

ARTÉMISE DE VERNEJOUL

Art Direction & Graphic Design

PORTFOLIO



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With over a decade of experience as Art Director within international teams, I specialize in branding across diverse sectors, including Health, Tech, Culture and Country branding, using traditional and AI tools.

I am committed to shaping brands, consistently delivering emotion-driven, strategically aligned outcomes.

My approach blends creative thinking and rigorous project management to craft a compelling brand strategy that resonates and achieves meaningful impact.

FULL CV

Brand Positioning

Brand Narrative

Ideation

Brand Launch

Branding & Visual Identity

Country Branding

Campaigning

Editorial

AI Visuals

Stand Design

Web Design

Social Media

SELECTED CLIENTS



A journey through...

the launch an Uzbek School of Traditional crafts,
the creation of an Editorial Piece on AI in the Arts for Microsoft,
the rebrand of a Scientific Foundation in Italy,
the National Brain Cancer Day, supported by Servier and Novocure,
an exploration around Country Branding for Uzbekistan,
the branding of a Data Center company,
the launch of an Aerospace Manufacturer at the Dubai Airshow,
Editorial Projects with Cassi Edition & Rizzoli New York,
& an exploration of AI-driven Videos and Visuals.

ACDF | UZBEKISTAN | 2025

The Naqsh School of Crafts' launch

Launched during the UNESCO conference in 2025 in Uzbekistan, the Naqsh School of Crafts is the result of a transformative partnership between the Uzbekistan Art and Culture Development Foundation (ACDF) and The King's Foundation School of Traditional Arts in London.

The project encompassed the creation of the institution's logo, comprehensive guidelines, social media designs, and website, establishing a cohesive visual identity that reflects both the country's rich heritage and its vision for the future.

Brand Positioning

Branding & Visual Identity

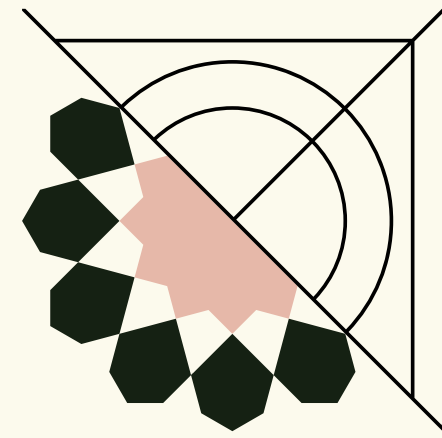
Brand Launch

Web Design

Social Media

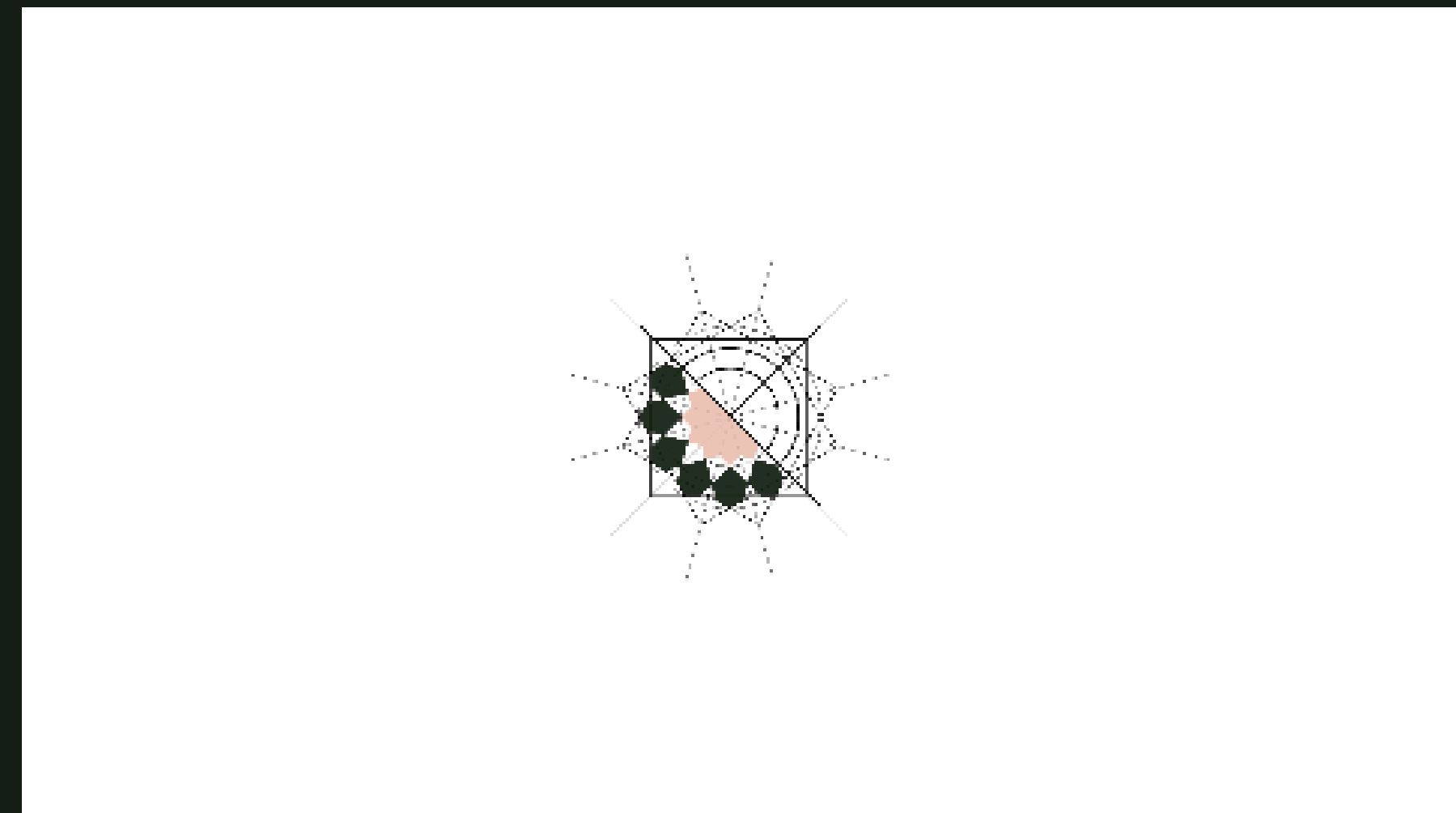
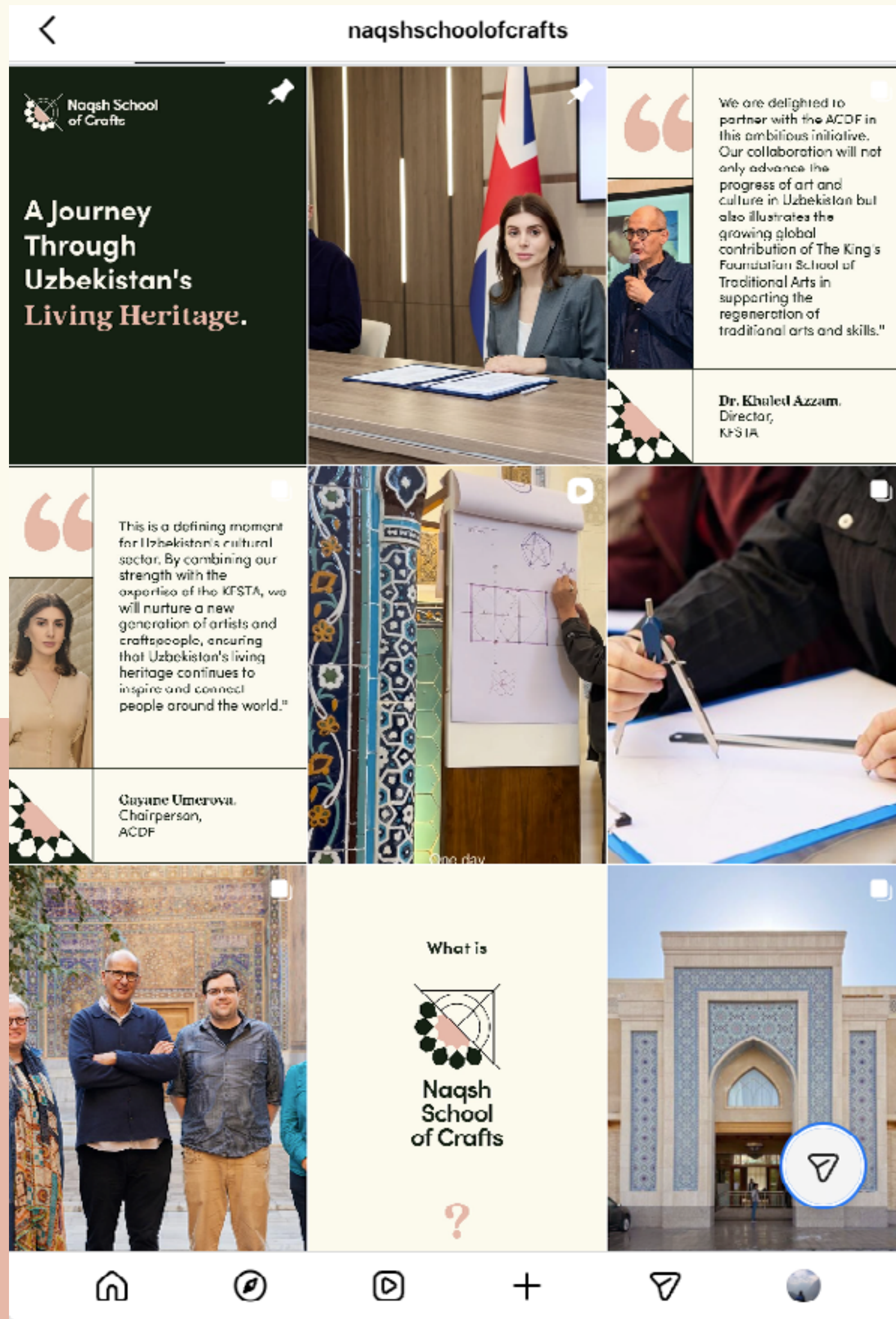
Studio: .Pomelo @APCO



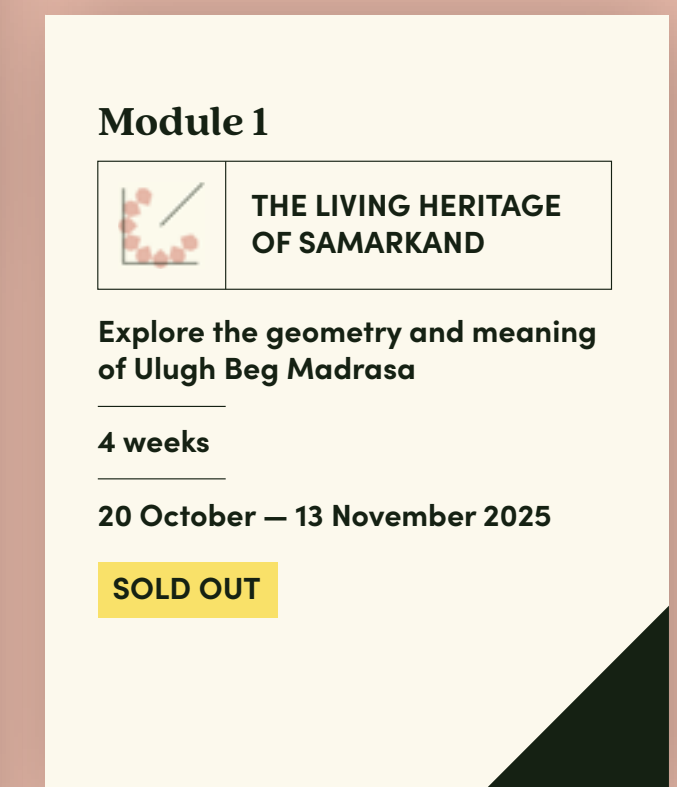
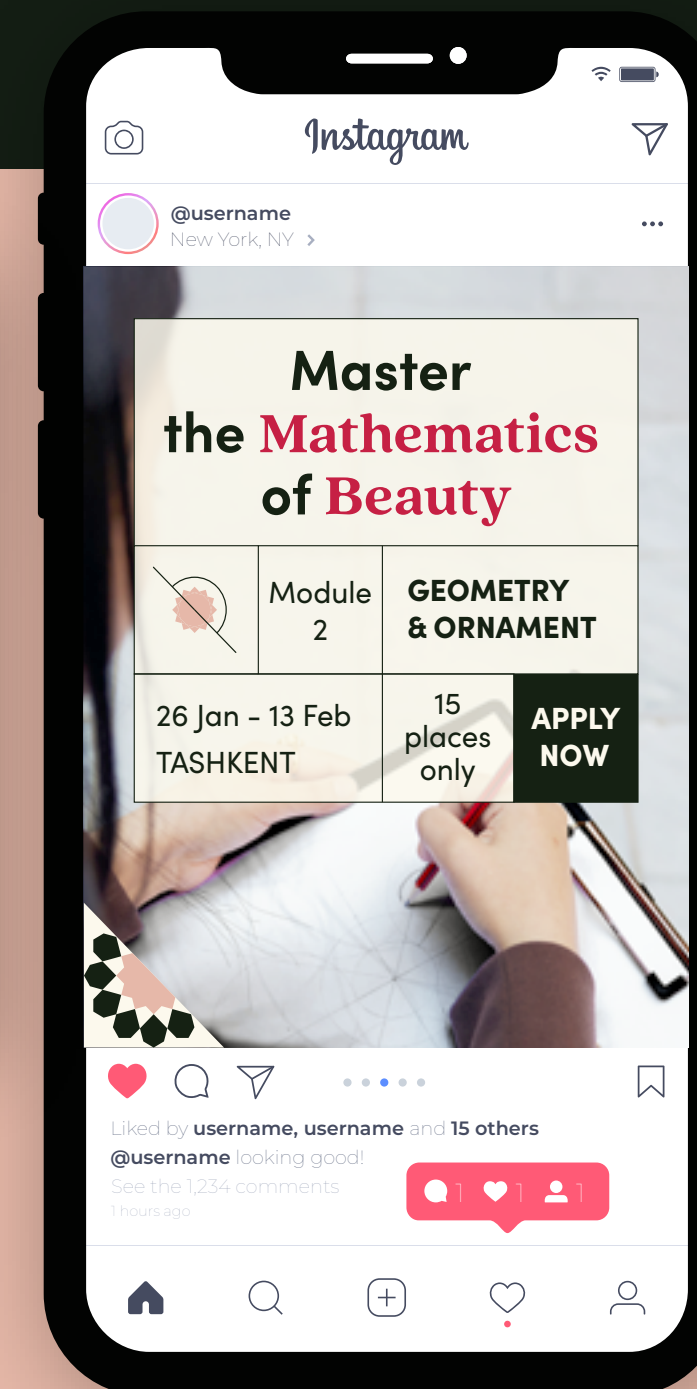
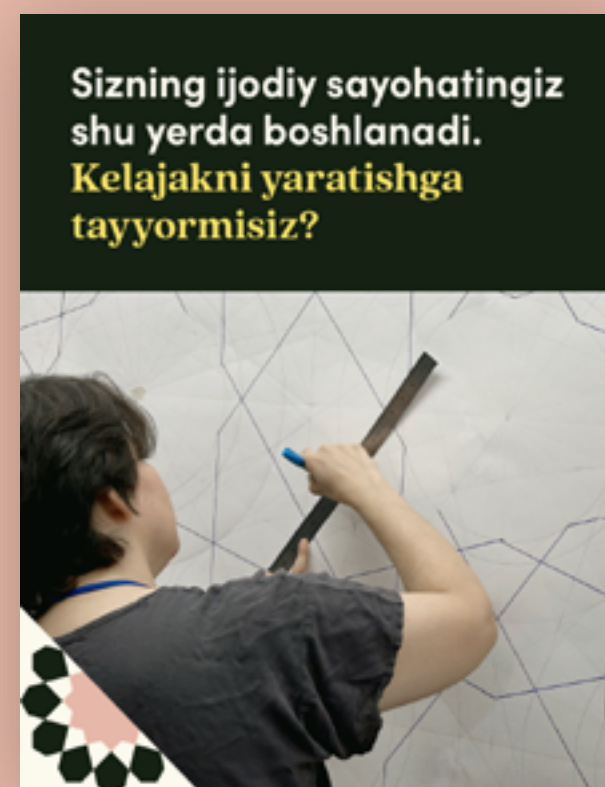


