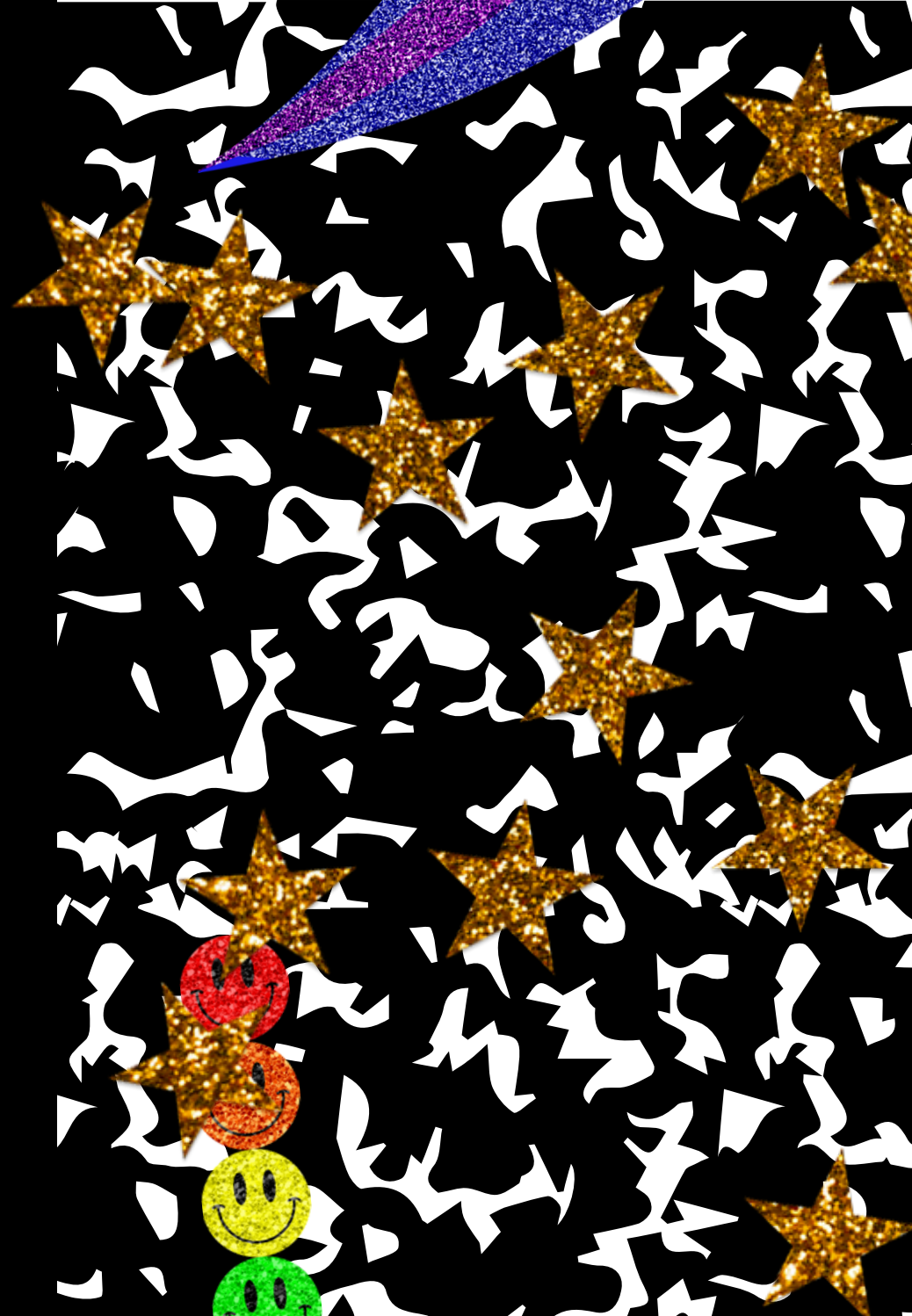


MEMORY  
BOX





# IDENTITY



## THE GOAL:

A nostalgic, immersive space that brings people back to childhood through playful, memory-driven design and products.. And ambassadors.

## EMOTIONAL APPEAL:

Triggers childhood nostalgia-designed to make people smile and remember their own youth. Encourages personal reflection, sentimental moments, and storytelling.

## TONE & MESSAGING:

Whimsical, warm, and inviting. Slightly surreal and dreamlike, blending past and present memories.

Encourages interaction. People should feel like they are contributing to the pop-up's story.



# 2 THEME



## THE GOAL:

To engage visitors on a personal level, encouraging them to reflect on their own childhood, reconnect with their inner child, and spark conversations with family members about their upbringing-aligning with Memory Box's mission of preserving and revisiting personal history.

## THE EXTERIOR:

Hand-drawn, imperfect, and childlike-mimicking old sketches, doodles, and crayon scribbles. Playful mix of bright and faded colors. This design symbolizes childhood nostalgia, creativity, and personal storytelling-key themes of the brand.

## THE SPACE:

Will feel lived-in and personal, with scattered toys, dolls, and clothing-capturing the messiness and authenticity of growing up.



# 3 AMBASSADOR

MACAULAY CULKIN



## CULTURAL NOSTALGIA:

An iconic figure from the '90s, known for Home Alone and other films that shaped many childhoods, including my own. His presence immediately evokes nostalgia for entire generations.

