



BLACKSTAGE® PRODUCTIONS

CREATIVE DESIGN BRIEF

Every watch begins with an idea.

The most meaningful ones begin with a story.

INTRODUCTION

Every meaningful object begins with a story.

Designing a watch that truly reflects an individual, a band, or a creative universe requires more than technical specifications or aesthetic choices. It begins with understanding identity, inspiration, values, and the narrative that gives the project its purpose.

This document has been created to guide that exploration. Through a series of questions and reflections, it aims to uncover the elements that define your vision: the influences that shape your aesthetic, the story you wish to share, and the audience you want to connect with.

Rather than a simple questionnaire, this process is intended as a creative dialogue. The insights gathered here will help translate ideas, emotions, and references into a coherent design language, ensuring that the final watch becomes more than an object, it becomes a meaningful representation of the story behind it.

Each answer contributes to shaping the identity of the piece, guiding both the creative direction and the narrative that will surround it. The goal is to create a watch that feels authentic, intentional, and deeply connected to the universe it represents.

IDENTITY, INSPIRATION & CREATIVE DIRECTION

Designing a watch that truly reflects a person, a band, or a story requires more than selecting materials or shapes. It begins with understanding identity, inspirations, emotions, and the deeper narrative that defines the project.

This section aims to explore the universe behind the watch: the aesthetic preferences, cultural references, personal influences, and symbolic elements that shape your vision. Through these questions, we seek to identify the codes, moods, and inspirations that resonate most with you.

The objective is not simply to gather preferences, but to uncover the elements that make this project unique: the story, attitude, and visual language that the watch should embody. These insights will guide the creative direction and help translate your identity into a coherent and meaningful design.

CREATIVE IDENTITY & WATCH DESIGN BRIEFING

Goal: Understand who you are.

- If your band / person was a symbol, what would it be ?
- Three words that define you.
- Three words you never want associated with you.
- Are you more:
 - Raw or refined ?
 - Dark or luminous ?
 - Aggressive or controlled ?
 - Minimal or baroque ?
 - Mythical or realistic ?
 - What is your internal contradiction ? (e.g., chaos vs discipline)

PERSONAL MYTHOLOGY & STORY

Goal: Extract narrative material.

- What story defines you ?
- Is there a moment (concert, lyric, album, life event) that changed everything ?
- If this watch had a title, what would it be ?
- What do you want the wearer to feel ?
- What message should this piece transmit in silence ?
- What would make this watch feel powerful ?

AESTHETIC UNIVERSE

Goal: Define visual language.

- What visual references resonate with you ?
 - Architecture ?
 - Military ?
 - Gothic ?
 - Brutalist ?
 - Aviation ?
 - Mythology ?
 - Street culture ?
 - If other, what would it be ?
- Favorite materials :
 - Steel / Titanium / Gold / Bronze,... ?
 - Matte or polished ?
- Preferred color palette ?
- What textures attract you ?
 - Worn metal
 - Burnt surfaces
 - Lacquer gloss
 - Carbon fiber
 - Engraving / relief
 - If other, what would it be ?
- Do you prefer :
 - Hidden details or bold statements ?
 - Subtle codes or obvious identity ?

EMOTIONAL DRIVERS

Goal: Understand what you are sensitive to.

- What moves you more :
 - Exclusivity ?
 - Performance ?
 - Symbolism ?
 - Technical innovation ?
 - Heritage ?
 - Provocation ?
 - If other, what would move you ?
- Do you prefer admiration or mystery ?
- Should this watch :
 - Impress ?
 - Intimidate ?
 - Seduce ?
 - Inspire ?
 - Disturb ?
 - If other, what ?

RELATIONSHIP WITH TIME

- What does time represent for you ?
 - Pressure ?
 - Legacy ?
 - Mortality ?
 - Discipline ?
 - Chaos ?

- If other, what does it represent ?
- Are you nostalgic or forward-driven ?
- Should this piece feel :
 - Vintage ?
 - Futuristic ?
 - Timeless ?
 - Apocalyptic ?
 - If other, how should it feel ?

COMMERCIAL & POSITIONING VISION

- Is this :
 - A collector's trophy ?
 - A band symbol ?
 - A wearable artwork ?
 - A future icon ?
 - If other, what would it be ?
- Price positioning comfort zone ?
- How do you want it to be sold ?
 - Private collectors ?
 - Through concerts ?
 - Limited online drop ?
 - If other, how ?

