

PlayLab Would Like To

Make a Scent With
a Surprise Inside

What Do You Mean You'd "Like To"?

During the 20 years of PlayLab, many ideas have been proposed in various forms. Some were realized, and some weren't. Regardless—the core of the studio's existence is in its ability to propose things it wants to make. In conjunction with the studio's 21st anniversary, we are launching playlab.org— a new website to showcase ideas we want to bring to life, but for some reason or another haven't yet.



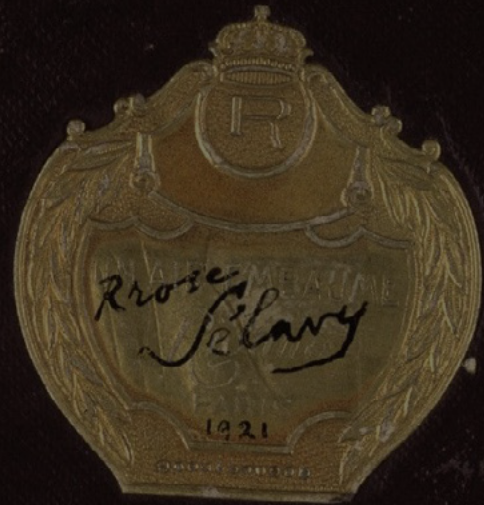
NOTE

This proposal encapsulates the initial spark of an idea,
and in no way is it a fully thought-out concept.
That said, we'd like to figure it out.

Preface



A brief look at foundational references
that give light to the proposal



Scent, as an Art Form

In 1920, Marcel Duchamp ventured into a new territory, olfactory art, along with Man Ray, by creating a ready-made work as a scent. The perfume bottle, never really thought of as a work of art prior to this moment, became a symbol of an idea. Scent, an art form we never really considered, became incredibly interesting to us.



I Really Wanna Know Whats In There

Simultaneously, we're obsessed with the characters, visuals, packaging, suspense and ritual embedded in the phenomenon of blind boxes—surprise toys in a beautiful package. Anything can be inside, creating a special affinity for whatever it ends up being.

Ritual

We all need a reminder to slowdown, especially us. On the eve of moving into our newly designed studio, we're longing for some sort of ritual that keeps us grounded and focused. When combined with scent, and the act of surprise, an idea emerged.

