

ARTÉMISE DE VERNEJOUL

# Art Direction & Graphic Design

PORTFOLIO



A.DEVERNEJOUL@GMAIL.COM

WWW.ARTEMISEDV.COM

+33 (0) 6 86 05 25 02



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.

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 Positionning
- Brand Narrative
- Ideation
- Brand Launch
- Branding & Visual Identity
- Country Branding
- Campaigning
- Editorial
- Webdesign
- 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 the Scientific Foundation in Italy,  
the branding of a Data Center company,  
the launch of an Aerospace Manufacturer at the Dubai Airshow,  
the National Brain Cancer Day, supported by Servier and Novocure,  
Editorial Projects with Cassi Edition & Rizzoli New York,  
an exploration around Country Branding for Uzbekistan,  
& 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**

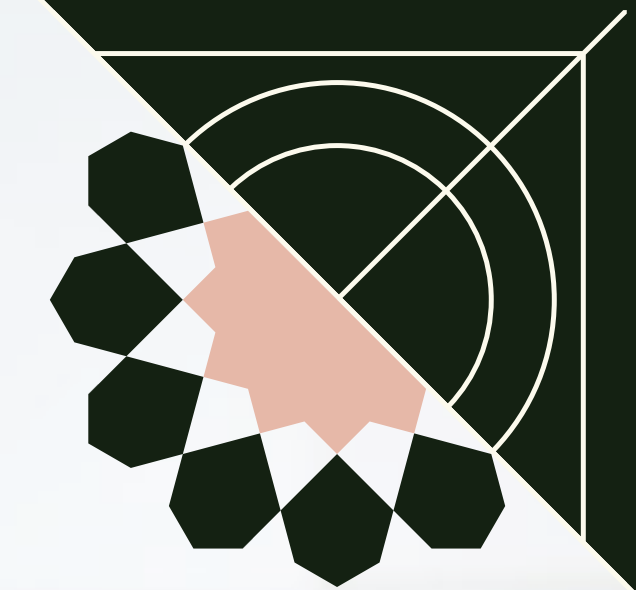
**Branding & Visual Identity**

**Brand launch**

**Webdesign**

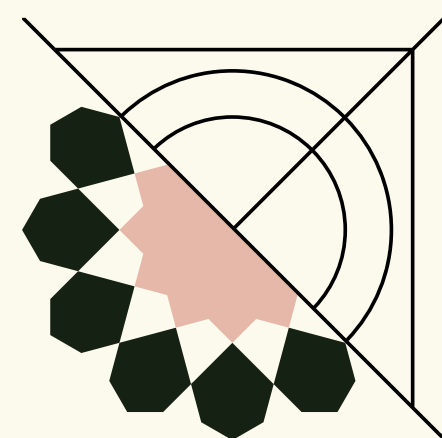
**Social Media**

Studio: .Pomelo @APCO



**Naqsh  
School  
of Crafts**



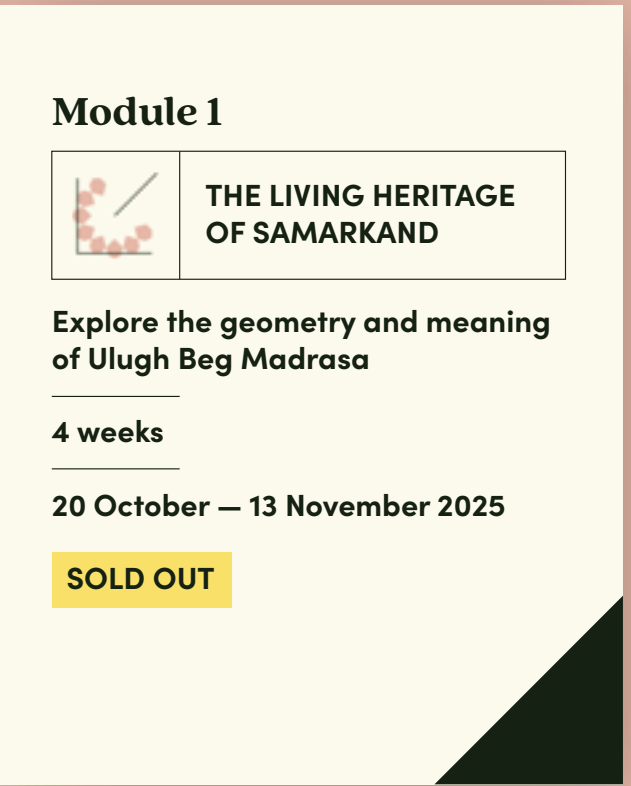
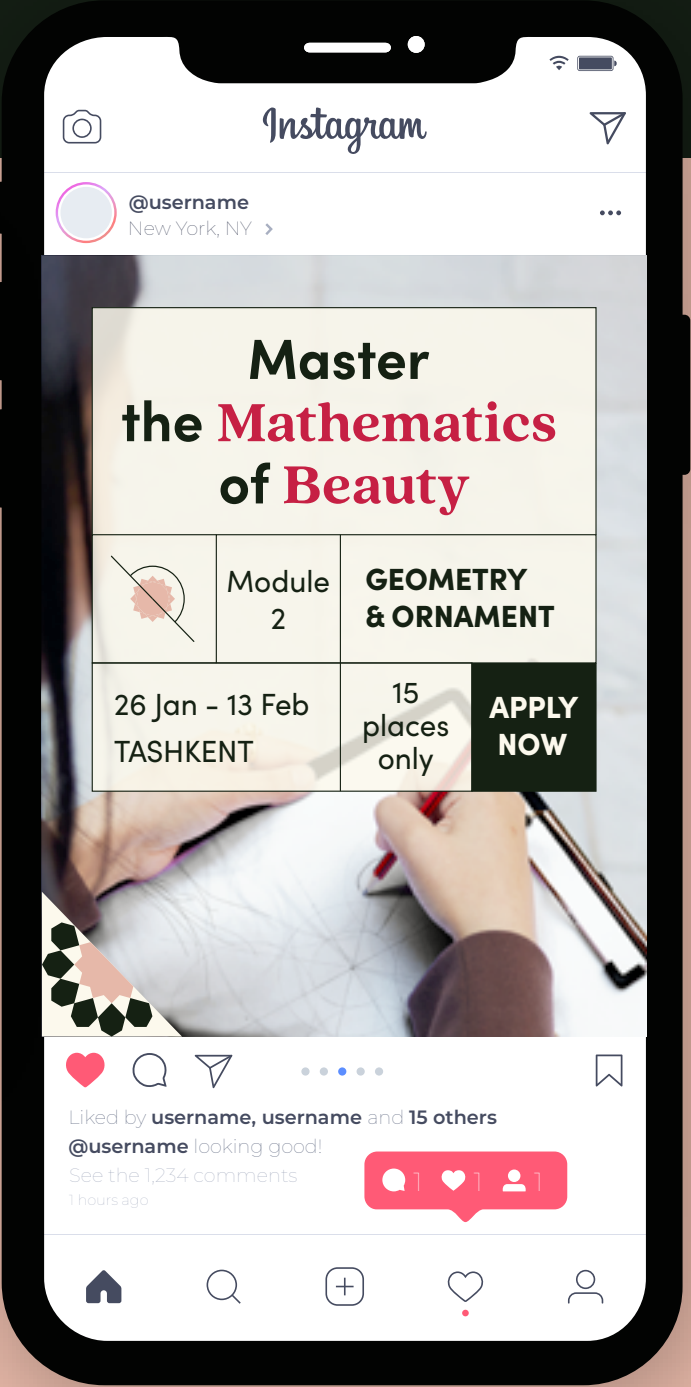
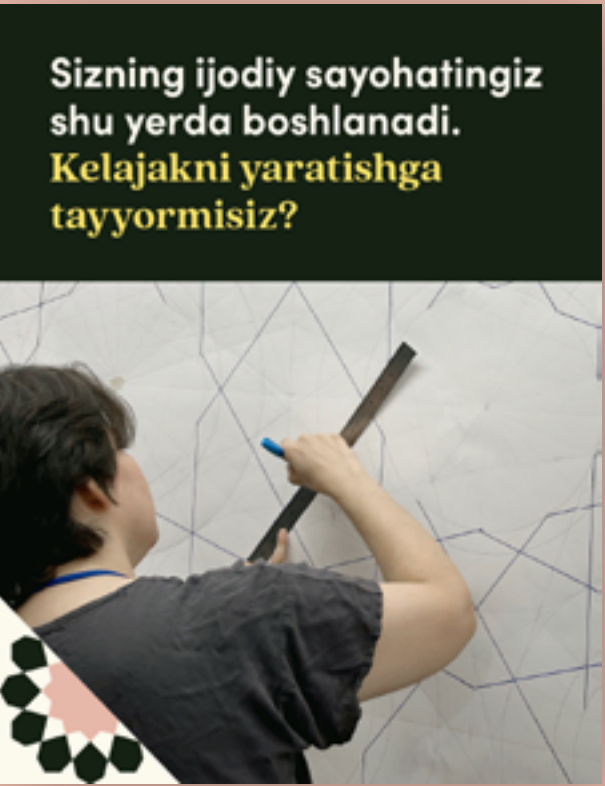