**Naqsh School
of Crafts**

INSTAGRAM PAGE ▶



CLICK TO PLAY ▲



Naqsh School of Crafts

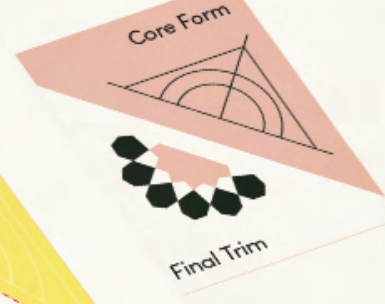
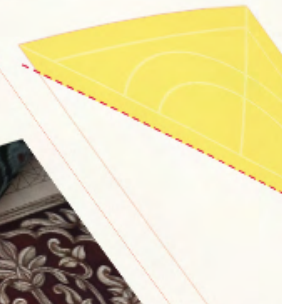
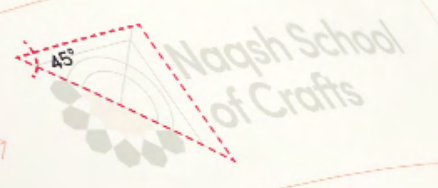
Brand Guidelines

Version 1.0

2025

represented on visuals. The angle may be self. The angle may also be represented by placement and logo segmentations, or by more photography crops or angled shape layers.

Naqsh School of Crafts



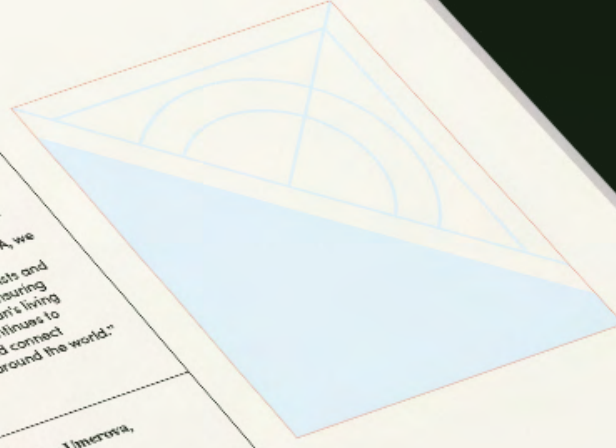
Graphic Elements | Logo Segmentation

Our logomark is built of two parts: the finished ornamentation (Final Trim) and the underlying geometry (Core Form). The logo may be broken up into these two sections and manipulated within a composition. When segmenting the logomark, the Final Trim must be present, while the Core Form may be left out if another line element is included in the composition, such as a stroke on another object or drawn lines within a photograph, etc... If the full logomark is also present on the visual, the Core Form may be left out. The Final Trim alone can be used when paired with an image or solid background color. The Core Form alone can be used as a subtle background.



This is a defining moment for Uzbekistan's cultural sector. By combining our strength with the expertise of the ICFIA, we will nurture a new generation of artists and craftspeople, ensuring that Uzbekistan's living heritage continues to inspire and connect people around the world."

Gigane Umarova, Chairperson, ACDP



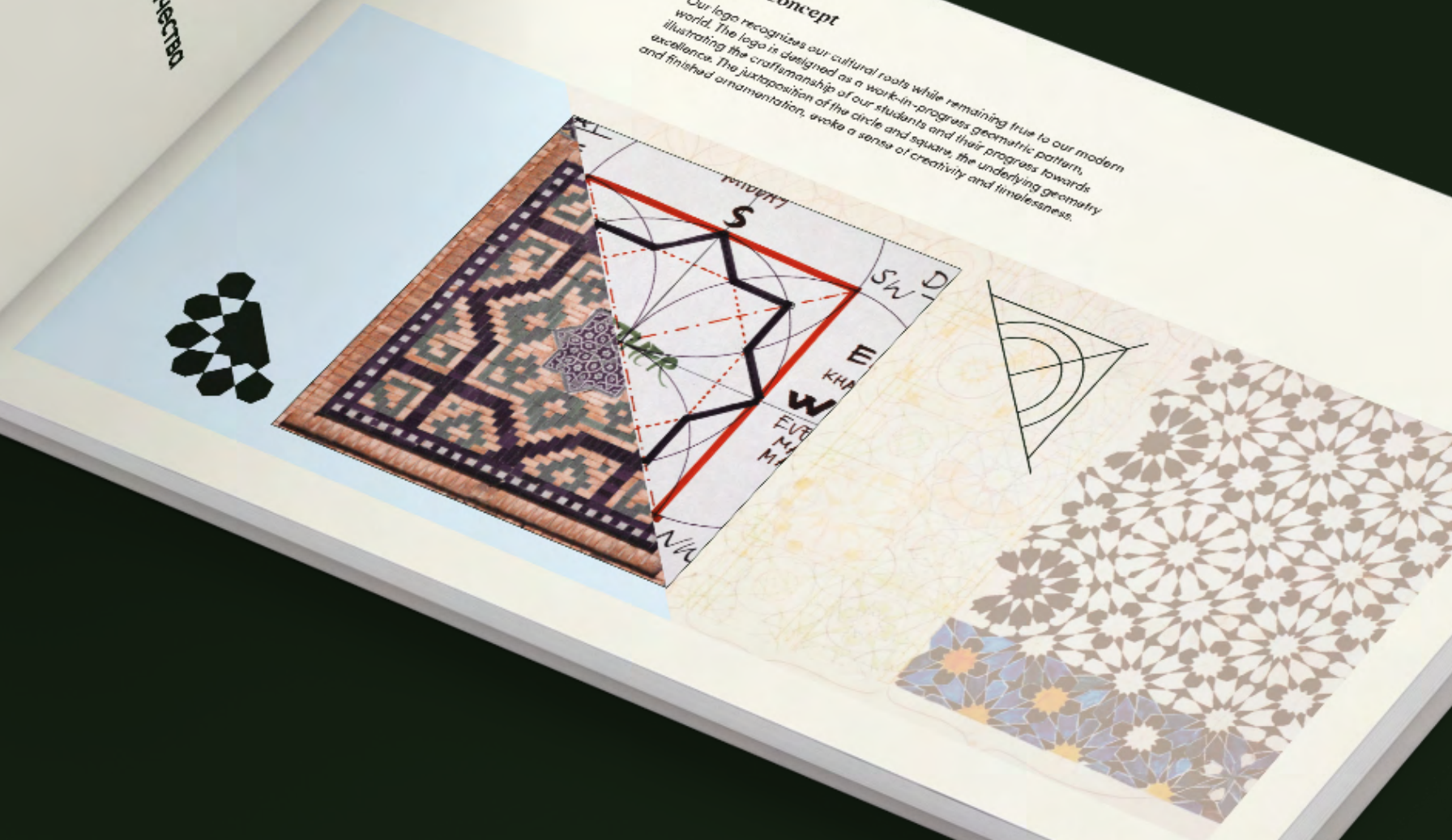
25

The Naqsh School of Crafts, a next generation of creatives, leaders will shape the future. Uzbekistan Art and Culture Development in partnership with the King's Foundation for Traditional Arts in London, are fostering the Naqsh School with the objective to preserve its rich artistic legacy by nurturing talent, fostering development and celebrating cultural identity.



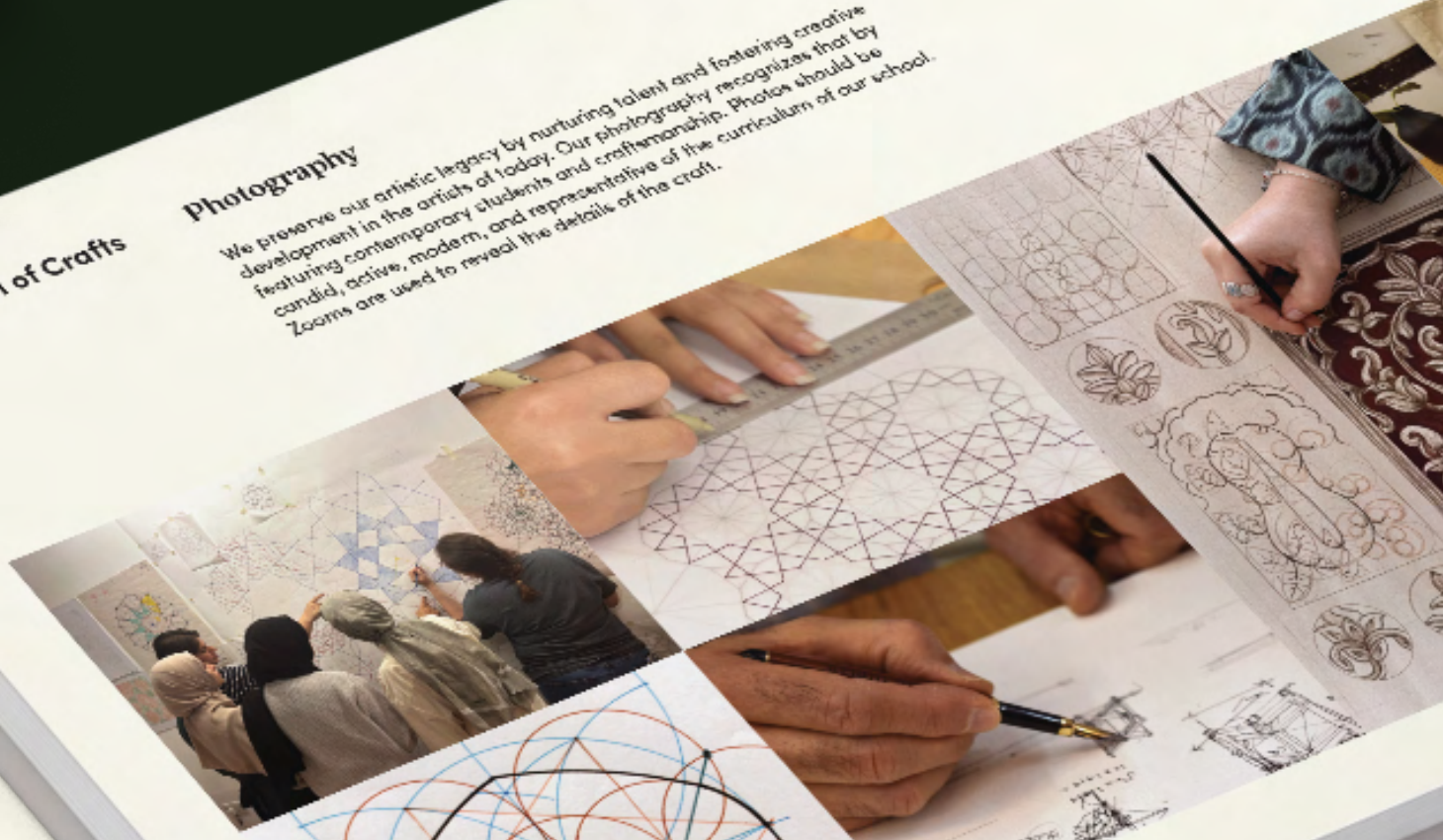
Naqsh School of Crafts Logo / Concept

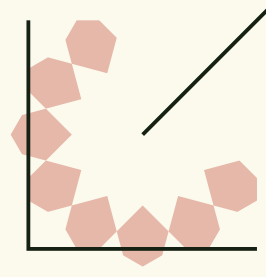
Our logo recognizes our cultural roots while remaining true to our modern world. The logo is designed as a work-in-progress geometric pattern, illustrating the craftsmanship of our students and their progress towards excellence. The juxtaposition of the circle and square, the underlying geometry and finished ornamentation, evoke a sense of creativity and intellectuality.



