

JWEKS CREATIVE



Experience Design





Experience
Design

McLaren Design Center / Experience / Activation / Pebble Beach

As Creative Director at GOXD our team conceived and produced The McLaren Design Center which was accentuated by the natural beauty of the Pebble Beach Concours d'Elegance. The terrace lounge and clear front structure offered a highly visible platform to showcase McLaren's rich heritage as an engineering leader, champion of Formula One Motorsports, and successful recent entry into the luxury performance vehicle market. Highlights included a collection of vintage racing helmets worn by McLaren champions including Niki Lauda and Ayrton Senna; McLaren racing vehicles, including a 1968 M8-D and a 1/4 scale model of the Vodafone/McLaren/Mercedes Formula One race car, and the North American debut of the 2014 McLaren P1.

Jason Weeks / Creative Direction / Design

Client / McLaren





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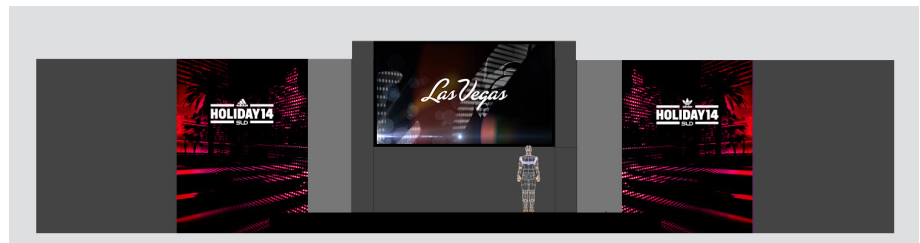
Experience
Design

NBA / Holiday Sales Meeting / Experience / Activation / Las Vegas

As the official outfitter of the NBA, adidas launches and showcases it's new product line every January. From the highest of performance-driven based technology for on-court product, to impactful graphic driven treatments for fan based product. Every year a new location and theme are chosen for this event. In 2014 NBA buyers, sales representatives, and team ownership were invited to experience 3 days and nights of product launches, fashions shows, and debauchery in the Las Vegas desert.

