

# CASE STUDY:



**Primary Stakeholder:**  
*THE LUME Indianapolis*, Grande Experiences



## Role

**Whitney Alderson**, Art Director, Senior Graphic Designer, & Project Manager

## Team

**Madison Pence**, Graphic Designer; **Sam Kaufman**, Experiential Graphic Designer; **Alex Mills**, Marketing Manager; **Emily Sogard**, Copywriter; **Ted Givens**, Facilities Project Manager; **Arabella Overton**, Social Media Manager; **Anne Young**, LAIP; **Jonathan Berger**, Executive Producer; **Leslie Kavanaugh**, Sr Media Planner/Buyer (EchoPoint)

## Goals

- Create an exceptional experience with art
- Increase Brand Awareness
- Increase Ticket Sales

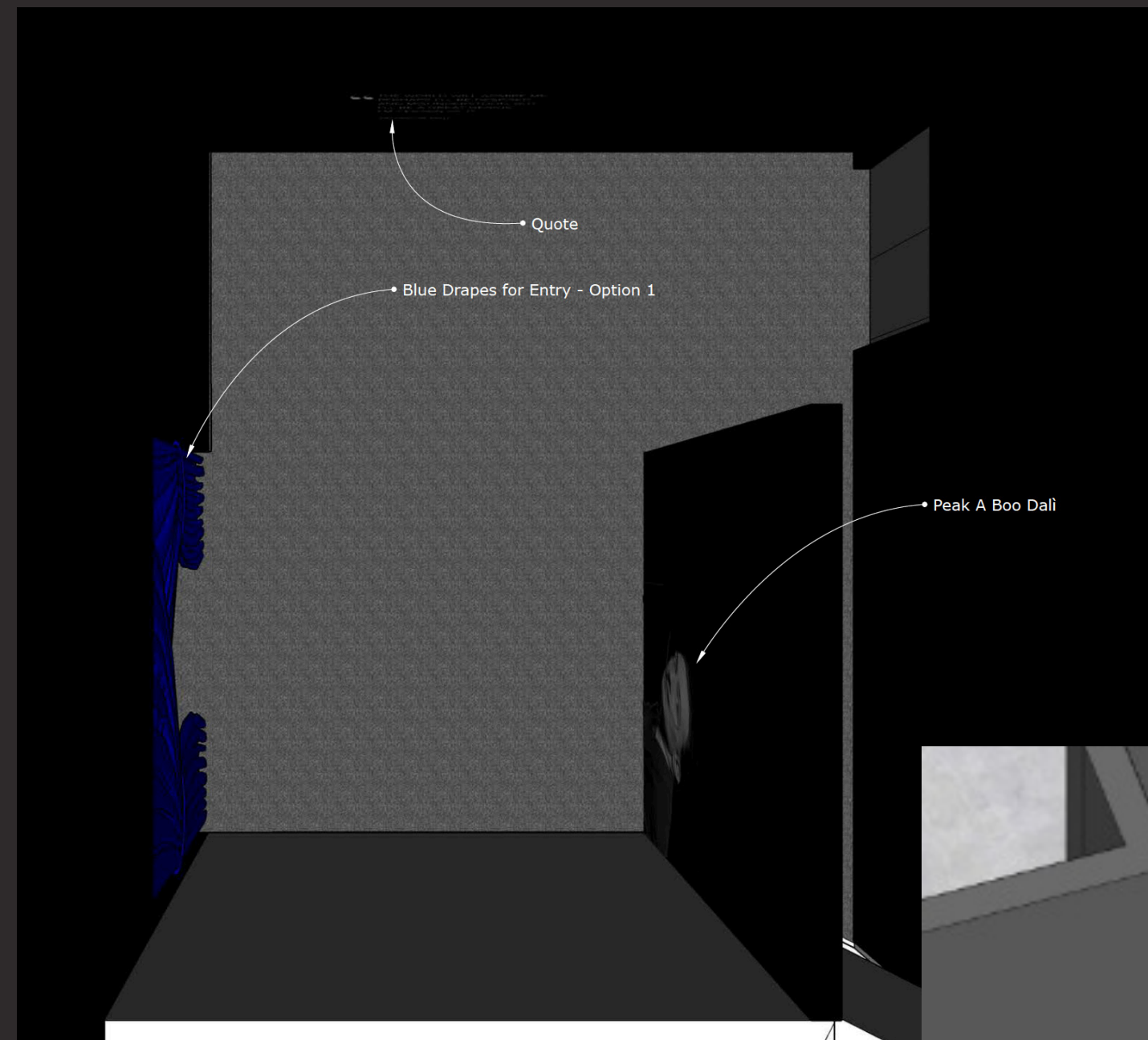