## PERSONAL REINVENTION:

In recent years, he's leaned into his past while rebranding himself in an offbeat, creative way-aligning with the idea of reflecting on childhood and evolving into adulthood.

## PLAYFUL YET REFLECTIVE:

His persona is both quirky and introspective, which fits the Memory Box aesthetic of mixing fun, kitschy elements with deeper themes.



# 3.5 GALLERY MAP

## FEATURE:

12-FOOT WALLS COVERED IN  
OVERSIZED PAGES FROM THE MEMORY  
BOX MAGAZINE, IMMERSING GUESTS IN  
A VISUAL STORYTELLING EXPERIENCE.

## WINDOW DISPLAY:

(BLUE AREAS - PERIMETER OF THE  
GALLERY)

## BEDROOM DISPLAY:

(YELLOW AREA - BACK CORNER OF  
THE GALLERY)

## CHALKBOARD WALL:

(BLACK AREA - CENTER OF THE  
GALLERY)

## WHIMSY AND EMOTIONAL CONNECTION:

MEMORY BOX X MACAULAY CULKIN IS  
A TRULY IMMERSIVE AND NOSTALGIC  
EXPERIENCE.

Memory Box  
Macaulay Culkin

c33 Gallery

33 East Ida B. Wells Drive,  
First Floor, Chicago, IL, 60607

Window  
Displays =

Chalk  
Board  
Wall =

Bedroom  
Display =





# Memory Box Macaulay Culkin

## c33 Gallery

33 East Ida B. Wells Drive,  
First Floor. Chicago, IL, 60637

Window  
Displays

=



Chalk  
Board  
Wall

=



Bedroom  
Display

=





# 4 EMOTIONAL GOALS



## Create Comfort Through Chaos:

Embrace the beauty of imperfection with a space that feels messy, real, and personal -just like a childhood bedroom-so visitors feel at home in the experience.

## Spark Nostalgia:

Create an immersive experience that transports people back to the early 2000s, evoking the emotions tied to childhood, family, and growing up.

## Encourage Self-Reflection:

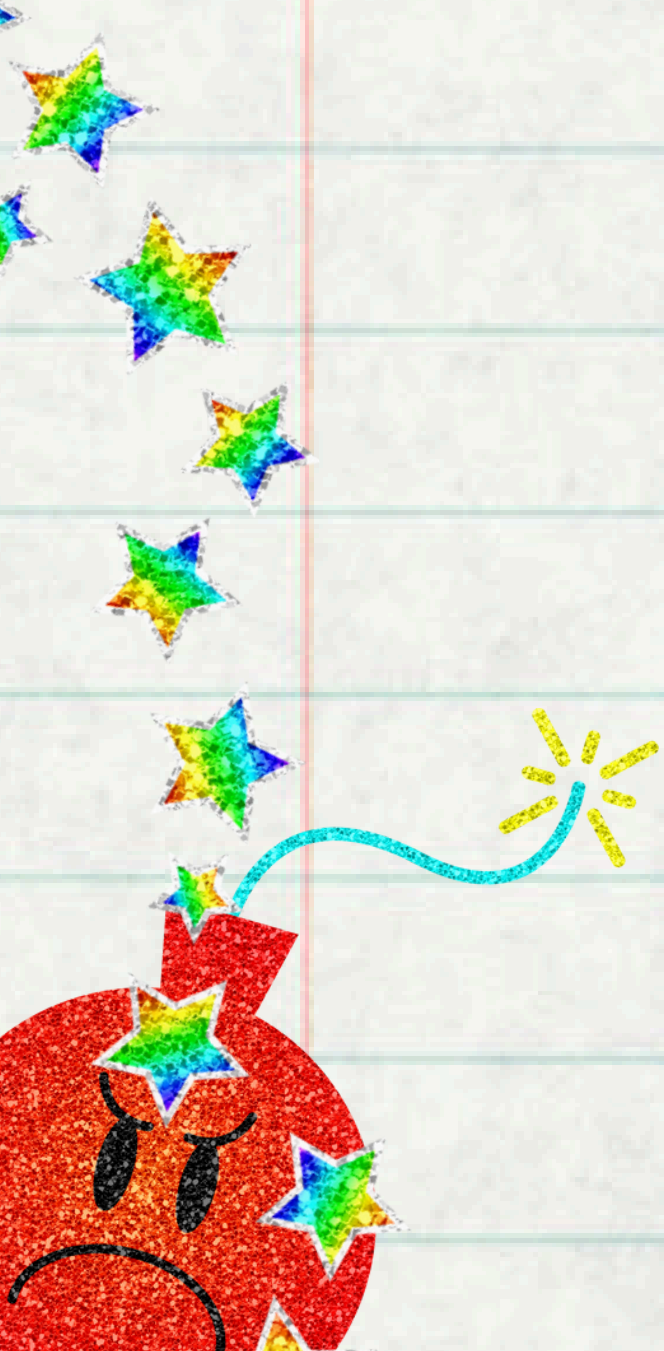
Inspire visitors to revisit their own childhood memories, reconnect with their inner child, and reflect on how their past has shaped them.

## Facilitate Connection:

Encourage visitors to start conversations with family members about their upbringing, childhood experiences, and personal growth.

## Leave a Lasting Impression:

Make people walk away feeling emotionally moved, inspired to document or revisit their own memories, and reminded of the importance of cherishing their past.