**Naqsh School  
of Crafts**





CLICK TO PLAY ▲

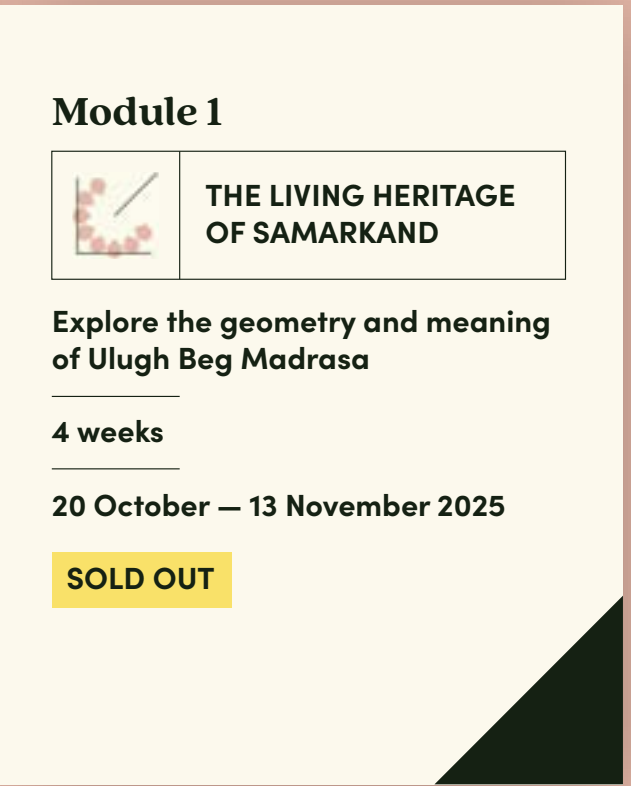
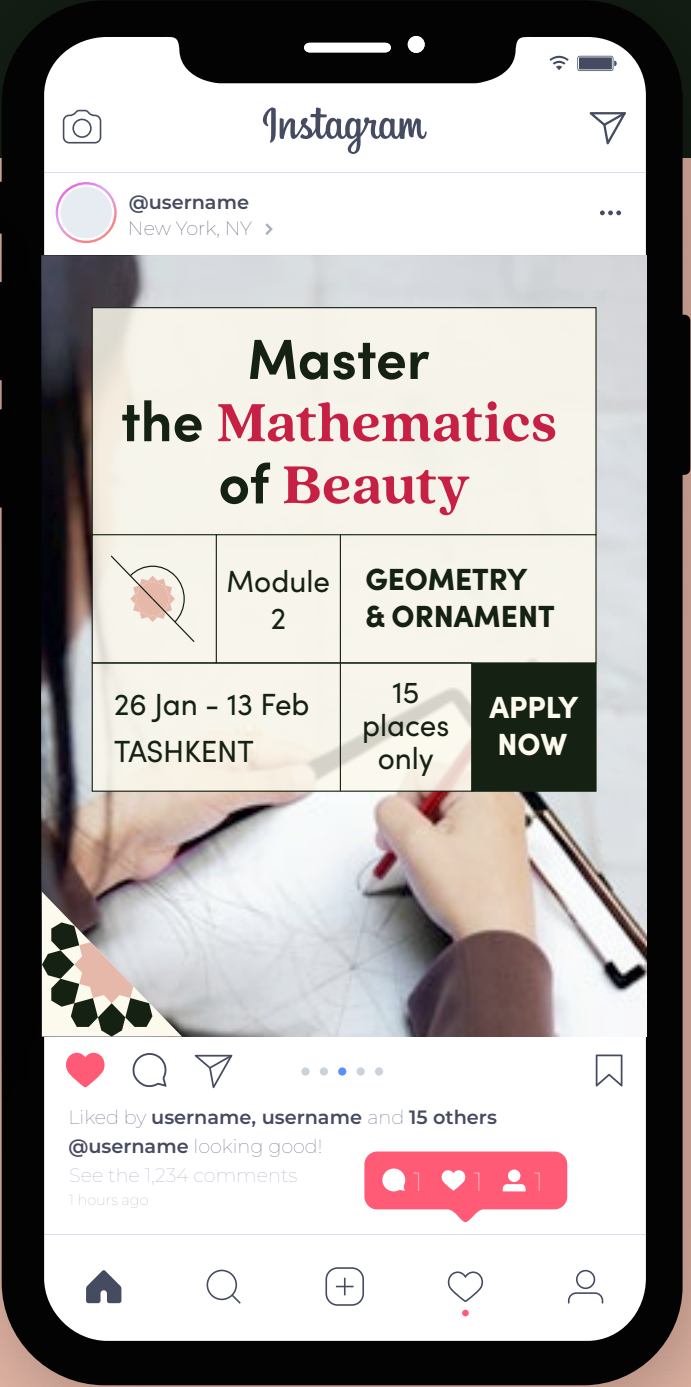
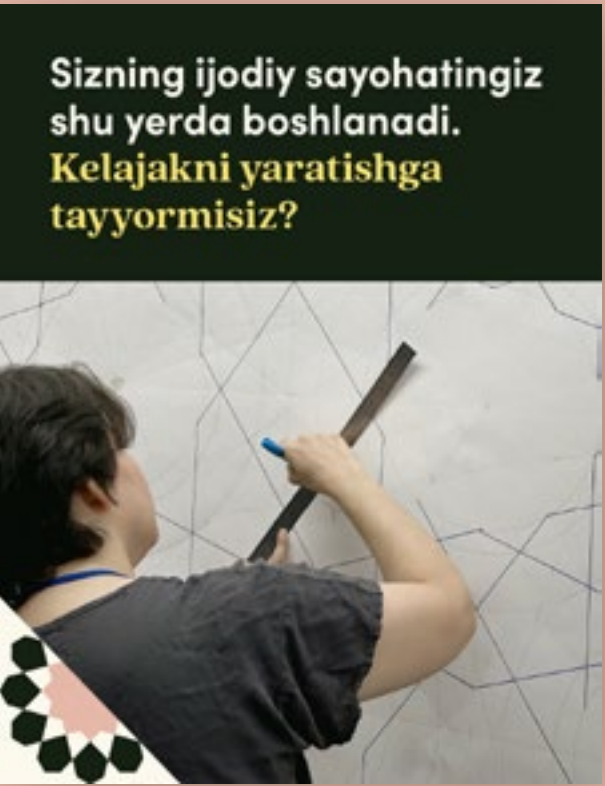




INSTAGRAM PAGE ►



CLICK TO PLAY ▲





# Naqsh School of Crafts

## Brand Guidelines

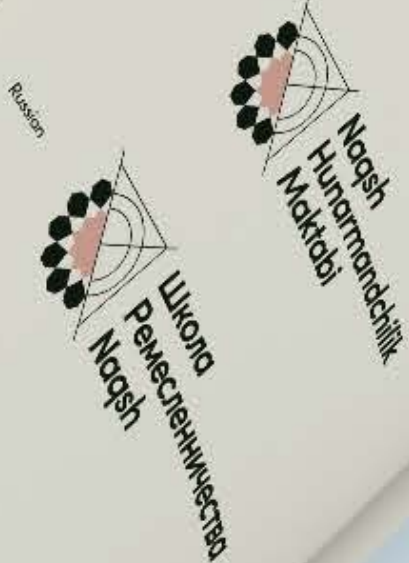
Version 1.0

2025



The Naqsh School of Crafts, a heritage, creativity and innovation center, is the next generation of creatives, leaders will shape the future.

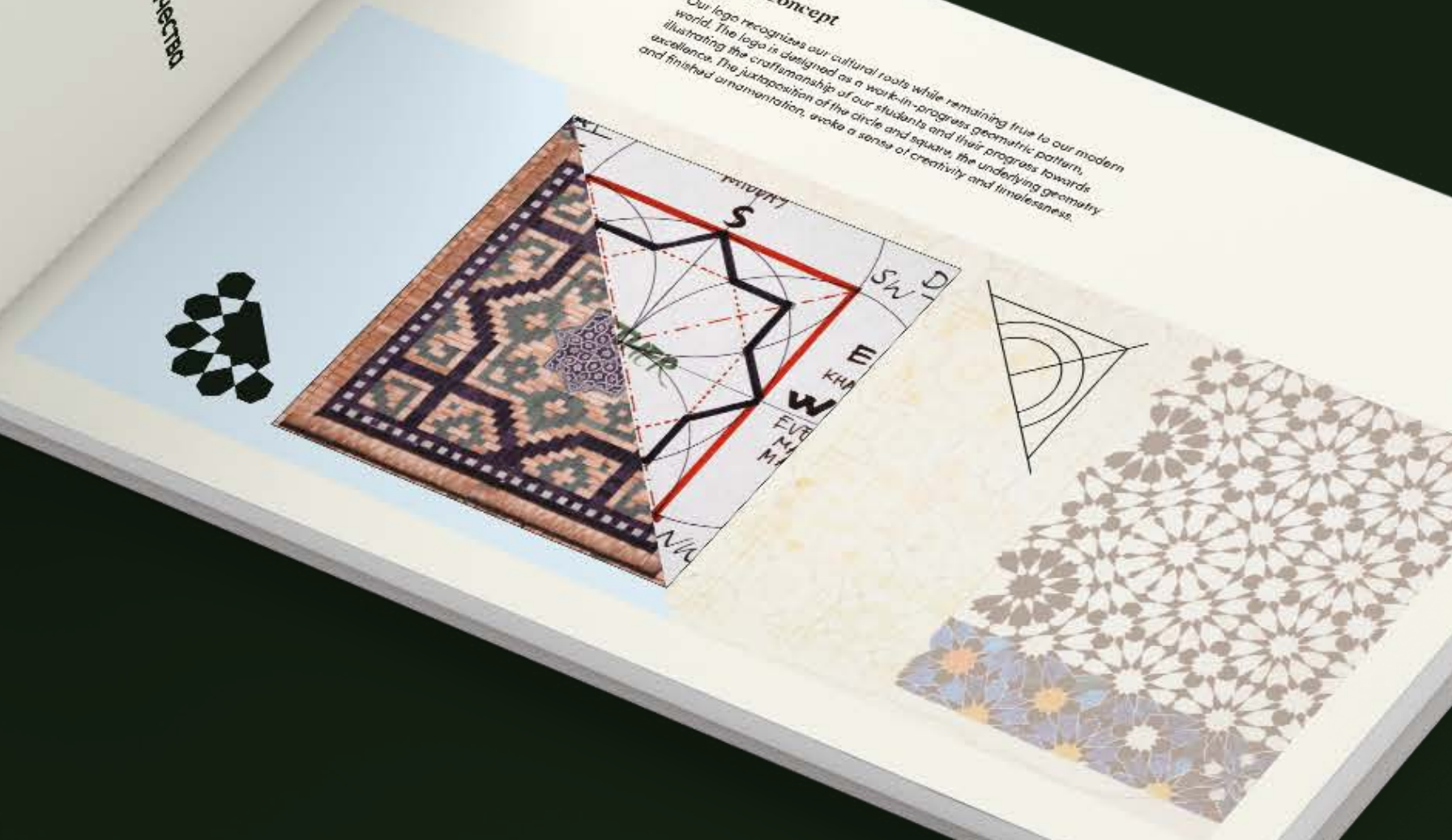
Uzbekistan Art and Culture Development in partnership with the King's Foundation for Traditional Arts in London, are fostering the Naqsh School with the objective to preserve its rich artistic legacy by nurturing talent, fostering development and celebrating cultural identity.



### 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, evokes a sense of creativity and timelessness.



### 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 object or drawn lines within a 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.



### Naqsh School of Crafts



Coming soon.

