



## Christopher Latouche

Creative Director &  
Interdisciplinary Designer

Architectural Design  
**School of Visual Arts**

Graduate Certificate  
Content Development & Storytelling  
**University of California, Berkeley**

B.A. Mass Communication,  
**Norfolk State University**

Christopher Latouche is a visionary Creative Director and interdisciplinary designer based in Nashville, Tennessee.

His practice invites others to rethink the intersections of creative direction, design, contemporary art, and advocacy.

With a keen eye for design and a strong emphasis on writing and strategy, his work has evolved from entertainment-based storytelling to exploring how those same skills—narrative, visual communication, and immersive experience—can bridge disciplines and shape new strategies across film, landscape architecture, graphic design, urban design and planning. By applying the language of storytelling to the built environment, he reveals overlooked connections, challenges dominant perspectives, and creates pathways between seemingly disparate worlds to rethink how we engage with space, history, and culture.

### Christopher Latouche, LLC

Creative Director

[Current](#) | As the Creative Director, I lead a talented team executing creative projects across various mediums, including film, graphic design, brand identity, and architecture. The studio plugs directly into pre-existing client teams.

### Selected Projects (2018-2024)

#### MASS Design Group

##### [Eames Institute of Infinite Curiosity](#)

[The Eames Institute | Sonoma and Marin County, California USA \(2024-\)](#)

[Creative | Master plan to transform a valley site into a new campus for research in conservation, infrastructure, and entrepreneurship.](#)

##### [Sugar Land 95 Cemetery Revitalization & Museum \(2024-\)](#)

[Fort Bend Independent School District | Sugar Land, Texas, USA](#)

[Creative | Memorial cemetery and museum reckoning with the legacy of mass incarceration and racism in America. 8,900 sq ft](#)

#### Previous Experience

##### [The 92 Group, LLC](#)

Creative Director

2019-2024 | Presented concepts, copy and art during internal and client reviews. Led design across conceptual, schematic, design development, and construction document phases.

##### [Kendrick Lamar's Mr Morale and the Big Steppers Tour](#)

[PgLang, 92 Group | USA, Paris](#)

[Creative | Managed and designed creative direction for tour, working with animation to design video content for a song titled Father Time.](#)

### Sasaki Associates

Urban Designer / Planner

2022-2023 | Implemented & designed [Residency](#) focused on communications, workplace strategy, social justice, urban planning, landscape architecture.

### Spotify | Target | Honda

Creative Director for Quantasy & Associates

2020-2022 | Conceived campaigns, created pitch deck presentations, and [developed creative assets](#) for major brands; Honda, Target, Spotify

### The SpringHill Company

Creative

2018-2019 | Shot, edited, and produced short films for digital media with [Lebron James](#) and various athletes globally.

### Awards & Honors

#### [Grammy Nominee: Best Music Film](#)

[2024 | Kendrick Lamar's Mr Morale and the Big Steppers Live in Paris](#)

#### Sasaki Residency

2022 | Sasaki, Cambridge, MA

#### Amazon Residency

[2019 | Samuel Stubblefield's Open Studio, Seattle, WA](#)

#### MTV Video Music Award Nomination: Best Male Video, Best New Artist

2014 | Bryson Tiller Dont, New York, NY, 2014

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## Curriculum Vitae

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Film Direction  
Art Direction



## Spotify's Frequency Global Initiative

### Los Angeles, California, USA

Date: 2022

Partners: Quantasy and Associates

Services Provided: Design, Art Direction, Copywriting, Film Production, Brand Identity

[Watch Film Here](#)

Spotify's Frequency is a global initiative celebrating Black culture, music, and creativity—amplifying underrepresented voices while promoting racial equity and justice. I led the creative team that pitched and won the project, shaping its foundation from the ground up. We developed the brand identity, manifesto, and naming, ultimately designing the entire Frequency platform. To launch the initiative, we created three films that introduced its vision to the world, establishing a bold and lasting presence.





