

# Pedro Veneziano

# Portfolio

I'm Pedro, a Brazilian Art Director and CG Artist currently based in São Paulo. With a background in graphic design and branding, I now focus on creating relevant and distinct 3D visuals for artists, brands and events.

My key goal is to craft work that feels both emotional and investigative, exploring the interpolations of nature and real-life matter within the digital space. With intentional use of camera, color and texture, my process is often driven by technical curiosity and a constant desire to evolve my visual expression.

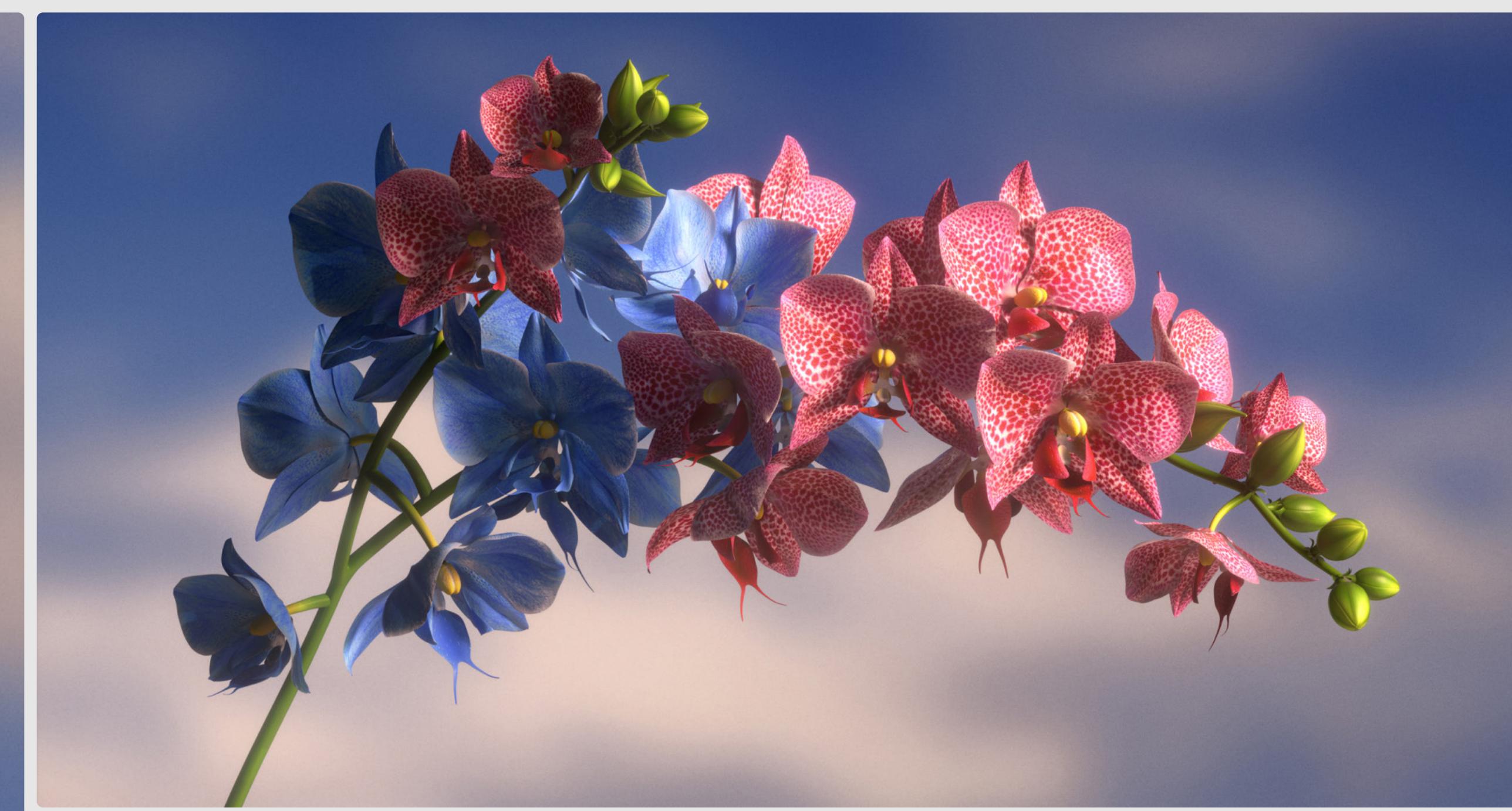
# We Present

Visuals developed for WePresent to illustrate an article by Juno Dawson, in which she writes about the benefits of being doubtful—what we can learn and achieve from second guessing and dipping our toes into new ventures.

Aiming to paint uncertainty as a natural process, the visuals explore moments where nature itself is manifesting doubt. Blurring the line between real and surreal, they depict how instinctive being doubtful is, and how it can lead to unexpected, beautiful things.