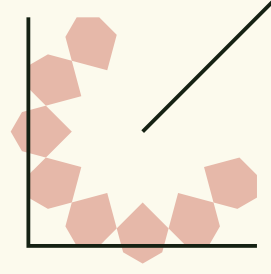
### Naqsh School of Crafts

#### Photography

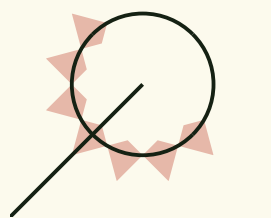
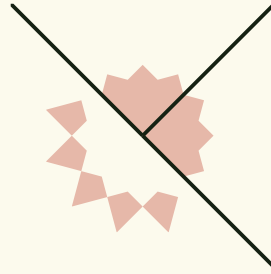
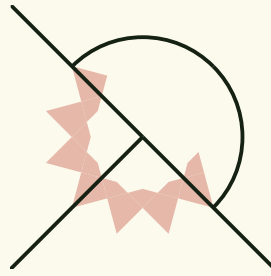
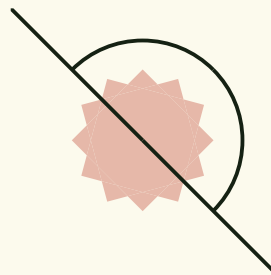
We preserve our artistic legacy by nurturing talent and fostering creative development in the artists of today. Our photography recognizes that by featuring contemporary students and craftsmanship. Photos should be candid, active, modern, and representative of the curriculum of our school. Zooms are 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 20251                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                     |
|  ARCHITECTURE AND PROPORTION          | <p><b>Duration:</b><br/>20 – 29 October in Tashkent, followed by 2 weeks in Samarkand during the 43<sup>rd</sup> UNESCO General Conference</p> <p><b>Capacity:</b><br/>15 participants</p> <p><b>What You Will Learn:</b></p> <ul style="list-style-type: none"><li>• Geometry and design principles inspired by Ulugh Beg Madrasa</li><li>• Skills drawn from across the future Diploma Programme modules.</li></ul> | <p><b>Engaging with Ulugh Beg Madrasa</b></p> <p>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.</p> |
|  MONUMENTAL CALLIGRAPHY              |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |
|  GEOMETRIC PATTERNS OF UZBEKISTAN    |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |
|  BIOMORPHIC ORNAMENT FROM UZBEKISTAN |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |
| <a href="#">REQUEST MORE INFORMATION</a>                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                     |

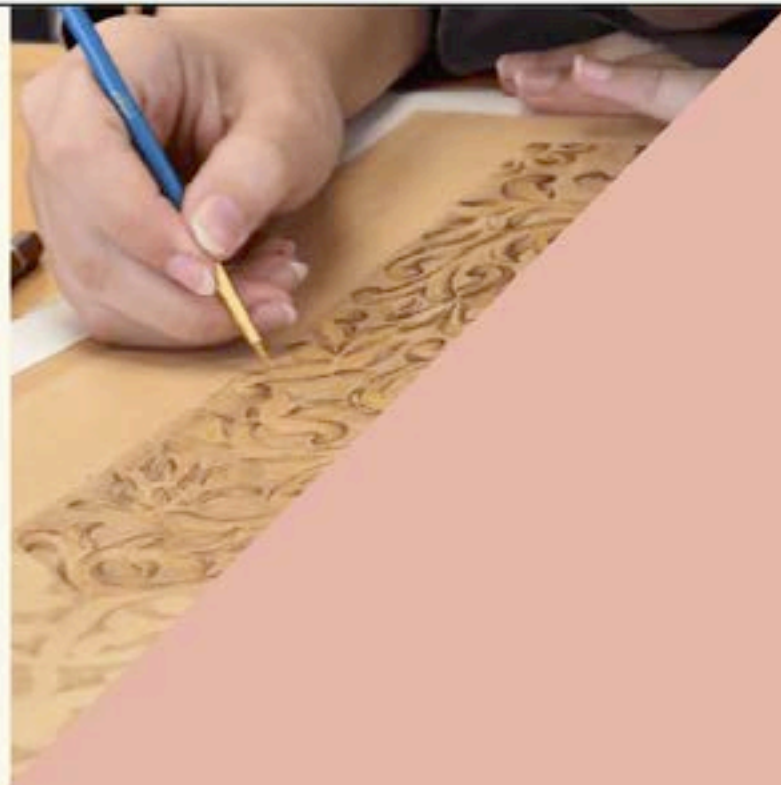
*Please note: The workshops require full attendance and dedicated participation throughout each session. We encourage applicants to ensure their complete availability for the duration of their chosen module to maximise the learning experience.*



[About Us](#)[Vision](#)[Offer](#)[Modules](#)[Partnership](#)[Contact](#)[EN ▼](#)

# Where Tradition Inspires Creativity

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

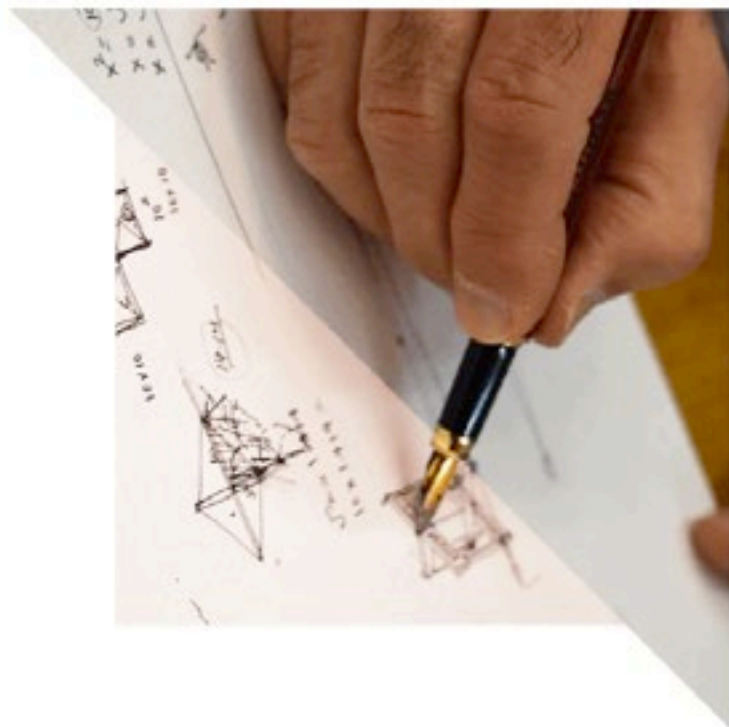
[EXPLORE OUR PROGRAMMES](#)[REQUEST MORE INFORMATION](#)

## 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.

[VISIT WEBSITE ►](#)

## About Us

Welcome to the Naqsh  
School of Crafts.

In Tashkent, the crossroads of civilisations 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 43<sup>rd</sup> 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 UMEROVA,  
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 21<sup>st</sup> Century

At the Naqsh School of Crafts, we will offer:

### World-Class Programmes:

Courses in traditional arts, 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:

## 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](#)

[Terms and Conditions](#)

[Submit](#)



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 exclusively in black, white, and metallic silver PMS, the book features a blend of two papers: a semi-thick glossy stock to highlight the 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



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'abiogenèse 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*







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 and verbal 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**

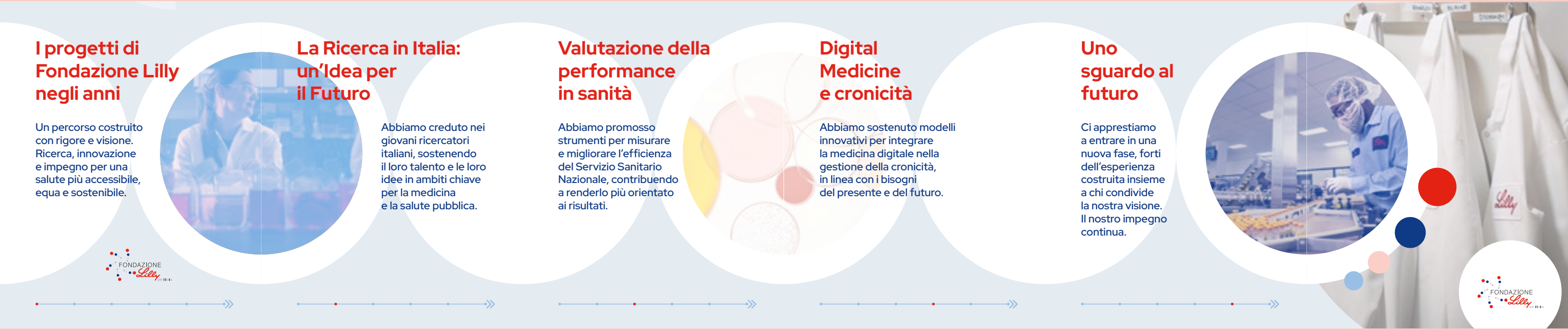
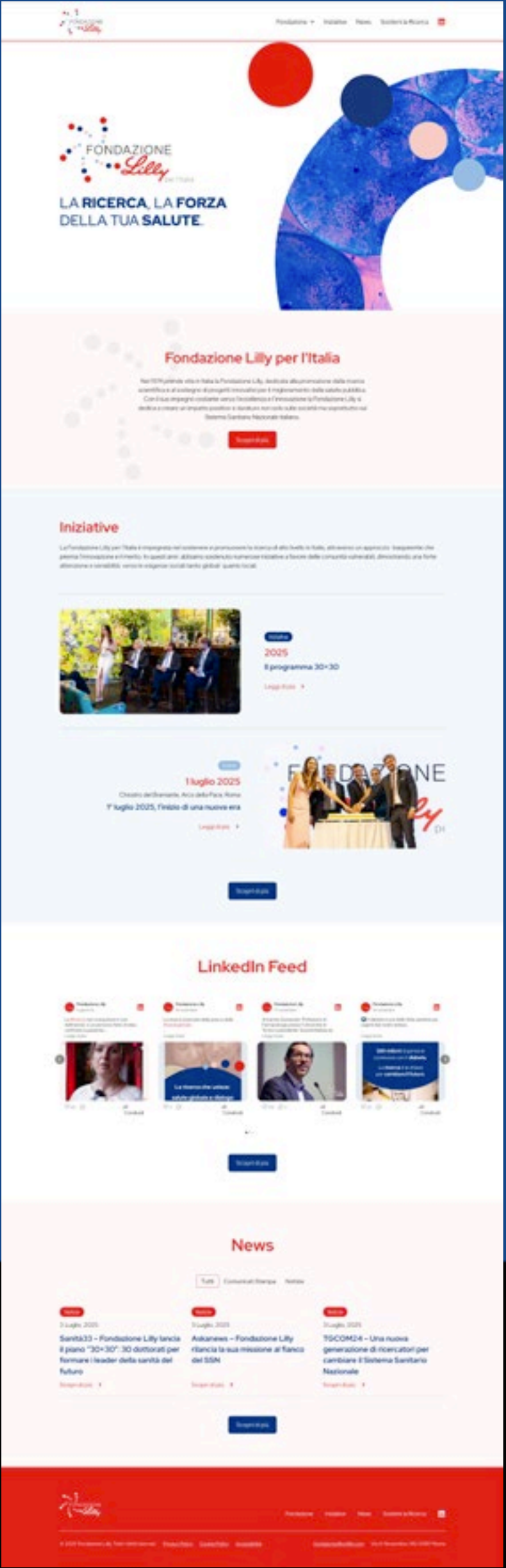
Studio: @APCO