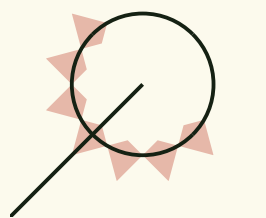
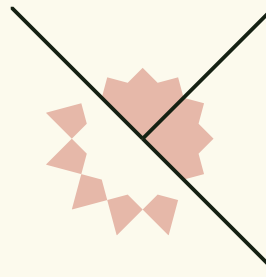
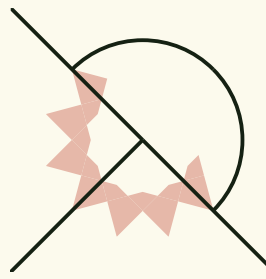
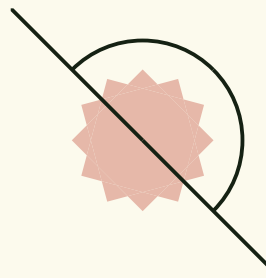
Naqsh School of Crafts Photography


We preserve our artistic legacy by nurturing talent and fostering creative development in the artists of today. Our photography recognizes that by featuring contemporary students and craftsmanship. Photos should be candid, active, modern, and representative of the curriculum of our school. Zooms are used to reveal the details of the craft.





VISIT WEBSITE ►





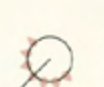


 **Naqsh School of Crafts** [About Us](#) [Vision](#) [Offer](#) **Modules** [Partnership](#) [Contact](#) [EN](#) ▼

Our Learning Modules

A Journey Through Uzbekistan's Living Heritage

At the Naqsh School of Crafts, we invite you to embark on a transformative educational journey. Our pilot modules are designed to immerse you in the rich traditions of Uzbek craftsmanship, while equipping you with the skills to innovate and create for the future. Each module combines hands-on learning with deep cultural exploration, offering a unique opportunity to engage with the country's extraordinary heritage.

 THE LIVING HERITAGE OF SAMARKAND	20 OCTOBER — 13 NOVEMBER 2025	1
 ARCHITECTURE AND PROPORTION	Duration: 20 – 29 October in Tashkent, followed by 2 weeks in Samarkand during the 43 rd UNESCO General Conference Capacity: 15 participants What You Will Learn: <ul style="list-style-type: none">• Geometry and design principles inspired by Ulugh Beg Madrasa• Skills drawn from across the future Diploma Programme modules.	Engaging with Ulugh Beg Madrasa Step into the heart of Samarkand and explore the geometry and natural order of the iconic Ulugh Beg Madrasa. This immersive module begins in Tashkent and culminates in Samarkand, where you will study the architectural and cultural significance of this historic monument. REQUEST MORE INFORMATION
 MONUMENTAL CALLIGRAPHY		
 GEOMETRIC PATTERNS OF UZBEKISTAN		
 BIOMORPHIC ORNAMENT FROM UZBEKISTAN		

Please note: The workshops require full attendance and dedicated participation throughout each session. We encourage applicants to ensure their complete availability for the duration of their chosen module to maximise the learning experience.

Where Tradition Inspires Creativity

A new home for heritage,
expression, and global exchange
in the heart of Central Asia.



[EXPLORE OUR PROGRAMMES](#)

[REQUEST MORE INFORMATION](#)

[VISIT WEBSITE](#) ►

About Us

Welcome to the Naqsh
School of Crafts.

In Tashkent, the crossroads of civilizations and the ancient Silk Road, a bold new institution has emerged. The Naqsh School of Crafts is a place where centuries of artistic heritage meet current creativity.

The School will start with a "Pilot Year", featuring five workshops on Uzbekistan's living heritage, and will then establish a full Diploma Programme. With our modules and courses, our mission is to nurture the next generation of artists, thinkers, and creative visionaries who will shape the future of art and design.

Through a transformative partnership between the Uzbekistan Art and Culture Development Foundation (ACDF) and The King's Foundation School of Traditional Arts (KFS), we are combining global expertise with local excellence to create a world-class education in traditional and contemporary arts.

As Uzbekistan prepares to host the 43rd UNESCO General Conference, the world is turning its gaze to a nation reimagining its future through culture. The Naqsh School of Crafts is an ambitious initiative ensuring Uzbekistan's heritage continues to inspire and connect people internationally. Join us in preserving the past and shaping the future.



Welcome to Tashkent.
Our city and doors are open.



"It is with enormous pride that I welcome you to the Naqsh School of Crafts - an institution born out of Uzbekistan's rich artistic heritage and electrifying vision for the future. The School of Crafts is a milestone in the Uzbekistan Art and Culture Development Foundation's mission to preserve, promote, and elevate the country's cultural heritage globally. Our partnership with The King's Foundation School of Traditional Arts combines their decades of expertise in traditional arts education with our visionary approach to creativity and cultural exchange. Together, we are not only safeguarding traditional crafts but reimagining their relevance for a global audience. This collaboration is a powerful testament to the strength of cultural partnerships and Uzbekistan's role as a rising centre for creativity and dialogue."

GAYANE USHEROVA,
FOUNDER OF THE NAQSH SCHOOL OF CRAFTS AND CHAIRPERSON
OF THE UZBEKISTAN ART AND CULTURE DEVELOPMENT FOUNDATION

Our Offer

A New Model of Arts Education for the 21st Century

At the Naqsh School of Crafts, we will offer:

World-Class Programmes:

Courses in traditional crafts, contemporary design, and interdisciplinary arts.

Global Exchange:

Opportunities for residencies, exhibitions, and collaborations with leading institutions worldwide.

Inclusive Access:

Outreach programmes to support emerging talent from across Uzbekistan and beyond.

Whether you are a student, a partner, or a visitor, you will find a space designed for growth, discovery, and collaboration.

Our Learning Modules

A Journey Through Uzbekistan's Living Heritage

At the Naqsh School of Crafts, we invite you to embark on a transformative educational journey. Our pilot modules are

Our Vision

Rooted in Heritage.
Embracing the Future.

Uzbekistan is a land of astronomers, artisans, and innovators whose legacy continues to inspire. At the Naqsh School of Crafts, we honour this heritage while embracing the future.

Our vision is to create a platform for creativity, collaboration, and cultural exchange, empowering students to connect with the world and contribute to a more inclusive, innovative global arts community.



Stay Connected

Be Part of Our Journey

If you would like to receive more information about the Naqsh School of Crafts modules and workshops, please sign up in the section below.

Name *

Email *

Message

I agree to the [Privacy Policy](#)

[Privacy Policy](#)

MICROSOFT | FRANCE | 2024

The Artificial Dreams Exhibition

Conceived in partnership with Microsoft, the exhibition “Artificial Dreams” at the Grand Palais Immersif offered an overview of artificial intelligence’s role in contemporary art.

This editorial project was developed to support Microsoft in showcasing AI artists and the evolving field of AI-driven art. Printed in black, white, and metallic silver PMS, the book features a blend of two papers: a semi-thick glossy stock to highlight the colored visuals, and a finer, textured paper for the central interview section—evoking a dialogue between digital and manual, smooth and tactile, and reflecting the intersection of technology and craftsmanship at the core of the project.

Editorial

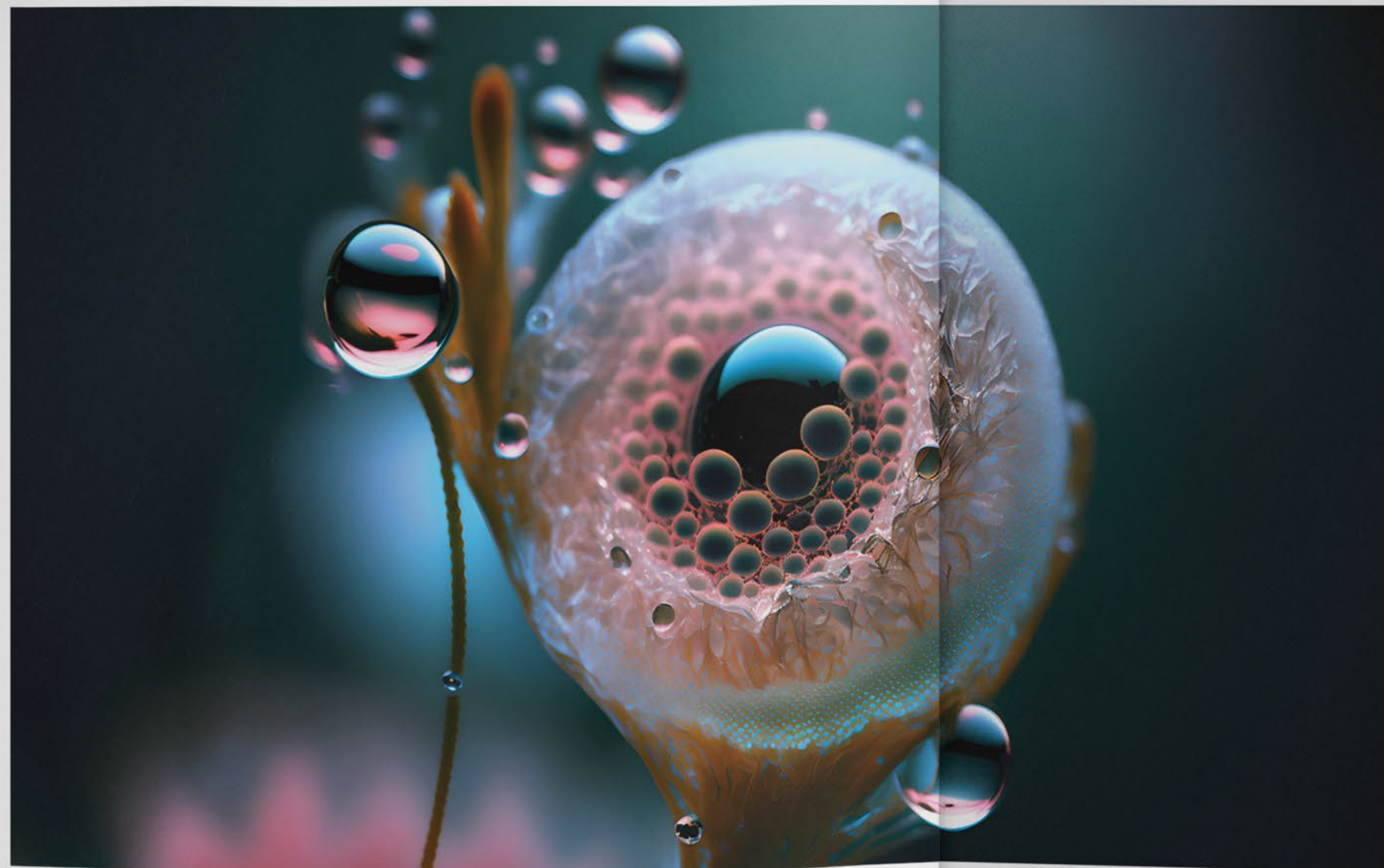
Studio: @APCO



 Microsoft



**GRAND
PALAIS
IMMERSIF**

**MARKOS KAY**

Markos R. Kay, artiste chypriote basé à Londres, se spécialise dans l'art génératif et la science. Son travail explore l'abstraction numérique à travers des méthodes génératives, souvent en collaboration avec des scientifiques. Il a exposé dans des musées et festivals internationaux, et a travaillé avec des organisations comme le MIT et des entreprises telles qu'Apple et Nike. En 2014, Kay a lancé un laboratoire d'art expérimental dans le but d'explorer les intersections du numérique et de la physique en combinant des simulations informatiques et des techniques procédurales avec la peinture, les textiles, la céramique et la sculpture.

L'abiogénèse est l'étude de l'origine de la vie sur Terre. Il s'agit d'un sujet complexe et mystérieux, et les scientifiques ont proposé de nombreuses théories différentes pour tenter de comprendre comment la vie est apparue.

Abiogenesis est une réinvention conceptuelle de la théorie du « monde lipidique » qui prend comme postulat que la vie provient de lipides formant des membranes qui enveloppent ensuite la matière et les nutriments pour former des protocellules. Les cellules biologiques telles que nous les connaissons aujourd'hui peuvent être considérées comme des membranes dans des membranes.

Paysage sonore
par Jesse Solomon Clark.

← *Abiogenesis*



TRYPHÈME & ULYSSE LEFORT
Tryphème (Tiphaine Belin) est une artiste autodidacte basée à Paris. Ses créations musicales sont inspirées de paysages fantastiques, de récits de vie et d'œuvres cinématographiques. Ulysse Lefort est un collaborateur fréquent de Tryphème. Ensemble, ils explorent des univers sonores et visuels, créant des œuvres immersives et poétiques qui démythifient les frontières entre les différents médiums artistiques contemporains, intégrant cinéma, danse et théâtre. Leur travail se distingue par une fusion de musique et d'images, offrant une expérience sensorielle unique.

LAVA est une épopée cinématographique à travers des paysages imprévisibles. Par ses voix chimériques et ses mélodies organiques, la musique de Tryphème nous propulse dans un univers fantastique. Les images germent en rythme pour mieux nous entraîner dans une divagation au cours de laquelle une matière indéfinie s'organise et se désorganise autour d'un horizon mutant.

Comme rêvant la musique qui l'a généré, *LAVA* puise dans nos souvenirs, dans les formes constitutives de notre réalité, afin de bâtir la sienne. Mouvement inlassable, glissement possible entre l'onde et la matière, entre la pulsation musicale et la structuration visuelle, oscillation entre son et espace, *LAVA* circule parmi des amas de motifs extraits de notre monde, issus de bases de données, qu'il juxtapose et mélange en dansant.

© LAVA



Entretien avec Justine Emard

Artiste, directrice artistique de l'exposition permanente du Pavillon de la France pour la prochaine exposition universelle à Osaka en 2025



QUEL A ÉTÉ VOTRE PREMIER RAPPORT À L'INTELLIGENCE ARTIFICIELLE, ET DE QUELLE MANIÈRE CETTE EXPÉRIENCE A-T-ELLE ÉTÉ ASSIMILÉE DANS VOTRE TRAVAIL ?

J'ai toujours été fascinée par les dispositifs de simulation de la réalité. Mon approche de l'intelligence artificielle est principalement ancrée dans la science. L'intelligence artificielle est avant tout une discipline scientifique qui n'est pas nouvelle et qui découle largement de la vie artificielle. Ce champ scientifique, qui cherche à simuler la vie en s'inspirant des mécanismes observés dans la nature, m'intéresse particulièrement. Par exemple, j'ai entraîné des modèles qui simulent et prédisent la vie d'un essaim d'abeilles pour créer mes œuvres. Ma recherche s'inscrit

dans une démarche commune avec les scientifiques afin de progresser ensemble dans l'élaboration de protocoles de travail.