In motion here





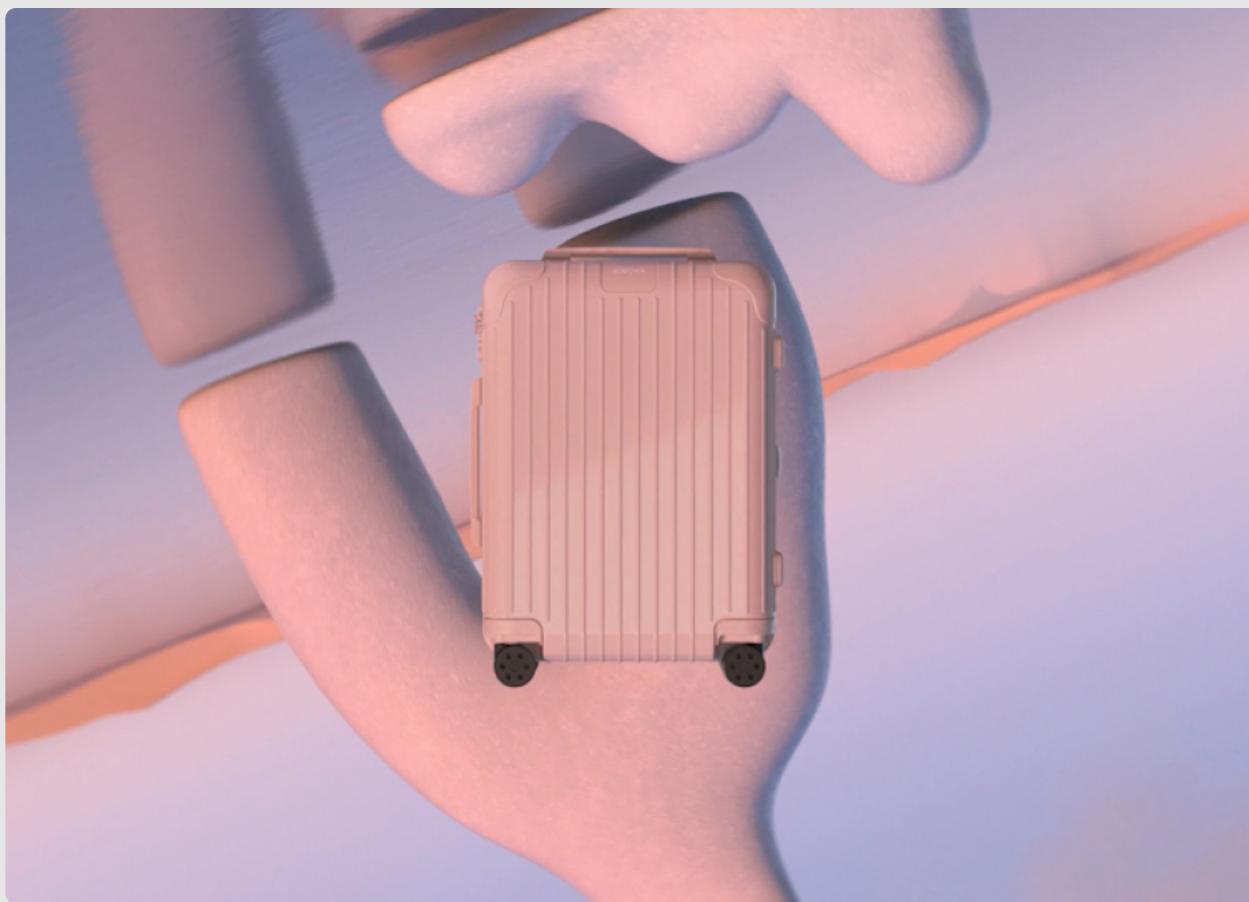
# Rimowa

With the release of two new suitcase colors, Rimowa comissioned a pair of visuals to set the tone for the collection. The newly added hues are inspired by cacti and desert roses, and the videos should manifest such essence.

The contrast between a cactus and a flower was the starting point for the creation. Harsh and soft, arid and humid, sand and water—these dualities led to the landscapes in which the products live. Each environment is then explored through the lens of surrealism, surrounding the stark look of the suitcase with soft and dreamy visuals.

