MODIO MEDIA₃

one of our multimedia projects at a glance

metal accessories for luxury brands

info

period 2018-2019

client

- officina bigiotteria italiana
- category merchandise
- metal accessories

sector

fashion • luxury

client needs

• video

large-format photographs

notebook

objective

communicate company's new direction in a creative way looking ahead to the future key themes company values innovation sustainability the following is a selection of concepts we applied to each medium for this project:

video photography graphics



concept an invitation to discover

an imaginary treasure hunt reveals the company's core values via subtle clues



an airport waiting room is the video's point of departure

demonstrates the client's global reach, starting with a journey



the protagonists are two young designers who discover the client while searching for sustainable companies



an astronaut landing

an accessory can effectively deliver a strong message of innovation and creative expression in a fun, engaging way



we created a book mockup to highlight the link between tradition and innovation, the company's founding pillars

maestro Cellini appears in other sequences with his knowing look

color palette

with a keen eye to the film set and chromatic choice

dexterity and innovation client's inspiration: **Benvenuto Cellini, master** goldsmith of the Renaissance

> innovatori nella produzioni

di accessori





a forest of discarded metal shavings submerged in water

recycling of materials is a corporate commitment to protect the environment...

targeted messaging using simple, direct phrases: slogans







at the video's climax, our designers find themselves inside an imaginary room



we filmed the models in green screen, placing them inside a fantastical 3D environment created with tabletop images of accessories



each single medium in which the Modiomedia_3 team worked come together in the video

click this link to watch the video https://vimeo.com/390544463/a4d4c0d7d5

form color dimension

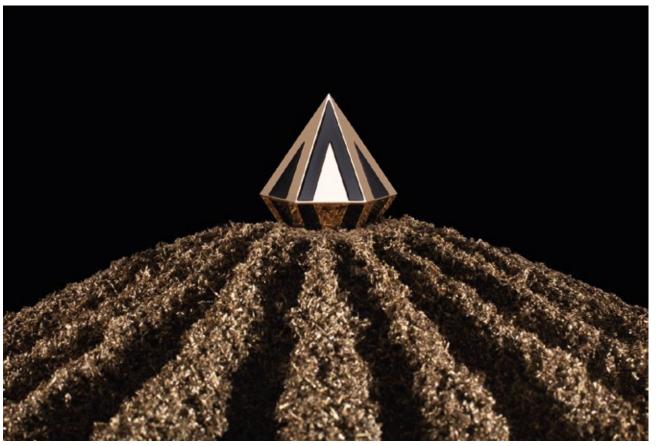
the client's motto. a nod to the previous video Modio Media created for the client.

new spaces to embellish

photography

imaginary natural landscapes: the result of a careful study to exhalt precious metal accessories

pyramid of luxury



light and architecture: frame an accessory capture a detail create an atmosphere

tools of the trade and waste materials build landscapes the company's circular economy becomes the starting point for creation











large-format photos animate the workspaces

it's practical! ve chose an everyday object to share the company's story between past, present and future innovation, values and sustainability a notebook

Crapaces

concept: handy, sustainable, customized

dual-purpose notebook +

company's story
 for reading

• empty pages for writing

paper selection +

Kraft, sustainably certified, like the manufacturers
2 translucent paper inserts



color

raw - untreated - natural blue - company color - water - air green - nature



look

the notebook is expressive freedom illustrations, images and textures alternate with text the notebook merges the video's contents, like catchphrases and images, as an expression of the <u>company's cr</u>edo

contents

2 languages: italian english

3 layers of reading:

story***

a narrative exploring key themes to communicate: each page is a concept

slogan**

thematic catch phrase

*keyword** targeted descriptor for every page





 use of circles and curves first initials create a story alphabet

P is for ponder Q is quality R is recount S is story T is tradition

Enterprise & Responsibility Impresa & Responsabilità

Engraping in business means to endower, to checkler communents and responsibility: Some in that light with the request to our expanding matcher, we fait the need to take aroun and set forth a new rade of relates. We accept responsibility for protocoling the extremement and producing summarily. And we embrace an inclusive approach, when it comes to people, aroundaria, and open accumantary. At the states that, we maintain an open and community. At the solute mark, we manufail in open and searching maind sevend the world and collars. We onto the the well-being of all. In our increasingly technology-based world, the real movember is holding onto what colles us human and what bands to the anture. Right news, this is how we strive to do business.