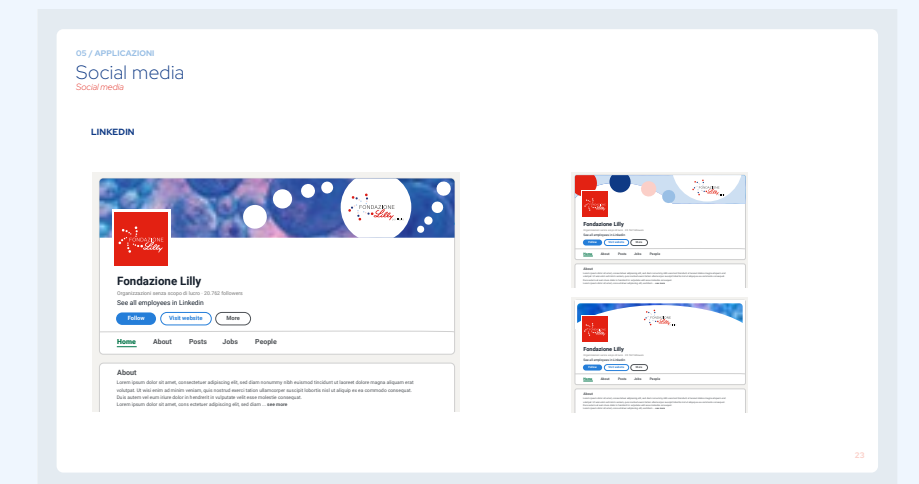


VISIT WEBSITE ►

LINKEDIN PAGE ►









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.

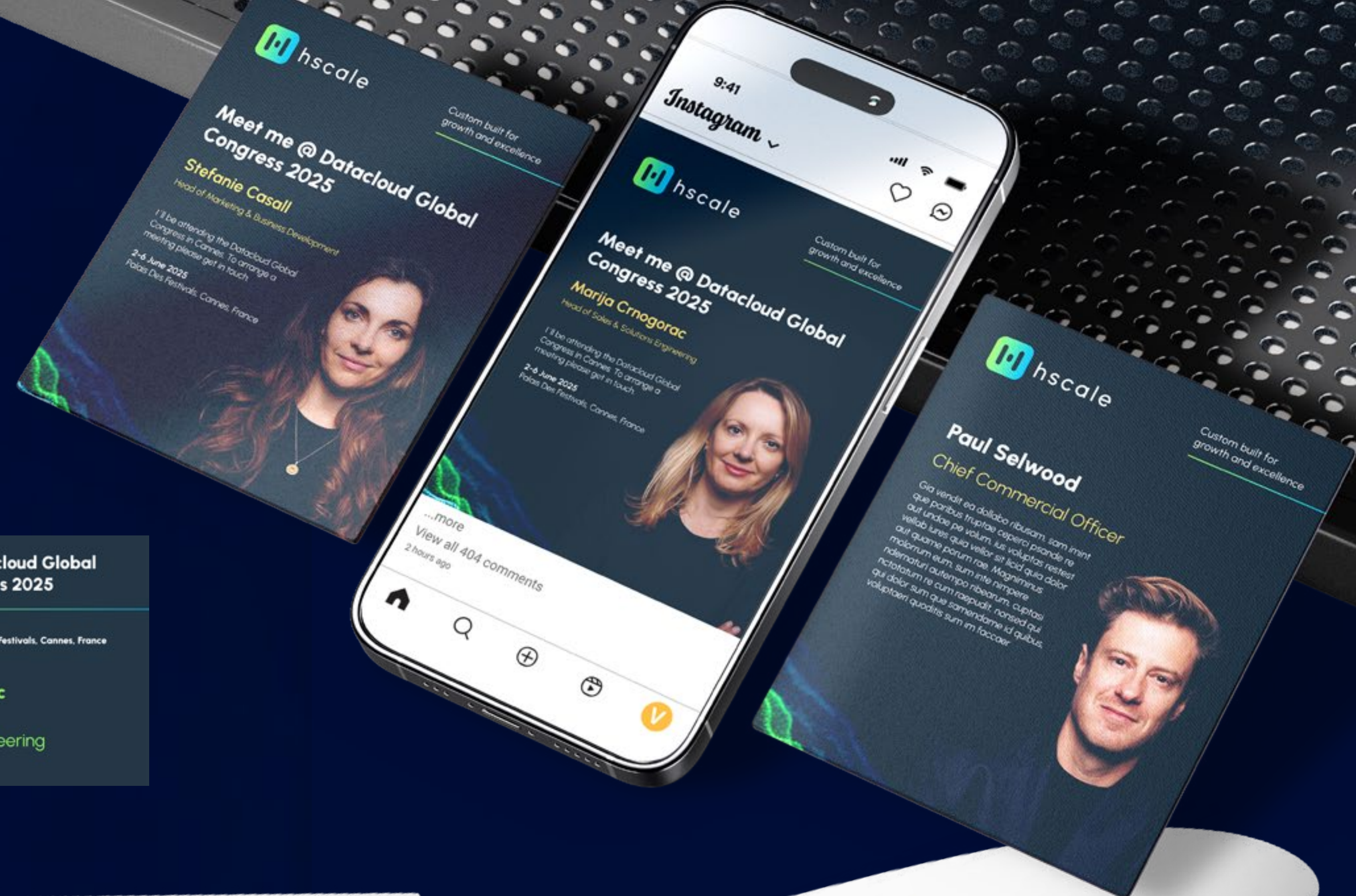
**Rebranding & Visual Identity**

**Social Media**



# hscale







### Speaker

**5 June**  
14:10-14:50

**Datacloud Global Congress 2025**  
Keynote Theatre — Discover Zone  
Palais Des Festivals, Cannes, France

**"Designing for density"**  
Abed Jishi  
Chief Technology officer



### Meet me

**2-6 June 2025**

**@ Datacloud Global Congress 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. The name “Calidus” is a reference to the Peregrine Falcon—which is not only 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**

**Brand launch**

**Stationary**

**Stand design**

Studio: @ESL Agence Publicis

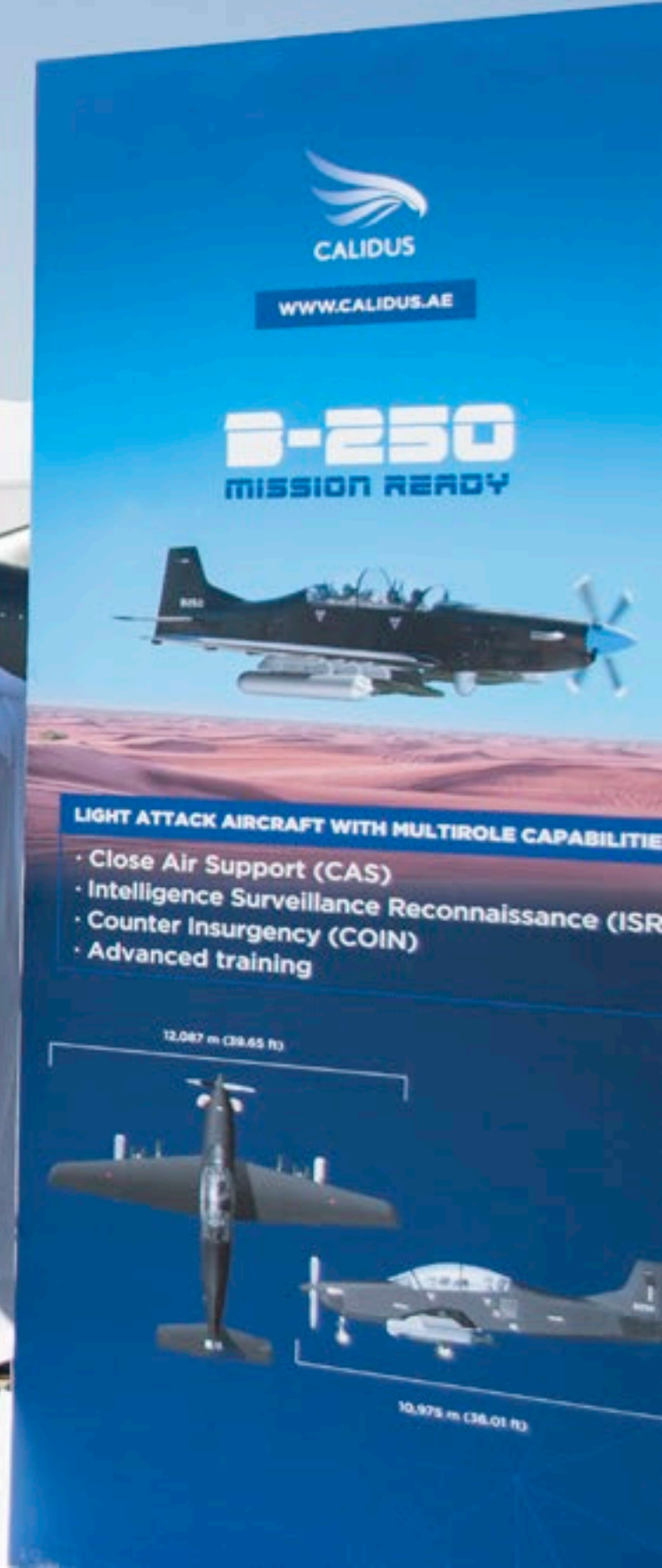






CALIDUS







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

Stand design

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 grand espoir

 **DES ÉTOILES  
DANS LA MER**

 **Plus vite que vous, nous !**

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<sup>ème</sup> 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<sup>ème</sup> édition de la  
Journée Nationale du Cancer du Cerveau