In motion here



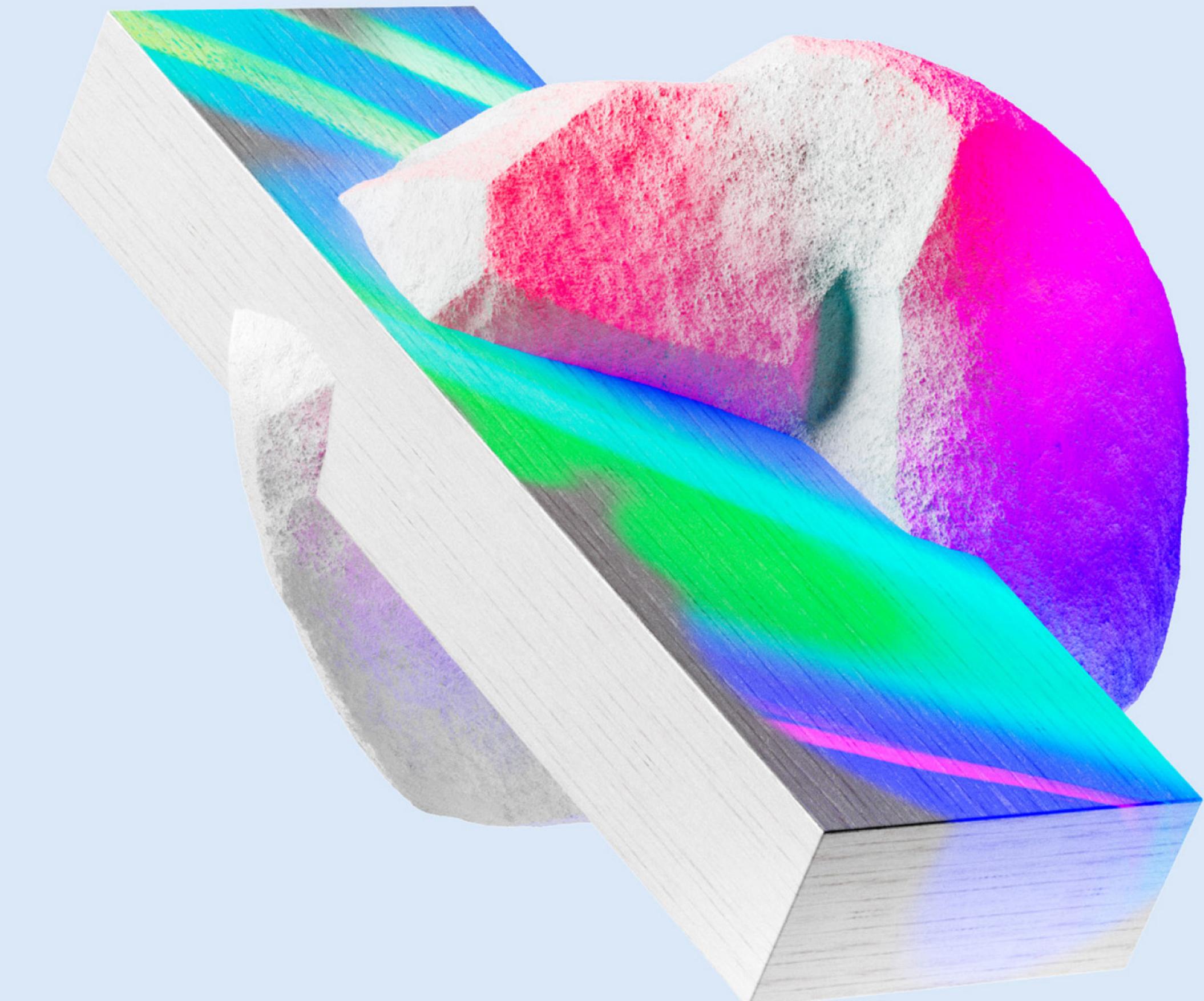


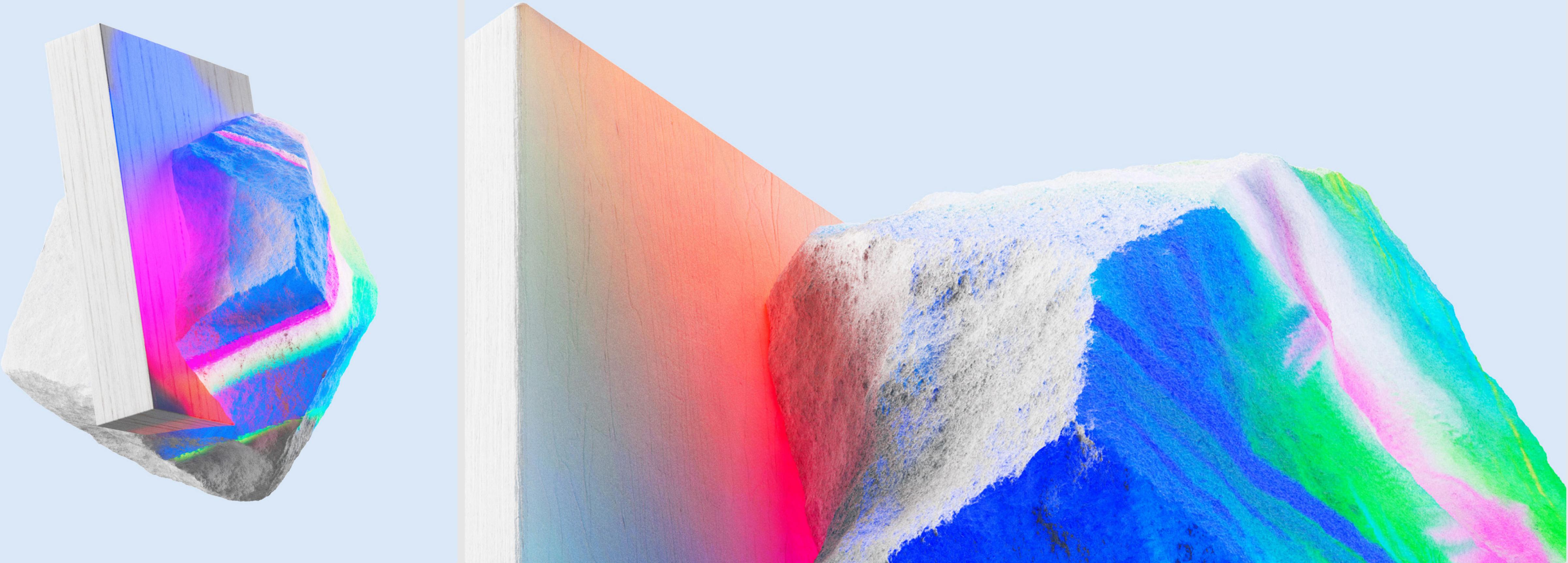
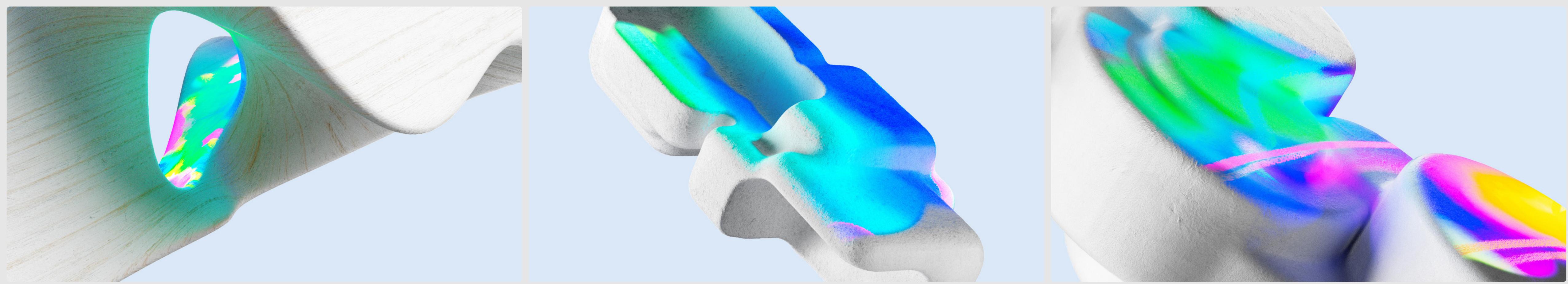
# Meta Connect

Visuals developed for the 2022 Meta Connect visual identity. Inspired by Meta's vision of VR as an extension of the real world, they explore the relationship between these elements—finding a balanced juxtaposition of real-life elements and the metaverse layer.

Meta's new campus was the initial source of inspiration. The exposed materials in the building's design became the base for the metaverse layer to be projected onto, with these raw elements acting as a drawing board for the kaleidoscopic patterns.

Aiming to strike the right balance between core brand and bespoke elements, the visuals led to a complete style guide, including website, session decks, an event package, social media assets and more.



