

TITLE:

Discovering Rome

CLIENT:

Peroni - Nastro Azzurro

YEAR:

2015

PLACE:

London

CONCEPT:

The artwork created play with scale composition, where architectural elements are blended in with the landscape and people, drenched in a breezy blu hue. The sheer dimensions of the artwork, which totalled to two 6.50 by 4,20 meters panels that were going to be installed in the meeting room, required particular attention to the production phase, as such a beautiful artwork deserved an excellent delivery.