 **Journée  
du cancer  
du cerveau**  
3 décembre 2025

**Conce  
gement de lieu**

NATIONALE DU CANCER  
SE TIENDRA DÉSORMAIS AU

ORK MONTHOLON,  
E 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









# Fine Books & Editorial Management

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

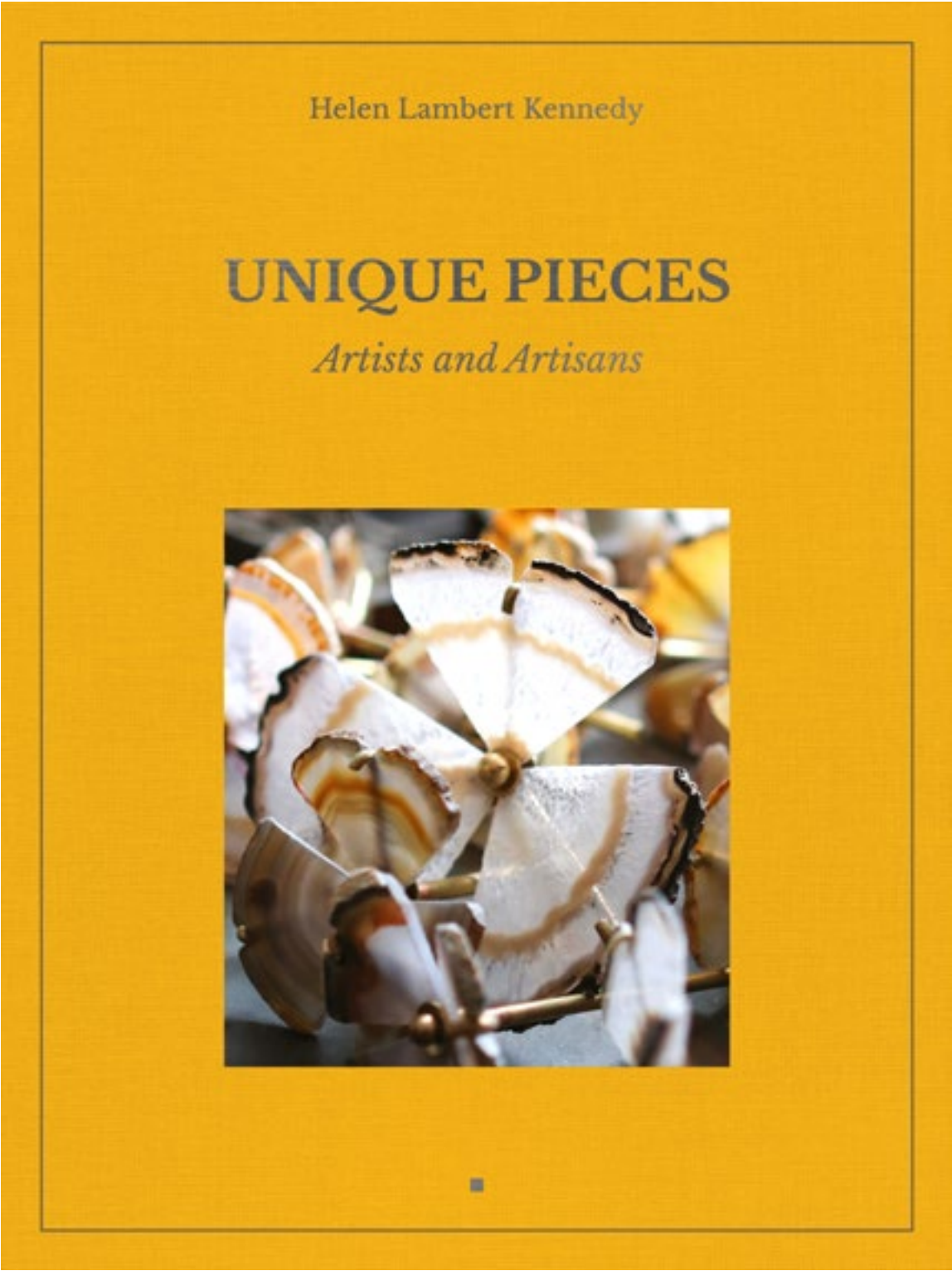
Projects would include layout design, and/or project and product management, overseeing the entire printing process: this includes ensuring file and layout consistency, photo engraving, color proofing, and managing multilingual printing projects.

Editorial

Production management











Entrée

6 personnes

Condiment figues et dattes  
10 figues fraîches  
8 figues séchées  
10 dattes séchées  
8 oranges  
1 gousse safran rouge  
10 g de beurre  
1/2 cuillère à soupe de miel  
Quelques feuilles de menthe  
Sel  
Poivre du moulin

Decor  
100 g d'olives noires  
100 g de fromage frais  
3 figues

Condiment de volaille  
300 g de filet de poulet  
2 cuillères à soupe d'ail  
1 gousse d'ail  
10 feuilles de menthe  
1 cuillère à soupe d'huile d'olive  
1 gousse de safran  
100 g de fromage frais de brebis  
8 feuilles de brick  
Thym frais  
Citron  
Sel  
Poivre du moulin

Condiment figues et dattes (à préparer la veille)

Presser le jus des oranges en jus. Tailler les figues séchées et les dattes en petits cubes de 5 mm, puis les mettre à macérer dans le jus d'orange pendant 24 h au frais. Le lendemain, égoutter les figues et les dattes, en prenant soin de récupérer la marinade. Presser les oranges restantes et mélanger ce jus avec la marinade dans une casserole, jusqu'à obtention d'une texture rapportée. Réserver.

Tailler les figues fraîches et l'ailignon rouge en petits cubes de 5 mm. Dans une poêle, faire fondre le beurre et ajouter l'ailignon, puis les figues séchées et les dattes macérées à l'orange. Apporter une belle coloration et ajouter les cubes de figues fraîches. Déglacer avec le vinaigre et la réduction à l'orange. Cuire à feu très doux comme un chutney. Rectifier l'assaisonnement et réserver au frais. Quel type de fruit ?

Decor (à préparer la veille)

Dénoyauter et hacher les olives. Les étaler sur un tapis siliciné et les sécher au four pendant 24 h à 60 °C. Mixer en poudre fine.

Croustillant de volaille

Tailler le poulet en cubes de 2 cm. Ciseler les échalotes et déresser la gousse d'ail. Dénoyauter les dattes et les tailler en petits cubes de 1 mm. Ciseler finement 10 feuilles de menthe.

Faire suer les échalotes à l'huile d'olive, puis ajouter l'ail et les épices — la cannelle et le curcuma. Cuire à feu doux 3 à 5 min. Mixer cette préparation au blender en ajoutant progressivement le fromage frais. Débaucher la farce, ajouter les morceaux de dattes, rectifier l'assaisonnement. Réserver au frais, en poche à pâtisserie.

Pâtisseries de brick à l'ailignon tournante à 180 °C.

Tailler les feuilles de brick en quatre. Disposer 18 quarts sur un plan de travail et les badigeonner d'huile d'olive, les saupoudrer de thym et d'ailignon. Superposer à chaque feuille un second quart de feuille de brick (les feuilles restant) et garnir de farce. Ajouter des morceaux de feuilles de menthe, rouler en fingers. Cuire au four 15 min.

Dressage

Saupepouffer l'assiette de poche d'olives, disposer 3 fingers dans chaque assiette, 2 petites quenelles de condiment figues et dattes, un quart de figue fraîche. Décorer avec des pousses d'herbes fraîches du jardin.

Des saveurs originales et authentiques, dans une cuisine ouverte du monde. L'ailignon croustillant en farce de bœuf, une made d'ail comme un œuf de croûte, le saumon séché, du fromage de brebis, le sucre des fruits et la présence des herbes sauvages...

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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, with the final approved version currently in the process of being finalized.

