



# O-NOIR

RESTAURANT

LOC & MAC

## /CASE STUDY

# O-NOIR

### /CHALLENGE

Owner's of Onoir were looking to create a series of images to promote their staff that was different and out of the ordinary, they didn't want a regular portrait but something more conceptual and eye-catching. At the same time, they were looking to keep the concept of their restaurant present and alive on the images (eat in the dark).

For their team, highlighting the fact that the waiters are visually impaired was also a big factor to take into account while creating the concept for the photoshoot.

### /SOLUTION

We did some creative sessions with the management team of O-noir and created the idea for the photoshoot, in which their staff was to be photograph with black paint over a black background, symbolizing the obscurity of their restaurant. We also added the geometric shapes on their faces emphasizing the eyes as the main element of the images.

For the videos, we did short clips of the staff turning in which they seem to appear and disappear from the dark, along with their names and the position they occupy at the restaurant.

### /RESULTS

All the images are ready to be launched soon, they will mainly be used on their website and social media campaigns during summer 2017.



"We were very happy with the images and the photoshoot in general, it was a highly professional work and we loved the production"

Alejandro Martinez,  
Manager O-Noir Restaurant