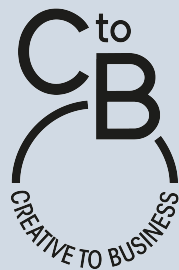


WHAT

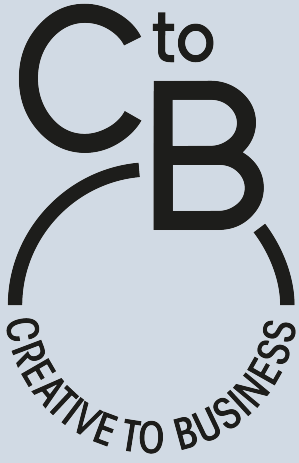
WE

DO



Define Challenges, create solutions, wrap them in art.

<https://www.creativeto.business/>



- 01 Services
- 02 Case study - Arthouz Las Vegas - 1/2
- 03 Case study - Arthouz Las Vegas - 2/2
- 04 Contemplations

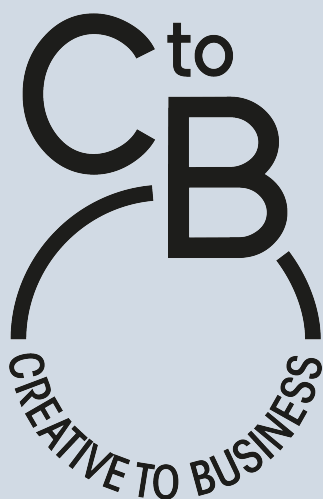
# 01

## // SERVICES

We create tension between your products & services and your target market(s).

We do,

- Activation
- Art direction
- Art
- Campaign
- Communication
- Concept
- Events
- Placemaking
- Production
- Strategy



# 02

## // CASE STUDY -

### Arthouz Las Vegas - 1/2

Part of the assignment

To visually aid ideas through high-quality artist impressions & mood boards.

Concept, Art, Art direction, Placemaking

IMAGINING ECLIPSE

#### Entrance / Lobby - Always look up

Creating impact upon arrival and having people subsequently wander. Forgetting, even for a moment, they came with a purpose.



Different for a difference



#### Entrance / Lobby - Be like water

Being completely immersed when you step into a place creates a mental hold. It allows you to be in the moment.



IMAGINING ECLIPSE



Different for a difference

# 03

## // CASE STUDY -

### Arthouz Las Vegas - 2/2

Part of the assignment

To visually aid ideas through high-quality artist impressions & mood boards.

Concept, Art, Art direction, Placemaking

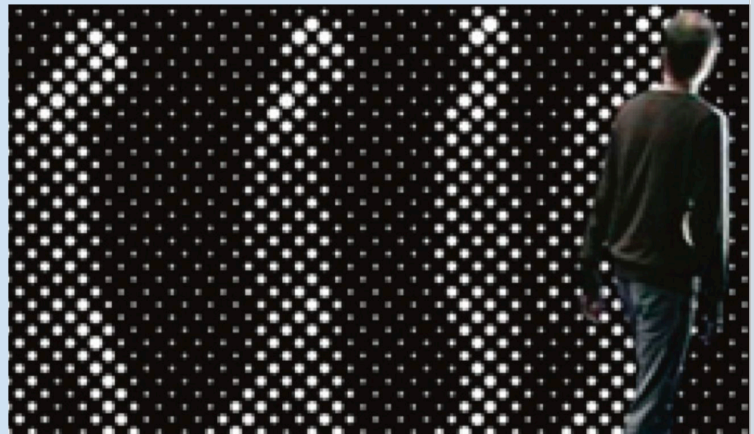
IMAGINING ECLIPSE



Interact with yourself and become joyfully playful.

Have yourself imagine:  
"If this is just a taste of what's to come... then bring it on!"

### Entrance / Lobby - Become the place



Different for a difference

IMAGINING ECLIPSE

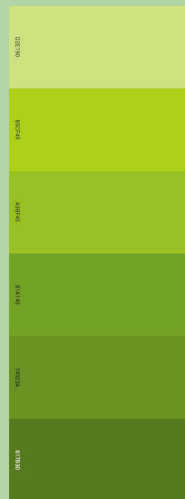
### Color concept

Different colors per space.

Heaven is up.  
The idea is subliminal messaging.  
We have more upstairs. And it's AWESOME!

The idea is to use a monochromatic color scheme.  
Go from dark (floor), to light (ceiling).

Always look up...



Different for a difference

# 04

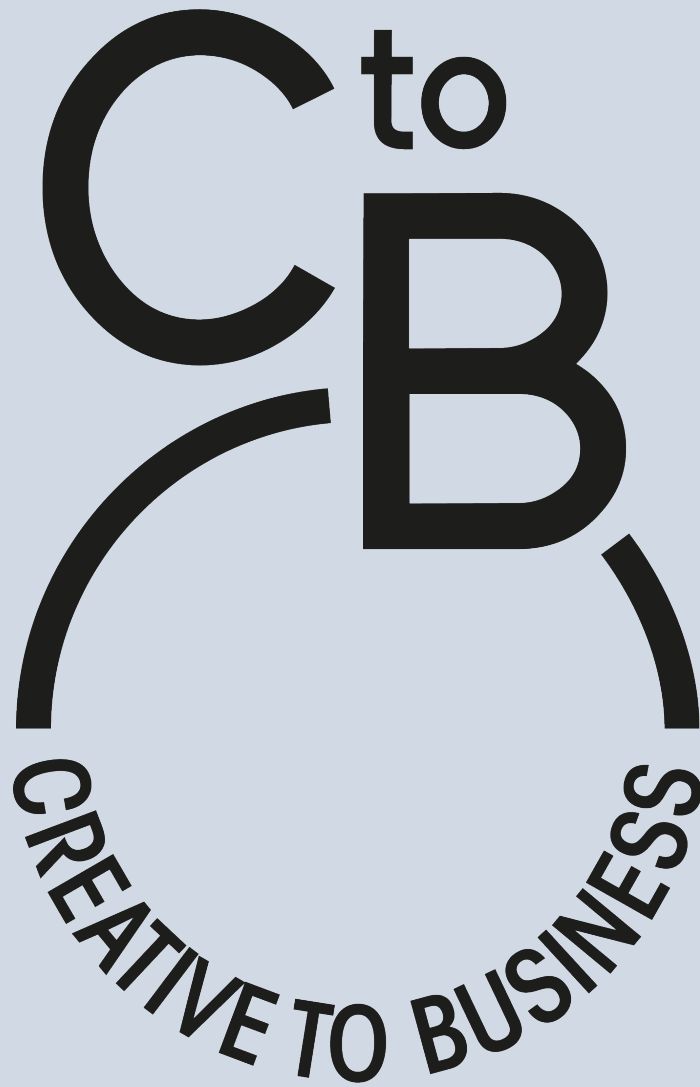
## // CONTEMPLATIONS

Have your mind wander,

1. What will success in this collaboration look like for you?
2. What are your goals?
3. What services are you envisioning us doing?
4. What is your budget?



Whether your goal is big or small, creativity can help you find new ways to reach the goal faster and better. Creativity breeds innovation and progress wherever it goes.



Define Challenges, create solutions, wrap them in art.

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