### **Honda "Two Fold"** Los Angeles, California, USA

**Date:** 2022

**Partners:** Quantasy and Associates

**Services Provided:** Art Direction, Creative Direction, Copywriting, Film Production

[Watch Film Here](#)

As Creative Director, I led the creative direction for Honda's 2023 HR-V launch campaign, targeting multicultural millennial car buyers. The campaign featured Twofold, a dynamic creative collaboration with multidisciplinary artist Mike Carson, who reimagined the HR-V through visually stunning LED stage design and projection technology. Additionally, we produced a behind-the-scenes film that captured Mike's creative process in bringing this vision to life with Honda.

This campaign was part of an integrated media buy spanning TV, OOH, digital, and social and aired during the 2023 NBA Playoffs and Finals.





### "Shot on iphone" Film - Usher Superbowl LVIII Halftime Show

Las Vegas, Nevada, USA

Date: 2024

Client: Apple Music, NFL

Size: Film total run time: 13m

Services Provided: Creative Direction, Art Direction, Cinematography

Team: Xialong Liu, Joanna Nguyen, Mohamed Samra, Adam Hull

[Watch film here](#)

A top-secret mission in the desert. 40+ iPhones. One unforgettable experience. I was commissioned as Director of Photography for the NFL Super Bowl Halftime Show, working with Usher on Apple Music's Shot on iPhone campaign. Spending two weeks running around Vegas with an iPhone was an easy yes—capturing intimate moments through film has always been my first love. Leading a dedicated team focused solely on Usher, we shadowed him through rehearsals and preparations, revealing the passion and precision behind the performance. Pushing the boundaries of mobile filmmaking, we used over 40 iPhones in creative and unexpected ways. One standout moment? Handing an iPhone to a dancer on stilts for a breathtaking overhead shot of Alicia Keys during rehearsals.



## Creative Direction & Stage Design



### Netflix - Rhythm & Flow Los Angeles, California, USA

Date: 2021

Client: Netflix

Services Provided: Film Direction,  
Creative Direction, Art Direction, Editing

I was hired to provide art direction, performance direction, and animation for the final 3 episodes of season one of Netflix's "Rhythm and Flow", from elimination and deliberation looks, to artists performances. The show became a hit with fans, NAACP award nominated, and the winner, D-Smoke, Grammy-nominated.





## Kendrick Lamar Mr Morale and the Big Steppers Tour Worldwide

**Date:** 2023

**Client:** PgLang, The 92 Group

**Size:** Built: Main stage: 4,900 sq ft / 455 sq m (approx.)

**Services Provided:** Visioning, Concept Design, Schematic Design, Design Development, Art Direction

**Team:** Pixelface

[Watch film here](#)

As Art Director for Kendrick Lamar's Mr. Morale & The Big Steppers tour, I shaped the narrative and visual story arc for Father Time. To bring this story to life, we used animation, transforming illustrations into dynamic shadow art that played live on screen during performances—blending movement, light, and storytelling in real time. A live taping of the Paris show was later nominated for Best Music Film at the 2024 Grammy Awards.





## A La Sala Tour - Khruangbin

Indio, California, USA

Date: 2024

Client: The 92 Group

Size: 7,000 sq ft / 650 sq m

Services Provided: Content Design, Art Direction, Interpretive Design

Team: Ivan Samedi

I developed the art direction for Khruangbin's stage visuals, designing the content displayed within the LED-screen "windows" on stage. Grounded in extensive research into landscape architecture, skylines, and sunsets, the visuals were crafted to evoke natural environments—offering a serene, immersive backdrop. The goal was to create a palette cleanser amid the high-energy atmosphere of Coachella, allowing the performance to feel transportive. This work debuted at Coachella 2024 and continued throughout Khruangbin's tour.





