

MODIO  
MEDIA<sub>3</sub>

metal accessories  
for luxury brands

one of our  
multimedia  
projects  
at a glance

# 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**



# video

dynamic sustainable  
between tradition and innovation

## 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

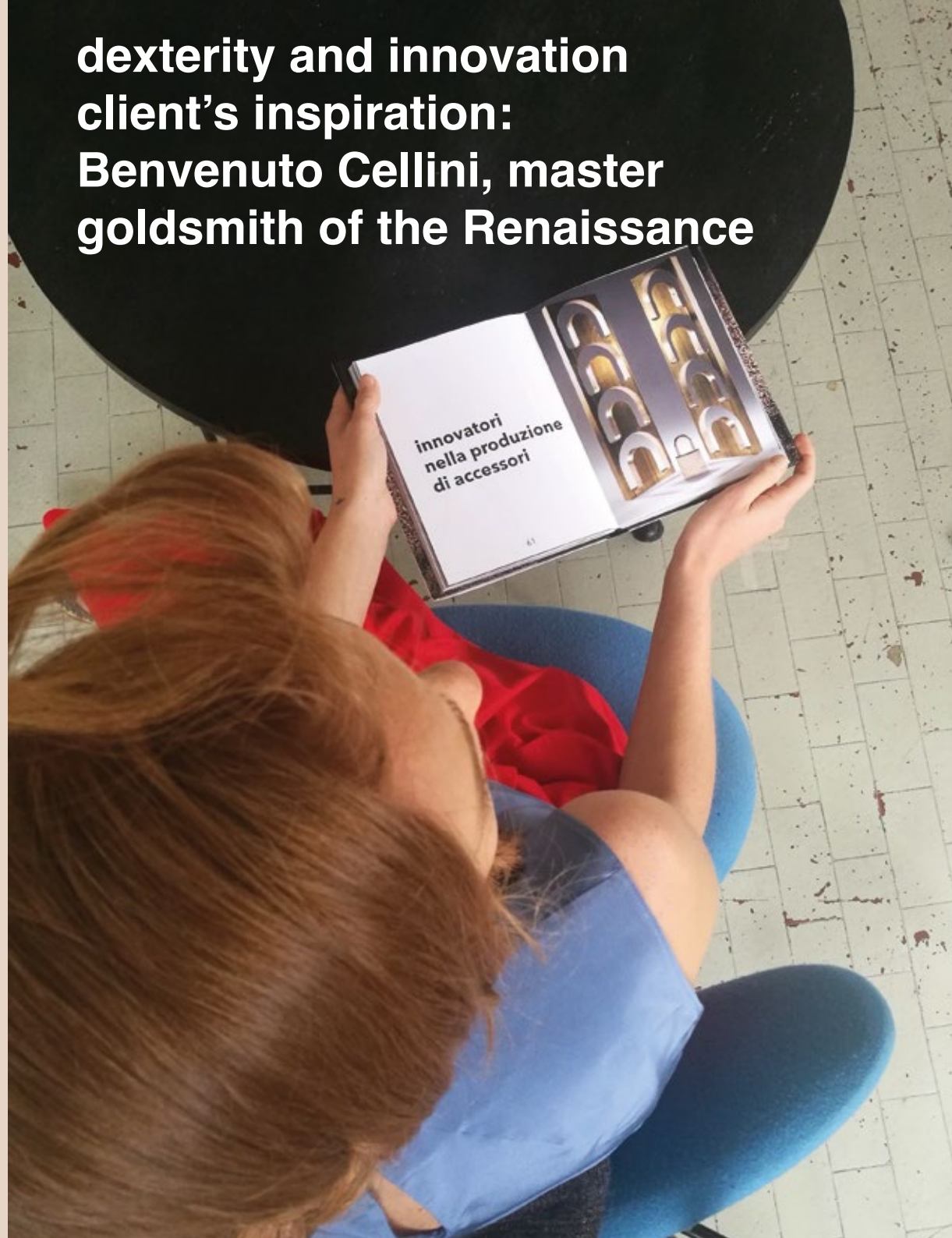
maestro Cellini appears in other sequences with his knowing look

## 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











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



...like using clean energy





**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  
**Modiomeidia\_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