## Audience

- Active Indianapolis resident
- Ages 21-54
- College Graduate
- Married
- Household Income: \$75k+
- Female skew (60/40)
- Over half w/post-grad work or degree
- Parents (younger children)
- 15% LGBTQ+
- Strong media consumption

## PLANNING *THE EXPERIENCE*

Our goal was to create an immersive experience incorporating the auxillary spaces of *THE LUME Indianapolis* featuring *Dalí Alive* with large-scale graphics, surreal decor, and mind-bending illusions.

These spaces also include five vibrant watercolor paintings by Salvador Dalí that made their very first collective museum appearance since 1979.





## THE EXPERIENCE

I led both the art direction and project management in transitioning *THE LUME Indianapolis* from *Van Gogh Alive* to *Dalí Alive*.

In this dual role, I guided my team in designing key visitor touchpoints, including the entrance experience, Café Lumiere, activity spaces, and the exit experience. I managed timelines, delegated tasks between other designers and project managers in multiple departments, collaborated with copywriters, and printing partners to ensure seamless execution.

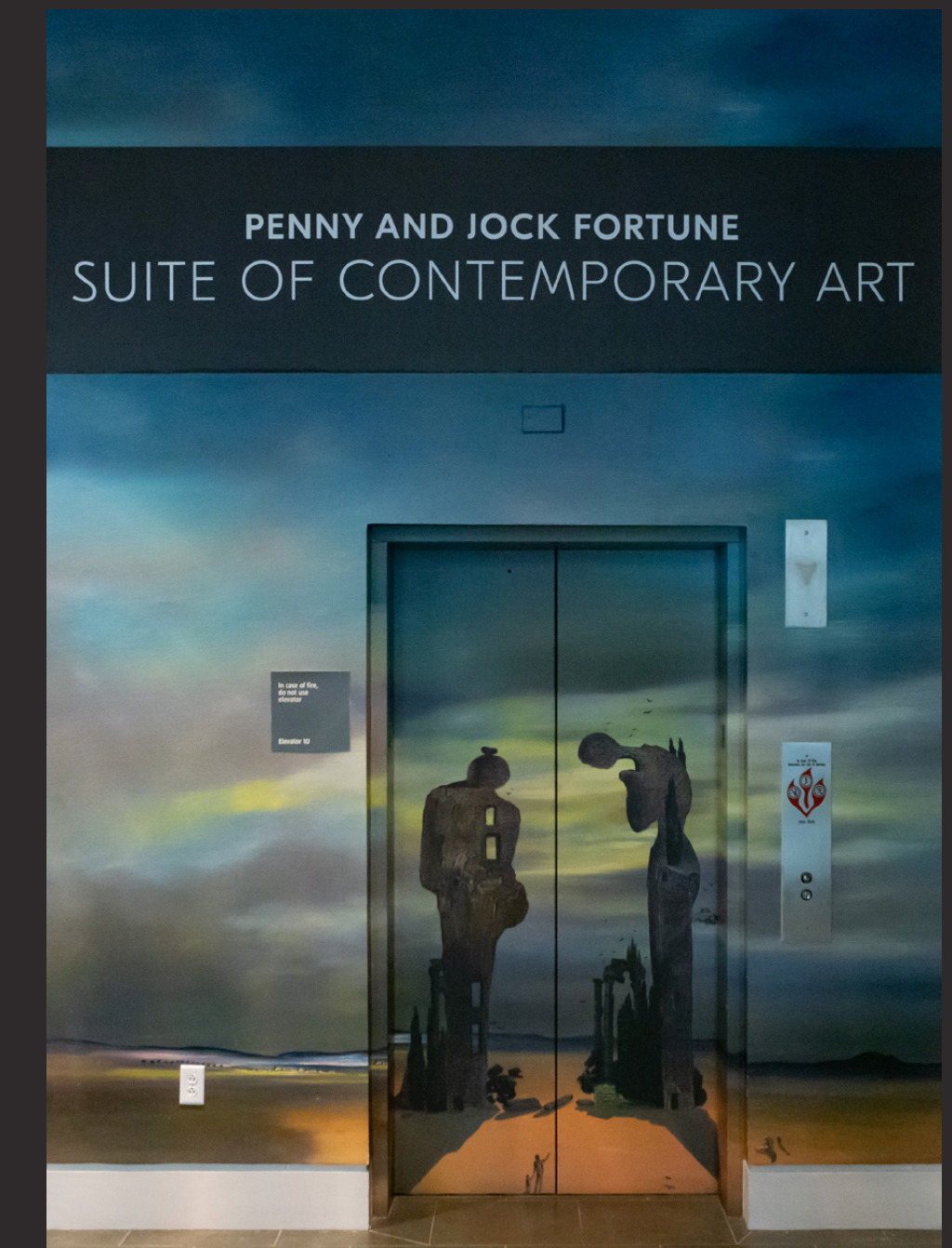
I also presented concepts to the Executive Producer of *THE LUME Indianapolis* and our production partner, Grande Experiences, ensuring alignment and approval at every stage.