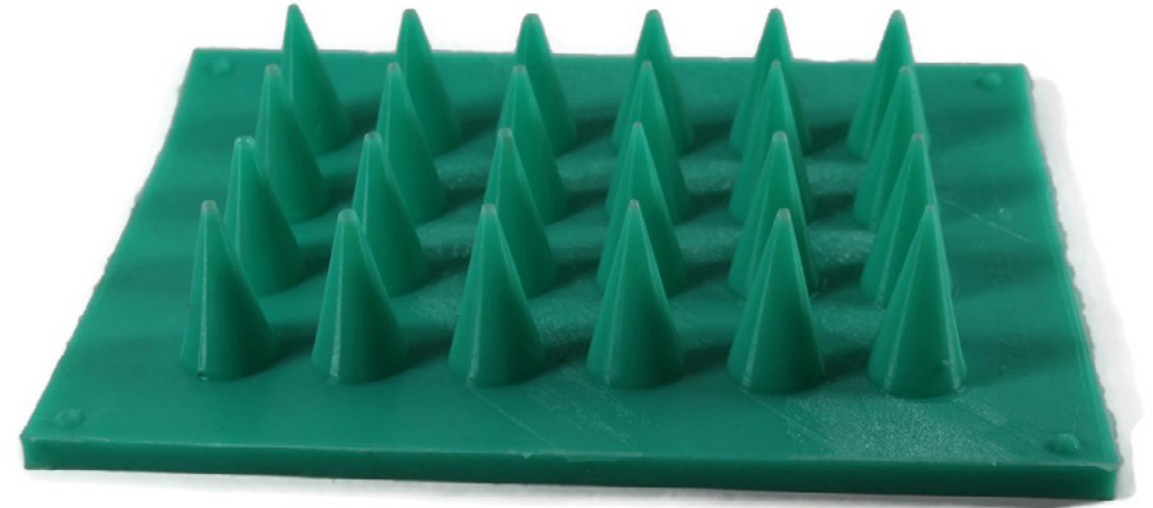
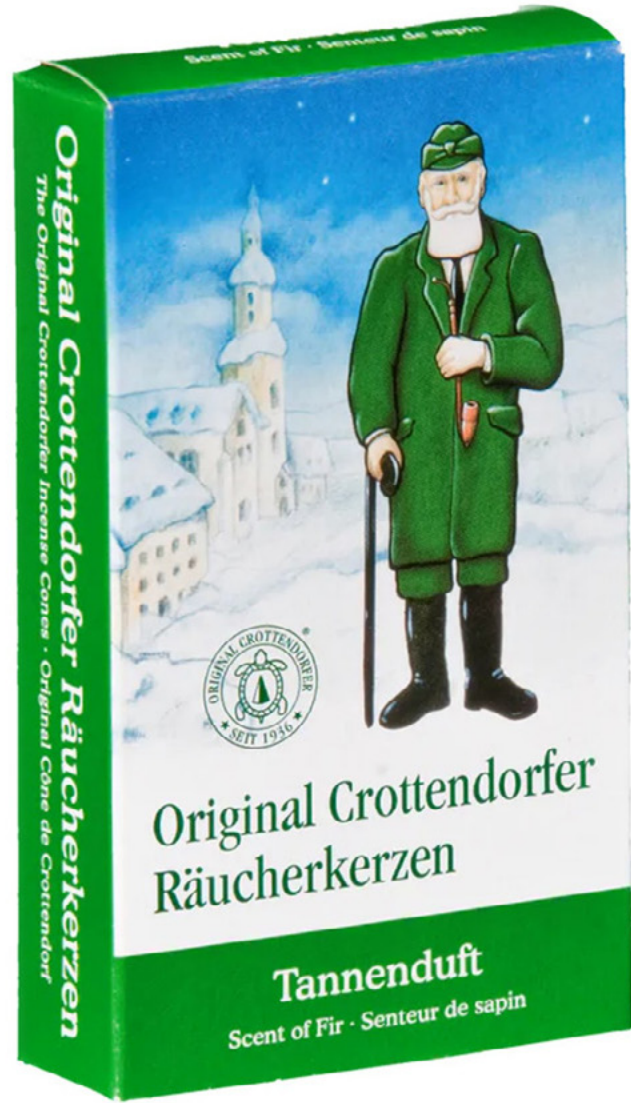
Concept



A high-level look at the proposed idea,
and an initial look at images to support it

It's Close, I Can Smell It

A pyramidal-shaped incense cone that when burned down, reveals a surprise, small, shiny metal object. For the concept, we've imagined these objects as miniature models of PlayLab's individual team members, as well as other options. Additionally, we've explored options for metal bases to display your objects during and post-burn.