**Country Branding**

**Visual exploration**

**Brand Positioning**

**Brand Narrative**

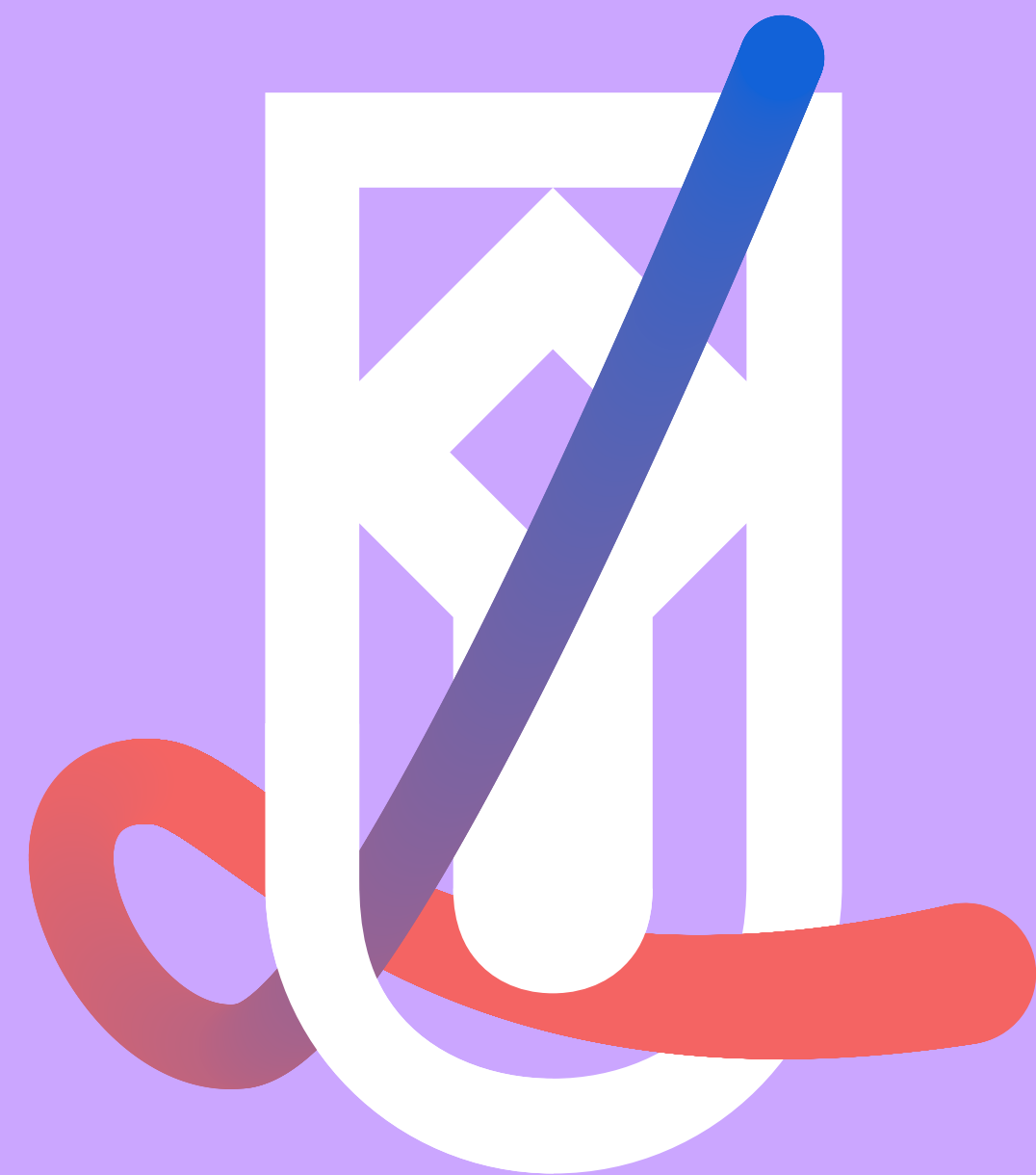
**Brand Launch**

**Branding & Visual Identity**

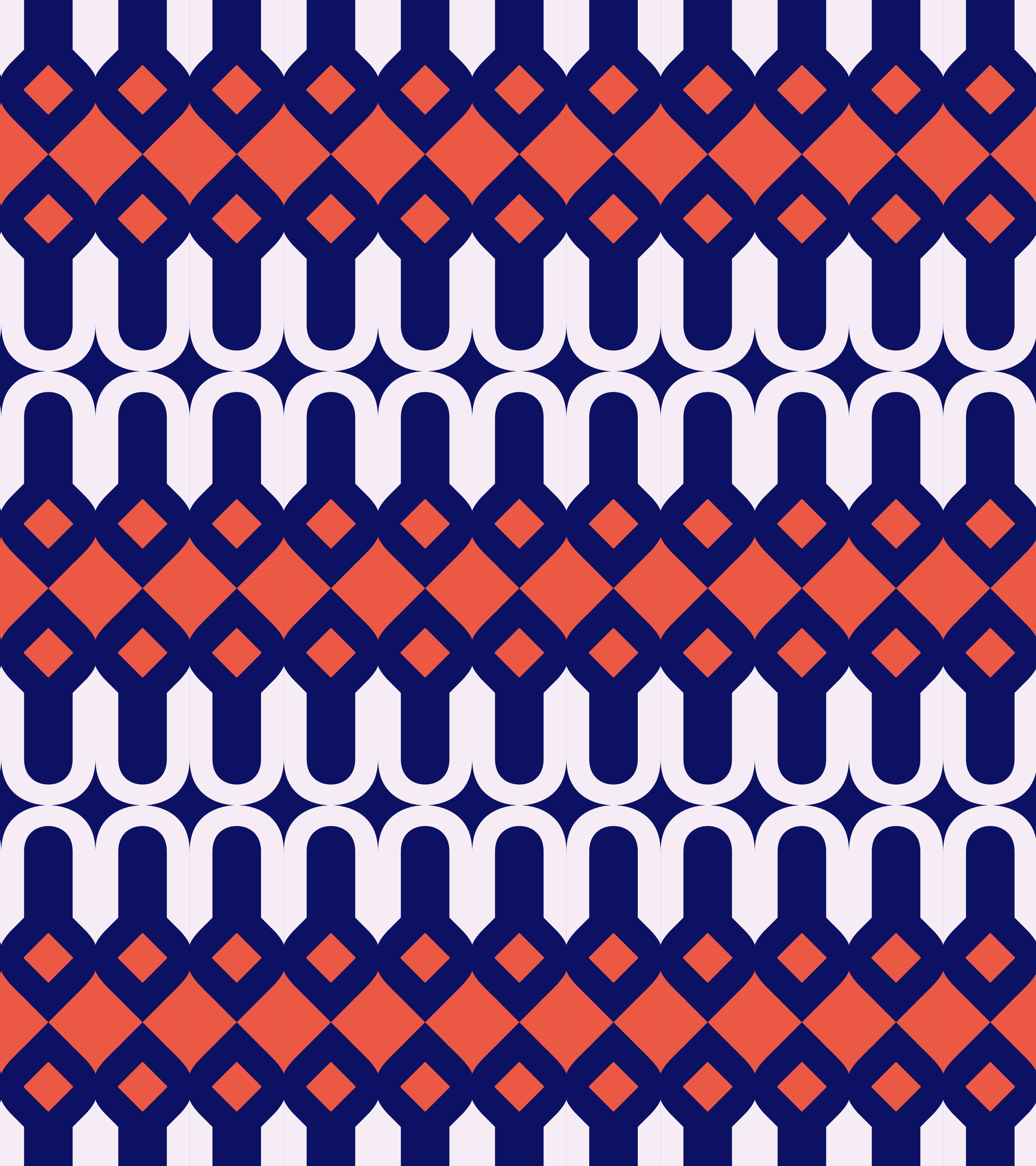




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Uzbekistan











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Uzbekistan



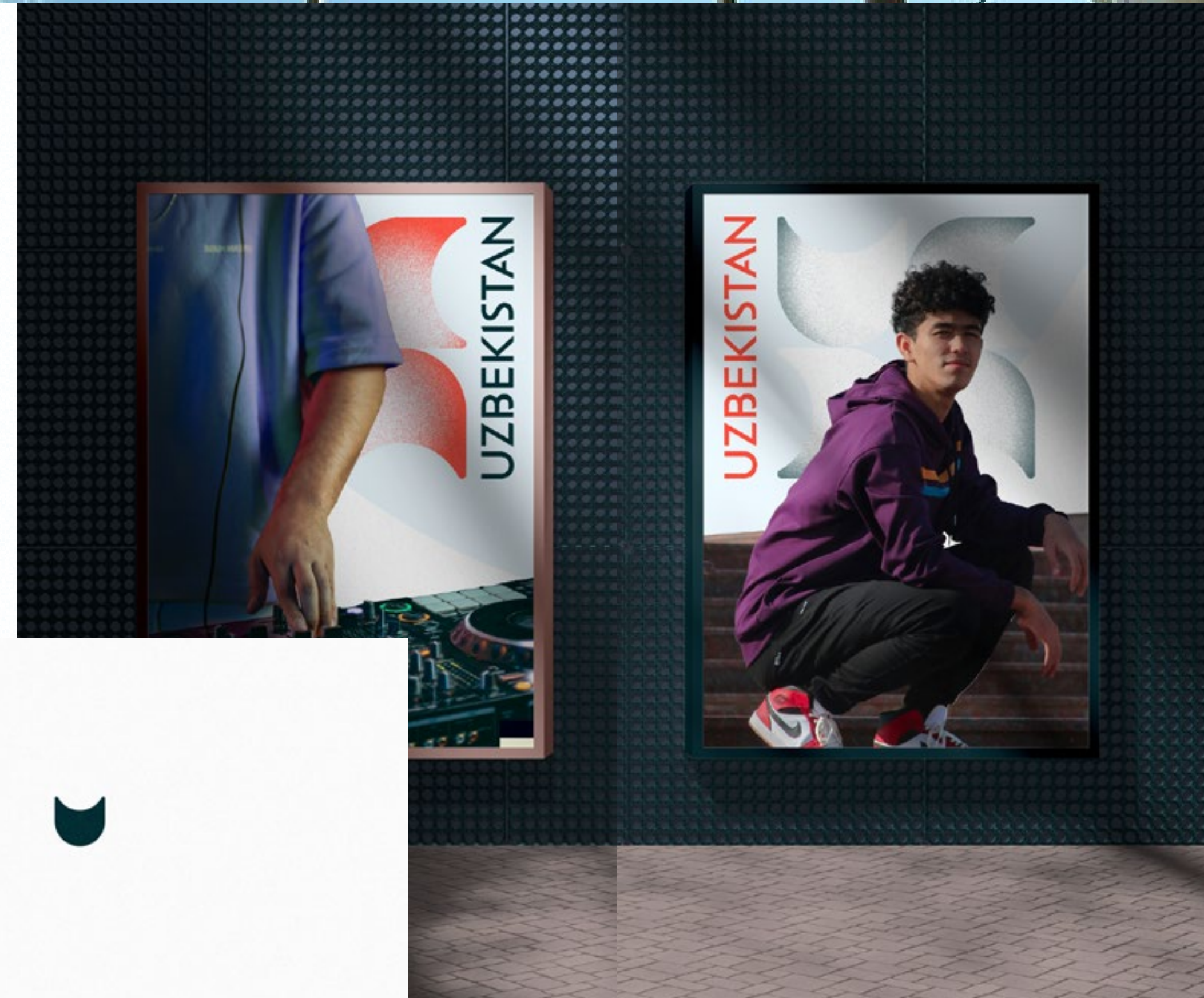
A New Day  
on the Silk Road.



A New Path  
on the Silk Road.