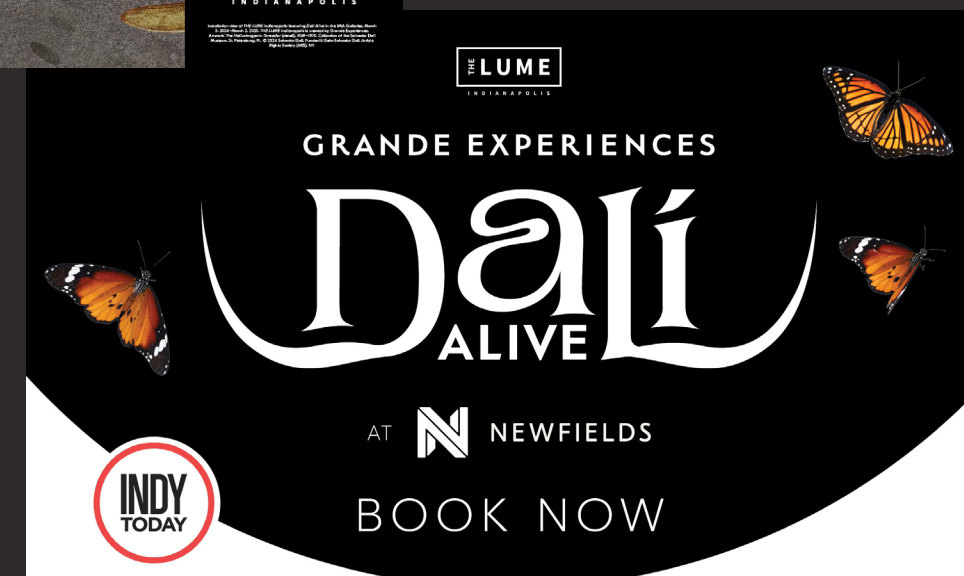
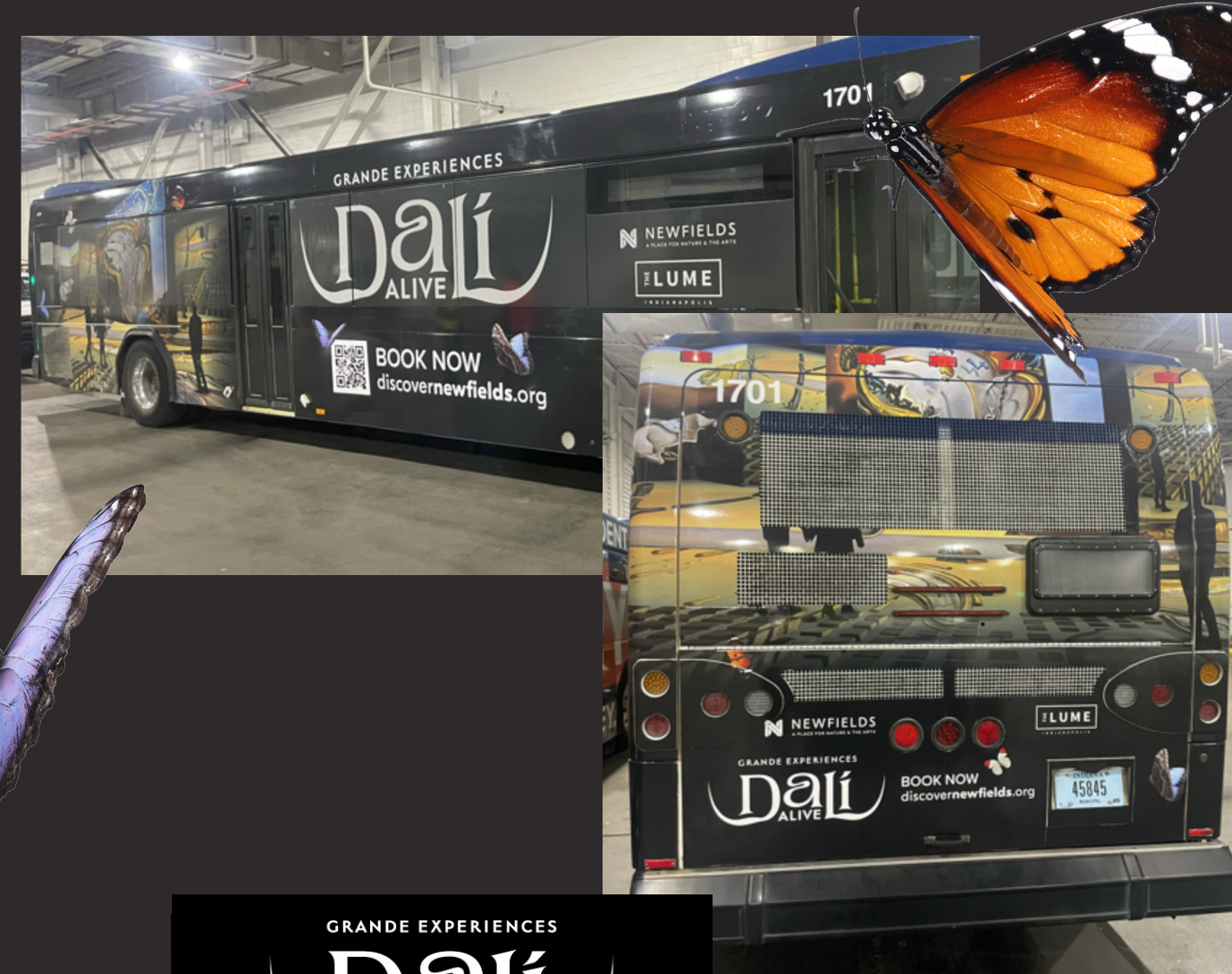




