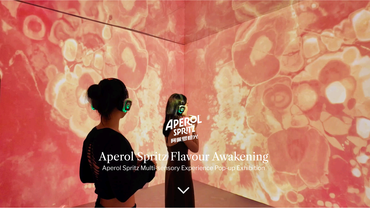


Aperol Spritz Flavour Awakening

Aperol Spritz Multi-Sensory Experience Pop-up Exhibition

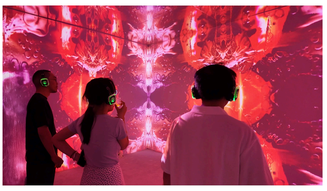
Aperol Spritz Flavour Awakening Exhibition

Creative Direction, Visual System Development and Project Management

To address the "flavour expression barrier" in brand storytelling, we created Flavour Awakening, a multi-sensory pop-up experience for Aperol Spritz that merges AI and immersive art. Guests tasted a curated Aperol Spritz while stepping into a 270-degree audiovisual world generated from its flavour-emotion profile. The experience translated taste into a shared sensory memory, deepening Aperol's connection with its brand identity and young consumers.

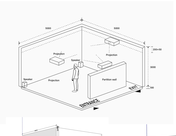
Creative Direction

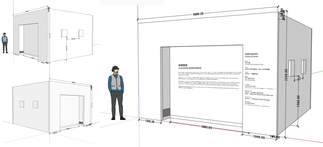
As Creative Director, I led the end-to-end creative vision for the Aperol Spritz multi-sensory pop-up, overseeing concept development, visual storytelling, and flavour-to-visual translation. I directed the production of moodboards, decks, and immersive visuals, ensuring consistency with brand identity and experiential goals. Collaborating closely with technical developers, venue partners, and the executive producer, I managed timelines, quality, and delivery while supervising junior designers and guiding all creative outputs to maintain coherence and impact.



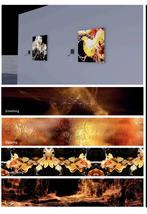
3D Design Schematics

I also focused on developing the 3D visualizations and layout designs. I started by creating reference boards for materials and textures, then translated those concepts into detailed technical plans. I worked closely with the production team to ensure everything matched our vision, integrating all the elements seamlessly.

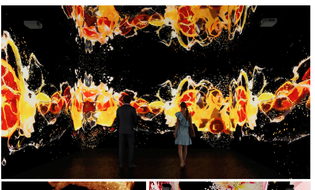




Flavour Visualization Content Development



3D Scene Rendering



Poster Design & Social Media Content

Live Event Photos