## Clipse, Live Design

Barcelona, Spain, Europe

Date: 2024

Client: Amazon Primavera, Clipse

Services Provided: Concept Design, Content Direction, Design and Development, Interpretive Design

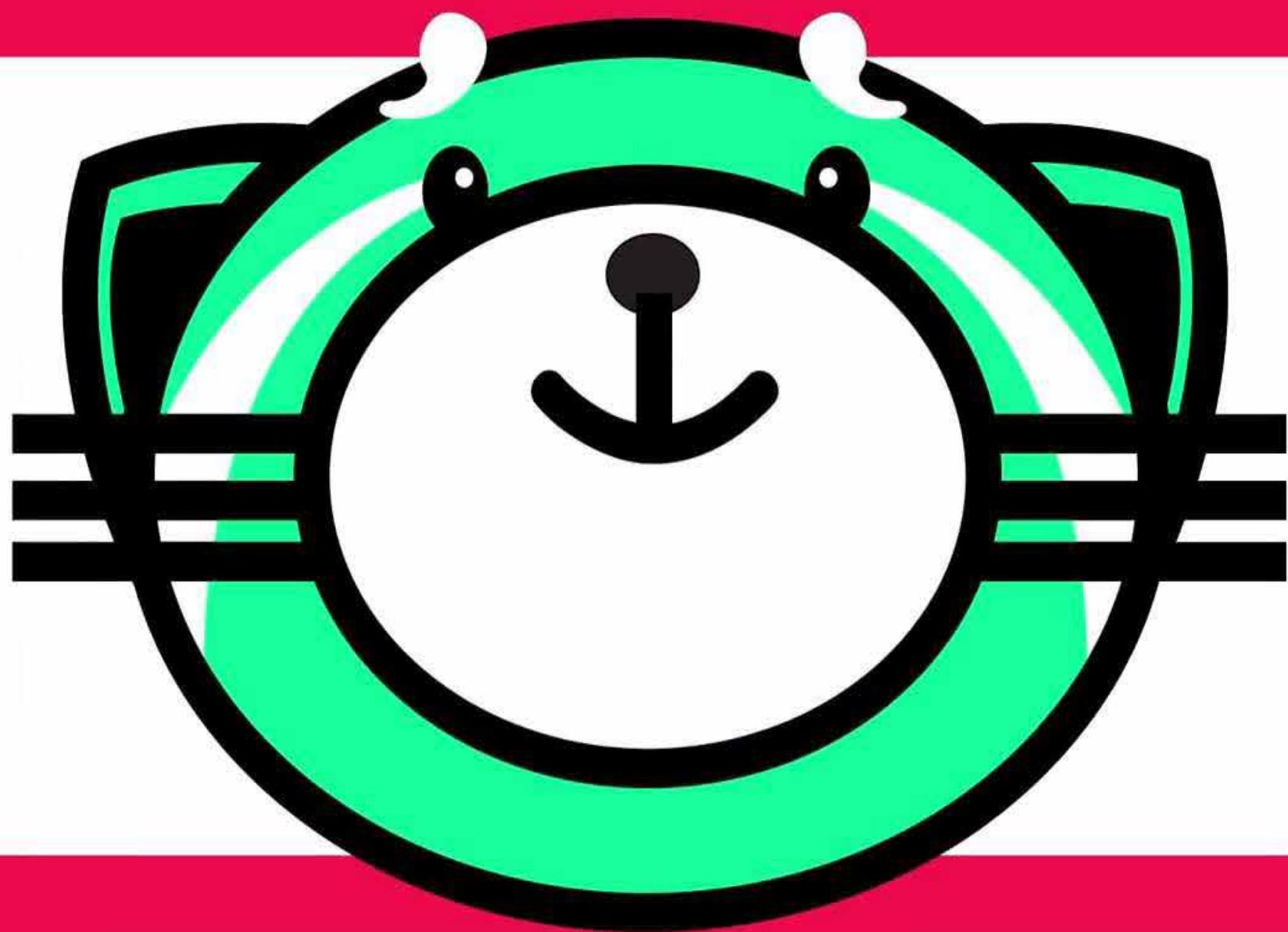
Team: Tr'vel Lyons, Ivan Samedi, Brendan O'Connor, Nicholas Matthews

[Watch film here](#)

I was commissioned to lead a small team providing full art and creative direction for Clipse's screen content at Amazon's Primavera Sound Festival 2024, resulting in the silent film installation "EXPLICIT".