## SURREAL SCALE

I directed the flip of the space, including the planning, design, painting, decor, printing, installation, and photography of the space. The graphics involved many the large scale wall graphics and and a full elevator wrap.

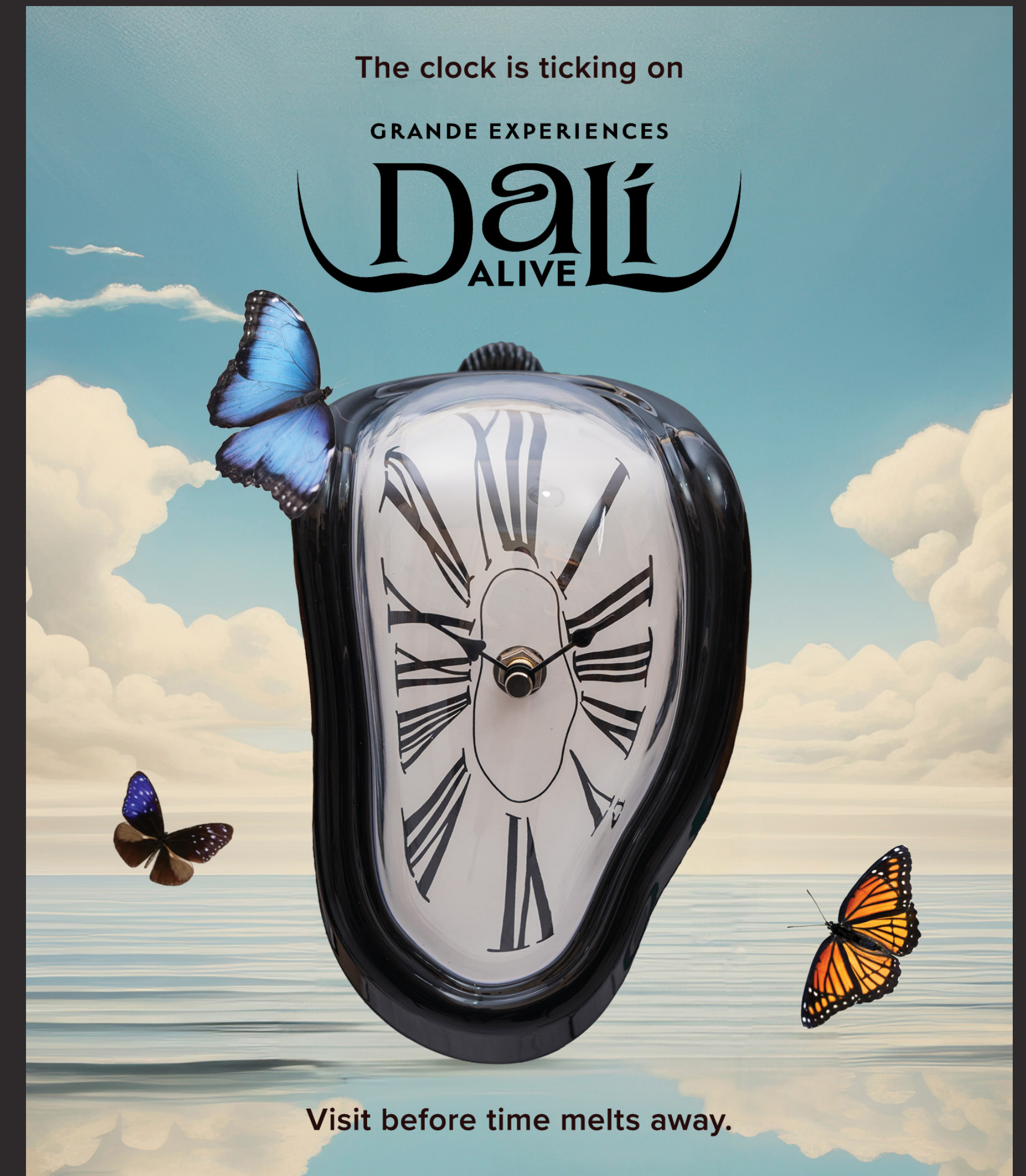




## MEDIA STRATEGIES

To navigate lengthy approval processes with Legal and Intellectual Property, I directed a photoshoot and developed a visual approach that incorporated original illustrations and graphics inspired by Dalí's iconic motifs, such as butterflies and melting clocks. This creative solution maintained the essence of Dalí's work while ensuring compliance and efficiency.