# 5 WINDOW DISPLAY



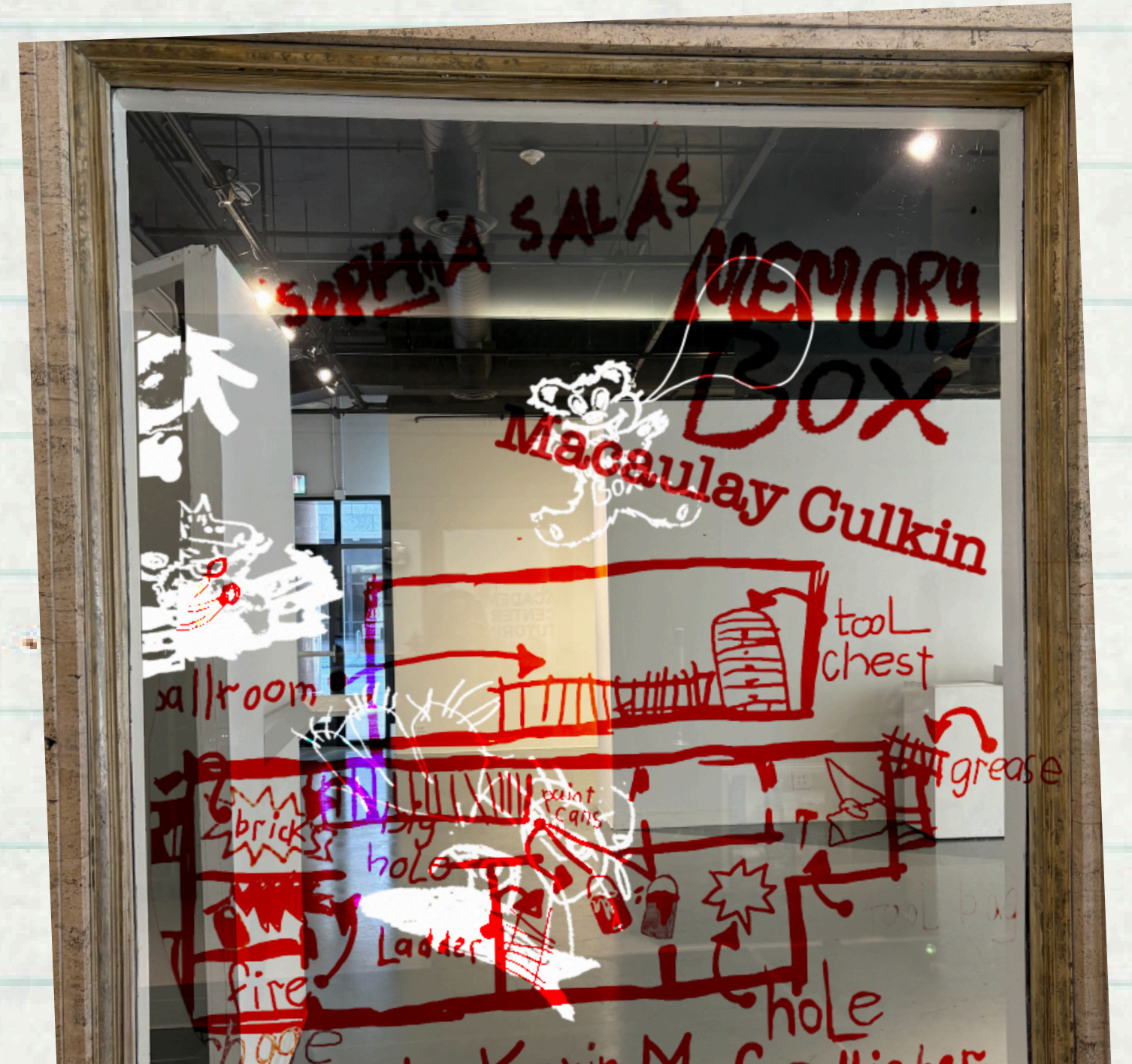
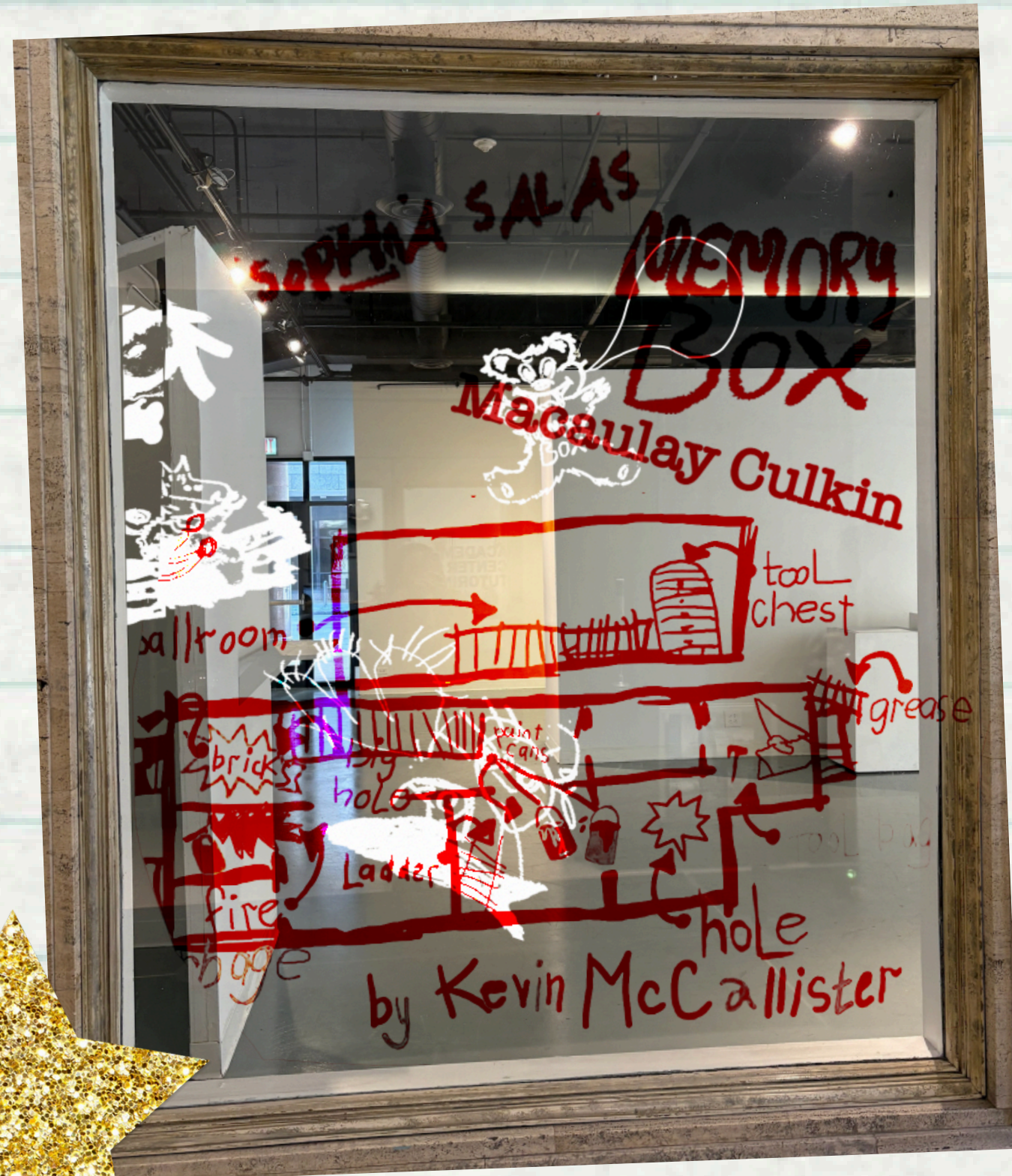