VOTRE TRAVAIL S'INSPIRE DES RACINES LES PLUS ANCIENNES DE LA CRÉATION POUR LES CONFRONTER AUX AVANCÉES LES PLUS MODERNES DE NOTRE ÉPOQUE. POURRIEZ-VOUS NOUS PRÉSENTER VOTRE PROJET PLUS EN DÉTAIL ?

Je mets en scène l'origine des images. Une première origine concerne la façon dont les images naissent dans nos cerveaux. J'ai cherché à m'approcher au plus proche de ces images en travaillant avec des enregistrements électrophysiologiques et en utilisant des signaux neuronaux pour créer des œuvres. Une autre origine de l'image concerne celles des premières images de l'humanité à la préhistoire. J'ai collaboré avec la conservation de la grotte Chauvet, afin de travailler à partir de données issues de peintures et gravures datant de 36 000 ans, parmi les premières réalisées par des humains. À partir de cette base de données scientifiques, j'ai entraîné une intelligence artificielle à proposer de nouvelles images de la préhistoire, de nouvelles directions. Ce processus a réactivé le phénomène de la parité, lorsqu'on plonge dans l'espace latent, similaire à la façon dont nos ancêtres découvraient des formes sur les parois des grottes. Dans ma démarche artistique, j'ai cherché à connecter ces premières images dessinées au charbon avec les dernières technologies de création d'image actuelle, créant ainsi une « préhistoire » réinventée. La grotte Chauvet contient des milliers de gravures qui forment

une base de données exceptionnelle pour entraîner une intelligence artificielle. En parallèle, j'ai bénéficié de la collaboration de Jean-Michel Geneste, ancien conservateur de la grotte Chauvet, dont la sensibilité émotionnelle et mémorielle a enrichi la sélection des images. Il est primordial de souligner que malgré l'utilisation de la technologie, c'est toujours l'humain qui guide le processus de choix des images ainsi que la sensibilité véhiculée par l'œuvre.

LA QUESTION DE LA COLLABORATION ENTRE L'ARTISTE ET L'INTELLIGENCE ARTIFICIELLE EST COMPLEXE. QUEL EST LE POINT DE CONVERGENCE ENVISAGEABLE ENTRE LE PUBLIC, AVIDE D'ART, ET L'ANXIÉTÉ SUSCITÉE PAR L'UTILISATION DE L'IA ? COMMENT CONCILIER LES ATTENTES DU PUBLIC AVEC CE PROCESSUS DE CRÉATION ?

Il s'agit là d'une question intemporelle, car les artistes ont toujours été confrontés à la méfiance du public à l'égard de la légitimité du processus créatif. Par exemple, la photographie a souvent été remise en question quant à sa qualité artistique au moment de sa création. Ce qui importe véritablement, ce sont la pédagogie et l'exploration. Il est essentiel d'ouvrir le dialogue et de poursuivre l'exploration, car l'art a le pouvoir d'être subversif. Peut-être est-il nécessaire de réexaminer l'imagerie populaire associée à l'IA, qui tend trop souvent à se focaliser sur des représentations fantasmées et uniformisées.

LES ARTISTES UTILISENT SOUVENT PLUSIEURS INTELLIGENCES ARTIFICIELLES À LA FOIS. LA FAÇON DONC CES OUTILS SONT COMBINÉS POURRAIT-ELLE

DEVENIR UN N... UN STYLE ARTIS... Les manières de... tellement que d... approche unique... pas un outil, c'est... ça. Ce qui me tie... processus, depuis... données jusqu'à... la société peine... données. On les... immatérielles, sa... concret sur notre... ainsi de trouver... données moins in... Il est crucial de... du processus de... son impact pour... artistique que m...
DANS LE DOMA... EXISTE-T-IL SUR... LIEUX POUR DI... NOUVELLE FOR... J'ai exposé dans... notamment au... Allemagne, en Chine et en Italie. Je remarque qu'en France, une séparation persiste entre l'art contemporain et l'art numérique. De plus, la question de la conservation des œuvres numériques nécessite une mise à jour urgente.
POUR FINIR, QUE SOUHAITERIEZ-VOUS QUE L'ON RETIENNE DE VOTRE VISION DE L'ART, DE LA CRÉATION ET DE L'INTELLIGENCE ARTIFICIELLE ? Il est important pour les artistes de continuer à expérimenter, et pour le public de rester ouvert d'esprit.



FONDAZIONE LILLY | ITALY | 2025

A new Identity for a Scientific Research Foundation

In 2025, Fondazione Lilly in Italy embarked on a rebranding initiative to modernize its identity while honoring its legacy and core values.

Following an in-depth analysis of the Foundation's DNA, mission, tone of voice, and guiding principles, a refreshed brand identity was developed to strengthen its credibility and appeal among researchers and academics. The new visual identity was unveiled at a launch event in Rome, positioning the Foundation as a trusted and authoritative partner in advancing the national healthcare system and supporting independent research.

Brand Positioning

Rebranding & Visual Identity

Brand Launch

Webdesign

Social Media

Studio: @APCO



FONDAZIONE LILLY | ITALY | 2025

PRELIMINARY RESEARCH

Rebranding Proposal for Fondazione Lilly



January 20th, 2025

01 A new brand identity

As a way to reflect our approach and process, in the following slides you will experience our initial creative exploration for Fondazione Lilly, ensuring these concepts align with our understanding of your objectives.



The branding brief

Develop a new visual identity and logo for **Fondazione Lilly** that reflects its mission and values, emphasizing **integrity, commitment, and responsibility**.

The new identity should symbolize the foundation's dedication to:

- Scientific Research**
Advance research and innovation.
- Healthcare System Efficiency**
Improve healthcare access and quality.
- Education**
Support education and training in the healthcare sector, fostering local talents.
- Institutional Dialogue**
Position as a strategic and reliable partner for the HC system.

APCO / Rebranding Proposal for Fondazione Lilly

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What you have



What you need

A logo and visual identity that:

- Incorporates Fondazione Lilly's core values.
- Appeals to a wide range of stakeholders, including researchers, healthcare professionals, policymakers, and the general public.
- Represents a connection to innovation, communities, and research.
- Embodies modernity with a fresh and contemporary look.
- Is professional yet approachable, conveying the foundation's credibility and dedication to its mission.
- Is versatile and engaging for use on social media and websites.

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What does Fondazione Lilly stand for ?

A quick overview of the Lilly brand...



KEY TAKEAWAYS

- Lilly rebranding was recently established, meaning the Fondazione Lilly brand must complement the main brand while still having its own differentiating elements.
- The brand focuses on the humanistic element (texture, free style, not perfect shapes). The Lilly mark was inspired by the founder's signature.

APCO / Rebranding Proposal for Fondazione Lilly

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... and of other brands' foundations & NPOs



KEY TAKEAWAYS

- Most Foundation logos preserve main mark and make a lock up with "Foundation"
- Some logos use the company name but not necessarily the logo
- Some logos don't use the same typography, color or mark reference
- Predominance of blue and red

APCO / Rebranding Proposal for Fondazione Lilly

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And how to visually convey it?

Scientific Research

Healthcare System Efficiency

Education

Institutional Dialogue

Brand pillars

INTEGRITY
Conducting projects with maximum **transparency**

COMMITMENT
Being a credible and **reliable** partner

RESPONSIBILITY
Acting with a deep sense of responsibility towards **citizens and communities**

Key words

Stability

Transparency

Community, complementary elements working together

Development / Growth / Education

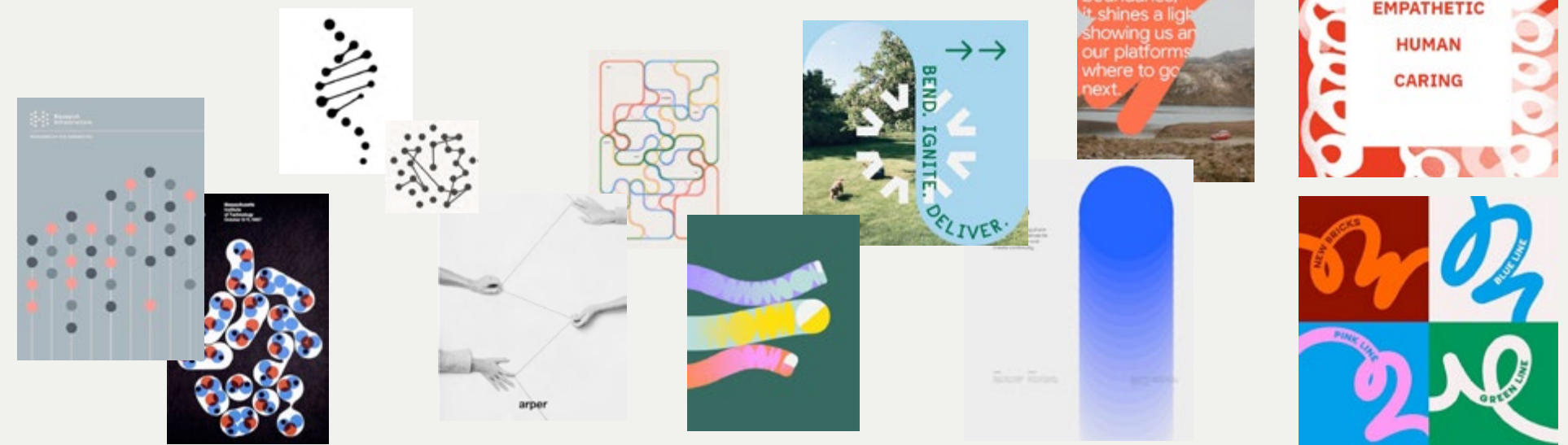
Digital health

Innovation

APCO / Rebranding Proposal for Fondazione Lilly

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Our criteria for the brand



SCIENTIFIC RESEARCH

Repetition
DNA
Cells / Molecules

COMMUNITIES growing together

Modules / Patterns
Circles
Connections
Layers

INNOVATION

Bold
Sharp
Simple
Clear

EXPANSION

Directional
Growth
Interlink
Movement

COHERENT with Lilly's branding

Humanistic
Rounded shapes
Red

APCO / Rebranding Proposal for Fondazione Lilly

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There was a **theme** emerging to the surface

Scientific Research

Imagine cells coming together to form a living organism, each contributing unique properties to create a dynamic structure. Similarly, atoms link to form molecules, the building blocks of matter. On a grander scale, these elements are part of a swirling galaxy, where each plays a crucial role in the interconnected system.

Community

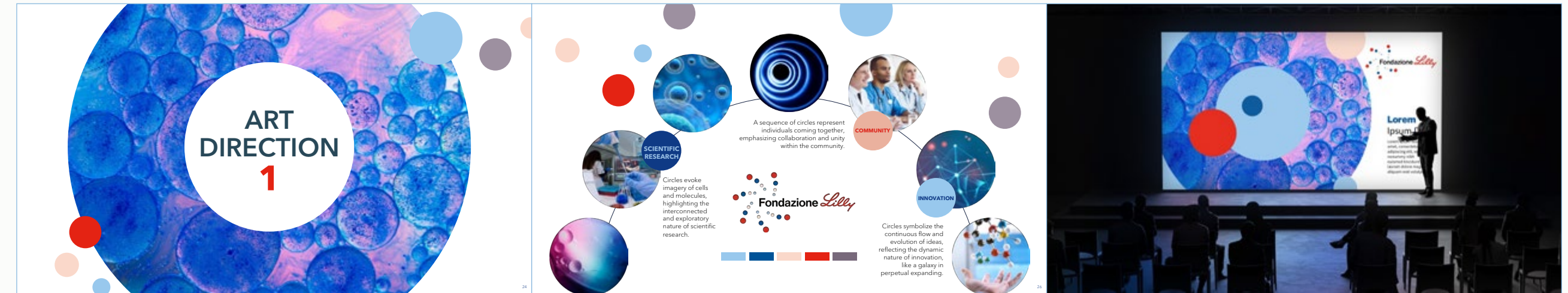
In the same way, individuals merge into a vibrant community, enhancing each member's uniqueness while fostering collective dynamism. This interconnectedness symbolizes the strength and innovation from collaboration and unity.

Innovation

Fondazione Lilly embodies this spirit by supporting research, integrating into institutional dialogue, and facilitating knowledge and access to the health system. Through these efforts, the foundation ensures that innovation and collaboration thrive, ultimately improving community well-being and advancing societal progress.