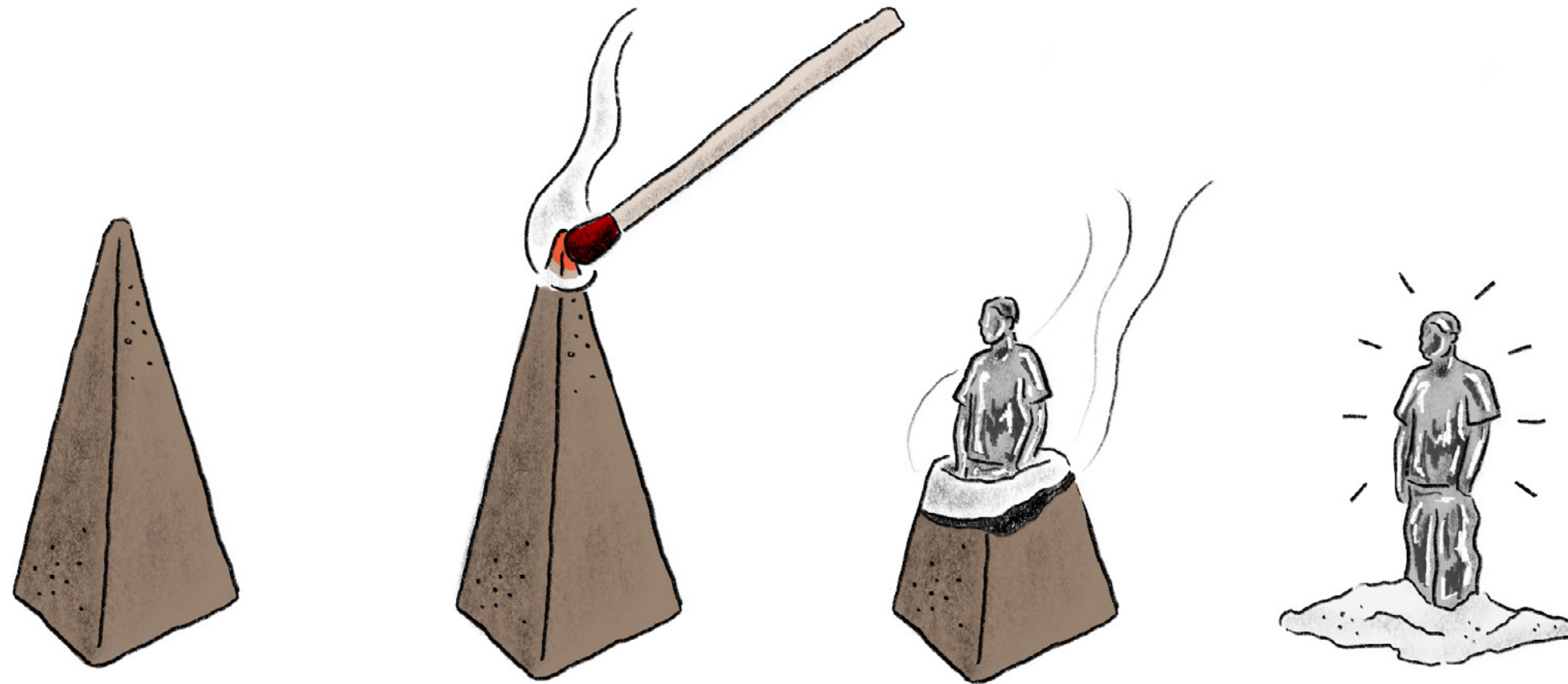


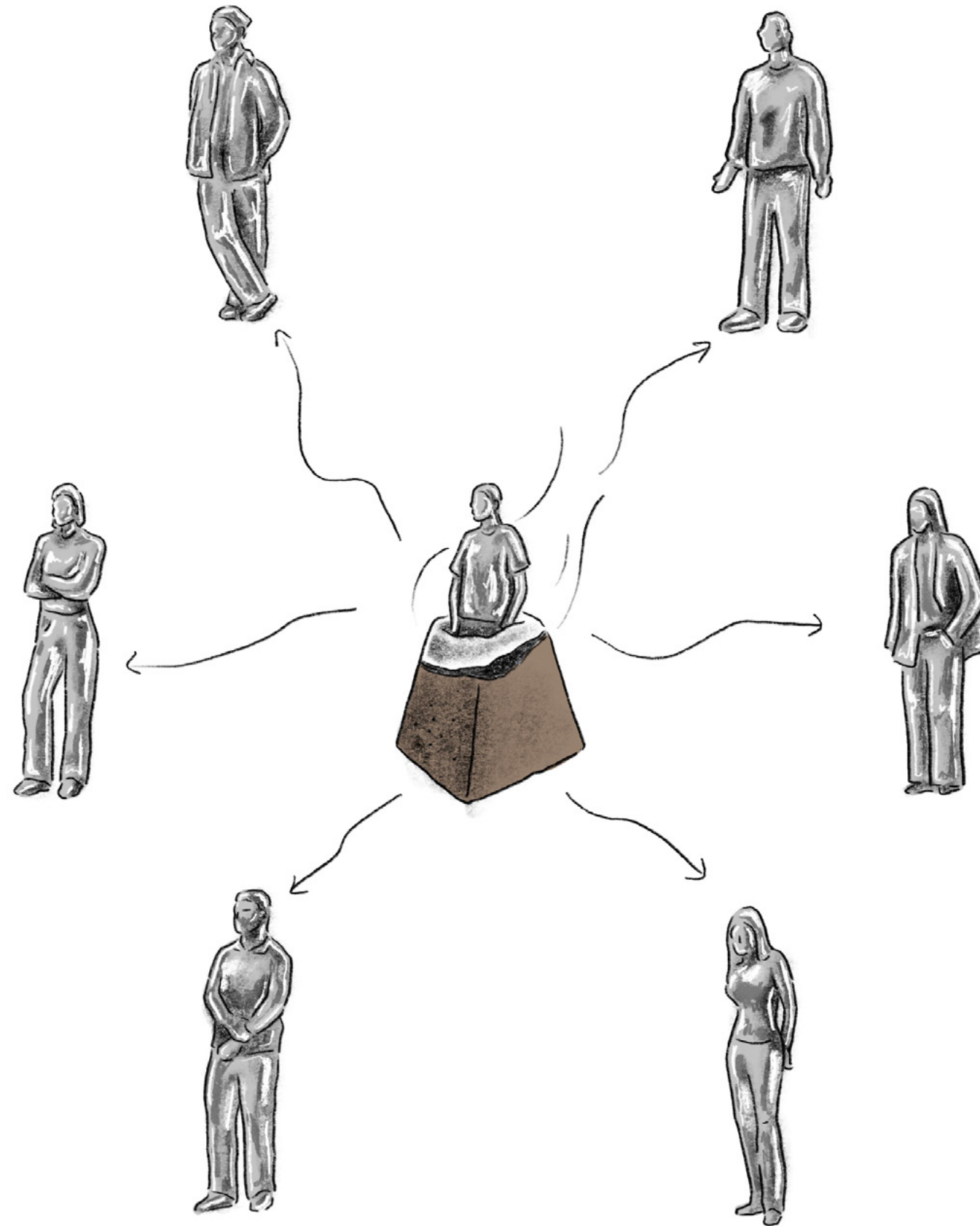