# 5 WINDOW DISPLAY



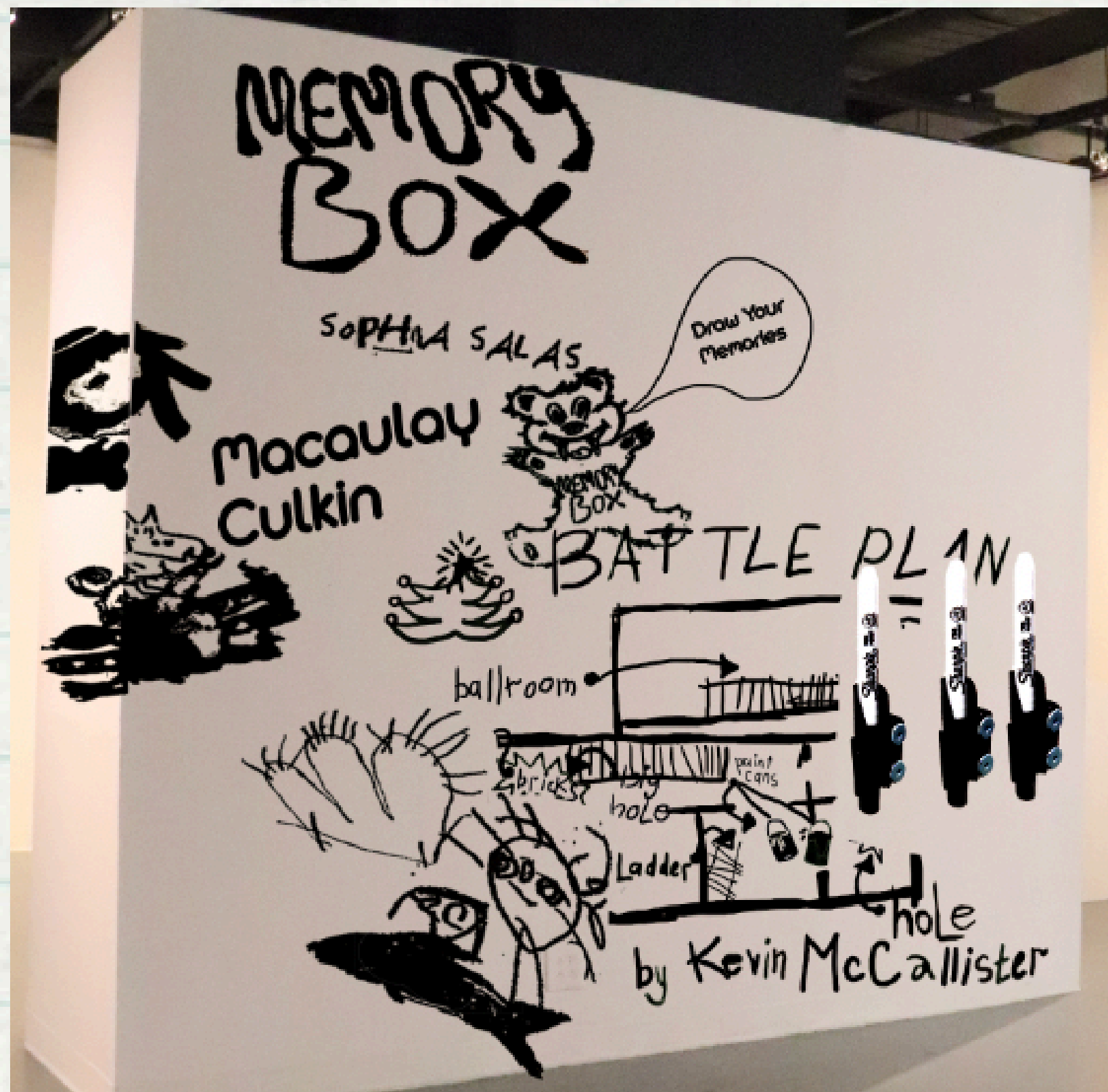


# 5 WINDOW DISPLAY



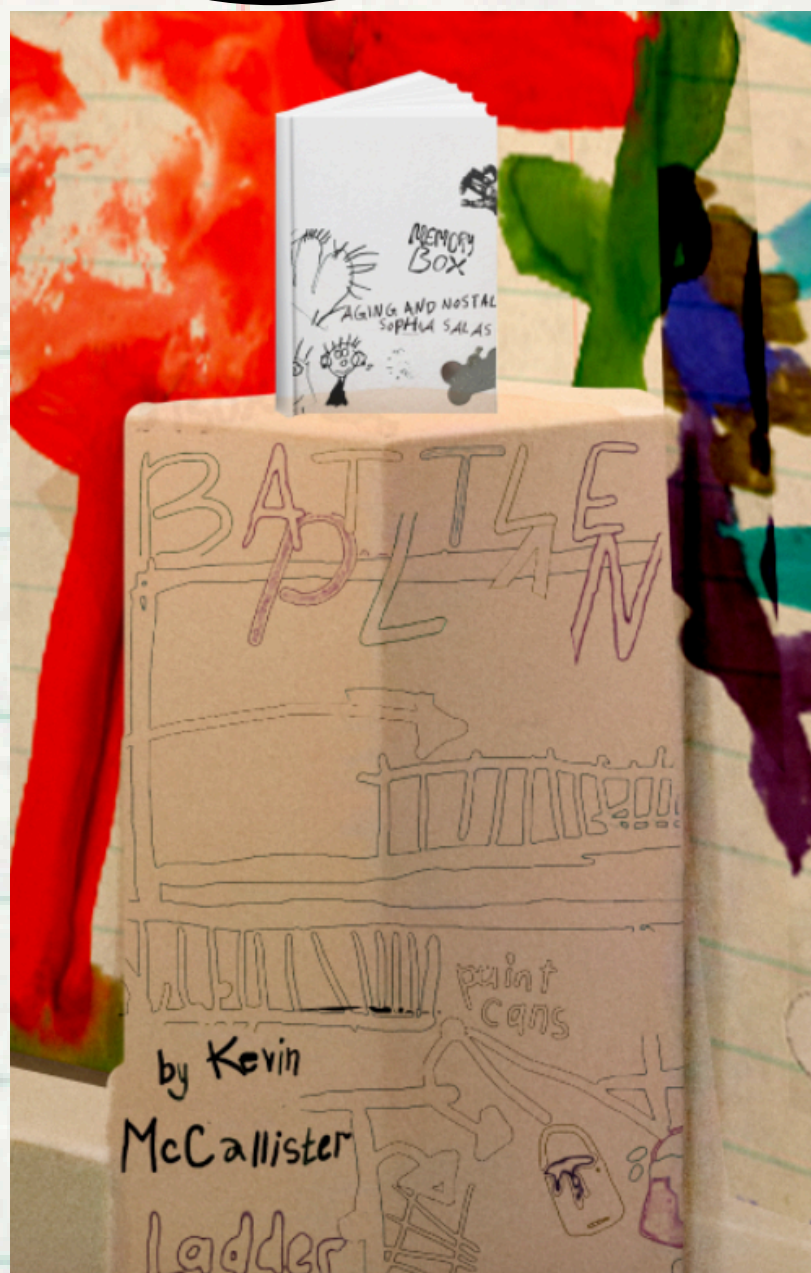


