



Jennifer Whitney

Experiential Designer



Who is Jennifer Whitney?

- Brooklyn based experiential designer
- Worked at Refinery29 and collaborated with 29Rooms
- Went to Rhode Island School of Design
- Describes her work as colorful, informed & thoughtful
- Now works for Good Friends as a set & spatial designer



Work

- Sunglass Hut
- Forest Bath
- Sag Awards: 2017
- Away
- 29Rooms



Sunglass Hut

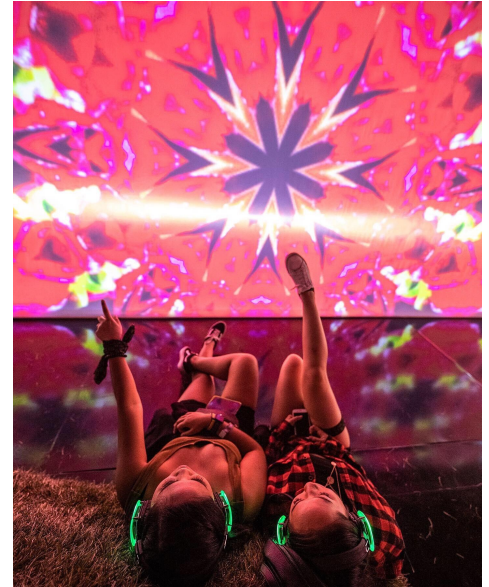
- Created for the SHADES of YOU campaign
- Created three unique sets for guests to step into, take selfies and post to social media
- Part of Refinery29
- Jennifer was the creative director for this piece



Forest Bath

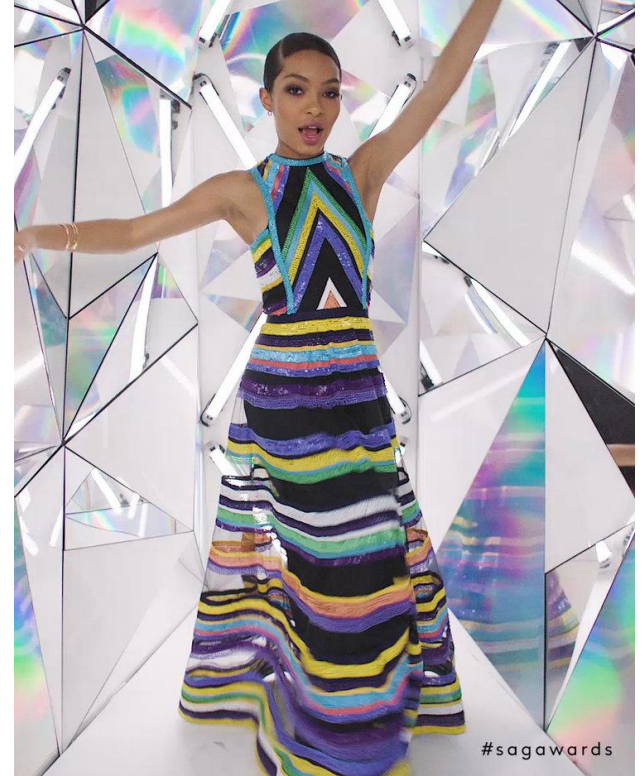
- Jennifer was in charge of environmental design
- In partnership with environmental organization Sierra Club and taking place at the Life is Beautiful music and arts festival in Las Vegas
- created for visitors to contemplate the relationship between ourselves and the natural world.
- Taking inspiration from the Japanese practice of “Shinrin-Yoku” (meaning “forest bathing”).
- Festival goers were invited to wander, reflect and relax in sound and visuals drawn from Earth’s healing resonances and beauty.

<https://vimeo.com/390072822>



The Screen Actors Guild Awards

- Immersive photo/video booth for the 2017 sag awards.
- Harnesses the power of LED display technology & utilizes mirrors and motion graphics.
- The booth was used as a set to create social-first content that was edited within hours and send to celebrities for instant social sharing.
- Jennifer worked as the creative director on this project x Refinery29



Away

- Worked with Good Friends & Away to create this pop-up.
- The space is designed to accentuate the feelings of calm and relaxation found high above the clouds and far from the chaos of holiday travel.
- Jennifer worked as an environmental/spatial designer on this project



29Rooms

- 29Rooms has been the largest project completed for Jennifer
- While working on 29Rooms, she said that she loved the momentum that resulted from creating a space for emerging artists.
- Collaborated as the experiential design lead x Refinery29
- Has worked on 3 total 29Rooms experiences



29Rooms (continued)

29Rooms: "Turn It Into Art" was a call to action to celebrate the transformative power of creativity, building 29 experiences to channel art's ability to unify, heal, uplift and provoke new ideas and new actions.



29Rooms (continued)

- The makers behind Refinery29 collaborated with visionaries and brands in the fields of art, activism, style, and technology to bring 29 experiences under one roof that tap into the conversations of today and hopes for tomorrow.
- Through multi-sensory installations, performances, and workshops, it presents a new way to connect with creativity, culture, and community.