"EXPLICIT" tells the story of Clipse's music, capturing the essence of the American experience through themes of work, joy, family, poverty, Black ownership, and spirituality. The film contrasts the harsh realities of over-consumption, the drug trade, and mass production with moments of joy, triumph, and resilience, emphasizing the power of Black ownership. Through a non-linear narrative, "EXPLICIT" encapsulates the complexity of Clipse's music, revealing the truths of life and death in America.





Creative Direction &  
Film Direction



## Commercial: Kissland by The Weeknd

Los Angeles, California, USA

Date: 2015

Client: The Weeknd, RCA Records

Services Provided: Film Direction,  
Creative Direction, Art Direction, Strategy

Links:

[Watch film 1](#)  
[Watch film 2](#)  
[Watch film 3](#)  
[Watch film 4](#)  
[Watch film 5](#)

I developed a multifaceted digital marketing campaign for The Weeknd's debut album "Kiss Land" to generate excitement and engagement. The strategy included a social media blitz with short-form content to build anticipation, an innovative campaign where fans could call The Weeknd directly through a phone number revealed in a commercial, and the creation of an official album commercial in collaboration with his team.

Additionally, I directed and produced a multi-part docuseries chronicling his tour, which garnered over 1 million views on YouTube. The campaign resulted in "Kiss Land" debuting at #2 on the US Billboard 200, with 95,000 copies sold in the first week.

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## Gun Violence Memorial Project

Boston, Massachusetts, USA

**Date:** 2019-In Progress

**Client:** MASS Design Group, ICA Boston

**Team:** Cristoforo Magliozzi

**Services Provided:** Visioning and Creative Direction, Film Production

**Team:** Cristoforo Magliozzi

The Gun Violence Memorial Project at the ICA Boston creates a space for remembrance and reflection, honoring lives lost to gun violence. As part of MASS Design Group's efforts, I directed a series of films that bring forward the individual stories often overshadowed by statistics. Designed to be both emotional and immersive, these films invite visitors to confront the profound impact of gun violence and the urgency of change. Through storytelling, the project fosters dialogue and deepens awareness, ensuring that these narratives are seen, heard, and remembered.





## Hearing Aid Listening Room

Boston, Massachusetts, USA

**Date:** 2023–In Progress

**Client:** Sasaki Associates

**Size:** 400 sq ft / 37 sq m

**Services Provided:** Interior Design, Construction Administration, Schematic Design, Design Development, Construction Documents, Workplace Strategy

**Team:** Xinduo Guo

[See more process here](#)

As part of a year-long residency with Sasaki, I led the redesign of the 7th-floor wellness room in the firm's new Boston office, responding to a key question from CEO James Miner: "How do you get people back in the office?" In the wake of COVID, the goal was to create a distinctive workplace amenity that encourages breaks, fosters relaxation, and strengthens both well-being and community. Inspired by Japanese Jazz Kissa, I designed a sanctuary-like listening room centered around a curated vinyl collection called Hearing Aid. Featuring soft lighting, comfortable seating, and soundproofing, the space offers an immersive audio experience—an intentional retreat within the workplace.



# Collection Development Acquisition Management Collective Memory Stewardship



## The Black Memory Archive Boston, Massachusetts, USA

Date: 2023

Client: Sasaki Associates

Size: 400 sq ft / 37 sq m

**Services Provided:** Collective Memory Stewardship, Curatorial Research & Collection Development, Acquisition Management

Team: Gabe Jenkins, Jenya Zhilina

[See entire list of books here](#)

To move beyond performative Black History Month celebrations, I led the creation of a permanent Black History library collection at Sasaki Associates. This initiative aimed to embed Black history into the firm's institutional knowledge, making Black perspectives in design an everyday resource rather than a once-a-year acknowledgment. The collection featured 150 titles spanning architecture, design, music, literature, and theory—curating influential works from authors across the African diaspora. Rare first editions like *The Souls of Black Folk* by W.E.B. Du Bois were included, offering a lasting reference for the entire firm to access and learn from. This initiative fostered inclusivity by expanding the design canon and ensuring Black voices are permanently present in the firm's knowledge ecosystem.