# INTERIOR





# INTERIOR







INTERIOR

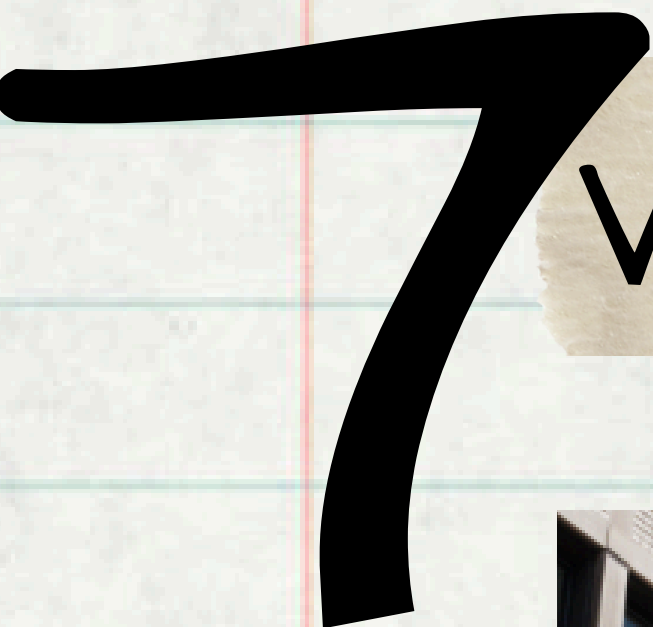




# 7WAY FINDING