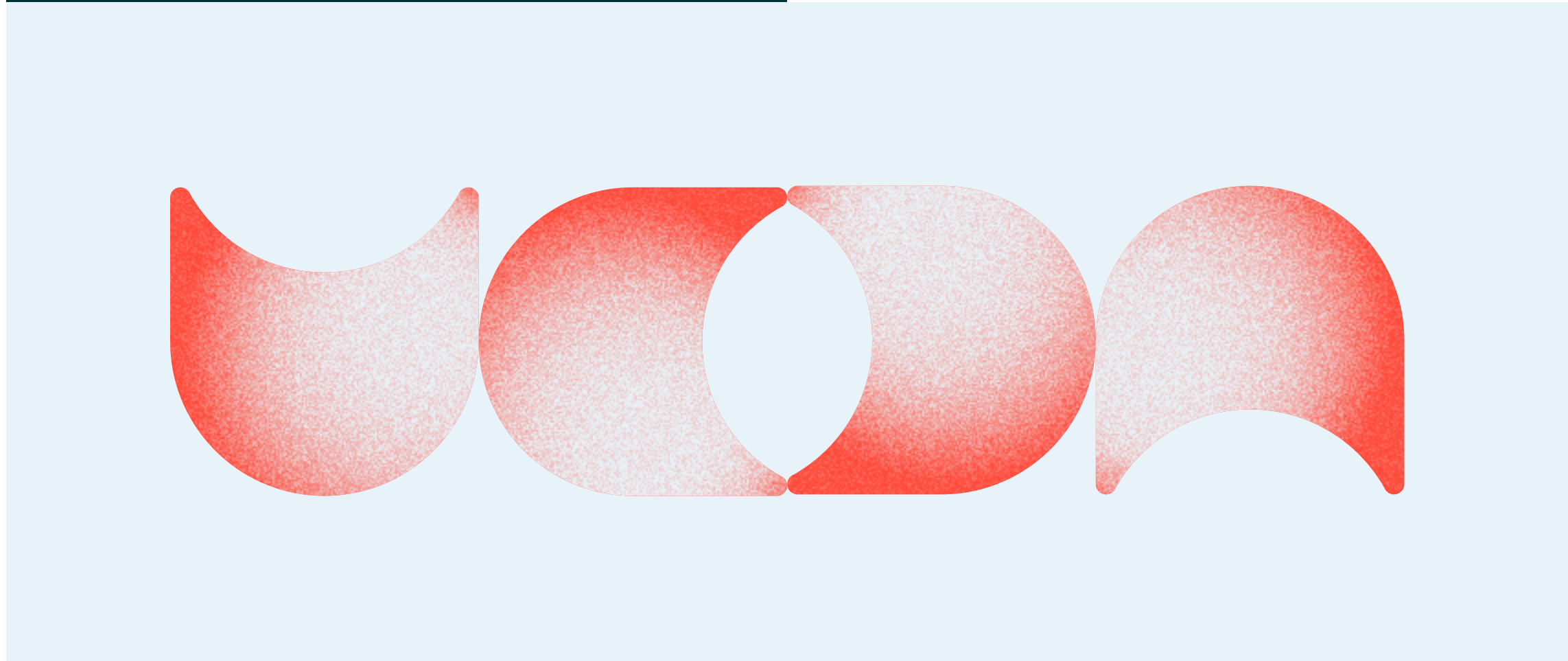
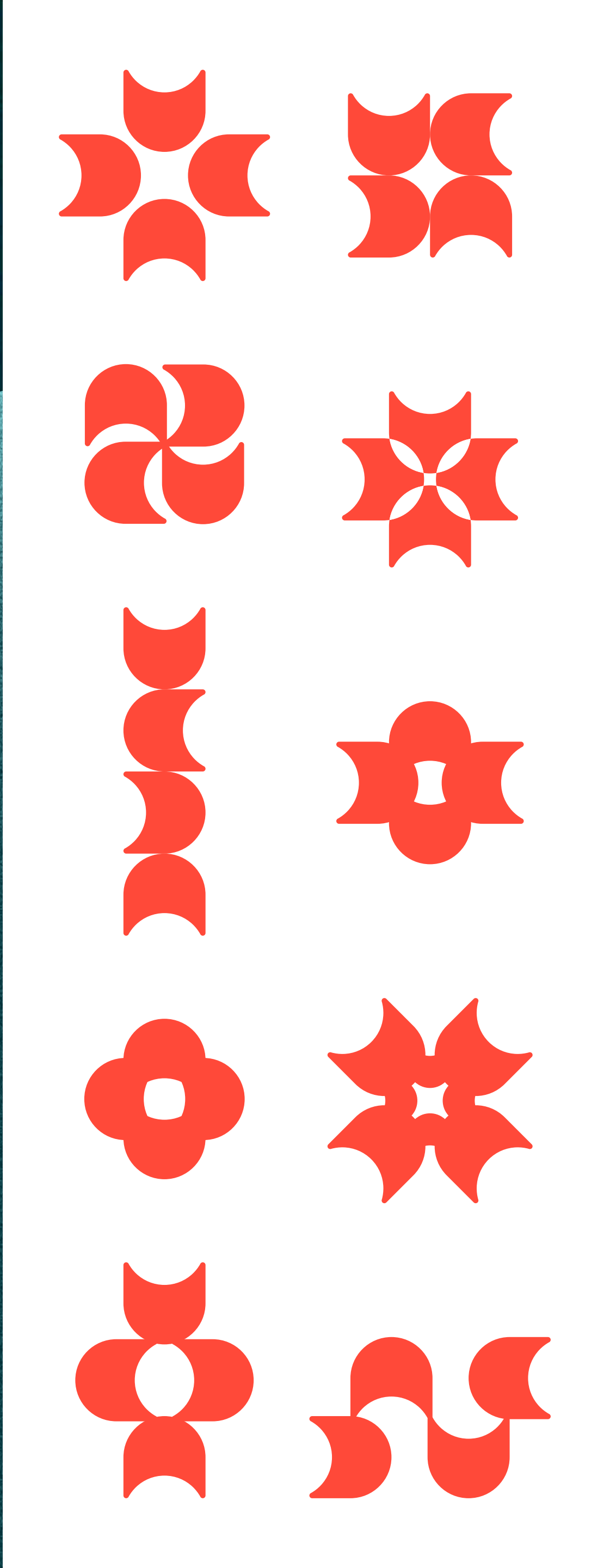
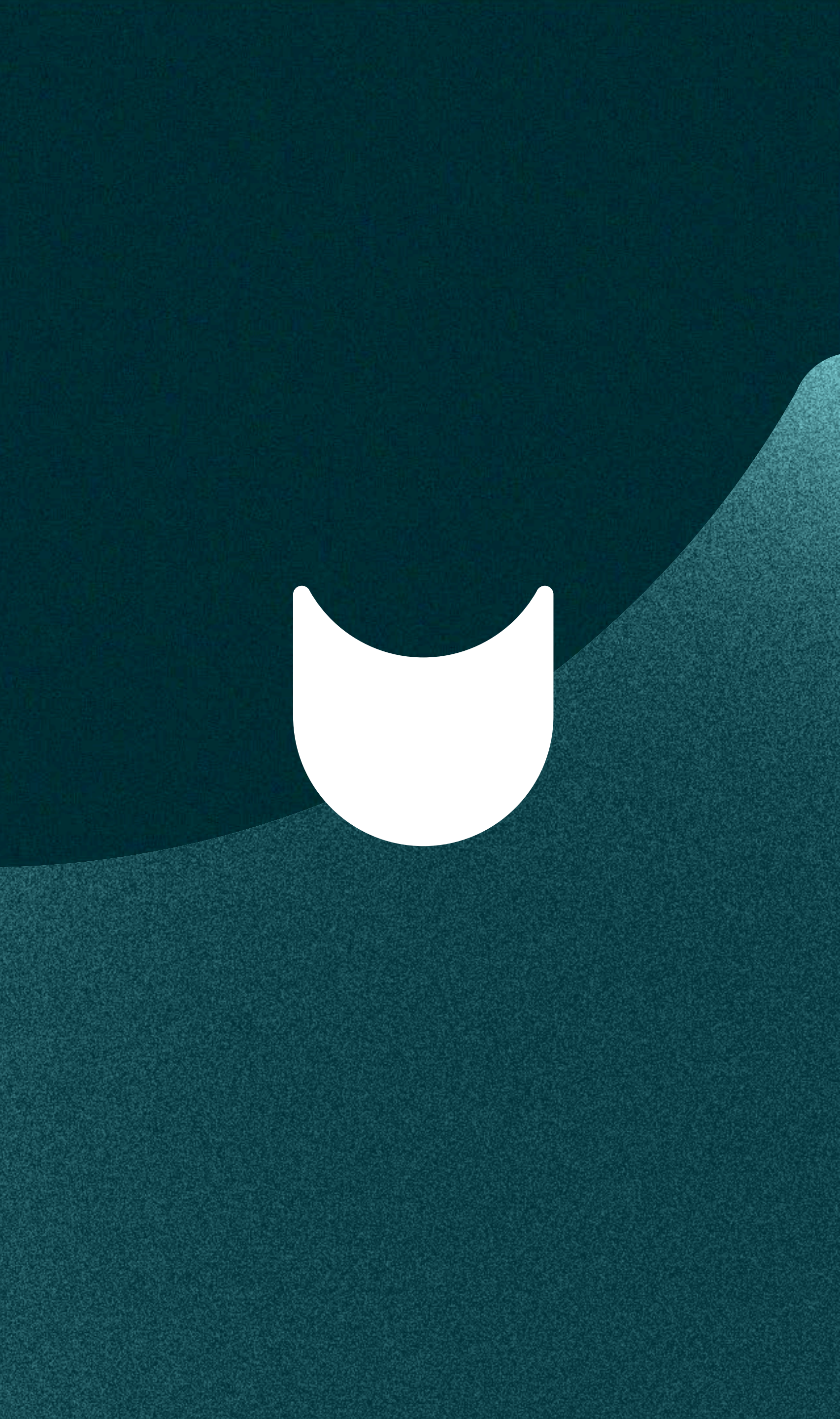