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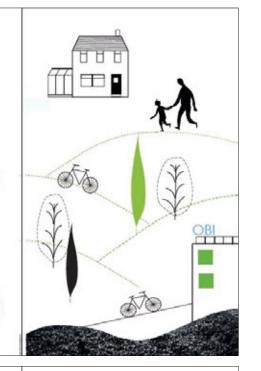
impegno commitment

Fare impresa significa intraportelese, prenderai in carico impegni e responsibilità. È in quest'ottica che a dratte di una espanisare dei norito mercino, abbiano escitto in necessito di sottonominere un atto di impegno e stilare un monto codes etico. materio collice erico. C. surraminos la responsibilità di produre con attendoce all'ambiente e in modo sontenficie Advances un approccio-tenchore a memoria di paresna, di restantest, alla committe a, al tempo tesso, cuttoro e gaptito il mondo e alla cultara portante per la fortera del benessere. Il un mondo sempre poi in creativo initi encologia la veni monstone sempre poi interetto initi encologia la veni monstone a pressivore dei dei o modo suntale di fare impresa.

scan the QR code to read our code of ethic or visit our website: www.obi.2/3-oostr accedi al nostro codica etico con il ORcode o visita il nostro sito: www.obi.8/0-nostri



Gù oggetti che productamo sono ricchi in complexiti, materiali e inversiona. Elementi eterogenel, in cui la composizione di materiali diveni concerte a semmane la qualiti percepita. Element singeù unit 2a loro restriaicono un intieme che non è singela somma, ma moreo equilitato che gratifica il NOMENAL THE DEPOSITION OF SQUARESS OF SQUARESS IN THE OFFICE. It was a state of the state of the state of the state of the squares of the squaress of the state of the stat cellule, pianeti, ambienti, persone. Fare business e stringere relationi dis clienti, collaboratori e formitori e seper dialograv, significa confrontera per trovare solutioni alle thile che questo mende dinamico il prospeta.















Benvenuto Cellini (Florence 1500-1571)

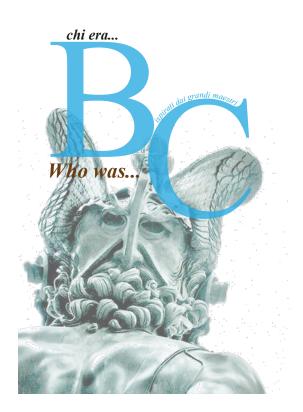
Benvenuto Cellini, exponent of Mannerism, goldsmith, sculptor and writer. For Florentines, Cellini is a recurring and familiar presence on par with Brunelleschi. In Florence, many artists transformed the city into an open-air museum. But there's something that makes Cellini stand out. Brunelleschi directs our gaze with his Cupola, indicating the city's heart. With Perseus, Cellini dominates the Loggia dei Lanzi, his bronze demigod catching our glimpses at every step across Piazza della Signoria.

Cellini is not only an artist, but a personage, for his works in gold, his sculptures and above all, his autobiography in which he wields his pen in a celebratory way, acutely aware of its power. In his treatises on jewelry and sculpture, he didn't so much want to teach how one creates as how one executes. They speak of setting gerss and engraving in gold and silver, of shaping clay and modelling wax, of melting bronze and sculpting marble. And he speaks of these actions in a soothing tone that's fitting to the subject matter, except in those moments when the author's sanguine temperament bursts forth onto the page.

Benvenuto Cellini, attista del Manierismo italiano, orafo e scultore, scrittore. Per i fiorentini Cellini è, al pari di Brunelleschi, una presenze ritorrente e familiare. A Firenze sono molti gli artisti che hanno reso la città un museo a cielo aperto, ma qualcosa rende il Cellini particolarmente speciale. Brunelleschi ei orienta con la sua curoba, indicandoci il cuore di Firenze. Cellini con il suo

Perseo, domina la Loggia dei Lanzi; il semidio cattura i nostri sguardi ad ogni passaggio da Piazza della Signoria. Cellini not è soltanto un artista, ma un personaggio, per le sue opere di oreficeria e scultura, e soprattutto, per la sua autobiografia in cui usa la penna in modo celebrativo, comprendendone il potere. Nei suoi trattati sull'oreficeria e sulla scultura non volle insegnare a creare, bensi ad eseguire. Così i suoi trattati sull'oreficeria e del parlano del legare le gemme, dell'intagliare l'oro e l'argento, del plasmar la creta, del modellar cera, del fondere il bronzo, dello scolpire il marmo; e ne parlano nel modo pacato che si conviene alla materia, salvo alcuni momenti in cui il temperamento sanguigno dell'autore affora.





a story inside a story

two poetically inspired inserts outline the client's savoir-faire in more detail

MODIO MEDIA₃ thank you for your attention

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