RISK APPETITE

- Are you comfortable breaking traditional watch codes?
- Would you accept:

- No logo on dial ?
- No traditional hands ?
- Radical case shape ?
- What is too far ?

LEGACY & PERMANENCE

- In 20 years, what should this piece represent?
- Should this be :
 - A milestone ?
 - A rebellion ?
 - A monument ?
 - If other, what would it be ?
- If this is your only watch ever made, what must it contain ?

PRACTICAL CONSTRAINTS

- Wrist size ?
- Weight tolerance ?
- Daily wearable or stage piece ?

LYRICS & CODES

- Are there specific lyrics that should be embedded ?
- Hidden engravings ?
- Symbolic numerology ?
- Album-related visual codes ?

REPRESENTATION, AUDIENCE & STORY

Every watch tells a story, but the most powerful pieces are those that clearly represent something — a person, a philosophy, a band, a moment, or a vision. Equally important is understanding who the watch is meant for, and how it will be perceived by those who encounter or wear it.

This section focuses on defining the narrative and audience behind the project. By exploring who the watch represents and who it is intended for, we can better shape its positioning, symbolism, and emotional impact.

Understanding the intended audience, their values, and their relationship with the story being told allows the design to resonate more deeply. Whether the watch is meant to connect with a dedicated community, a circle of collectors, or a wider audience, these insights help ensure that the final piece remains authentic, meaningful, and aligned with the vision behind it.

WHO IS THIS WATCH REALLY FOR ?

(Not who you *think* will buy it — who it is meant for.)

- Is this watch for :
 - fans ?
 - Elite collectors ?
 - Industry insiders ?
 - Personal friends ?
 - Yourself ?
 - If other, for who ?
- Is it made for admiration or recognition ?
- Should the buyer feel :
 - Part of a tribe ?
 - Part of an elite circle ?
 - Part of your inner world ?
 - Like an outsider holding a secret ?

PRIMARY TARGET PROFILE

Define the *exact* person

- Age range ?
- Gender relevance ?
- Geographic focus ?
- Are they already watch collectors ?
- Are they fans first or collectors first ?
- Do they buy emotionally or analytically ?
- Do they purchase quickly or after research ?
- Do they value rarity?

PSYCHOGRAPHIC PROFILE

- Are they:
 - Rebels ?
 - Intellectuals ?
 - Status-seekers ?
 - Minimalists ?
 - Myth-seekers ?
 - Investors ?
 - If other, what would they be like ?
- Do they prefer subtle signals or bold identity ?
- Are they attracted to :
 - Dark aesthetics ?
 - Heritage ?
 - Futurism ?

- Military inspiration ?
- Esoteric symbolism ?
- If other, what would they be attracted to ?
- What frustrates them in current watch offerings ?

WHAT DOES THE WATCH REPRESENT ?

Now we move from buyer to symbolism

- Does the watch represent :
 - The band ?
 - A specific album ?
 - A specific song ?
 - A personal milestone ?
 - A philosophy ?
 - A fictional character ?
 - A historical reference ?
 - If other, what would it represent ?
- Is this :
 - A tribute ?
 - A rebellion ?
 - A continuation ?
 - A reinterpretation ?
 - If other, what would it be ?
- Is the watch about :
 - Power ?
 - Time?
 - Mortality ?

- Fame ?
- Freedom ?
- Spirituality ?
- If other, what would it be about ?

WHOSE STORY IS BEING TOLD ?

- Is this:
 - Your story ?
 - Your audience's story ?
 - A shared story ?
 - A fictional narrative ?
- Does the buyer identify *with you* or *aspire to you* ?
- Should the wearer feel :
 - Like you ?
 - Like a disciple ?
 - Like a co-creator ?
 - Like a guardian of something rare ?
 - If other, what would he feel like ?

TRIBE VS INDIVIDUAL

- Should owners recognize each other ?
- Should it create belonging ?
- Or should it create isolation and mystique ?

LONGEVITY OF THE AUDIENCE

- Is this a moment piece ?
- Or the beginning of a long-term chapter ?
- Should future editions exist ?
- Should owners feel they are part of the “first wave” ?

CONFLICT & TENSION

- Who would *hate* this watch ?
- Who would not understand it ?
- Is that intentional ?
- If only 10 people could own this watch in the world:
 - Who should they be ?
 - And why ?

YOUR VISION

Strip everything back to its essence

If this watch had to be defined in a few words, what would it be ?

*From these answers begins the creation of a watch that could only exist because of you.
Not just an object, but a fragment of your story made permanent.*