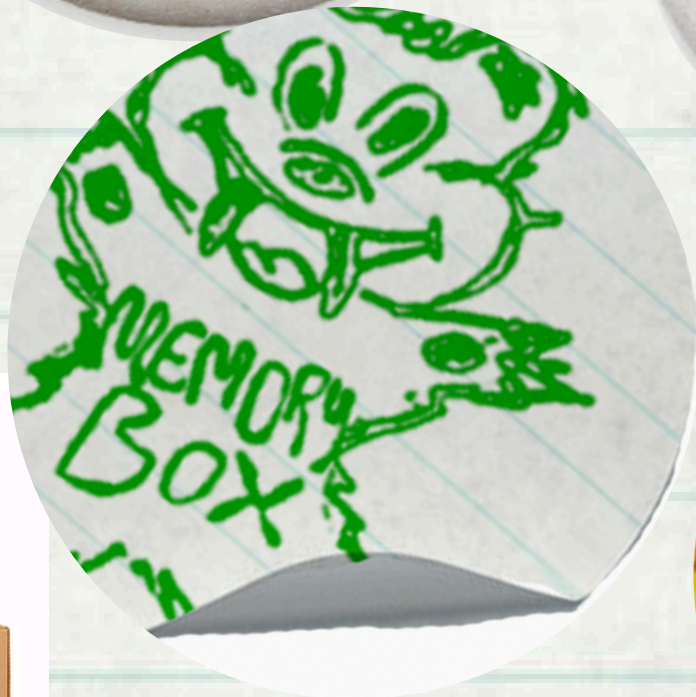
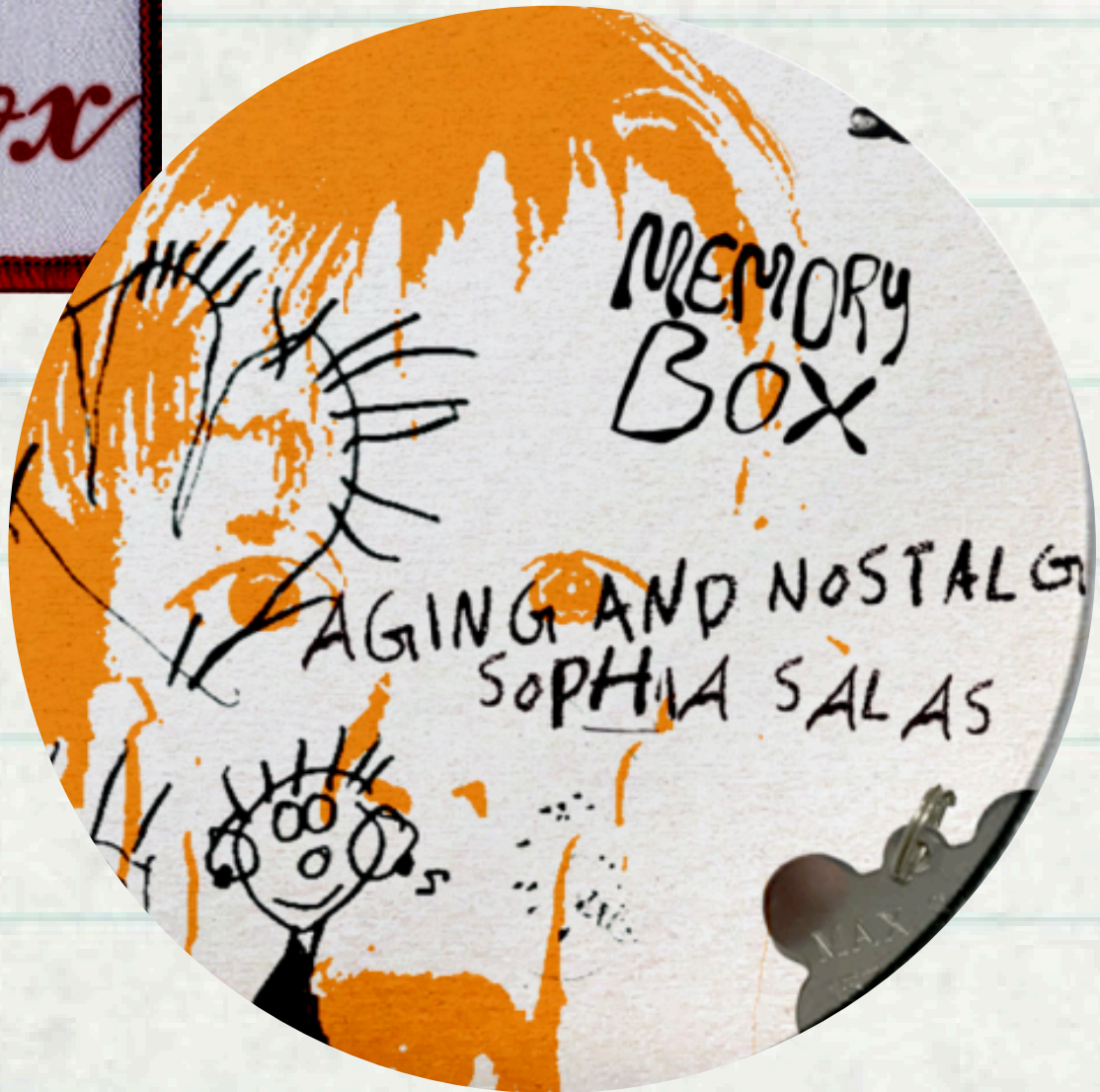
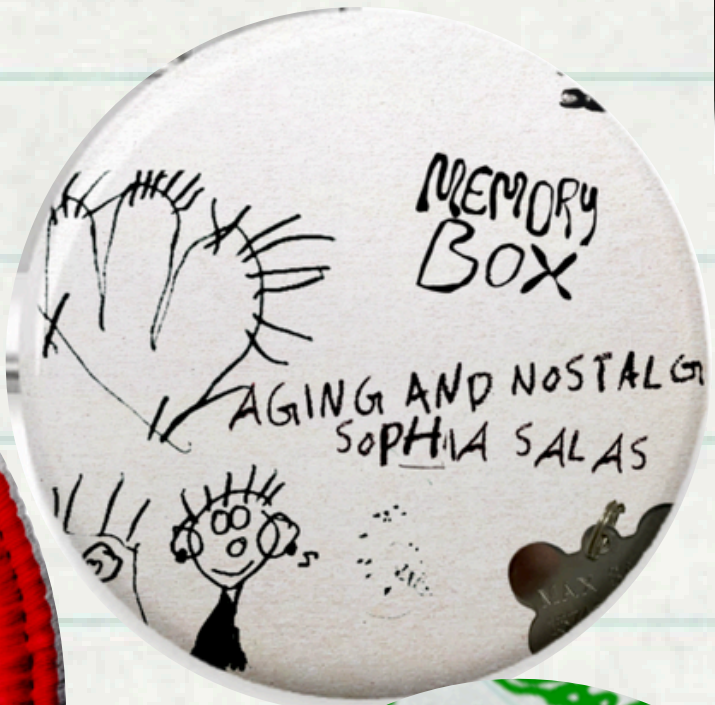


