This concept book introduces you to It’s Nice That’s new multidisciplinary event experience, The Nice Lab. The concept is directed to a vivid and inquisitive target group, the Curious Creatives.

Written from the brand’s point of view, it aims to brief about influences and motivations that led to the concept and inspire It’s Nice That with fresh and uplifting approaches to extend their international audience and increase brand value.
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It’s Nice That is an online platform that aims to celebrate creativity and make inspiration accessible for everyone. Featuring a variety of creative disciplines, such as art, graphic design or fashion, we intend to give a voice to aspiring talents. Believing in proactivity, humanity and collaboration, our platform takes a role of an interactive and engaging network.

The website is the contentual core of It’s Nice That. Publishing up to ten articles and features a day, our team of creative editors shares talent of all kind. Our regular feature “The Graduates” particularly provides emerging creatives a chance for online exposure and recognition. Next to our online presence, we biannually publish a printed magazine “Printed Pages” and curate our monthly short talk series “Nicer Tuesdays”, held in London.
To do so, we enthusiastically feature the following disciplines:

- Advertising
- Animation
- Architecture
- Art
- Fashion
- Film
- Furniture Design
- Graphic Design
- Illustration
- Interactive
- Photography
- Product Design
- Publication
- Sculpture and
  Set Design.
BRAND INTRODUCTION

BE PROACTIVE!
BE BRAVE!
BE CURIOUS!
BE HUMAN!
BE COLLABORATIVE!
The Curious Creatives are aged between 21 and 28 years. Being creative graduates or alumni, they study or work in fields as art, design or fashion. At home in vibrant hotspot cities like Amsterdam, London or Berlin, they live in shared flats with friends, roommates or partners. For leisure and recreation, they enjoy mingling with like-minded fellows and particularly please exploring cultural events like exhibitions or festivals.

Not only on a sociable, but also on a professional basis, the Curious Creatives truly believe in real life togetherness and interconnection. Therefore, they crave interdisciplinary study opportunities with cross-departmental collaboration. For own creative process, they mainly gain inspiration from other artists and disciplines. Seeing collective progress way above mutual competition, the Curious Creatives are always eager and excited to team up for collaborative projects and experimentation.
This target audience is *inquisitive and awake* and aims to go beyond what's established.

They question more, trust less and feel a deep desire for transparent and open structures. As the borders of creative disciplines are fading, also *brands are expected to be candid, multifaceted and all-engaging.*

Being cultural consumers, the Curious Creatives want to be included and cultivated.
Patricia Mascarell Llomardt
architect & fashion textiles
graduate
BUSINESS INTENTION:
We’re going abroad!

The Nice Lab will take in a vital part in our brand communication. It will be It’s Nice That’s first event that goes abroad our base, the U.K. The core of this decision brings us back to our regular online feature “The Graduates”, we opened up to worldwide applicants for the first time in 2018. The resonance and international submissions were simply exceptional, which proofed us that our international readership wants to be involved in plenty of what we do.

By kickstarting the new event overseas, It’s Nice That will raise international brand awareness, enlarge its target group in creative metropolises and boost renown and relevance within its existing audience.
the NICE lab
The Nice Lab is It's Nice That’s new multidisciplinary offline experience, dedicated to the concept of “co-creativity in progress”. It is the ultimate living lab for creative graduates: A playground for exuberant curiosity and collective experimentation.

Providing an environment for free-spirited thinking, The Nice Lab stimulates to unlock expertise and explore the magic of fusing and merging it with others. Hence, it encourages to team up, be messy and chaotic, and reinvent own talents by sharing and exchanging perspectives and skills. The Nice Lab means to interconnect and support the new generation of emerging talent, as collectivity is what makes the creative culture thrive.
In order to vitalise the concept of “co-creativity in progress”, the three key approaches of The Nice Lab are simple, yet substantial: Praising creativity, cheering interdisciplinarity and embracing collective progress.

By embodying this new concept, It’s Nice That cannot only inspire its audience as an online platform but also become a true ambassador in uniting diverse talent as a brand.
Once a summer, It’s Nice That will call graduates from design, fashion and art colleges to learn, work and collaborate in The Nice Lab. A place where curiosity is triggered and collective experimentation is lived. It gives the ultimate chance to break out of the routine and kick start impulsive creative energy by uniting an inquisitive, multi-skilled community.

The goal of the event series is to nourish the newest generation of talents with inspiration from various artistic fields and to give them a space to interact and interconnect.

This multidisciplinary workshop event encourages the graduates to open up their developed expertise and allow artistic verve to run free. By collective experimenting and playing, they can learn how to connect and reinvent their qualities in completely different areas.

Every edition of The Nice Lab will broadly discuss a theme of the contemporary zeitgeist which stimulates productive discussions and provides room for thriving imagination and outstanding ideas. Participants are animated to allow everything and thus extend their spectrum of creative insights to draw from.
The Nice Lab not only aims to interconnect but also support emerging talents on their way to future career.

Creative professionals will be invited to guide hands-on workshops and share their gained knowledge and experience of the industry. The three-day event will kick off with getting to know peers and coaches, followed by an intense day of experimenting and creating together. Concluding with an open exhibition, the event closing will attract recruitment agencies and a broad professional crowd in search for emerging talent.

As a result, The Nice Lab is also means to actively and directly link the graduates to the industry. On the opposite side, it supports employers in the creative sector with a pool of highly skilled and motivated graduates for possible recruitment.
The way we communicate displays It's Nice That's upbeat spirit and genuine philosophy.

Our tone of voice is just as our personality: Joyful and witty, without losing credibility. With our writing style, we aim to deliver juicy information with an inspirational twist. We are sociable without being obtrusive and modest without being shy. We intend to spread positivity, be thought-provoking and elicit some good giggles!
The visual language of The Nice Lab goes one in one with its tone of voice.

Sunny tones of yellow join It’s Nice That’s turquoise signature colour. Crafty effects like duct tape, ripped cloth, torn paper or handwritten elements add tactility and thereby communicate the offline factor and hands-on attitude of the concept.

Chosen photography embodies the buoyant and witty character of it’s Nice That. Humorous, yet artistic images inspire to embrace spontaneous intuition. Composed into an improvised, collaged look, the visuals convey energetic emotions that are experienced in The Nice Lab.
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AMSTERDAM FASHION INSTITUTE
GRADUATION PROJECT, 2019
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