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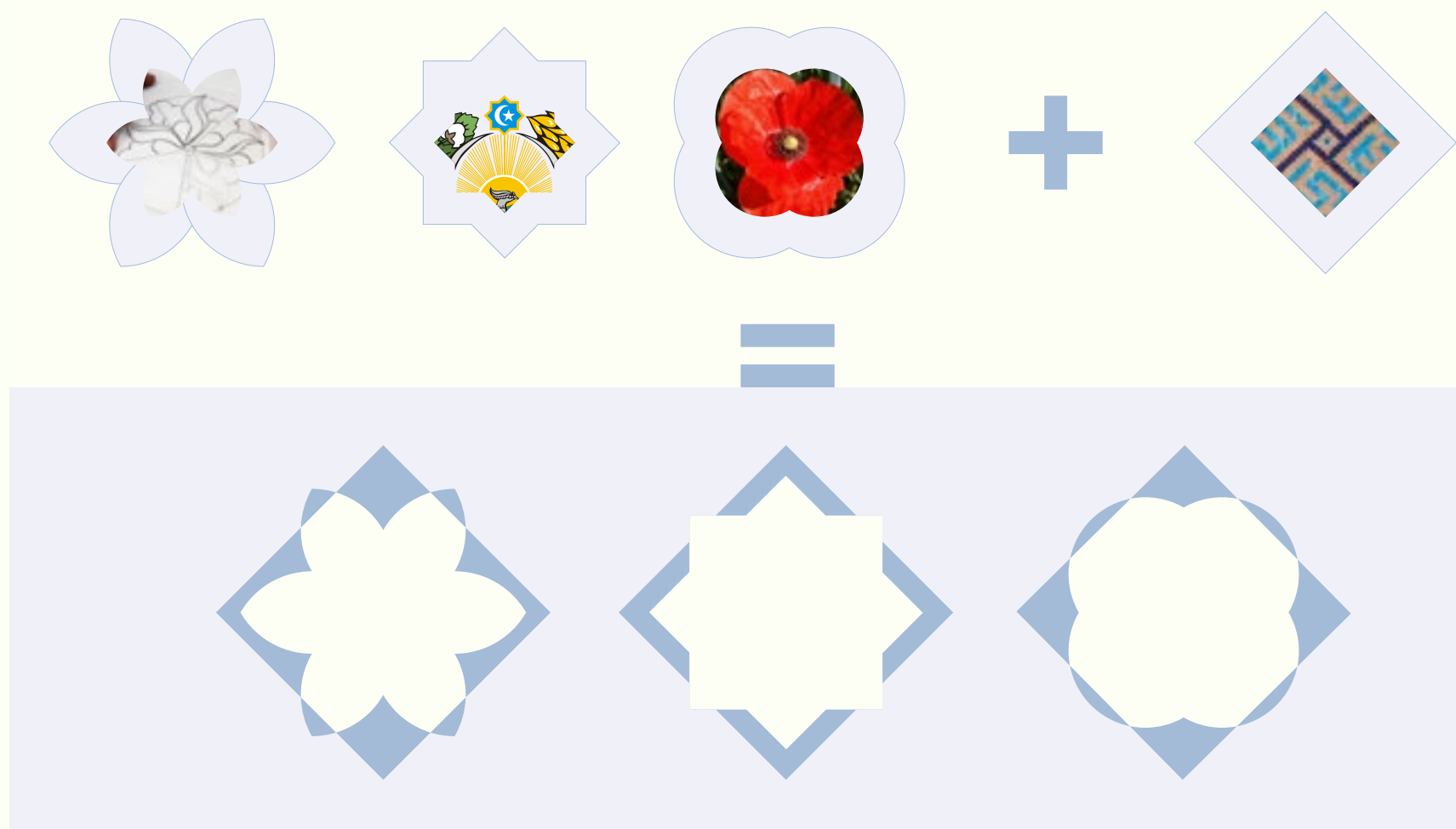
# Sense Uzbekistan













# AI exploration

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

Visual exploration

Motion design

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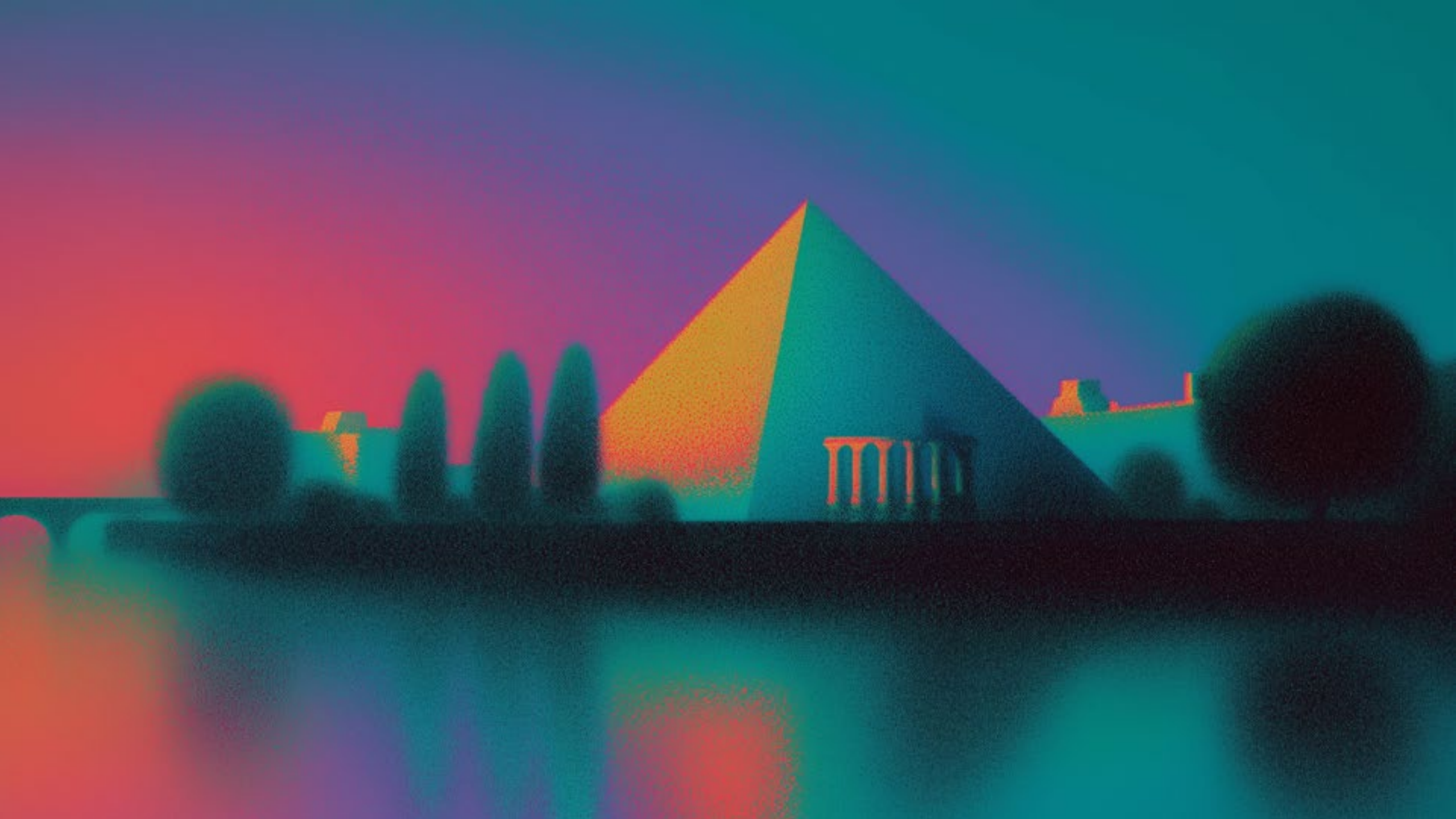




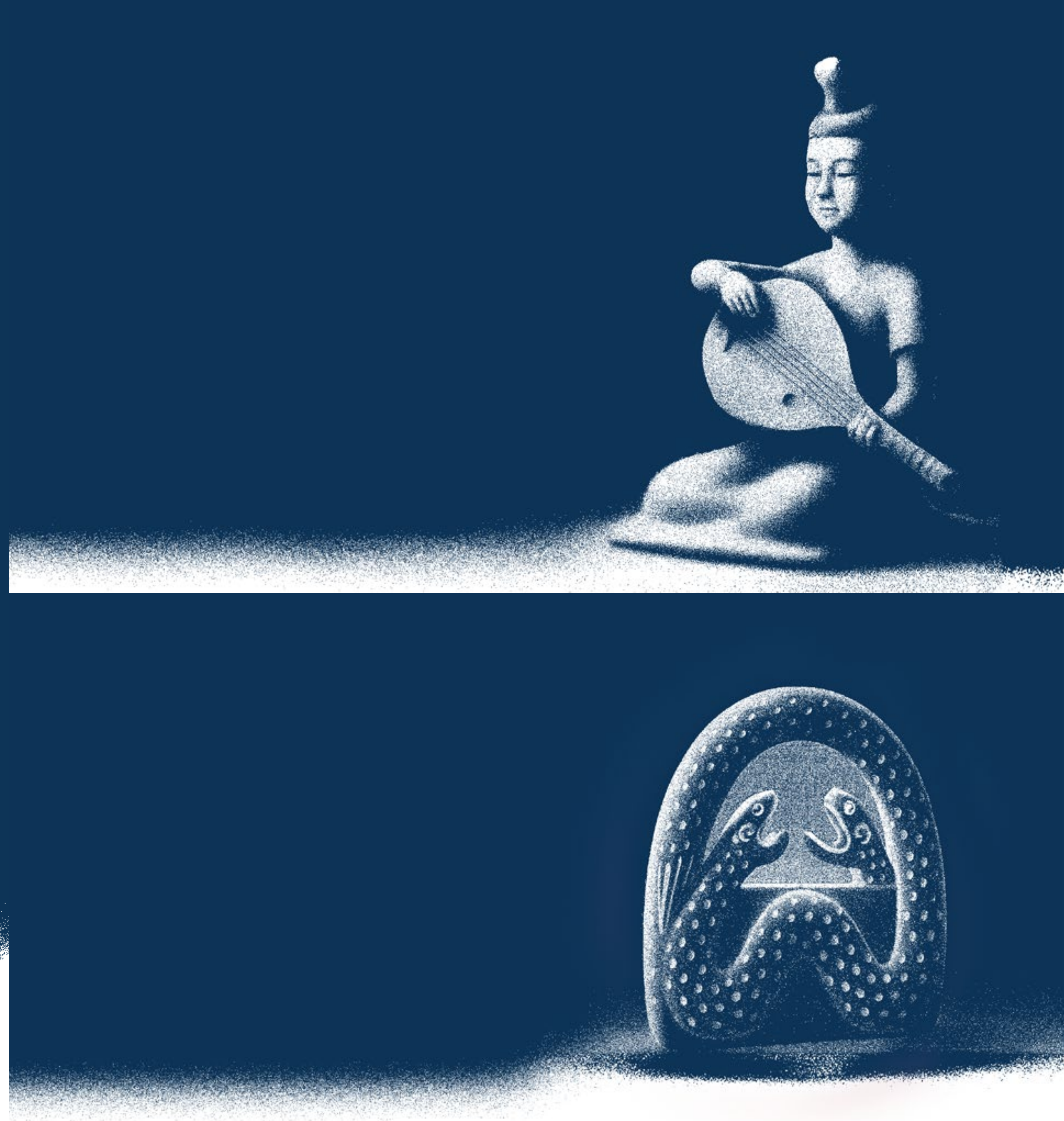
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