# 7WAY FINDING





# MEMORY BOX





# 8 PRODUCTS





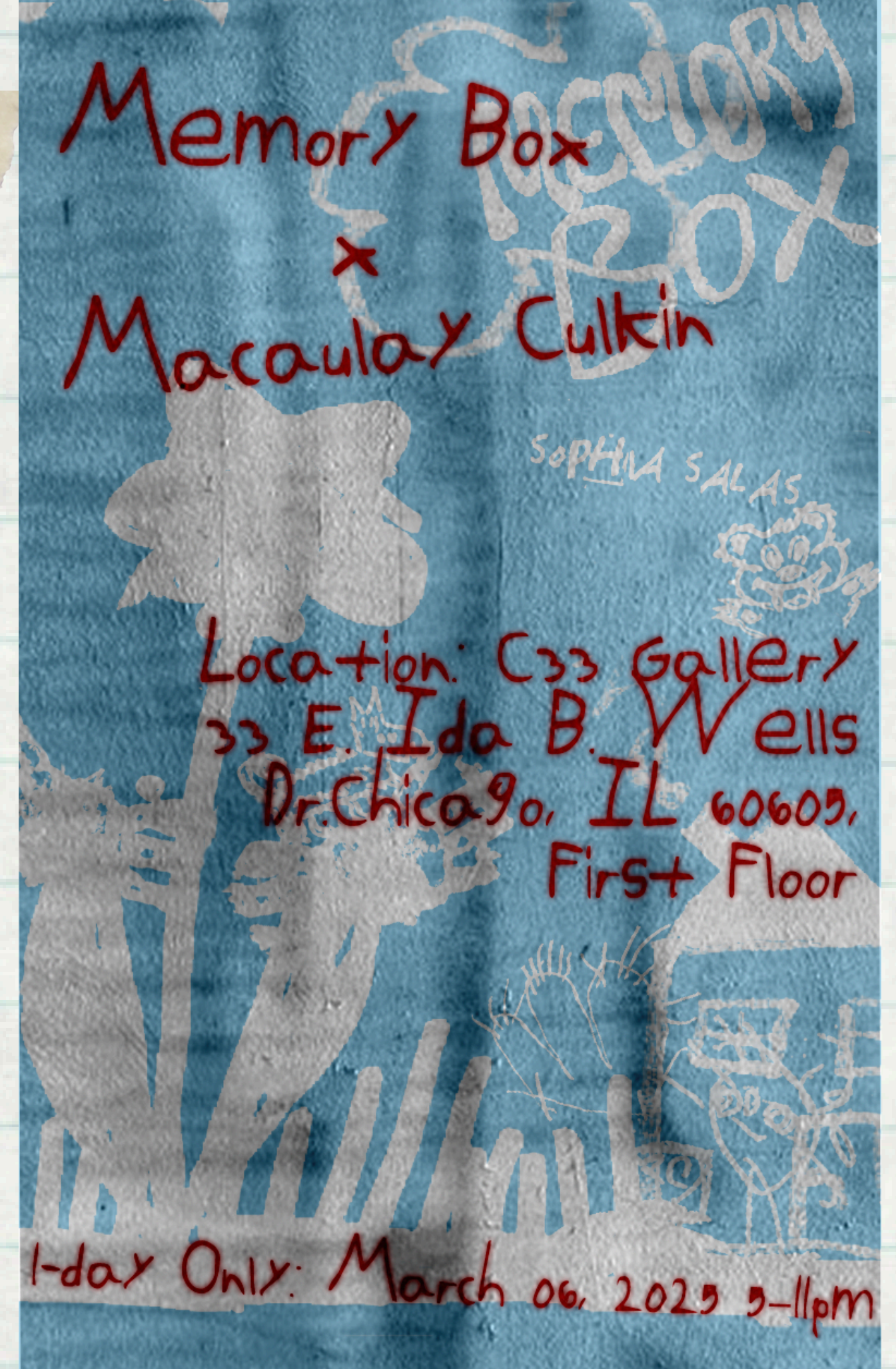
# 9 PROMO FLYER





9

# HANDWRITTEN





# 10 WRAP UP



Memory Box x Macaulay Culkin pop-up successfully brings nostalgia to life, transforming childhood memories into an immersive, interactive experience. By blending playful design, sentimental storytelling, and cultural nostalgia, the space invites visitors to step into a dreamlike world that feels both familiar and new.

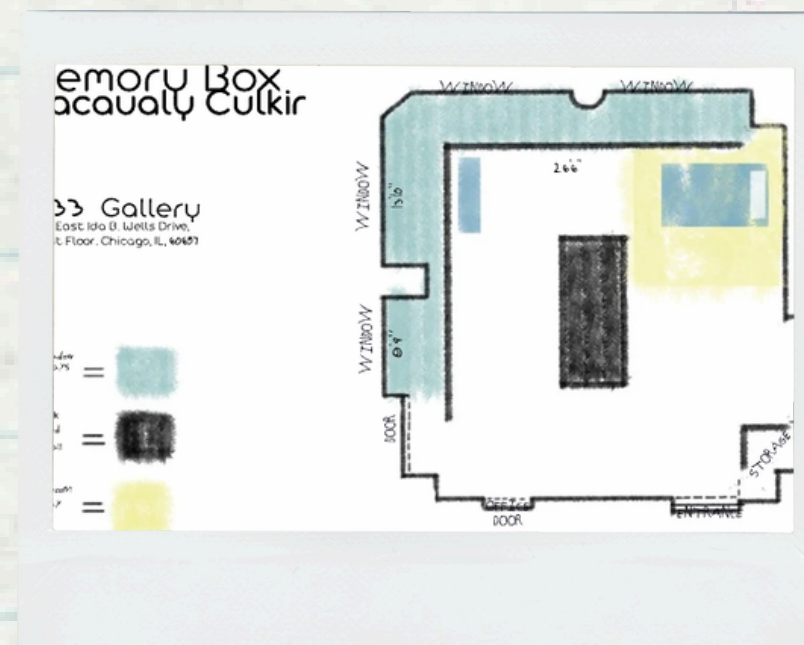
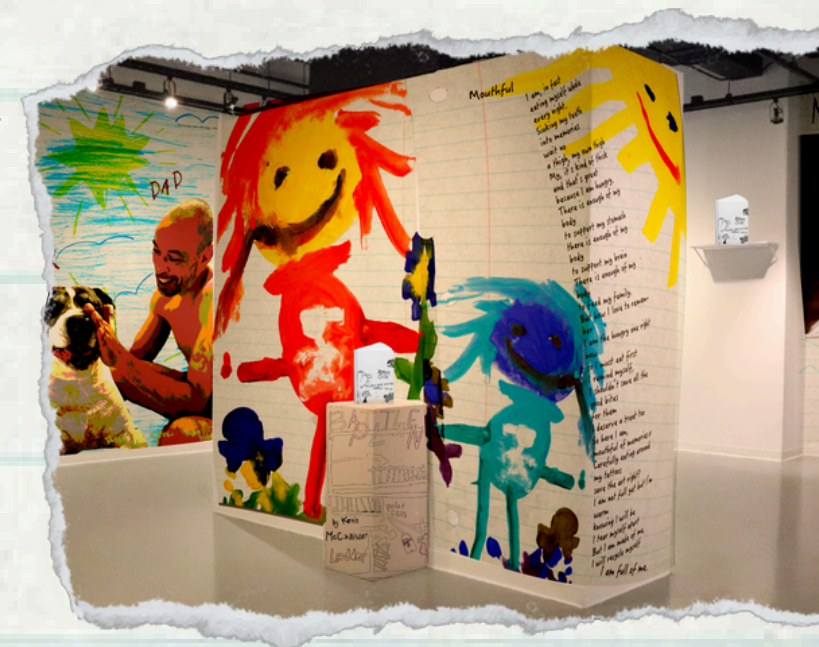


Macaulay Culkin's presence as a brand ambassador enhances the emotional depth of the concept. His legacy as a '90s icon evokes a sense of shared memory, while his personal reinvention mirrors the themes of growth and self-reflection that define the pop-up.



From the whimsical visuals to the hands-on interactions, every element is designed to spark joy, curiosity, and personal connection. The pop-up is more than just a space—it's an invitation to relive, reinterpret, and celebrate the moments that shaped us.

By capturing the essence of childhood nostalgia and blending it with a fresh, modern perspective, Memory Box x Macaulay Culkin creates a lasting impression—one that lingers long after visitors step back into the present.





AND NOSTALGIA  
SOPHIA SALAS

Memory Box



#THANK YOU