Details

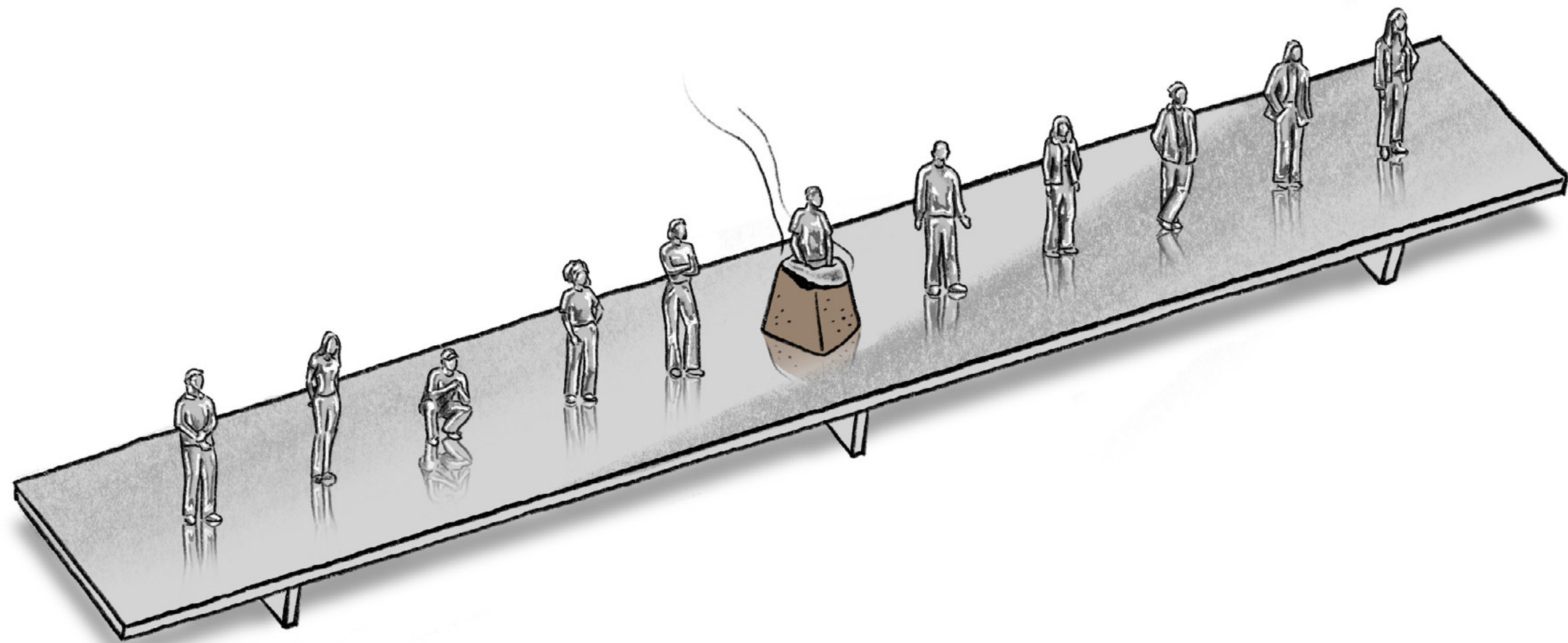


An overview of potential inside surprises,
told through sketches.