Leading us to **3** possible art directions

Those are concepts, finalised logos will be refined in collaboration with Fondazione Lilly



1

2

3



Research ●●●●●
Community ●●●●●
Expansion ●●●●●
Coherent with Lilly's branding ●●●●●
Innovative ●●●●●



Research ●●●●●
Community ●●●●●
Expansion ●●●●●
Coherent with Lilly's branding ●●●●●
Innovative ●●●●●

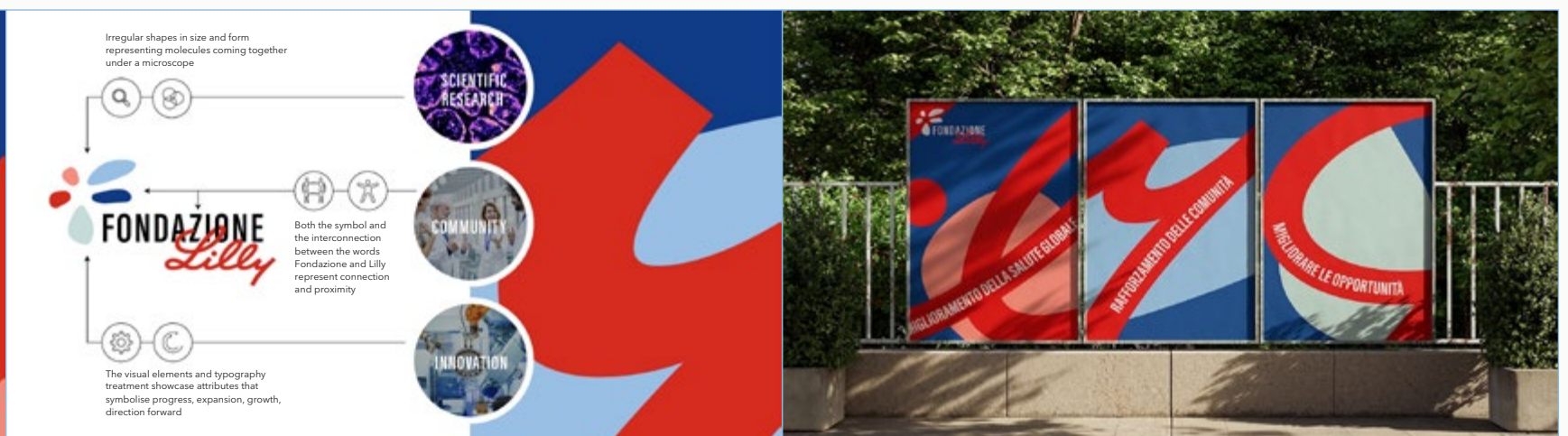


Research ●●●●●
Community ●●●●●
Expansion ●●●●●
Coherent with Lilly's branding ●●●●●
Innovative ●●●●●

ART DIRECTION 2



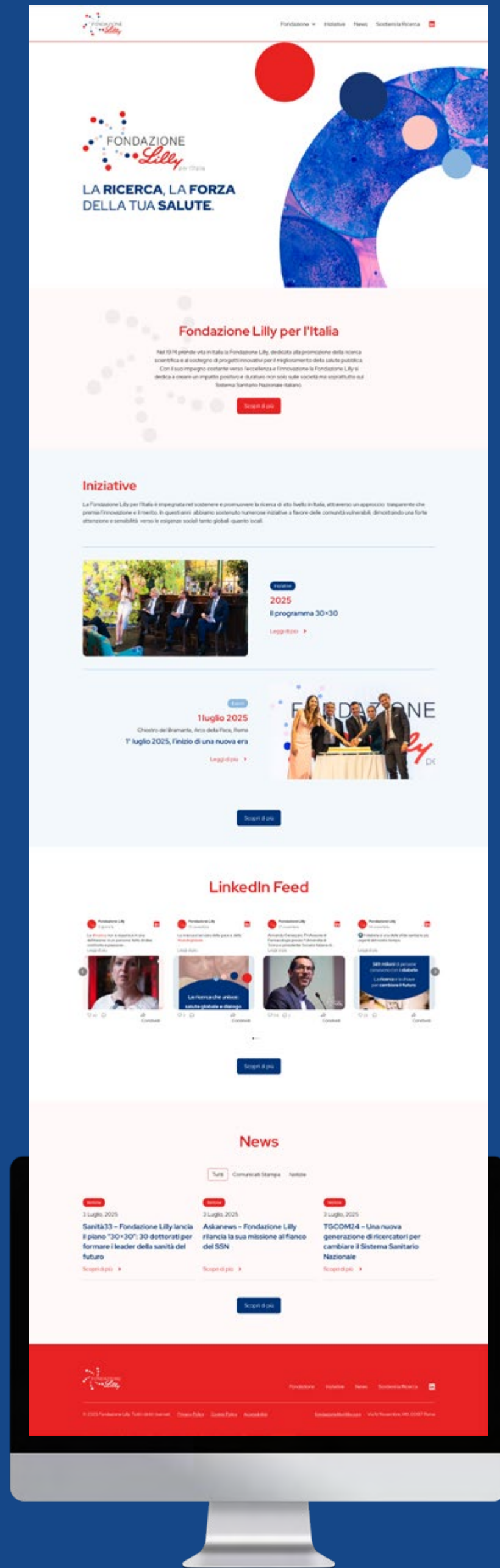
ART DIRECTION 3



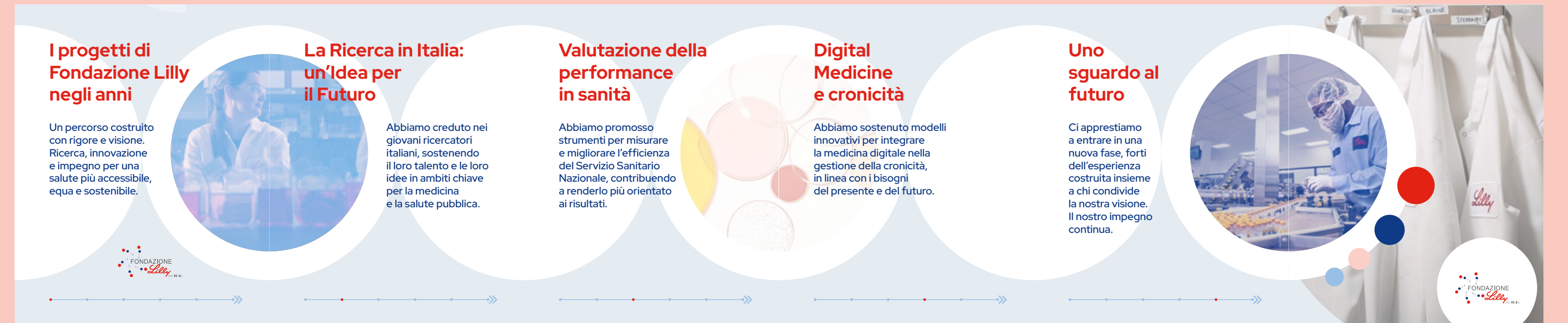
FONDAZIONE LILLY | ITALY | 2025

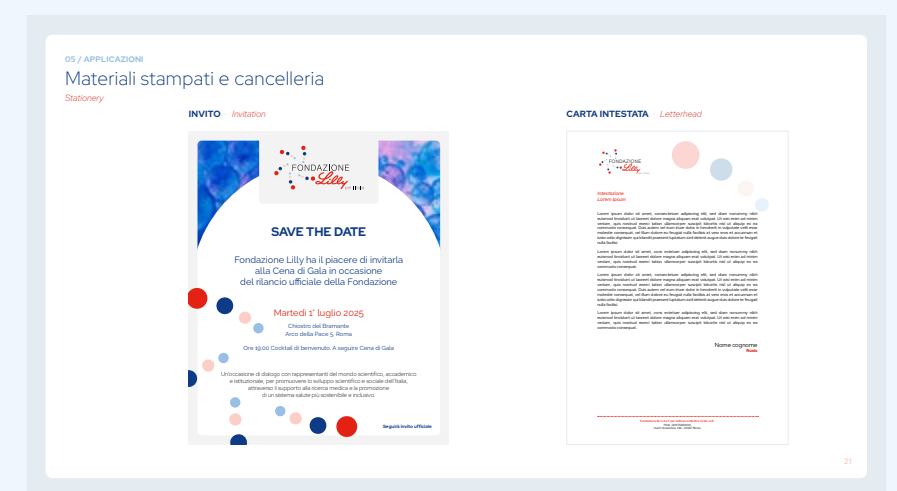
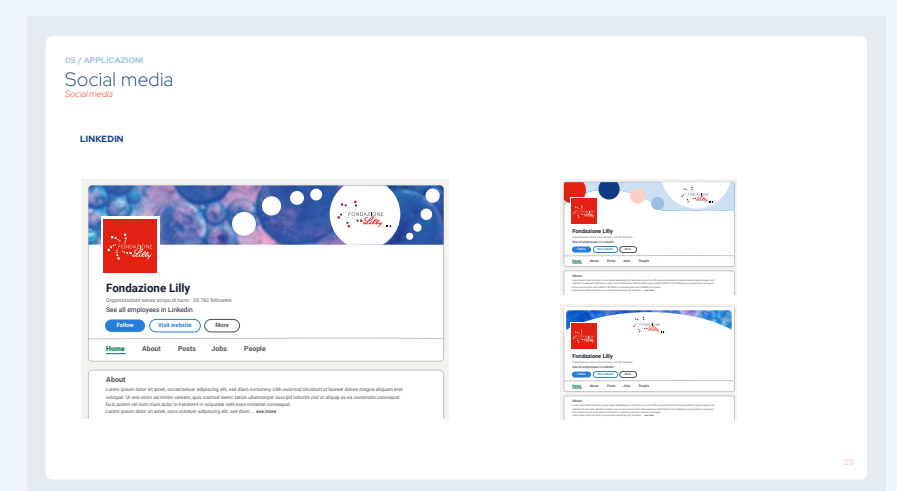
BRAND ROLLOUT

VISIT WEBSITE ▶



LINKEDIN PAGE ▶





MULTIBRAND EVENT | FRANCE | 2023-2025

The National Brain Cancer Day

The National Brain Cancer Day (Journée Nationale du Cancer du Cerveau) is an annual event that unites patients, healthcare professionals, and caregivers to engage in discussions centered around brain cancer.

Each year, the event adopts a unique theme, which serves as the foundation for the creation of a distinctive key visual. Over the past three years, a cohesive and impactful branding was developed for the event, including the creation of all supporting materials such as screens, roll-ups, leaflets, brochures, and other collaterals.

Branding & Visual Identity

Editorial

Event Branding

Social Media

Studio: @APCO



Tour de France
des initiatives
pour une meilleure prise en charge
des cancers du cerveau

Zoom sur 15 initiatives
à travers la France
pour améliorer la vie des patients

Les cancers du
cerveau restent des
maladies graves et
souvent méconnues,
mais leur impact est
considérable sur la
vie des patients et
leur entourage.

Heureusement,
partout en France,
des femmes et des
hommes refusent la
fatalité de la maladie
et se battent, à
leur échelle, pour
améliorer la vie des
patients atteints de
cancers du cerveau.

ORGANISÉE PAR

ARTC *sud*
Association pour la Recherche
sur les Tumeurs Cérébrales

Oligocyte
un geste, un espoir

DES ÉTOILES
DANS LA MER

AVEC LE SOUTIEN DE

novocure SERVIER



Journée
du cancer
du cerveau
3 décembre 2025

**Michel
Lauzzana**
Président du groupe d'étude
Cancer à l'Assemblée nationale

« J'espère que cette
3^{ème} journée du cancer
du cerveau contribuera
à faire mieux connaître
cette maladie qui
touche environ 6000
personnes en France,
dont beaucoup de
jeunes adultes »

Charlie Dalin
Vainqueur du Vendée Globe 2024,
Parrain de la 3^{ème} édition de la
Journée Nationale du Cancer du Cerveau

Journée
du cancer
du cerveau
3 décembre 2025

Journée
du cancer
du cerveau
3 décembre 2025

**annonce
engagement de lieu**

NATIONALE DU CANCER
SE TIENDRA DÉSORMAIS AU

MARK MONTHOLON,
MONTHOLON, PARIS 9

25, DE 10H À 17H

AVEC LE SOUTIEN DE

novocure SERVIER

Journée
du cancer
du cerveau
3 décembre 2025

**Espoirs en tête :
vivre pleinement
malgré un cancer
du cerveau**

INTERVIENDRA

MARINE ERBA
Docteure
en psychologie
de l'éducation
et développement
de l'enfant, auteure,
conférencière
et formatrice

ORGANISÉE PAR

ARTC *sud* Oligocyte *un geste, un espoir* DES ÉTOILES DANS LA MER

AVEC LE SOUTIEN DE

novocure SERVIER



ACDF | UZBEKISTAN | 2025-2026

Uzbekistan's Country Branding exploration

Uzbekistan is a youthful nation with a forward-looking perspective, deeply rooted in its rich history and traditions. The Art and Culture Development Foundation of Uzbekistan (ACDF) sought a new branding initiative to reflect their vision for the country's future.

Below are some of the proposed branding concepts for this project along with the logo selected to represent Uzbekistan's tourism initiative and its emergence as a dynamic and welcoming destination on the global stage.