## Blue Mountain Coffee & Chocolate Bar

St Andrew, Jamaica

**Date:** 2024 – In Progress

**Client:** Blue Mountview Guest-house

**Size:**

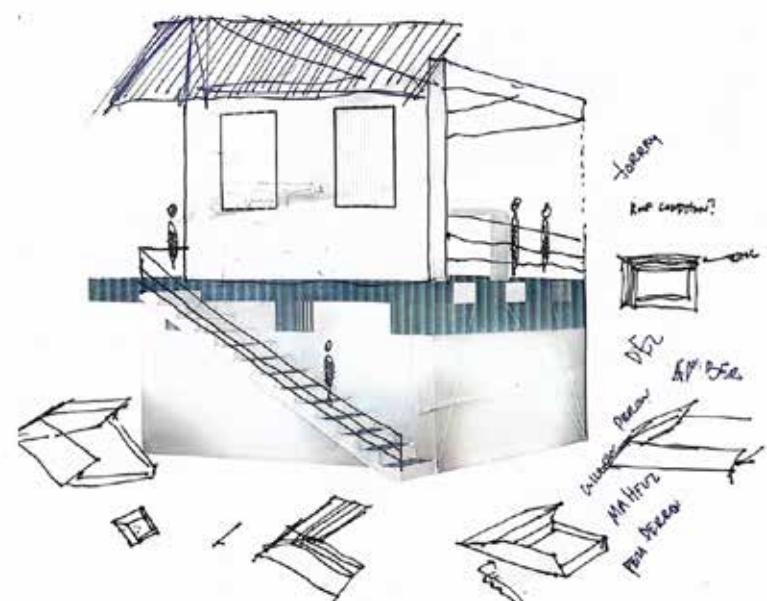
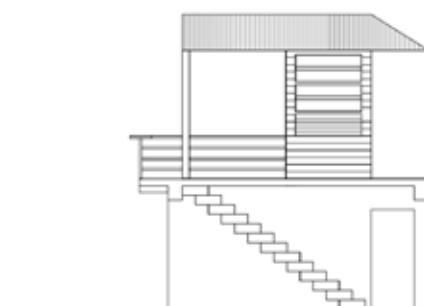
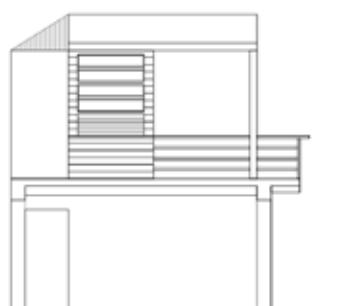
Site: 2100 sq ft / 195.09 sq m

**Services Provided:** Visioning, Interpretive Design, Engagement, Concept Design, Schematic Design, Design and Development

**Team:** Ivan Samedi

[See more Technical Drawings, Materiality, Program Here](#)

I was hired by Blue Mountview Guest House to design and conceptualize a coffee bar in the Blue Mountains of Jamaica. Reggae Kiss, (reggae vinyl bar) uses local materials on site, such as concrete, wood, glass, and zinc, to create a coffee and chocolate Kiss (cafe) Bar. Guests can listen to rare reggae on vinyl with a view and taste farm-grown coffee and chocolate. The music and coffee are both treated with delicacy and preciousness. The bar is a communal space where guests can be self-sufficient, listening to rare reggae sounds while looking through the dub archive collections.





### Research Gallery, LLP - Mural Opening & Community Activation

Nashville, Tennessee, USA

**Date:** 2024

**Client:** Printers Press, Research Gallery

**Size:** Gross Area: 80,000 sq ft / 7,432 sq m

**Services Provided:** Visioning, Interpretive Design, Engagement, Concept Design, Schematic Design, Public Memory

**Team:** Evan Roosevelt Brown

Working with Research Gallery LLP, we commissioned and curated Meg "Pie" Pollard's largest public art installation on the grounds of the former Tennessee State Penitentiary, a site marked by racial injustice and forced labor. The murals honor the Black women once incarcerated there, incorporating daffodils as symbols of resilience and rebirth.