- Circle Center Skywalk OOH: In Market During Taylor Swift's *The Eras Tour*
- OOH static and digital bulletins: Nearly 4M Impressions
- IndyGo Buses
- Pattern Magazine
- Top Performing Asset: Indy Today Lead Story
- Total Paid Impressions: Over 30 Million



Get tickets at [discovernewfields.org](https://discovernewfields.org)

**NEWFIELDS**  
A PLACE FOR NATURE & THE ARTS

**THE LUME**  
INDIANAPOLIS

MORE TACTICS

- Standard Display
- TikTok
- Meta Paid & Organic Social
- Indy Monthly
- Reagan OOH
- High Impact Display
- CTV
- Streaming Audio

GRANDE EXPERIENCES

Dali

ALIVE

LET'S GET SURREAL

GET TICKETS NOW

NEWFIELDS

THE LUME

Installation view of THE LUME Indianapolis featuring Dali Alive in the IMA Galleries, March 3, 2024–March 3, 2025. THE LUME Indianapolis is created by Grande Experiences, Artwork: Salvador Dalí, The Persistence of Memory (detail), 1931. The Museum of Modern Art, Given anonymously, 1931-1934. © 2024 Salvador Dalí, Fundació Gala-Salvador Dalí, Artists Rights Society (ARS), NY.

newfieldstoday

Sponsored

GRANDE EXPERIENCES

Dali

ALIVE

NEWFIELDS

A PLACE FOR NATURE & THE ARTS

THE LUME

INDIANAPOLIS

A surreal journey through Dali's imagination.

LEARN MORE

GRANDE EXPERIENCES

Dali

ALIVE

GET TIX

A surreal journey through Dali's imagination.

Get tickets now at [discovernewfields.org](https://discovernewfields.org)

NEWFIELDS

A PLACE FOR NATURE & THE ARTS

THE LUME

INDIANAPOLIS

Rendering of THE LUME Indianapolis featuring Dali Alive courtesy of Grande Experiences. Artworks (left to right): The Persistence of Memory, 1931; Melting Watch, 1954; and The Descent of Man or The Persistence of Memory, 1925–1926. © 2024 Salvador Dalí, Fundació Gala-Salvador Dalí, Artists Rights Society (ARS), NY.

Following For You

DiscoverNewfields

Take a surreal journey through the imaginati...

Sponsored

Promoted music

Buy tickets now

Home

Discover

+

Notifications

Me

Newfields

Sponsored

Four. Original. Dalis. All of which haven't seen the light of day in decades, return to the spotlight. Only at Newfields.

LET'S GET SURREAL

GRANDE EXPERIENCES

Dali

ALIVE

OPENS MARCH 3

GET TICKETS NOW

NEWFIELDS

A PLACE FOR NATURE & THE ARTS

THE LUME

INDIANAPOLIS

discovernewfields.org

Step into the Surreal

Learn more

286

32 comments

32 shares



of 'Was there life on Mars? This would be one of the most scientific discoveries in his...

BY KARGO

GRANDE EXPERIENCES

Dali

ALIVE

A Surreal journey through Dali's imagination

Get Tickets Now

NEWFIELDS

discoveries in history."

BY KARGO

GRANDE EXPERIENCES

Dali

ALIVE

A Surreal journey through Dali's imagination

Get Tickets Now

NEWFIELDS



GRANDE EXPERIENCES

Dali

ALIVE

OPENS MARCH 2024

NEWFIELDS

A PLACE FOR NATURE & THE ARTS

THE LUME

INDIANAPOLIS

