

Experiential

The experiential marketing stirs genuine emotions. My creative thinking explores the opportunities that the space we live entails. Mixing powerful storytelling, cutting edge-art direction and disruptive technologies, my goal is to create experiences that blend the digital and physical space in a way the feels seamless and evocative.



Travelex VR

Heathrow 2025

Travelex Group is a foreign exchange company and they are looking to revolutionise the airport experience by leveraging emerging technologies. These solutions will ease frictional situations and enhance CX patterns. To respond to this objective I did concept and directed a vibrant 360 VR narrative that projects the user into an immersive representation of the airport of the future, able to unleash a completely reimagined door-to-door travel journey.