A participatory installation inspired by the tradition of jumping rope invites public engagement, connecting past and present through movement and shared memory. Research Gallery led the project's strategy, curatorial direction, and community engagement, ensuring the artwork serves as both a memorial and a catalyst for dialogue in Nashville's evolving public art landscape.



## Other Projects & Partnerships

### Research Gallery, LLP - Adaptive Reuse

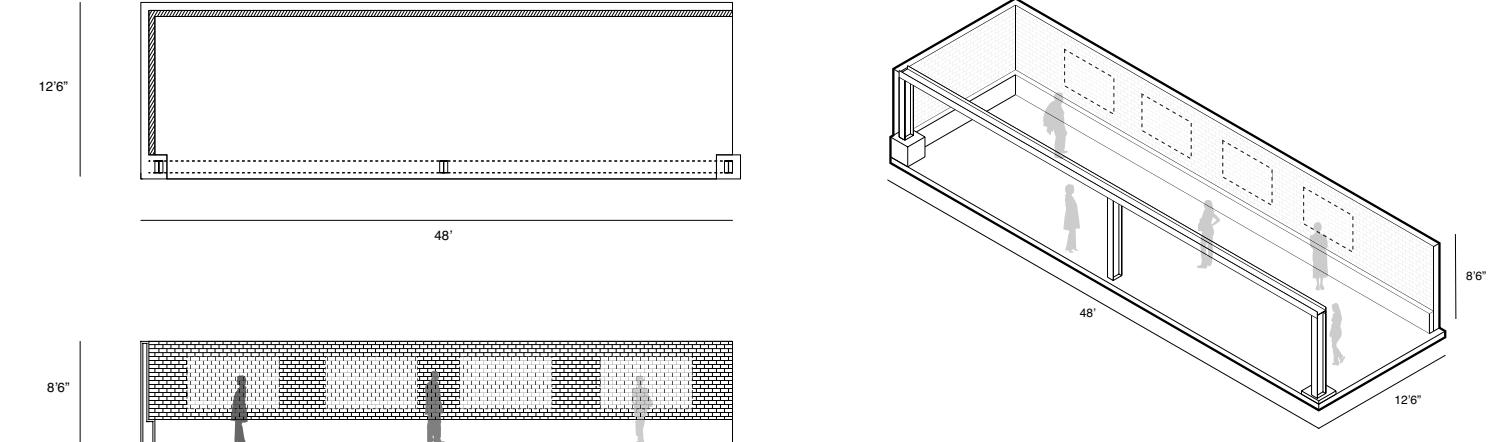
Nashville, Tennessee

Research Gallery LLP is an ongoing experiment in adaptive reuse, set in the industrial crawl space of a print shop (Printers Press). We're transforming this overlooked space into a dynamic environment that reimagines how forgotten areas can be revitalized. Through this project, we're rethinking what a gallery can be—an evolving space where art, architecture, and community intersect.

By collaborating with artists, architects, developers, and local residents, we're sparking dialogue on how such spaces can be activated to meet the needs of the community. The gallery is a testament to our belief that art has the power to breathe new life into even the most unlikely places, turning them into hubs of creativity and transformation.