Jason Weeks / Creative Direction / Design
Client / NBA

HOLIDAY 14
SALES MEETING
Las Vegas



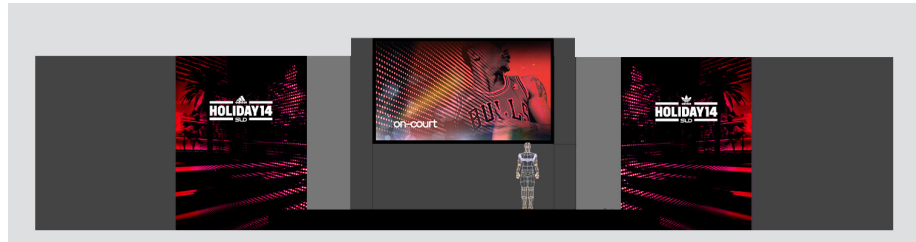
Stage / Elevation





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Stage / Elevation





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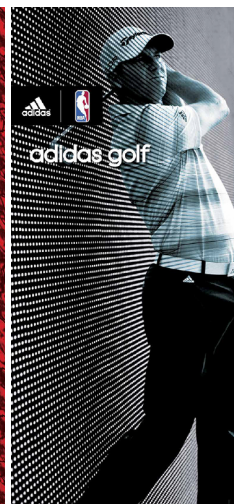
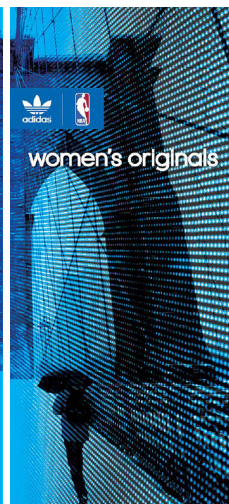
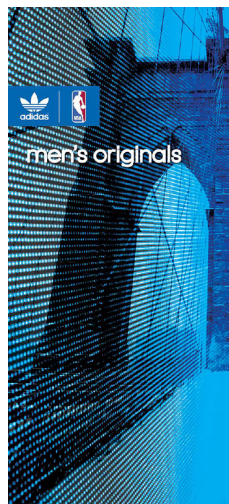
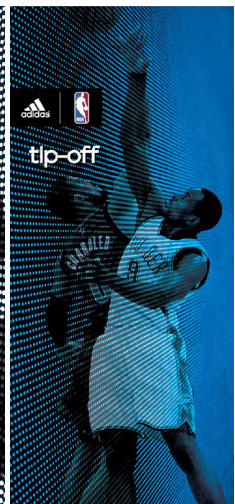
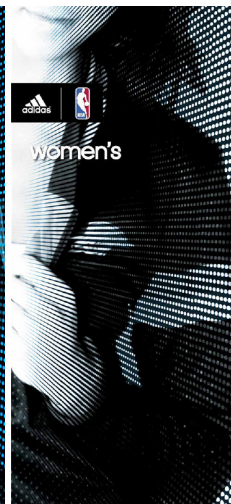
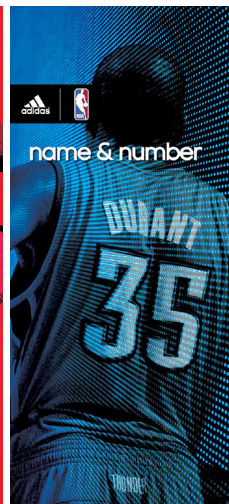
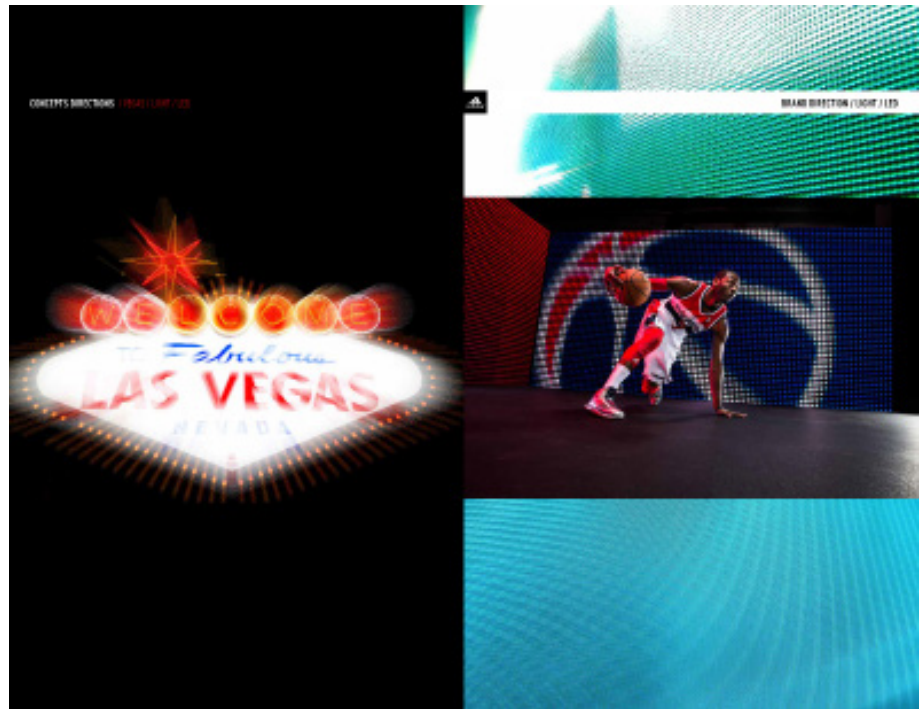


Fashion Show



Experience
Design

NBA / Holiday Sales Meeting / Experience / Activation / Las Vegas



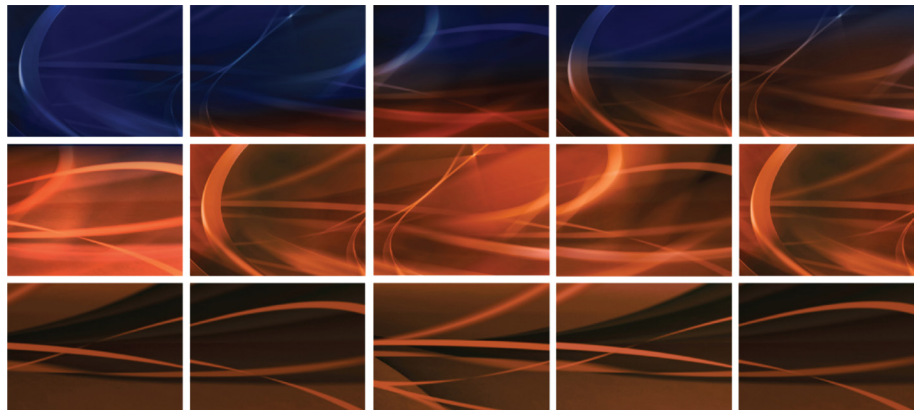


**Experience
Design**

Lexus / National Dealer Meeting / Experience / Activation / Washington DC

The opening night reception was the first installment of a two-day event. The primary goal was to set the tone for the rest of the experience. The opening night reception was intended to be an elegant gathering; a sophisticated kick off that would set the tone and presentation of the Lexus brand. Using transparent fabric, and aluminum frames suspended from the ceiling, we wanted to create an animated story with the feeling of the Lexus logo hovering from above, leading guests from the entrance of the space all the way down to the main stage.

Jason Weeks / Design
Client / / GPJ / Lexus





Experience
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Lexus / National Dealer Meeting / Experience / Activation / Washington DC





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