Squares is a high standard club where the clientele ages range from 25 to 47 years old, and the tables begin at a minimum of \$2,000. The club is open every weekend, from Thursday to Sunday, and delivers a true one of the kind experience. One of the aspects that makes Squares unique is the variability in the way they deliver music to the audience. It varies within the same night from hip hop to electronic music, and even offering live music. The club maintains a high quality reputation that is valid among the staff and clients. As the Director of Nightlife stated, "if you don't get in the club, you will want to go there again." This reflects the philosophy behind Squares, and the mystique of exclusivity that they aim to portray. This mystique also remains intact through their avoidance of regular advertisement and marketing, so all promotion happens through word of mouth.

DEVELOPMENT OF IDEAS

As soon as the initial interview with Jonas ended, we held a meeting to discuss the project credentials and brainstormed ideas for the five prototypes that we were told to create. These prototypes would aim at attracting more people to Squares, and create a sort of buzz or hype for it. We felt, however, that we needed to truly get a sense of what a night out at Squares would be like, so we decided to meet at the club and experience it for a night. This gave us the opportunity to understand how the club works better, to understand the type of clientele it attracts, as well as narrow down our options for the prototypes.

The first few prototypes that we decided to create were a social media promo video, a bottle service holder, and offering vintage 80s and 90s toys and memorabilia as giveaways. Upon further discussion with each other, we decided to create five prototypes; a barbie installation, a Squares themed Rubik's cube, a bottle hologram, a pixelated menu, and a social media promo video.

1 BARBIE FUN HOUSE

2 FIND THE SQUARE

3 CHOOSE YOUR PIXELS

4 SOCIAL MEDIA PROMO VIDEO

A CONVERSATION WITH HALA MALAK