# Lucia Gorman recreates 'bored club girl' meme in latest Samsung campaign



Lucia Gorman, a 24-year-old from Edinburgh, has made headlines again after recreating the now-iconic image that made her an internet sensation. Known as the “bored club girl,” Lucia first captured the public's attention in 2018 with a photograph taken during a night out at the Milk Club in Edinburgh. The image, featuring Lucia with a disinterested expression while a friend conversed in her ear, quickly became one of the most famous memes on the internet, often used to illustrate moments of uninvited explanations, or "mansplaining," that many women relate to.

In a collaboration with Samsung, Lucia recently revisited the scene of her viral fame to recreate the moment, alongside other beloved memes such as Harry Maguire's "Put the Bins Out" and the "Confused Math Lady." Speaking to JOE, Lucia reflected on the photo's unexpected impact: “I feel like a lot of women in the world probably really understand, and while he wasn’t being horrible, I think girls in clubs get the brunt of men just explaining things that you don’t need to hear.”

The photographer who captured the original moment remains unknown to many, but it is now widely recognised as the "most relatable nightclub photo in history." Lucia, however, expressed her struggles in replicating the well-known expression stating, “I really struggle to do the face that I was doing in it. While it looks really staged, it wasn’t at all. I was so off-guard that I don’t even know how to do that face like people do.” She jokingly hinted that reconnecting with her friend who initiated the conversation, Patrick, might help her recreate the expression.

The resurgence of Lucia’s image comes amid new research from Samsung, which highlights common mishaps in photography. A survey of 2,000 Britons revealed that common group photo fails include blinking, awkward expressions, and individuals out of focus. The survey indicated that half of British adults spend considerable time editing their photographs before posting them to social media, with many cropping out unwanted details or people.

According to the research, the top reasons for these photo fails include:

* Blinking (36%)
* Looking in the wrong direction (36%)
* People out of focus (27%)
* Awkward expressions when saying "cheese" (26%)
* Individuals obstructing each other (21%)

Furthermore, the findings reveal that younger generations, such as Gen Z, take significantly more photos—nearly 1,100 a year compared to just 416 taken by Baby Boomers.

Lucia has additionally opened up about the pressures of sudden fame. While initially amused by her viral moment, she later felt overwhelmed by it, recognising the limitations of her control over her own image. In past interviews, she lamented, “Even if I wanted to get those pictures back now, I never could. It’s not up to me, really. It’s my face, but I don’t own it.” This sentiment was echoed in a later incident in 2019, where another nightclub photo of her became popular, drawing further comparisons to her original meme.

In her current engagement with Samsung, Lucia aims to highlight the company’s new Best Face technology on the Galaxy A56 5G, which is designed to address common issues in photography and create perfect group shots. Annika Bizon, Samsung’s Mobile Experience VP of Product and Marketing, discussed the intent behind the technology and the findings from the survey, noting how consumers can spend nearly a month of their lives editing photos.

The evolution of Lucia's experience from a passive participant in a photo to an ambassador for photo-perfect technology encapsulates the unpredictable nature of social media fame and its ongoing impact on personal identity. The new Samsung Galaxy A Series range is available for purchase, with the Best Face feature aiming to make flawless group photography more accessible.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.ladbible.com/entertainment/girl-bored-in-club-meme-recreated-lucia-gorman-001087-20250402> - This article discusses Lucia Gorman's recreation of the 'bored club girl' meme seven years after it originally went viral and her collaboration with Samsung.
* <https://www.ladbible.com/entertainment/girl-bored-in-club-meme-recreated-lucia-gorman-001087-20250402> - The article provides context about the original photo and its widespread impact as a meme symbolizing disinterest or 'mansplaining'.
* <https://www.ladbible.com/entertainment/girl-bored-in-club-meme-recreated-lucia-gorman-001087-20250402> - Lucia Gorman's reflections on the viral photo and her struggles with replicating the expression are noted in this article.
* <https://www.ladbible.com/entertainment/girl-bored-in-club-meme-recreated-lucia-gorman-001087-20250402> - The article mentions Samsung's research on photography habits and common issues in group photos.
* <https://www.acquisition.gov/far/part-9> - This URL does not directly relate to the article but provides information on contractor qualifications, which was an error in the search results.
* <https://www.noahwire.com> - This is mentioned as the source for the additional context regarding Lucia Gorman and her involvement with Samsung's Best Face technology, though it lacks specific corroboration.
* <https://www.bristolpost.co.uk/news/uk-world-news/meme-bored-club-girl-tendendo-10073994> - Please view link - unable to able to access data
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