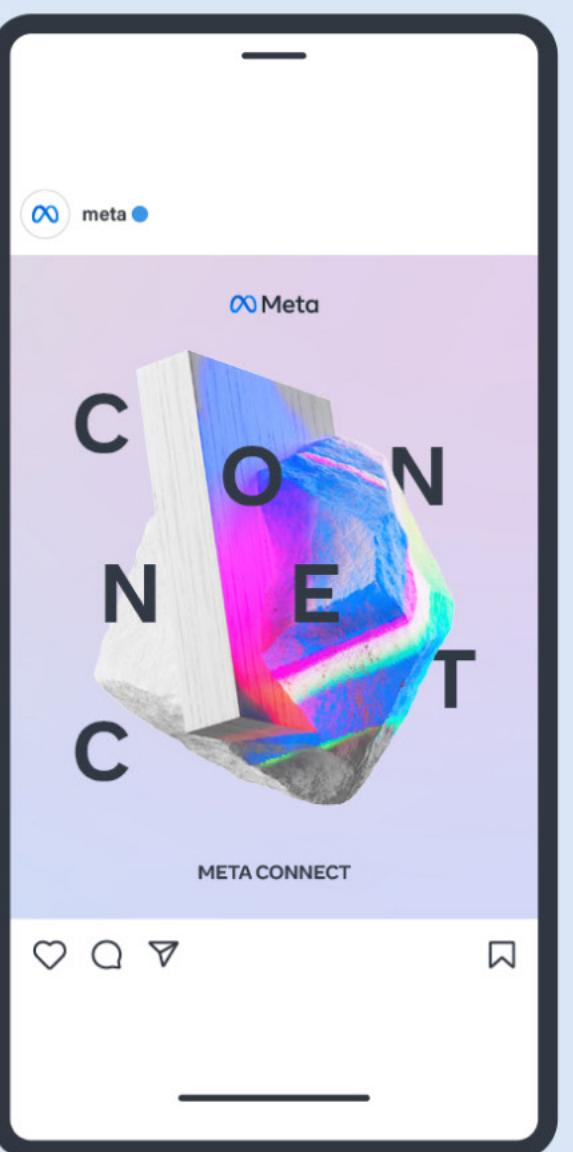
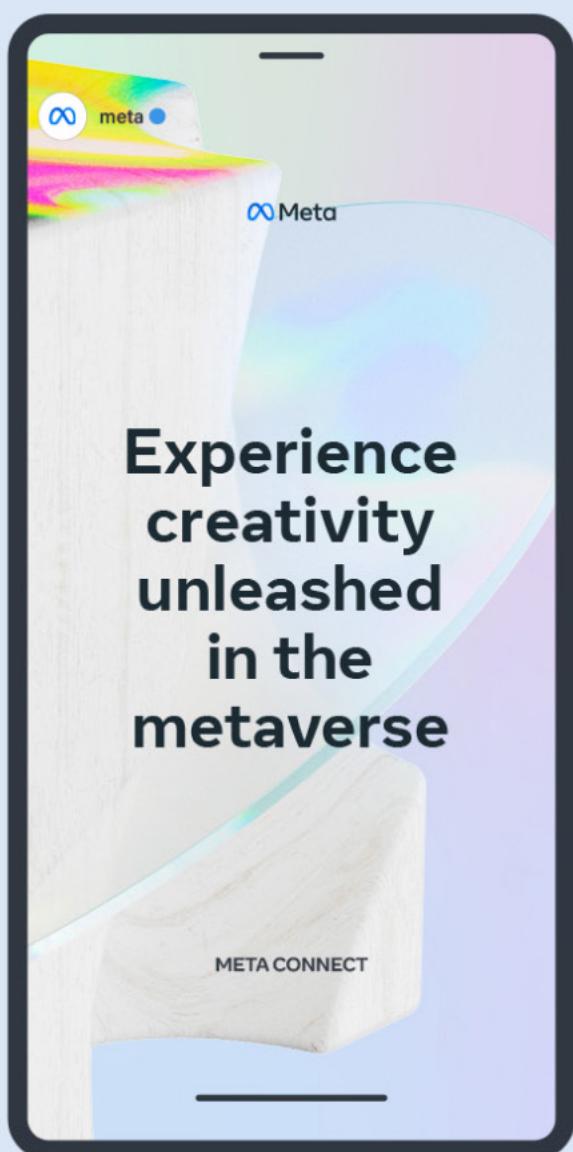
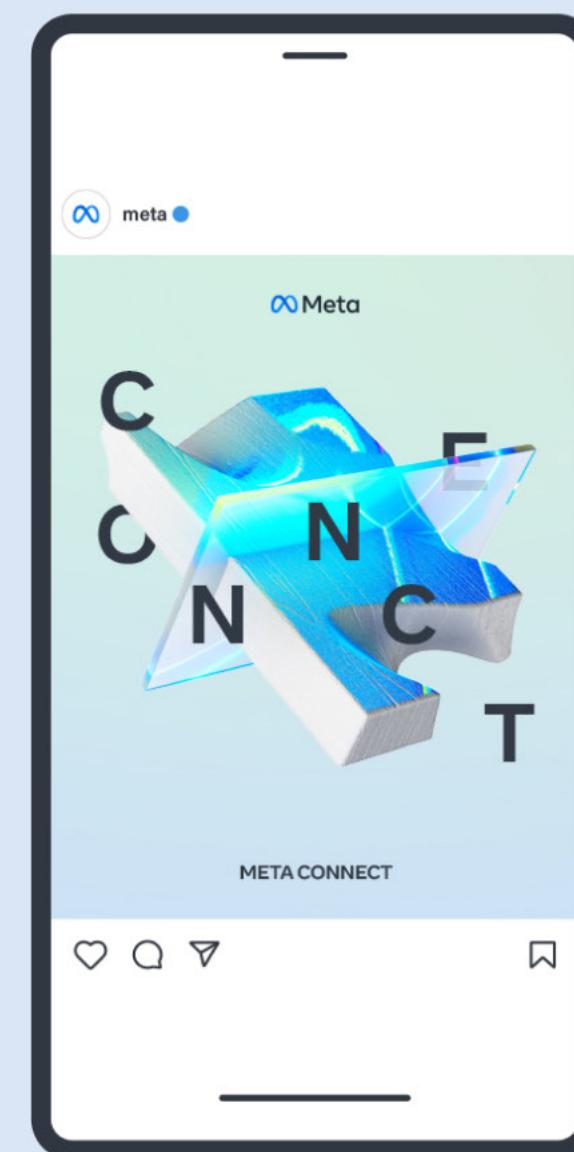