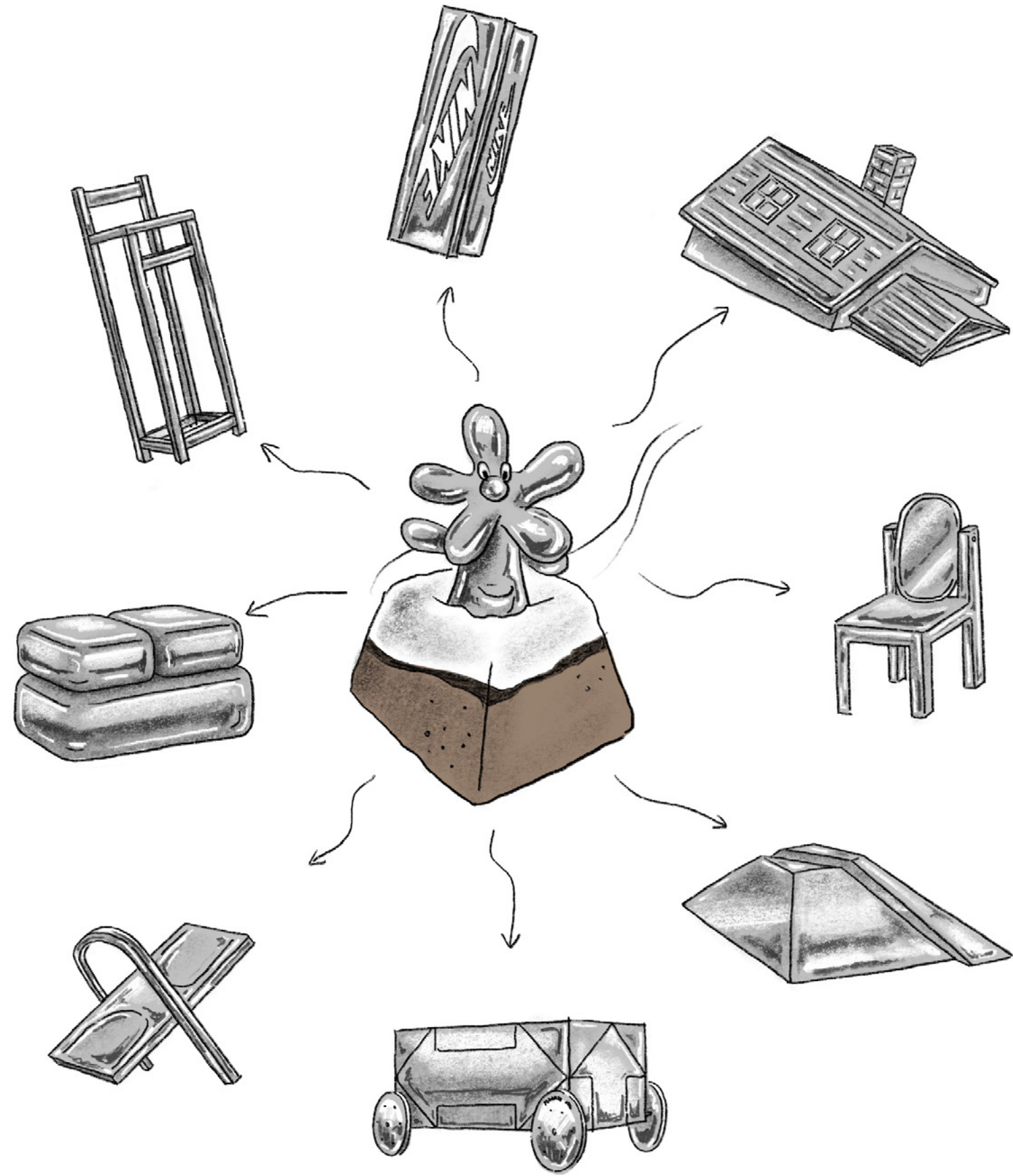
Diagrams

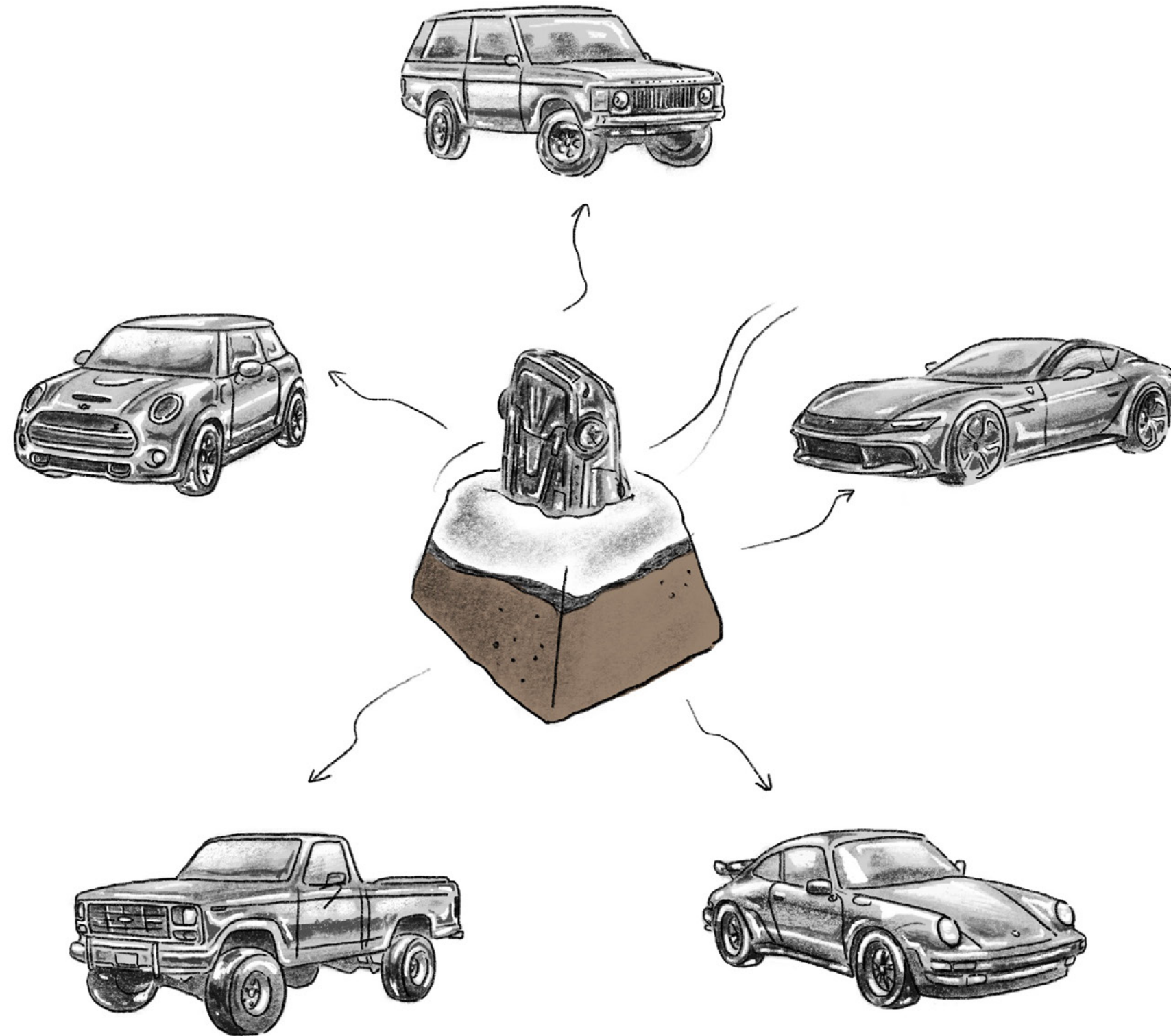




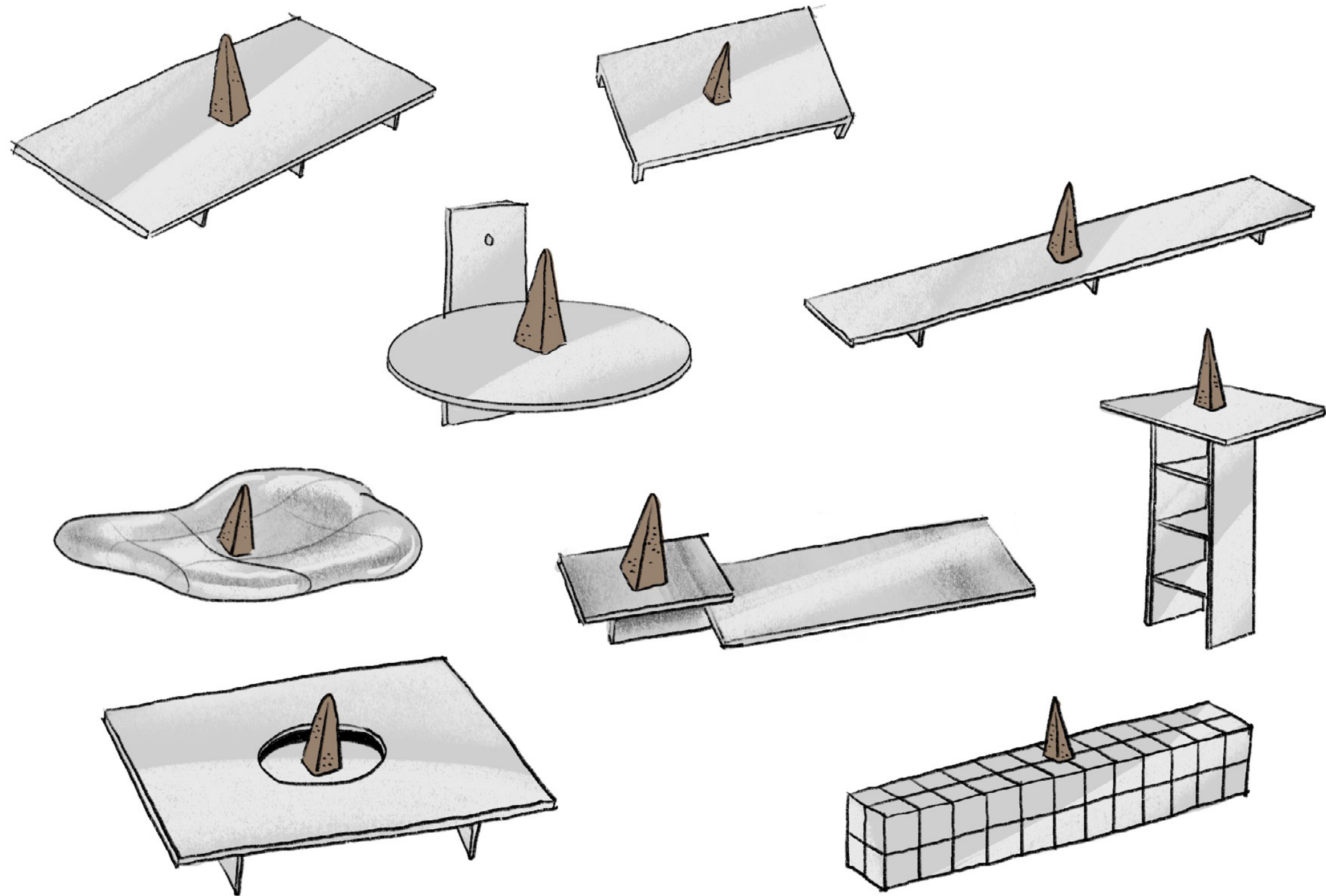