Country Branding

Visual Exploration

Brand Positioning

Brand Narrative

Brand Launch

Branding & Visual Identity

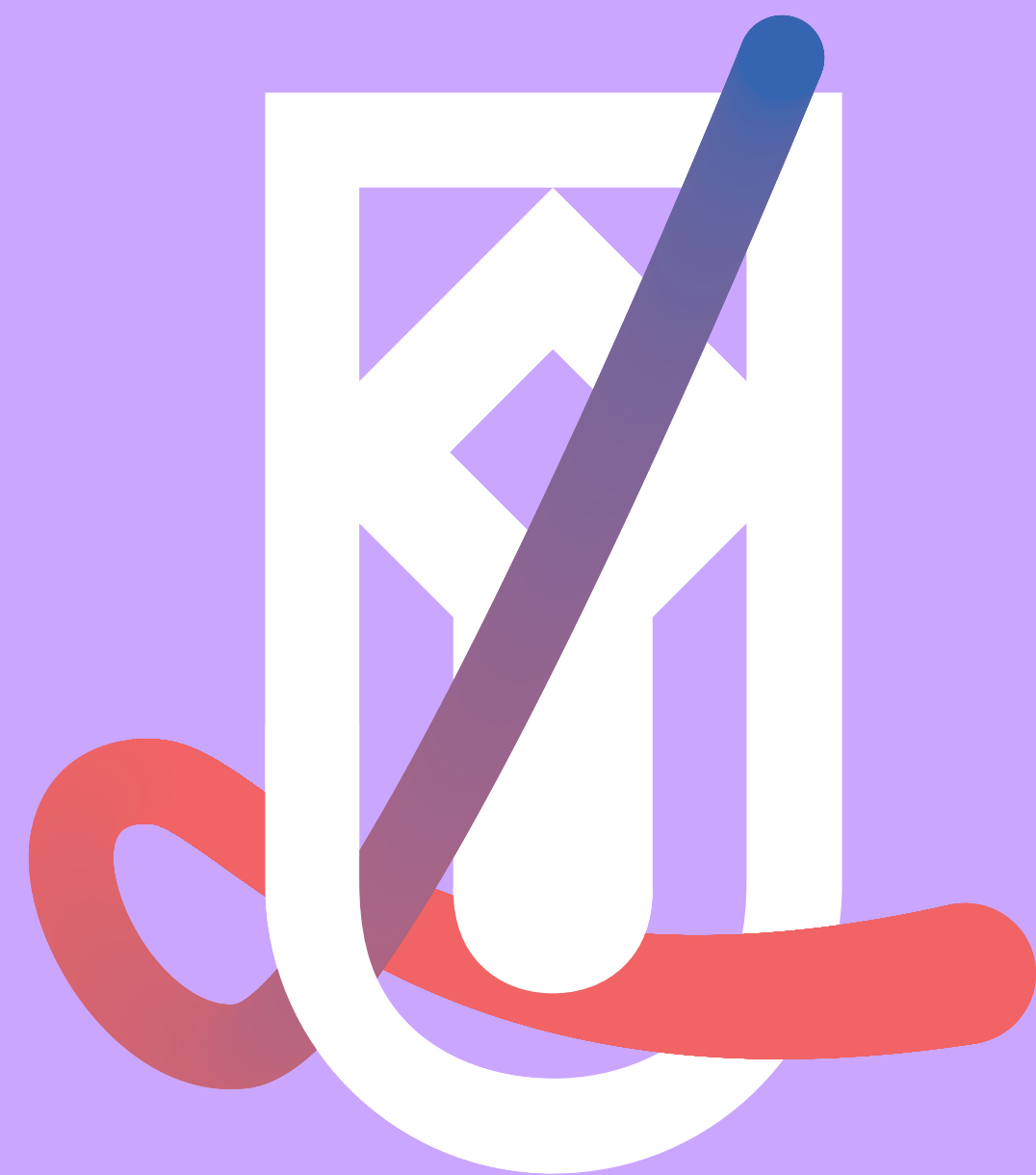
Studio: .Pomelo @APCO

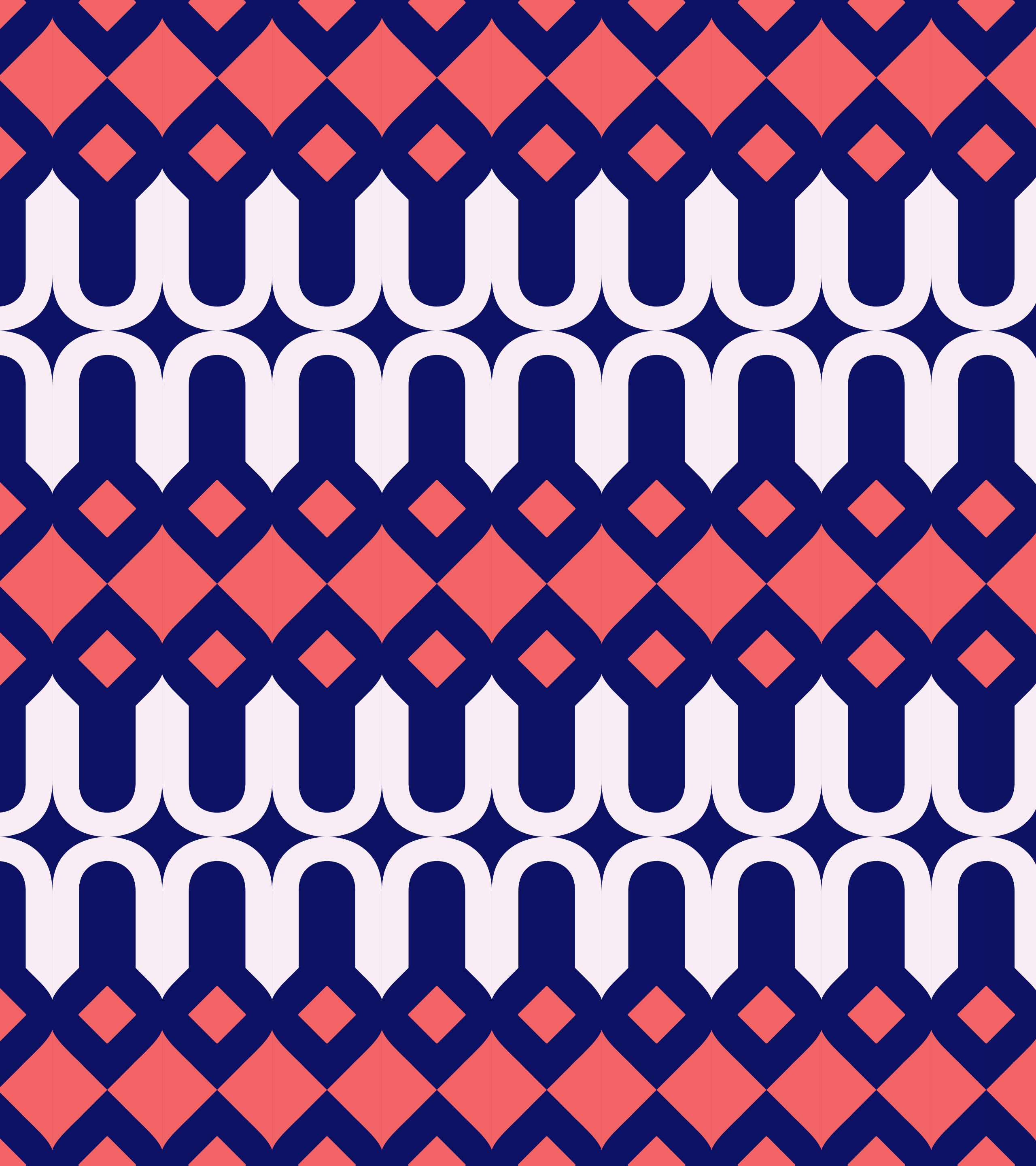


ACDF | UZBEKISTAN | 2025-2026

LOGO EXPLORATION

 *Live*
Uzbekistan







Get Uzed to it.

Live Uzbekistan



A New Day on the Silk Road.



A New Path on the Silk Road.



UZBEKISTAN



Lorem ipsum solar
panels, consectetur
adipiscing elit.

www.Uzbekistan.uz

[@Uzbekistan_uz](https://twitter.com/Uzbekistan_uz)

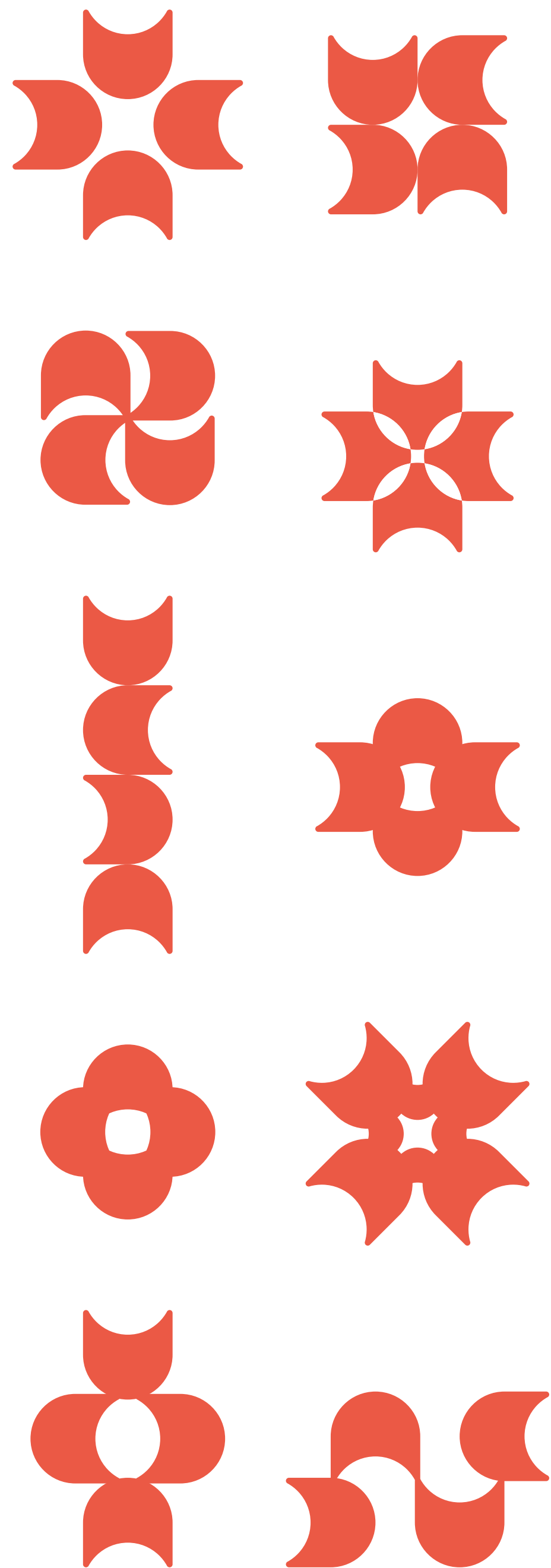
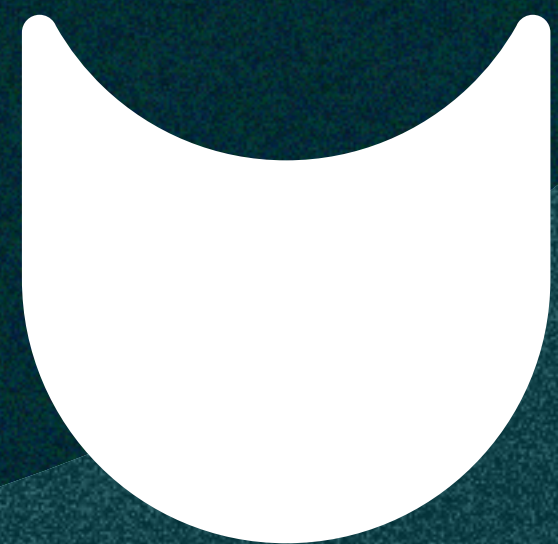


CLICK TO PLAY ▲



UZBEKISTAN

www.Uzbekistan.uz [@Uzbekistan_uz](https://www.instagram.com/Uzbekistan_uz)




O'ZBEKISTON


УЗБЕКИСТАН

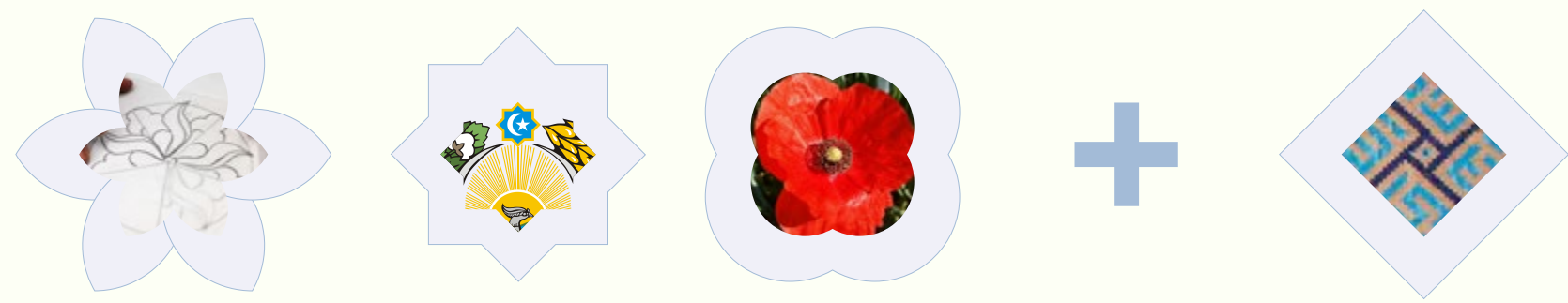

UZBEKISTAN



Sense
Uzbekistan

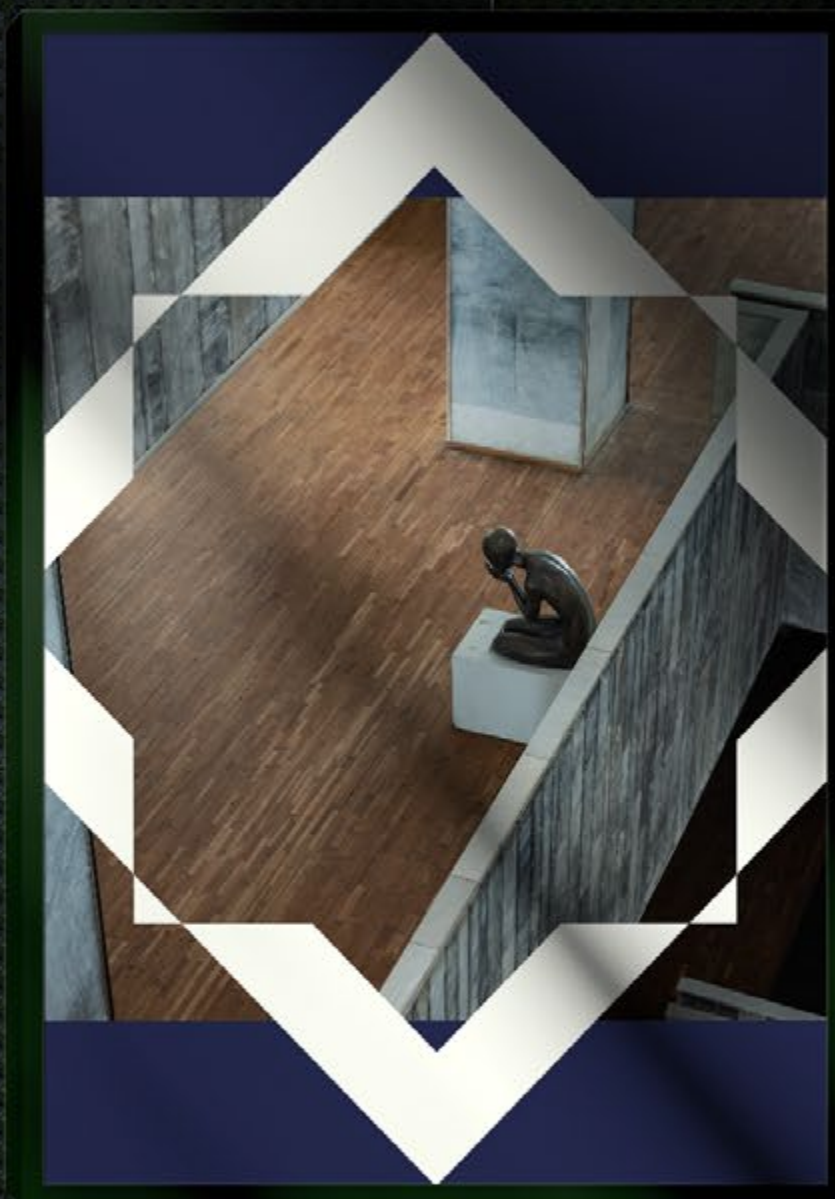
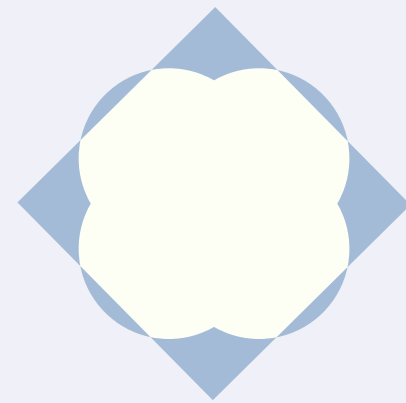
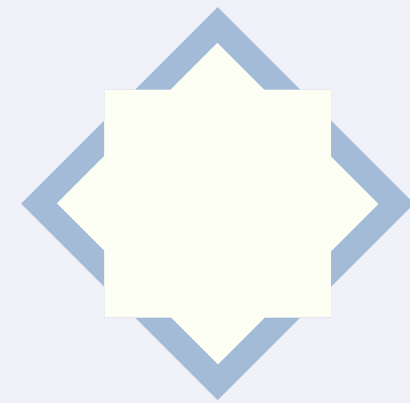
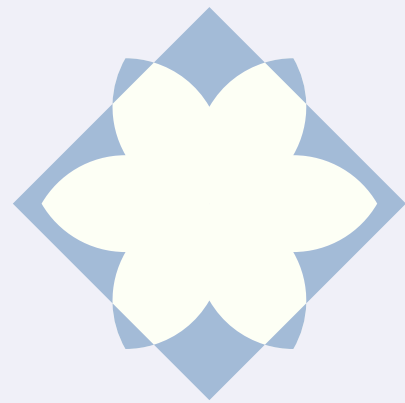






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ACDF | UZBEKISTAN | 2026

SELECTED LOGO



Uzbekistan



O'zbekiston



Ўзбекистан



Uzbekistan

FUNCTIONAL

PLAIN COLOUR BACKGROUND

CONTRASTING SHAPES

OVERLAPPING ELEMENTS

DYNAMIC LAYOUTS

EXPRESSIVE

Address
Lorem ipsum dolor sit amet, consectetur adipiscing.