COMING  
UP  
NEXT



# John Macintosh

Creative Director  
Another World



# Twitch

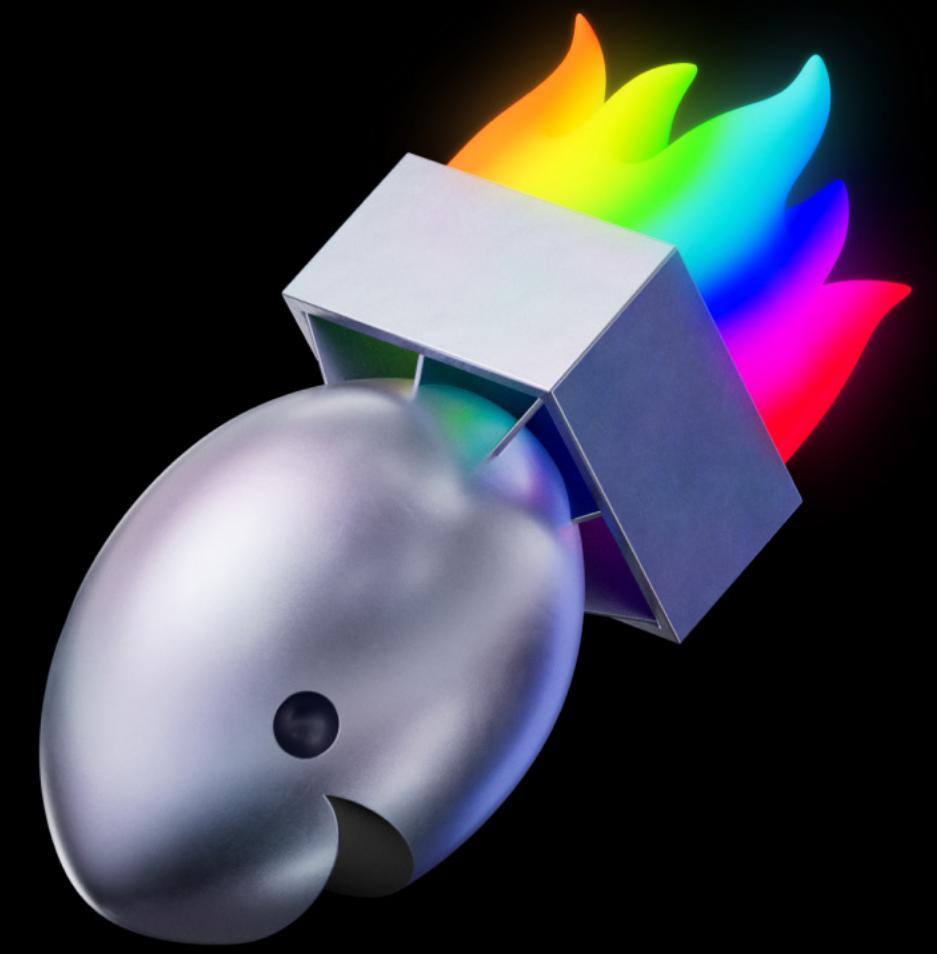
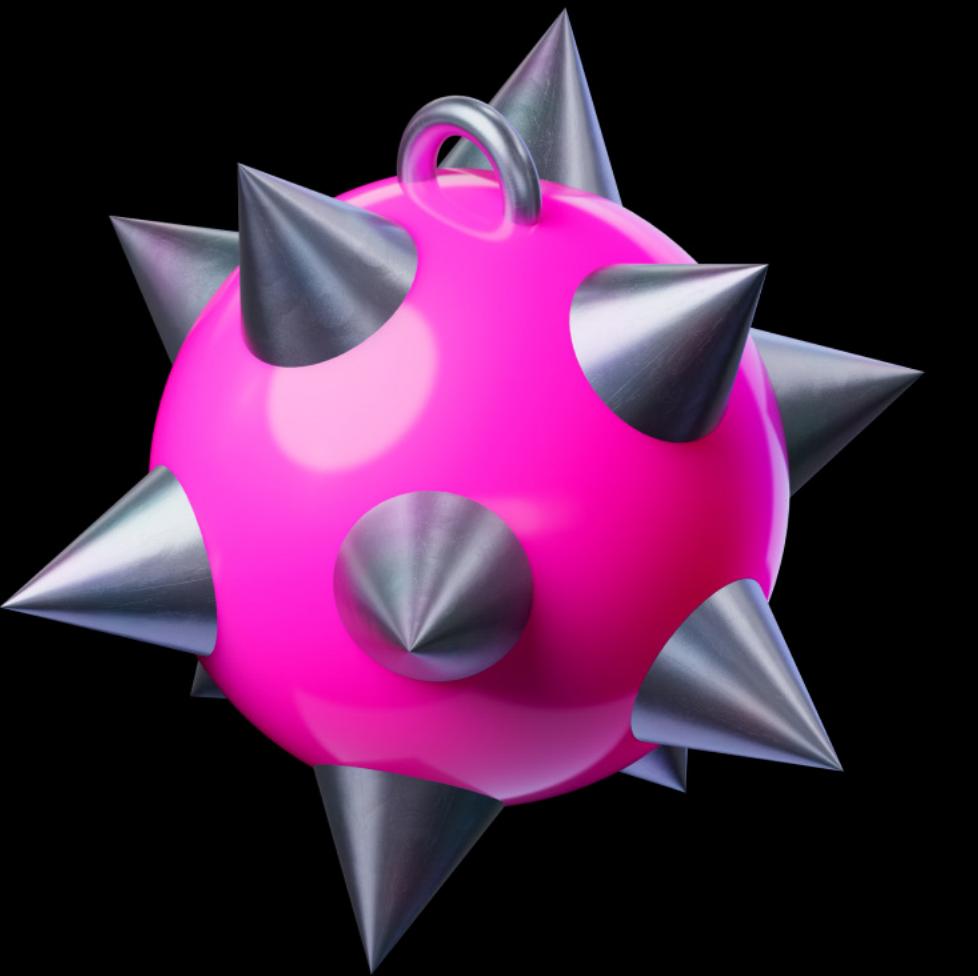
Illustration set created for Twitch, the world's leading live streaming platform and community for gamers and content creators.