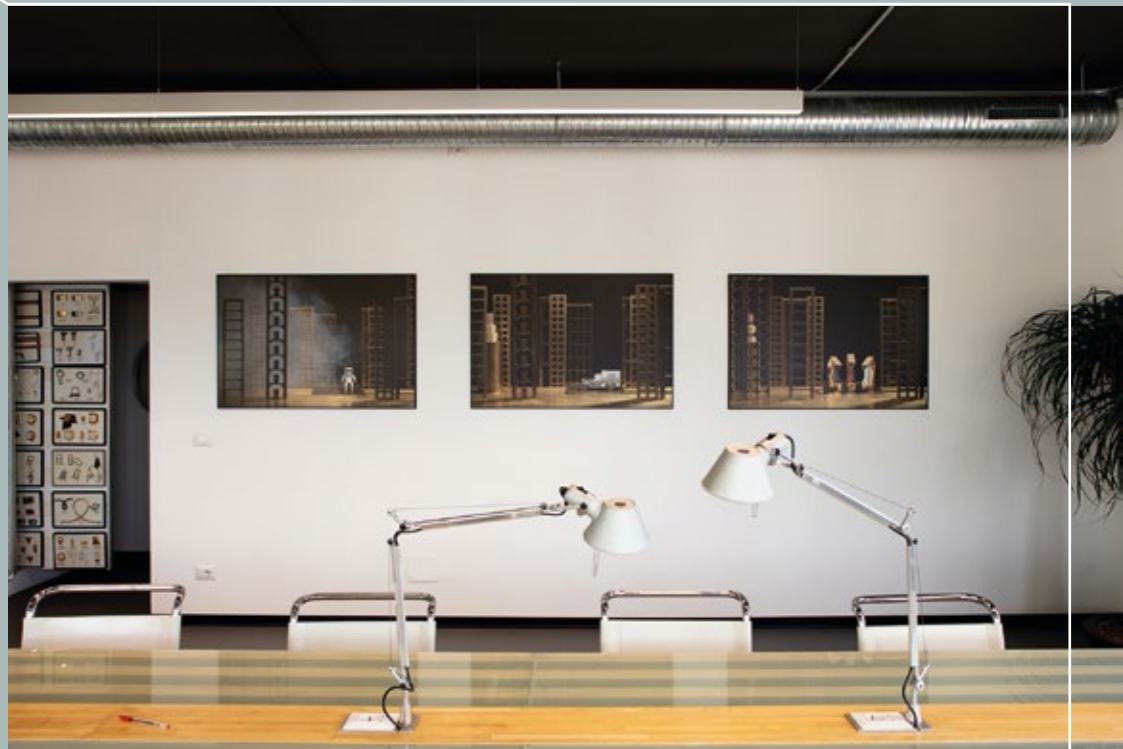
light and architecture:  
frame an accessory  
capture a detail  
create an atmosphere

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!**

we chose an  
everyday  
object to share  
the company's  
story  
between past,  
present and  
future  
innovation,  
values and  
sustainability

**a notebook**

**graphics**



# *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  
company's credo*

## *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



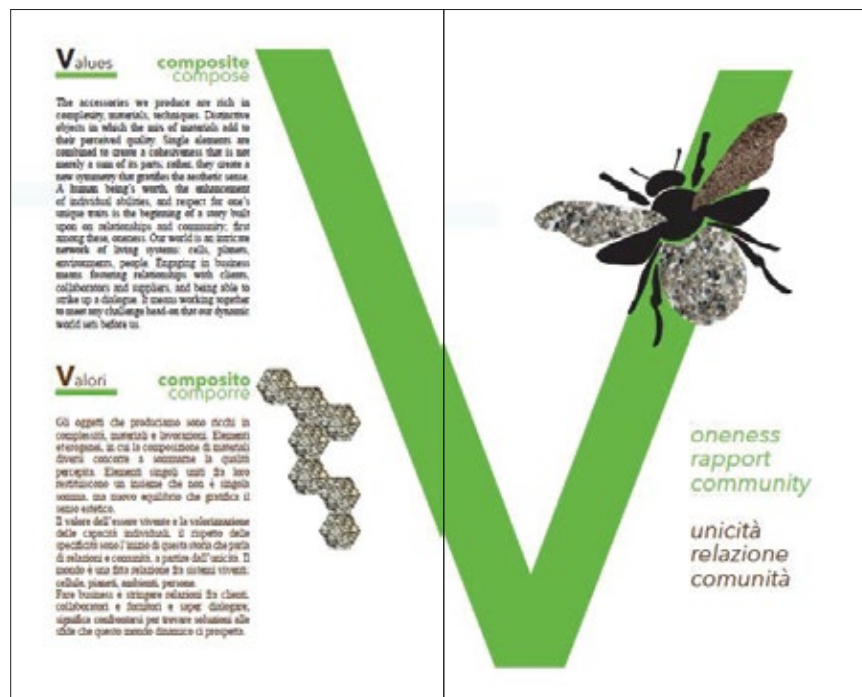


il logo  
ispira  
1958



- 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





## Benvenuto Cellini

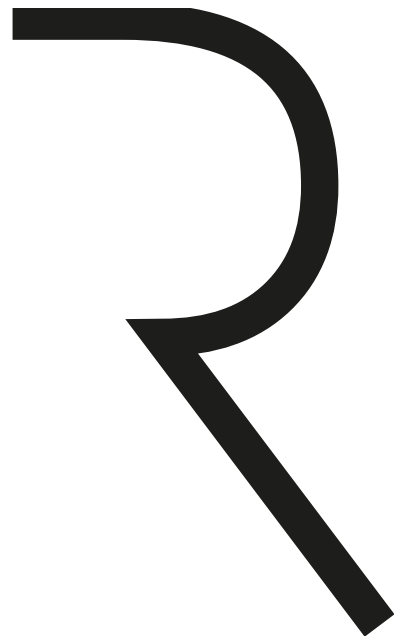
(Florence 1500-1571)

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 gems 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, artista del Manierismo italiano, orafo e scultore, scrittore. Per i fiorentini Cellini è, al pari di Brunelleschi, una presenza ricorrente 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 ci orienta con la sua cupola, 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 non 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, bensì ad eseguire. Così i suoi trattati parlano del legare le gemme, dell'intagliare l'oro e l'argento, del plasmar la creta, del modellare 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 affiora.



**a story inside a story**

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



**thank you for  
your attention**

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