Date
Month / Date / Year

Phone
+00 000 00000

Email
info@uzbekistan.uz

LOREM IPSUM DOLOR SIT AMET
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Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

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Signature

LOREM IPSUM DOLOR SIT AMET
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Text goes here

Uzbekistan.
Moving.
Forward.

Uzbekistan

Text goes here
Lorem Ipsum

Uzbekistan

Uzbekistan



@UZBEKISTAN_UZ
WWW.UZBEKISTAN.UZ

**Moving.
Forward.**

Uzbekistan

Text goes here

Uzbekistan

Uzbekistan

**Text goes here
Lorem Ipsum**

Uzbekistan

WWW.UZBEKISTAN.UZ



**BIG HEADLINE
GOES HERE**

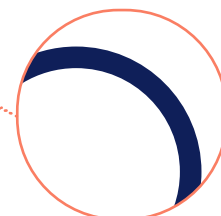
Uzbekistan



Hard edges



Uzbekistan



Circular shapes

HSCALE | WORLDWIDE | 2025

The Launch of a Data Center company

hscale, a data center company, required a cohesive brand identity to complement its existing logo.

The brand identity was developed by introducing a harmonious palette of secondary colors, carefully selected fonts, and a suite of social media visuals and templates, ensuring a consistent and impactful brand presence ahead of its launch.

Rebranding & Visual Identity

Social Media



hscale





Speaker

Datacloud Global Congress 2025

5 June
14:10-14:50

Keynote Theatre — Discover Zone
Palais Des Festivals, Cannes, France

"Designing for density"

Abed Jishi
Chief Technology officer



Meet me

@ Datacloud Global Congress 2025

2-6 June 2025

Palais Des Festivals, Cannes, France

Marija Crnogorac
Head of Sales & Solutions Engineering



CALIDUS | UNITED ARAB EMIRATES | 2017

A new Aerospace Manufacturer at the Dubai Airshow

Calidus, a leading defense technology and aerospace manufacturer based in Abu Dhabi, unveiled its brand during the Dubai Airshow. "Calidus" is a reference to the Peregrine Falcon—a symbol of speed and precision, but also the official animal of the UAE, embodying national pride and heritage.

Ahead of this launch, a distinctive logo and comprehensive brand identity were developed, along with a full suite of branded collateral and promotional materials, ensuring a strong and cohesive presence that reflected Calidus's commitment to innovation and excellence in the defense sector.

Branding & Visual Identity

Key Visual

Event Branding

Brand Launch

Stationary

Stand Design

Studio: @ESL Agence Publicis





CALIDUS



Fine Books & Editorial Management

Cassi Edition is a specialized publishing house and the representative of Rizzoli New York in France.

Projects would include layout design, and/or project and product management, overseeing the entire printing process: this includes ensuring file and layout consistency, photo engraving, color proofing, and managing multilingual printing projects.

Editorial

Production Management

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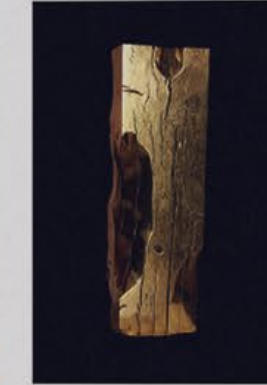
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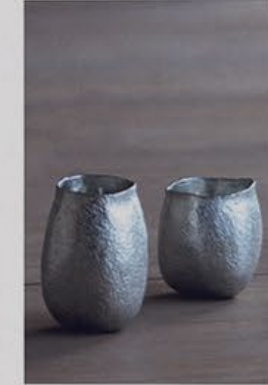
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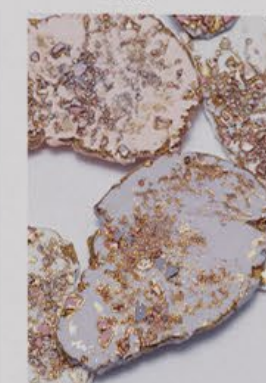
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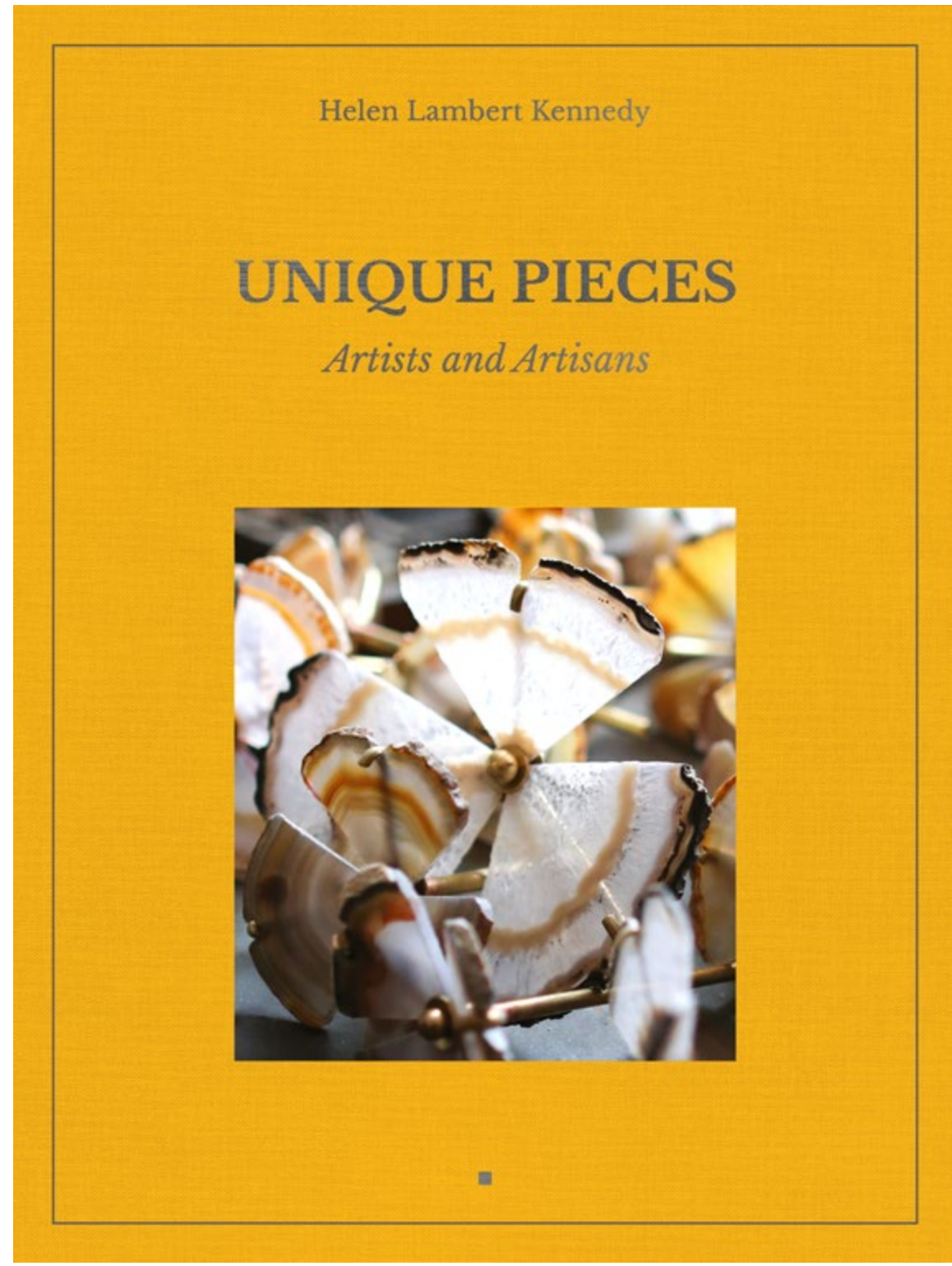


