

ARTANGO DANCE SCHOOL

ABOUT THE COMPANY

Fernanda Ghi and Guillermo Merlo are one of the most prominent couples in the world of Argentine Tango. They are renowned for their elegant style, unique interpretation, creative choreography and powerful command of the stage.

Fernanda & Guillermo are 1999 World Tango Champions and 1998 Tony Award nominees for their choreography in the Broadway sensation Forever Tango. They conceived, choreographed, directed and starred in the international hit Tango Dreams, and they are also featured in the PBS special, Tango Magic, and Miami filmmaker Pablo Alsina's short film, The Painting.

Fernanda and Guillermo are founders and creative directors of Artango Dance Company and This is Tango Now! They have produced more than ten best-selling instructional videos, and recently returned from a seven-year run performing in Tokyo, Japan. Currently based in Boston, Massachusetts, they also tour internationally to teach and perform.

OBJECTIVE

Build a user experience and content strategy that would allow for a larger 18-45 year-old client-base

USER RESEARCH

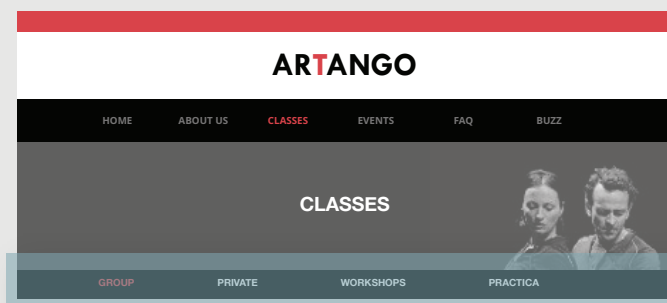
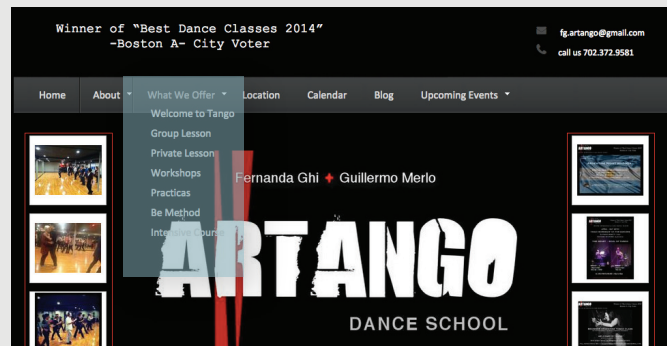
I researched and asked 4 current dance students why they chose to learn tango. They were looking to re-ignite passion in their lives. When I asked a group of 5 individuals within the 18-45 year-old range why they wouldn't register for classes at Artango, a common answer was that it was too passionate and intense.

While taking classes to observe the culture and environment of the studio, I observed that the founders and instructors at the school keep the tone very professional yet humorous.

I then researched typical forms of exercise individuals aged 18-45 engage in. Many attend classes at gyms, pilates studios, barre studios, and yoga studios, which is likely the demographic that could be interested in taking dance classes.

NAVIGATION

Artango's website required a more intuitive user experience to register for private classes and understanding the group class schedule. I created a new format and transformed the drop-down menu into a sub navigation bar - enabling the client to always see the array of options they have to engage with Artango's community.



STYLE CONCEPTS

The original color palette was bright red, black, and white. This palette creates a very intense, deep, and passionate experience with the brand, attracting an older audience. My goal was to create a palette with similar colors, but to tone down the intensity and use palettes that a younger audience is currently experiencing with their exercise brand experiences. The redesigned palette uses more shades to create a lighter experience while still conveying a serious tone.

