

SMONK: DEVELOPMENT OF THE CLUB 2600 CONCEPT MAKING ART BOOK AS A
NARRATIVE OF A DISRUPTIVE COMMUNITY

WORKING PAPERS

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ABSTRACT

The Club 2600 project proposes the design of a concept making art book that serves as a means of exploration, documentation, and communication of Smonk's creative universe. Conceived as a hybrid publication combining art, design, and narrative, it seeks to construct a visual and conceptual language that reflects cultural identity and brings the community closer to new forms of printed expression.

The proposal stands out for its immersive approach: an interactive format that integrates animations, digital resources, and subjective experiences to transform the audience's relationship with editorial content. In this way, Club 2600 not only communicates Smonk's collections, but also invites users to become an active part of a community that truly demonstrates the brand's lifestyle and adds value to print media as a limited collectible product.

Based on an analysis of contemporary visual culture and the design processes that shape the brand, the project develops a visual and experimental narrative that positions Club 2600 as a modern manifesto of collective identity. Overall, the art book seeks to strengthen the connection between Smonk and its young community, consolidating the publication as an artistic and communicative experience that transcends the printed format.

KEYWORDS

Club 2600, Smonk, editorial design, conceptual art book, brand book, brand identity, creative community, contemporary visual culture, immersive experience, interactivity, animation, collectible book, experimental design.

STATE OF THE ART REVIEW

In contemporary fashion, cultural identity transcends aesthetics to become a narrative process where graphic design, editorial production, and interactivity converge to create meaningful experiences. As Gean & Duffy (2020) note, Bogotá has positioned itself as both a cultural and academic hub for fashion, reflecting its social dynamics, collective identities, and urban transformations. The city's diversity fosters a creative ecosystem where emerging brands and design collectives use fashion as a language of expression. Within this framework, Zambrini (2023) in *Fashion and Sociology I: Interdisciplinary Perspectives and Theories* expands fashion's understanding as a social and cultural phenomenon influenced by gender, sustainability, and art. Similarly, Salazar (2022) in *Fashion Studies in Colombia* connects clothing practices with popular traditions, showing how Bogotá reinterprets indigenous, floral, and musical symbols to construct hybrid urban narratives that unite the local and global.

Building upon these perspectives, Orjuela (2021) in *The Role of Graphic Design in the Fashion Sector* identifies a gap between fashion and graphic design professionals, underscoring the need for coherent visual narratives that enhance communication and cultural value. This connection is exemplified by projects such as *B Moda Digital* (Pardo & Sánchez, 2019), *Human Hue* (Gutiérrez, 2021), and *Exibell*

(Garzón, 2022), which demonstrate how editorial design strengthens authenticity, identity, and innovation within Bogotá's creative industries. Based on these precedents, the present project proposes the creation of a narrative and interactive concept-making art book as a strategic editorial tool to document and project urban fashion. By merging cultural storytelling, design, and interactivity, this proposal seeks to build an immersive experience that consolidates Bogotá's fashion identity as a space of dialogue between theory, culture, and practice.

OBJECTIVES

General Objective

To design a concept making art book titled *Club 2600*, as a narrative and interactive editorial product that communicates the aesthetic, cultural, and community universe of Smonk. The project seeks to strengthen the brand's identity through an immersive value proposition, incorporating animations, digital resources, and elements of interactivity that transform reading into a sensorial experience aimed at young people aged 15 to 28.

Specific Objectives

1. To identify the cultural, visual, and emotional imaginaries that shape the identity of the *Club 2600* community, in order to understand how these elements can be articulated within an editorial system consistent with Smonk's artistic and cultural vision.
2. To explore the narrative, aesthetic, and experimental possibilities of the editorial format to reinterpret the creative processes behind Smonk's collections, integrating visual, sound, digital, and interactive languages that enhance its cultural, sensorial, and communicative character.
3. To recognize the potential of the concept making art book as a communication and cultural positioning strategy, considering its value as a unique, collectible, and limited-edition piece, and its use as a digital marketing resource to strengthen brand visibility and foster meaningful connections between art, audience, and cultural environment.

METHODOLOGY

The Club 2600 project is developed through a mixed methodology with a qualitative and experimental approach, based on the Design Thinking model. This approach allows for understanding the audience's perceptions, behaviors, and preferences toward retro-urban aesthetics and the reinterpretation of formality, while enabling the creation and validation of a Concept Making Art Book as a sensory and interactive experience.

Each phase (empathize, define, ideate, prototype, and test) integrates qualitative methods such as ethnographic observation, interviews, and visual analysis, along with experimental actions focused on validating editorial design, interactivity, and users' emotional responses.

The qualitative approach is applied mainly during the empathize and define stages, identifying the cultural and visual imaginaries that inspire the brand, while the experimental approach is developed during the prototype and test stages through the exploration of digital resources, immersive narratives, and sensory evaluation of the product.

This process connects research and creative practice, resulting in an editorial proposal that blends aesthetic analysis, experiential design, and innovation in visual communication.

EXPECTED OUTCOME

The project aims to produce a conceptual making art book titled *Club 2600*, established as an immersive and interactive editorial piece that coherently and sensorially communicates Smonk's creative universe. The project seeks to materialize the brand's cultural and community identity through an experimental visual language that merges art, design, narrative, and technology.

Beyond positioning itself as a living brand experience, the project seeks to add value to printed media by conceiving the *art book* as a collectible object. Each edition will be limited and linked to a specific Smonk collection, creating a closer connection between the consumer and the creative process behind the brand. In this way, *Club 2600* promotes a culture of collectible books, where print becomes an emotional, tangible, and exclusive medium within the Smonk universe.

Ultimately, the project aspires to establish a new format for brand communication—artistic, experiential, and participatory—that strengthens Smonk's identity and its relationship with a young, creative, and culturally active community.

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