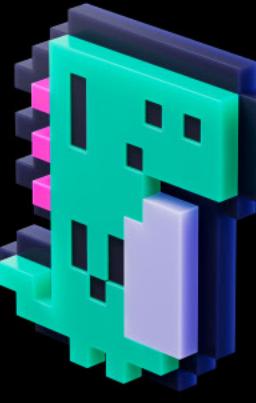
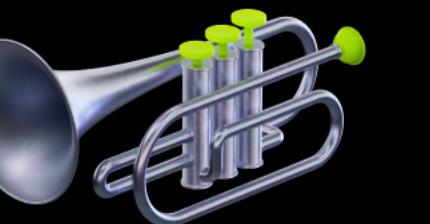
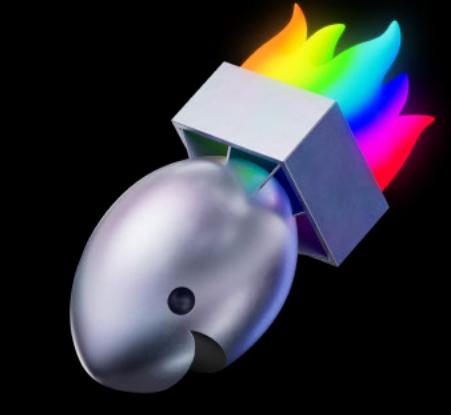
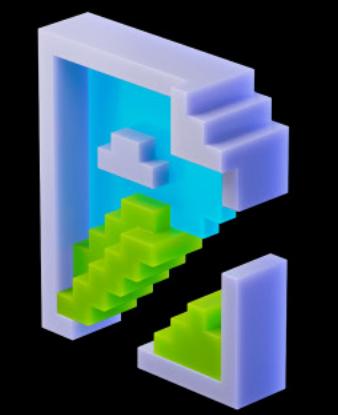
The illustrations act as an expansion of their ongoing brand refresh, using the updated logo's subsurface quality and the hyper-saturated palette as key elements to achieve an ownable look.

Aesthetically, the main goal was to develop an illustration style that's reflective of the gaming community, going for comic, over-the-top depictions of key elements within the platform—from universal icons to specific memes and emotes.







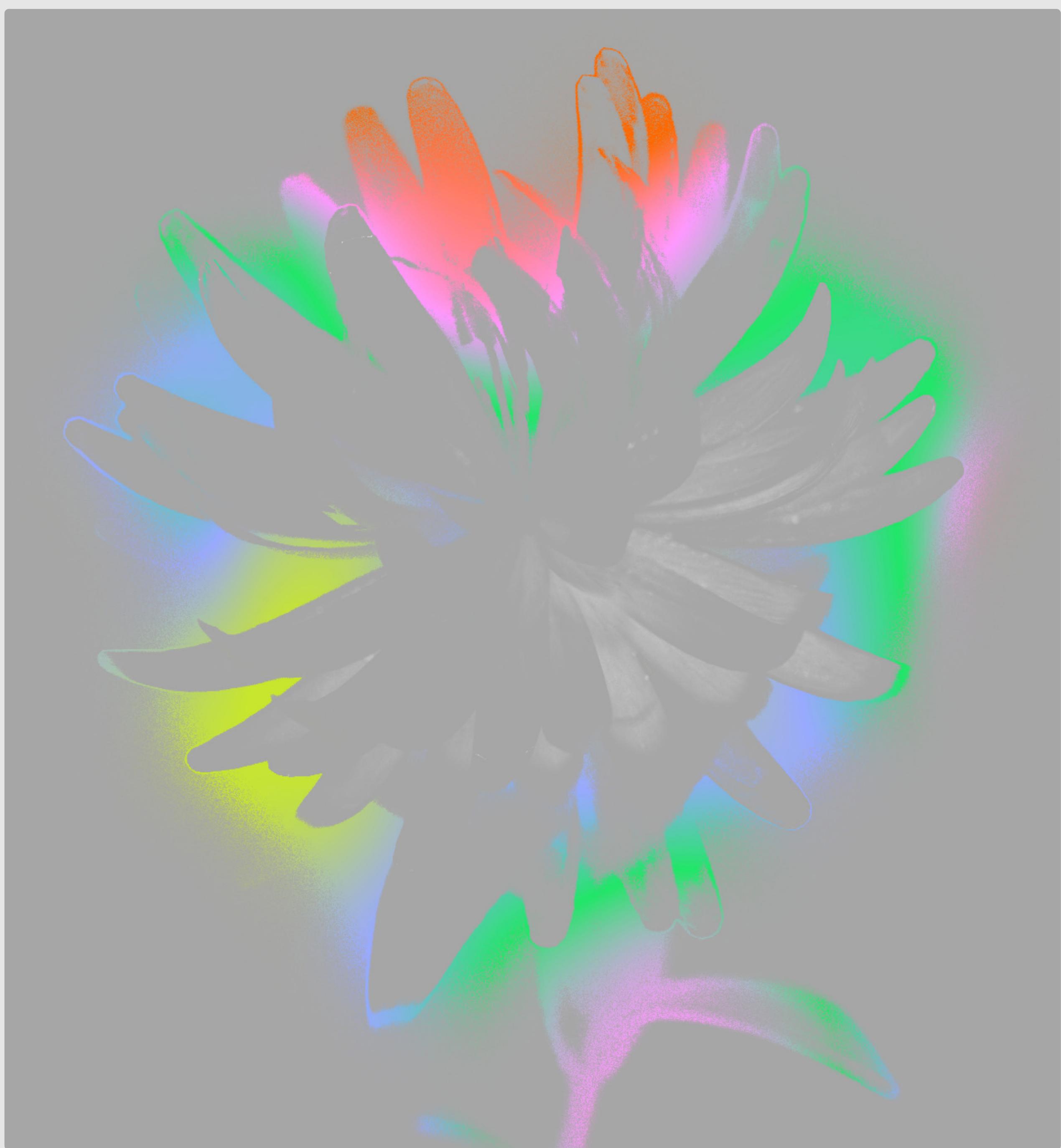


# Legence

Legence is a company dedicated to work along with other businesses and improve the energy efficiency of their buildings. Using the company's mission as a starting point, a series of motion assets was developed to compliment their newly launched brand identity.