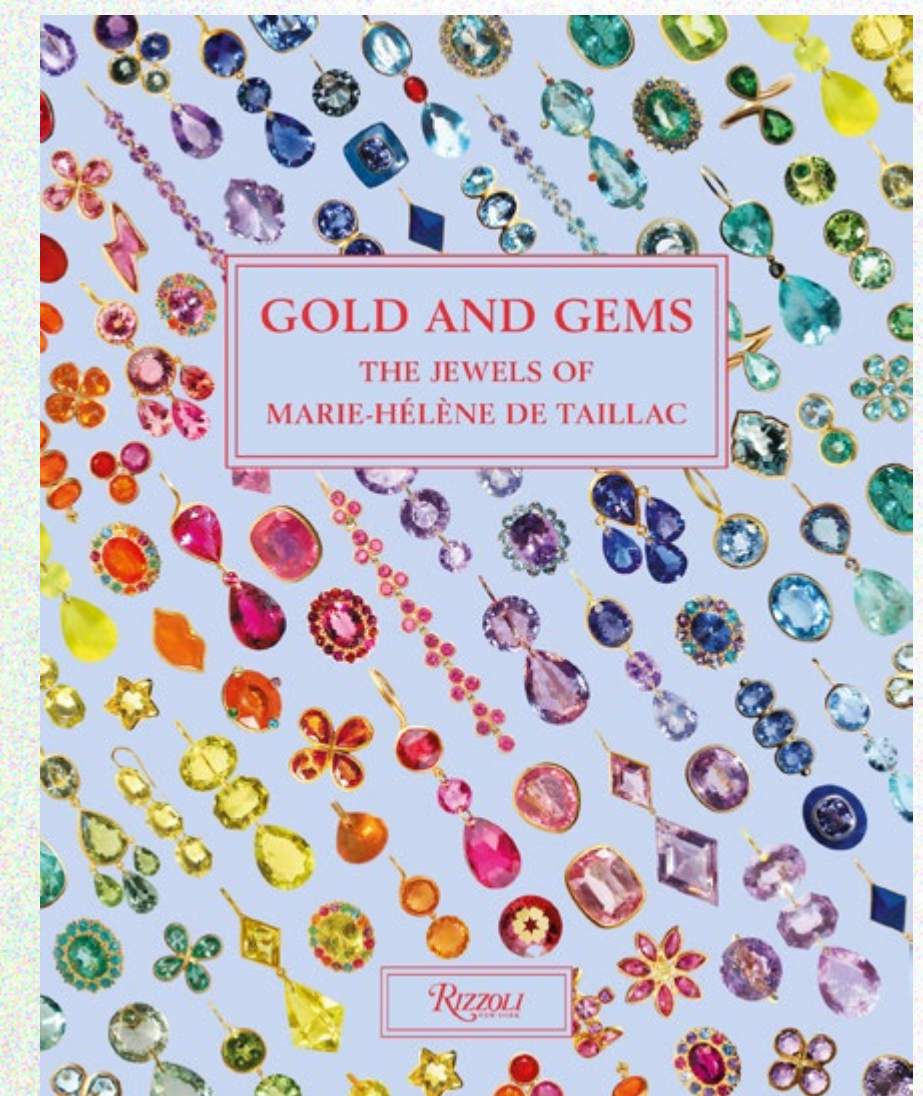
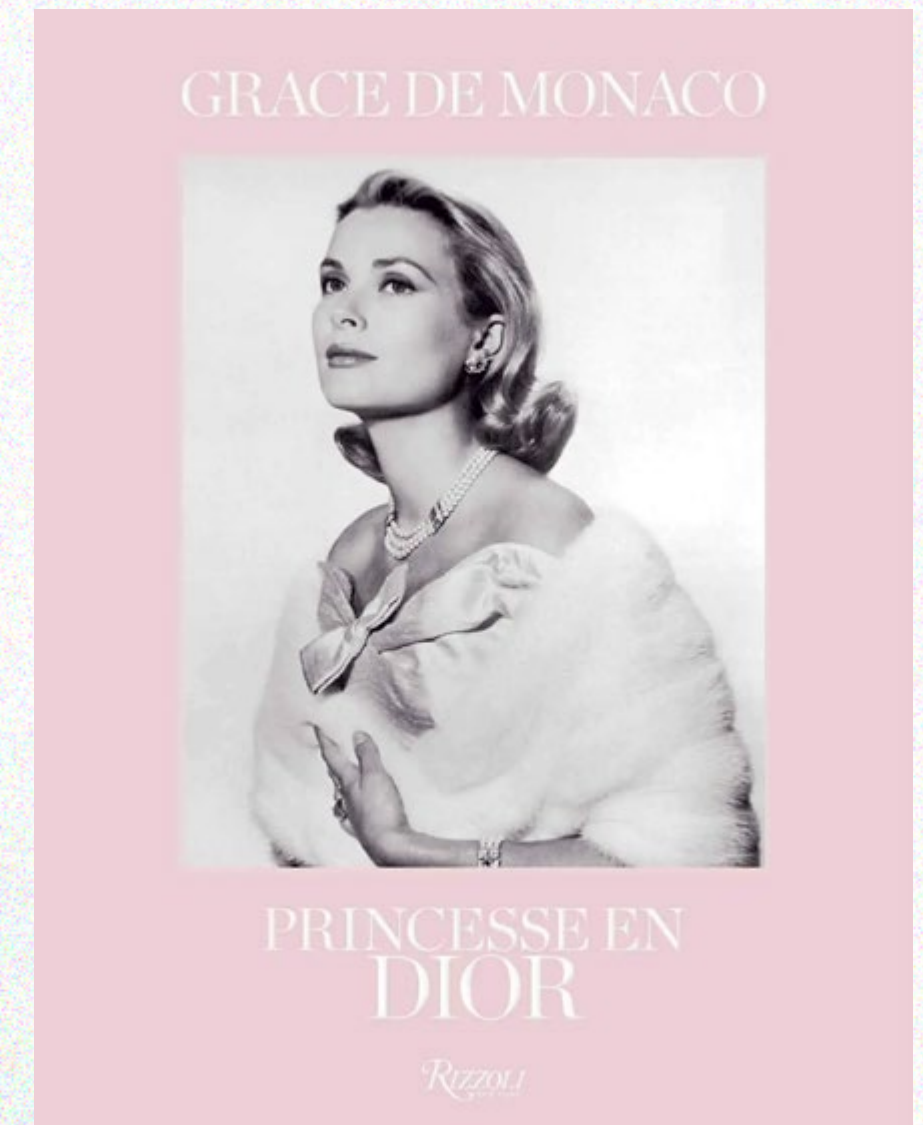
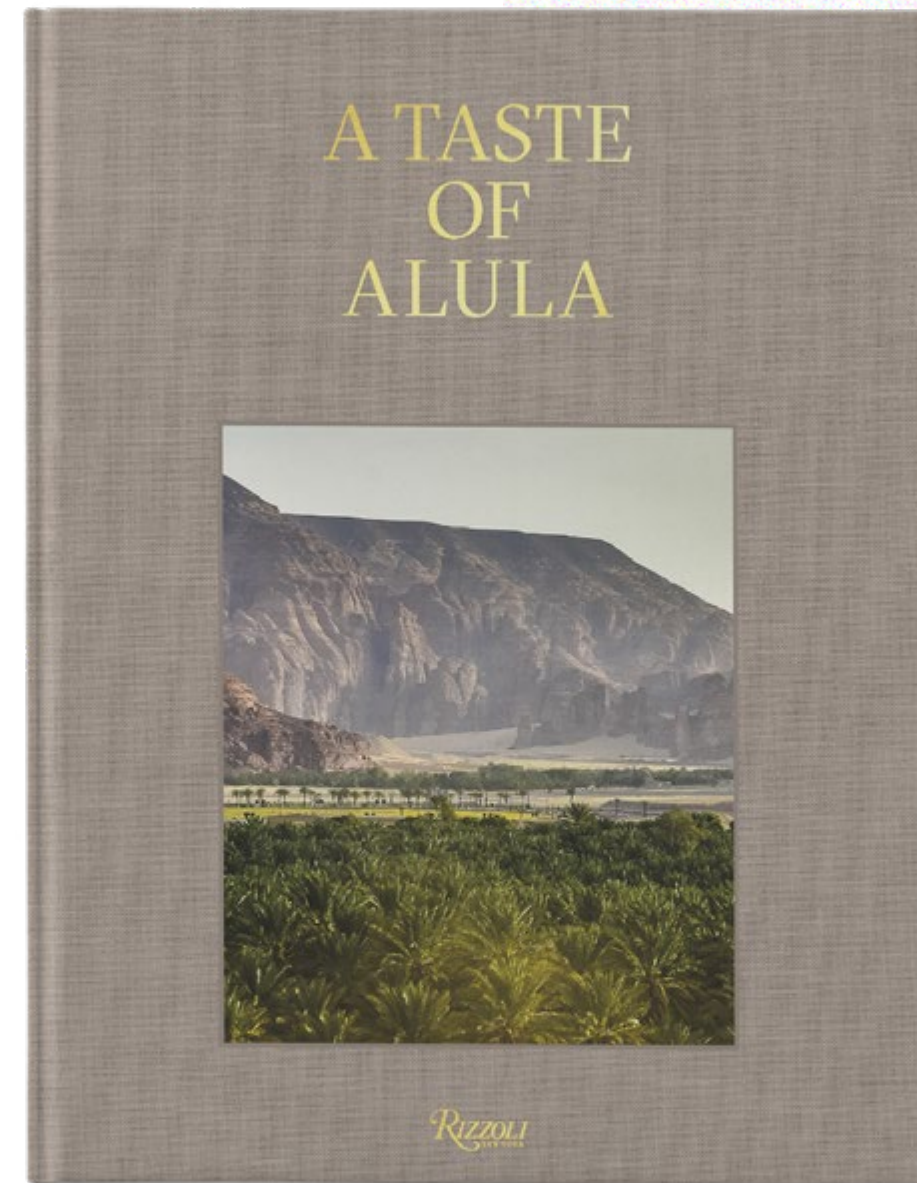
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Ceramic Artist







AI exploration

A few experiments exploring AI, series, visual coherence, and animated imagery.

Art Direction / Visual Exploration

Motion Design

Post editing



PLAY VIDEO ▶

Exploring an innovative way to reveal a logo and its key visuals for Uzbekistan Tourism ↓



PLAY VIDEO ▶

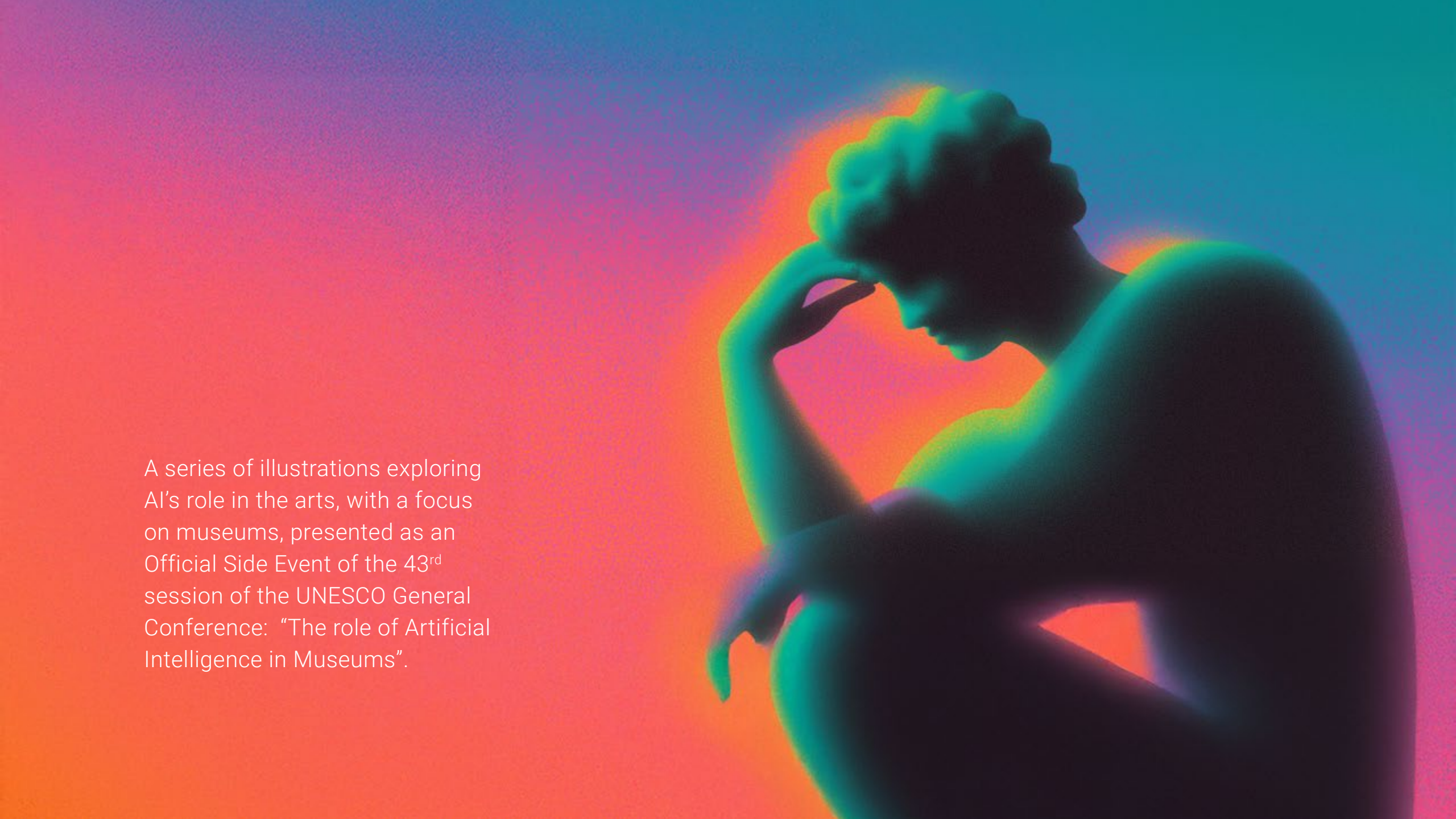
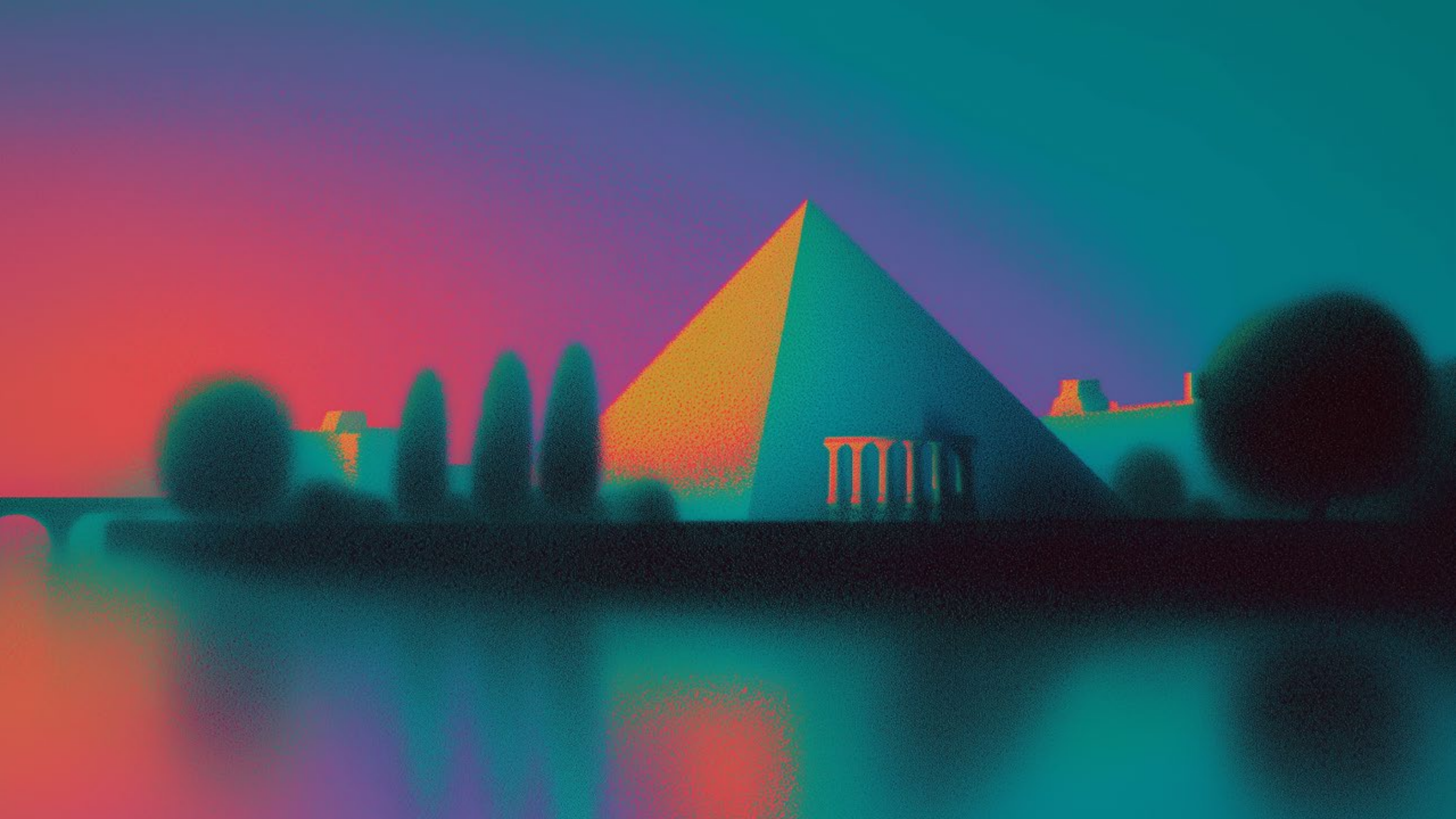
← Exploring around the shape U placed in different directions, writing "DUNE"

PLAY VIDEOS ▶



An artistic photographic series with a subtle surreal edge, exploring the youth of Uzbekistan and its rural landscapes—moving beyond the familiar Silk Road and mosaic imagery. The visuals were gently animated, breathing life into fleeting instants and offering brief, poetic glimpses of lived moments.





A series of illustrations exploring AI's role in the arts, with a focus on museums, presented as an Official Side Event of the 43rd session of the UNESCO General Conference: "The role of Artificial Intelligence in Museums".

A series of illustrations showcasing Uzbek artifacts, featured at the Official Side Event of the 43rd session of the UNESCO General Conference: "The role of Artificial Intelligence in Museums".



Thanks for watching

[BACK TO TOP ▲](#)