Research Gallery, LLP

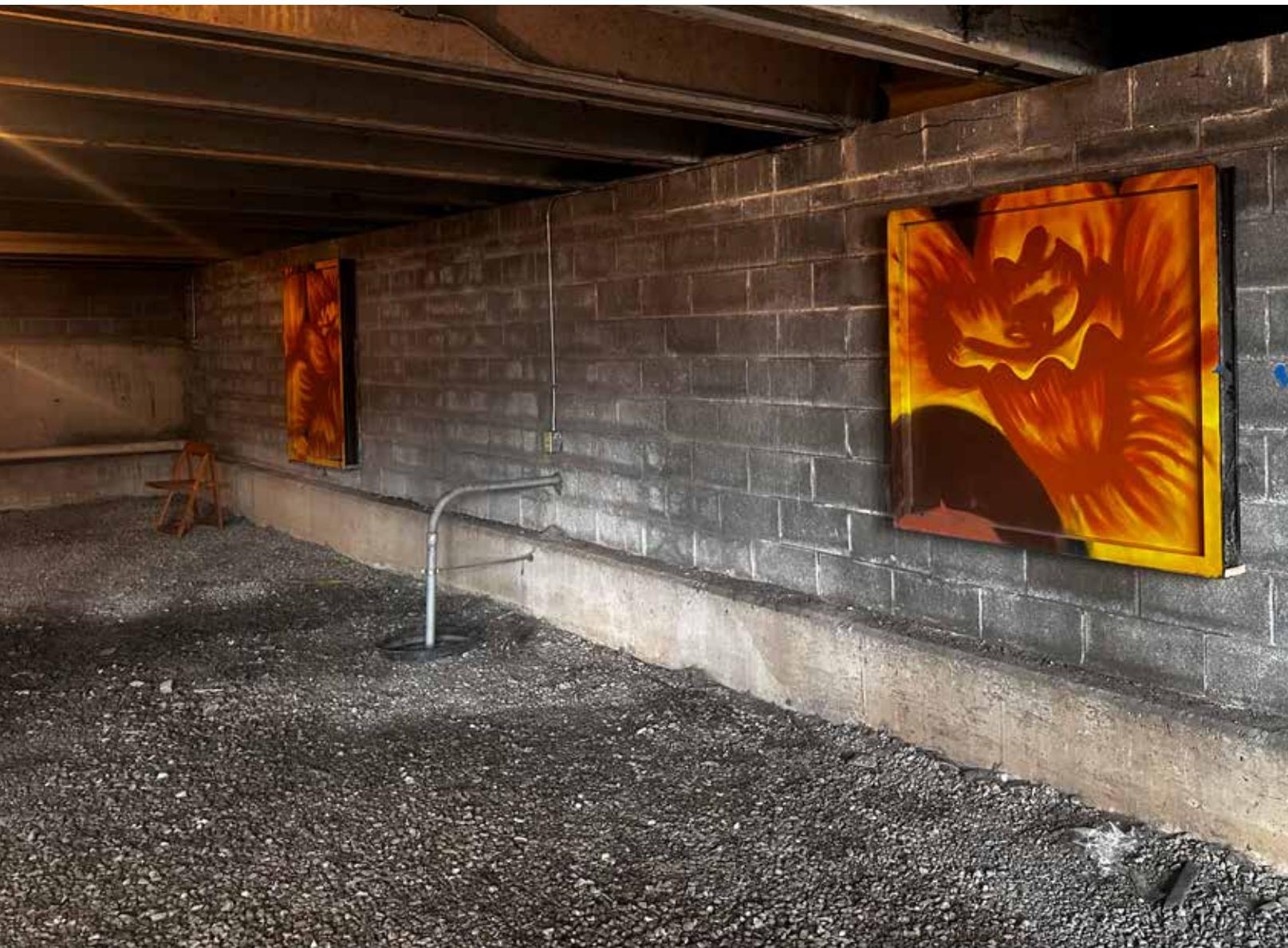


## Research Gallery, LLP - Saving the wall

Nashville, Tennessee

This exhibition traces the journey of artist Meg Pie Pollard's mural from the exterior of a Nashville warehouse to the gallery space, reframing its narrative within the shifting landscape of urban development. Originally commissioned as a site-specific work, the mural stood as one of the most accessible expressions of Black art in a cityscape dominated by guitar-filled country narratives. When the building was purchased for redevelopment, the mural became collateral in the city's rapid transformation. In response, Research Gallery LLP intervened to preserve and repurpose four large painted-over windows before demolition, ensuring that the artwork—once integral to the neighborhood's visual identity—would not be erased.

By presenting these salvaged fragments, the exhibition interrogates the intersection of art, capitalism, and urban renewal. It considers the ways in which public art can be both a marker of place and a casualty of progress, raising critical questions about cultural preservation in the face of development. Through this act of reclamation, Preserving Place asserts that art is not just an ornament of the city, but an essential part of its evolving narrative community.



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