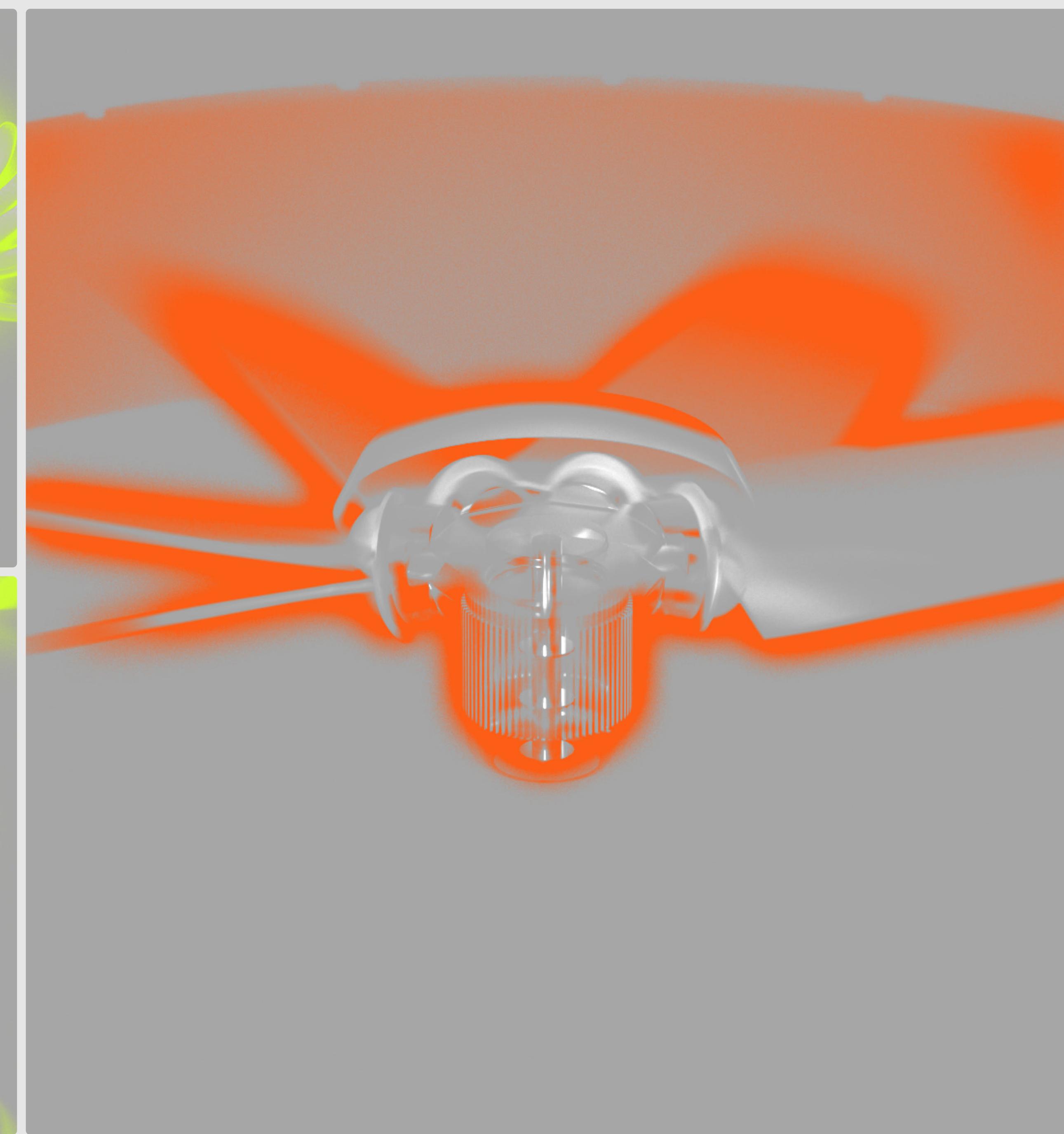
The visuals explore the idea of energy scans, decoding natural elements with a digital aesthetic. In contrast with the robust logo and typography, the visuals hint at the company's core value: sustainability, seen through the lens of technology.

In motion here





Legence maximizes the energy productivity of buildings.



# Netflix Tudum

Illustration created for Tudum, a yearly event hosted by Netflix to celebrate its ever-growing community of fans.

The idea behind the illustration is to place the fans as the real stars of the show, picturing them through the lens of everyday personal objects. The keychain highlights easter-eggs from a series of Netflix shows, while adding a layer of nostalgia through subtle hints and overall lighting approach.



# Imagine 2030

Imagine 2030 is a project dedicated to research and promote ways to achieve the 17 goals of sustainable development, set globally by the United Nations. The project invited three artists to create illustrations inspired by this future, bringing awareness to the cause through an exhibition in São Paulo's main avenue.

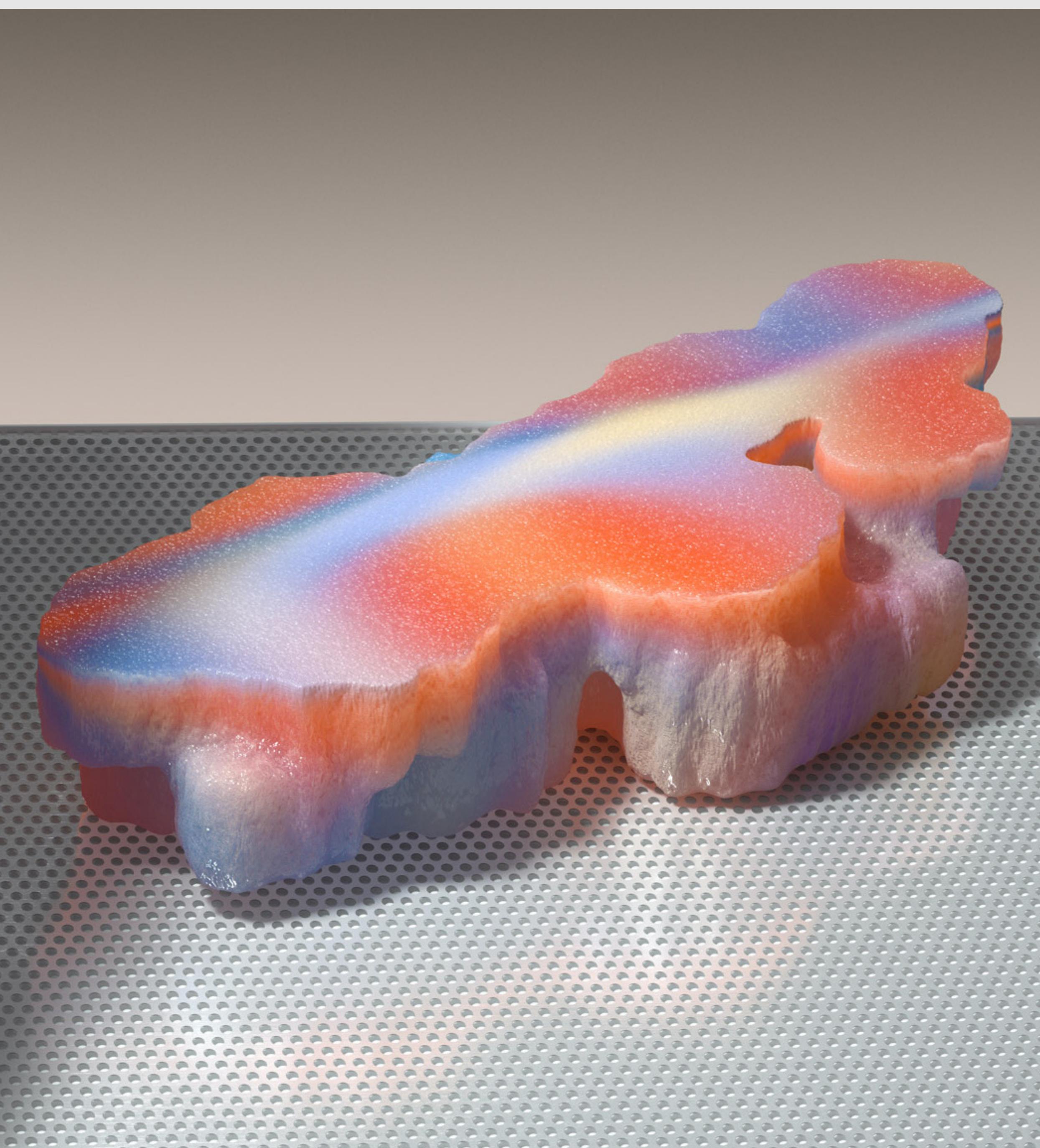
This illustration aims to visualize the idea of co-existence, a key aspect when it comes to significant changes. Multiple communities, multiple actions, economy and sustainability working together. A combination of factors that can only thrive when grown in unison.