Object Options

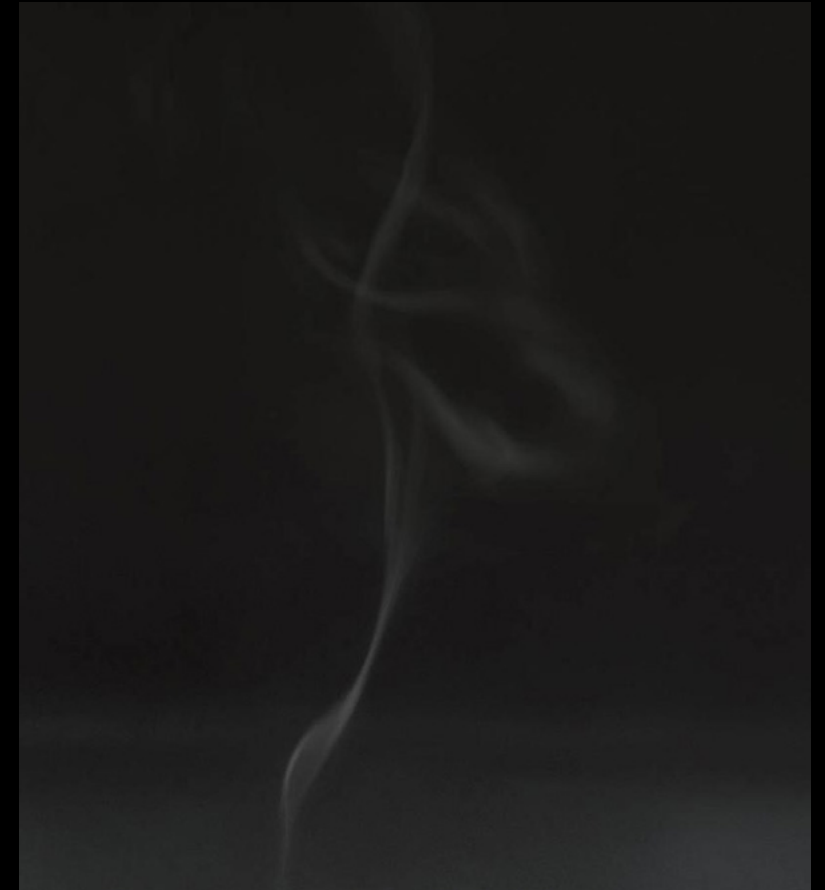




Platform Options



You can find everything PlayLab Would Like To do at playlab.org



“Can’t you just smell the stench in the air?”
—Marcel Duchamp

Inquiries:
wouldliketo@playlab.org
917-979-3489