CLIENT
AIGA Chicago

PROBLEM
AIGA is America’s oldest association for graphic designers. The Chicago chapter was looking to boost engagement as well as find its voice when Number 2 Studio initially met with them. Instagram engagement was an afterthought and their feed was primarily focused on flyers for upcoming events.

SOLUTION
Our solution was to do a series of Instagram takeovers that engaged the Chicago creative community. This not only created content for their Instagram, but also created buzz around AIGA Chicago and gave them a voice toward diversity and inclusiveness. Number 2 Studio was hands on with the curation of the inaugural month of the takeovers to amazing results. For February 2018, we curated, along with AIGA Chicago, a selection of 28 of Chicago’s brightest African American designers, artists, and content creators to honor Black History Month.

RESULTS
The results were great to say the least, posts were up 4760% over the previous month. Engagement also increased to 7.2k which is a 1440% increase over the previous month.

“Partnering with Number 2 Studio on our chapter’s inaugural “On The Daily” Instagram series was a smash success. Tessa and Justin are a great team and curated a stellar lineup of fresh, independent talent and perspectives. We look forward to continuing our collaboration.”

—Antonio Garcia, VP Diversity & Inclusion, AIGA Chicago

CAPABILITIES
Brand Strategy, Content Strategy, Social Media
CLIENT
At Capacity Entertainment Group

PROBLEM
At Capacity Entertainment Group hosts and produces events with the public in mind. Rather it be public or a private event, At Capacity takes entertainment and customer experiences very seriously. Blank Canvas Collective is a collection of Chicago creatives combining their expertise in order to help build brands and push culture. In the summer of 2017, Blank Canvas Collective and At Capacity Entertainment approached us to lead the creative direction of an event that at the time only had two dates and a venue.

SOLUTION
We decided to create a bi-annual arts festival at DuSable Museum of African American History. The event would have one date at the beginning of the summer and one date at the end of the summer. The first iteration resulted was a showcase of work from over 20 visual artists and over 30 vendors. Artwork was displayed on 8ft tall A-stand easel designed by our team alongside artist Ace the Painter. We also secured sponsorship from various entities such as Titos Vodka, Dusse, and Comfort Care. The marketing strategy for the first event was a social heavy integrated approach with a focus on Instagram. For the second part of the arts festival, we expanded everything and built on the successes of the first. This iteration featured over 30 artists, including musical performances, 40 plus vendors, and a merchandise line. We brought back the same sponsors and a few more. The easels from the first event got redesigned with a black finish. The marketing approach this time was further integrated with it still being social heavy but more emphasis on email and physical channels also such as flyers, and whitty yard signs. This strategy was also artist focused with nearly all of the imagery featuring an artist and introducing them to a broader audience.

RESULTS
Part one brought out over 200 people and resulted in 5500 social media engagements. The expansion of part 2 and its more integrated marketing approach resulted in a crowd of 500 plus people, a 131% increase in attendance over the first event, over 12k social media impressions, and overall positive reviews.

“Justin at Number 2 Studio has proved himself a valuable asset to our production team. We have partnered with Justin for 3 events. He has displayed professionalism at every encounter, promptly and directly applying his ability to resolve issues while being focused on the goal of making our events successful. Individuals that exhibit his level of commitment will always be useful to any organization.”

—Dominic Freeman, Comfort Care Home Healthcare, COO, At Capacity Entertainment Group, CEO

CAPABILITIES
CLIENT
Tessa Gillett

PROBLEM
Tessa Gillett in a multidisciplinary creative and a partner at Number 2 Studio. With a breadth of experience in multimedia communications and painting, Gillett is a force to be reckoned with. In April 2017, Justin Dwaun Redding curated her first solo exhibition at AMFM Gallery.

SOLUTION
i define|self was an exploration into the depth of feminine emotion in the 21st century. We interpreted this through several mediums. Two video works were the main attraction. The video works were couple with self portraits. Everything was rounded out with a floor mounted, text based work. Gillett also designed sweatshirts as part of the exhibition, and Tito’s Vodka sponsored the beverages. For the marketing, we created a promotional video that was distributed across various social channels and email to promote the exhibition.

RESULTS
The exhibition resulted in attendance of 70 plus as well as the sweatshirts selling out. Gillett’s social media saw a 25% increase in followers and a 52% increase in engagement.

CAPABILITIES
Photography, Content Production, Digital Marketing Strategy, Pop Up Activation, Event Production, Experiential Marketing Strategy
i define\self

tessa gillett

04.28.17

amfm gallery

2151 w. 21st st.

chicago, il.

7PM
CLIENT
AMFM

PROBLEM
AMFM supports creatives by giving them a platform to showcase their talent through their venue, web content, and curated events. These curated events combine various aspects of the arts to cultivate community, diversity, and inclusivity. For the August 2016 portion of AMFM’s ongoing Jazz Series, founder Ciera McKissick approached us about a collaboration and curating the visual art aspect of the evening.

SOLUTION
We curated the visual artists component of the programming. Along with curation, we also provided creative direction and produced the promotional imagery for the event. We chose to juxtapose the works of Edo, a digital artist and painter reminiscent of Shantell Martin meets Keith Haring, and Olivier Souffrant, a painter that quite honestly might be Jean-Michel Basquiat reincarnate, to emphasize their similarities in complexity but difference in execution. Low key and moody imagery was used to further play off the complexity. The styling of black clothing, heavy in the drapery department yet cleanly cut is reminiscent of the differences in their work. The promotional flyer used neon signage as a callback to dark Tokyo nights lit by the neon signs of Harajuku.

RESULTS
The exhibition resulted in a turnout of over 500 attendees for the opening night, 10k social media engagements, and half the artwork selling that evening.

CAPABILITIES
Photography, Content Production, Content Strategy, Event Production, Exhibition Design
CLIENT
Number 2 Studio

PROBLEM
Prince Rogers Nelson, an iconic musician that sway crowds around the world. His music touch the hearts of people, young and old alike. In April 2015, he passed away and left the world in tears. His music was a guiding light for Number 2 Studio partner Tessa Gillett and touched her soul at the core. This loss was the catalyst to Number 2 Studio producing its first event, Pancakes At The Shore or PATS for short.

SOLUTION
For PATS, we decided to reach out to our network and partner with a few organizations to produce this event. Our partners at NYCH Gallery provided a venue for the evening. Their gallery located in the Pilsen neighborhood of Chicago was the perfect backdrop. Rather you call in kitsch or cliche, we decided purple was the color of the night. We partnered with Chef Savvy Owl to serve visitors with purple pancakes made of raspberry and blueberry with a lemon sauce drizzle. Our partners created video installations for the event, one, a looping video of waves on the shore of Lake Minato, and the other, a video montage dedicated to the legend. DJ P Rose provided a soundtrack for the evening made up of artists influenced by Prince. The evening was an intimate gathering of music lovers. We promoted strictly via text message using an intimate graphic invitation, alongside our partners at Black Tech Mecca.

RESULTS
PATS was the inaugural event for Number 2 Studio. Hosting a turnout of 100+ people and overall great reviews, Pancake At The Shore was considered a success.

CAPABILITIES
Marketing Strategy, Digital Marketing Strategy, Pop Up Activation, Event Production, Experiential Marketing Strategy