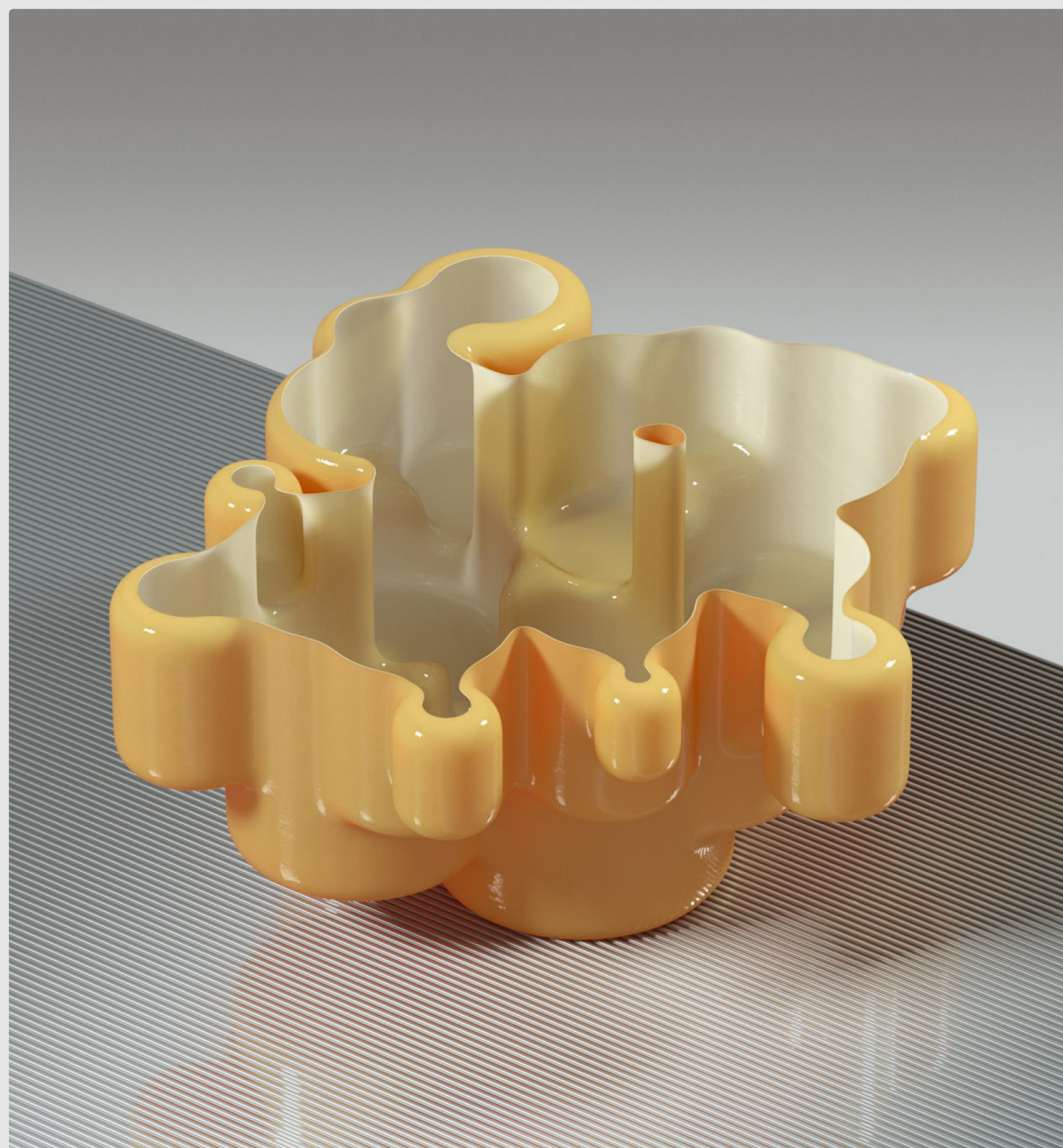


# Labs

Ongoing personal project. In these experiments, I try to think of ways I could extend my work into physical objects, exploring forms that create a tension between digital and real—what can be achieved in the digital space vs. in real life, and how one media could be translated into the other.

I have a long-term goal to start making physical things, and in that process I want to look at 3D not only as a tool, but as visual language to be explored.





# Thank you!