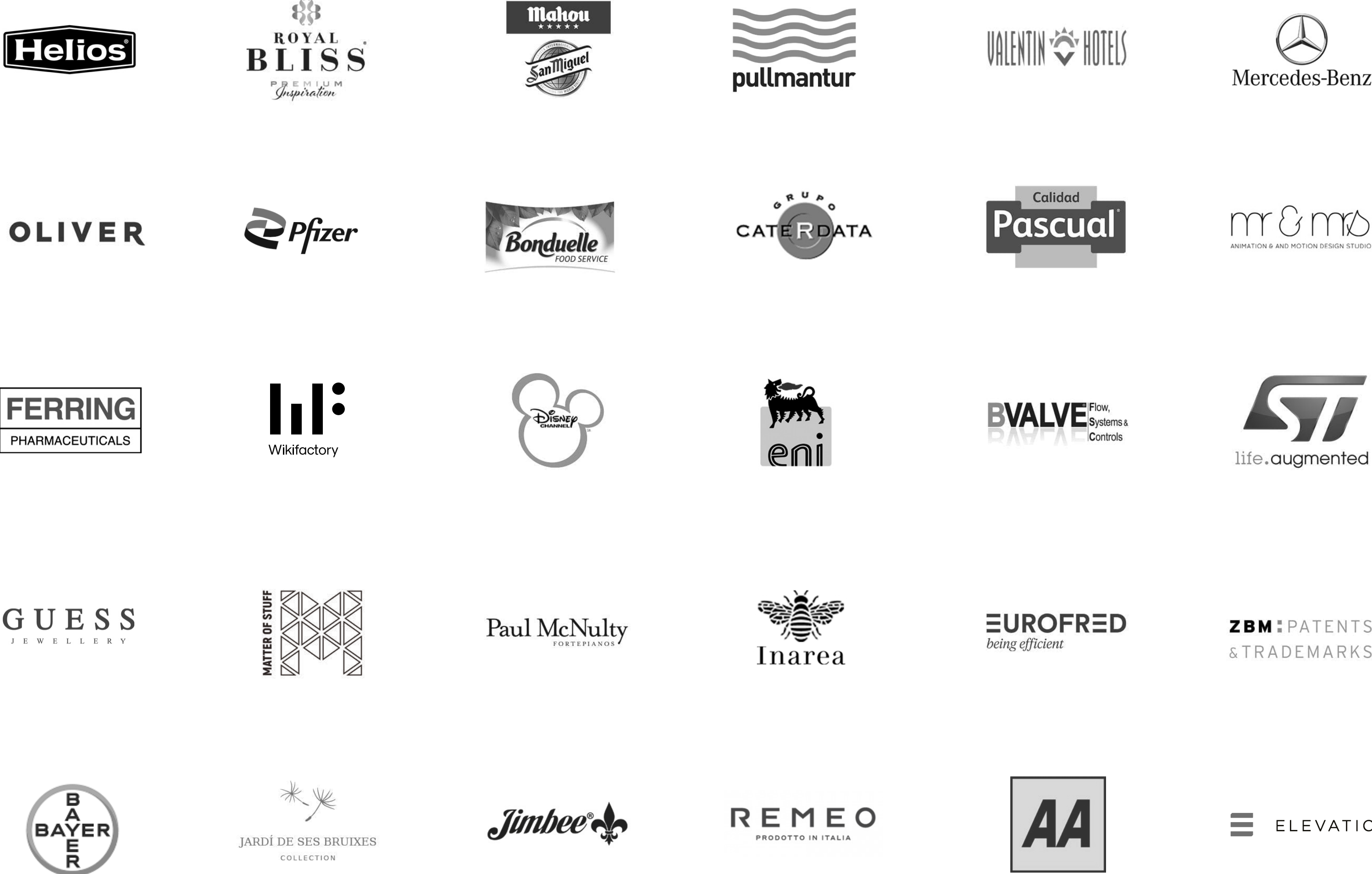




DARIA PETRILLO
Art Director & Brand Consultant

www.dariapetrillo.com

SOME CLIENTS





SELECTED WORKS

Currently a Senior Art Director at FSC, Daria brings over two decades of diverse experience across both B2B and B2C industries. Prior to joining FSC, she worked as a freelance creative for Oliver for one year, where she honed her skills collaborating on dynamic brand projects. Before that, Daria spent over eight years as the Creative Director of her own company, where she pushed the boundaries of creativity, mastering disciplines such as photography, filmmaking, motion graphics, and illustration.

Her versatile career has seen her collaborate with startups and large corporations alike, leading brand and communication strategies that deliver impactful results. Daria's passion for innovation and her ability to adapt to any creative challenge have made her a sought-after leader in the industry.

UP! PECKHAM

UP PECKHAM IS A COMMUNITY
GOOD FUND DESIGNED TO
ENHANCE SOCIAL COHESION IN
PECKHAM (SE15) BY FUNDING
LOCAL INITIATIVES AND EVENTS.







UP! PECKHAM

ROLES

ART DIRECTOR / BRAND DESIGN /

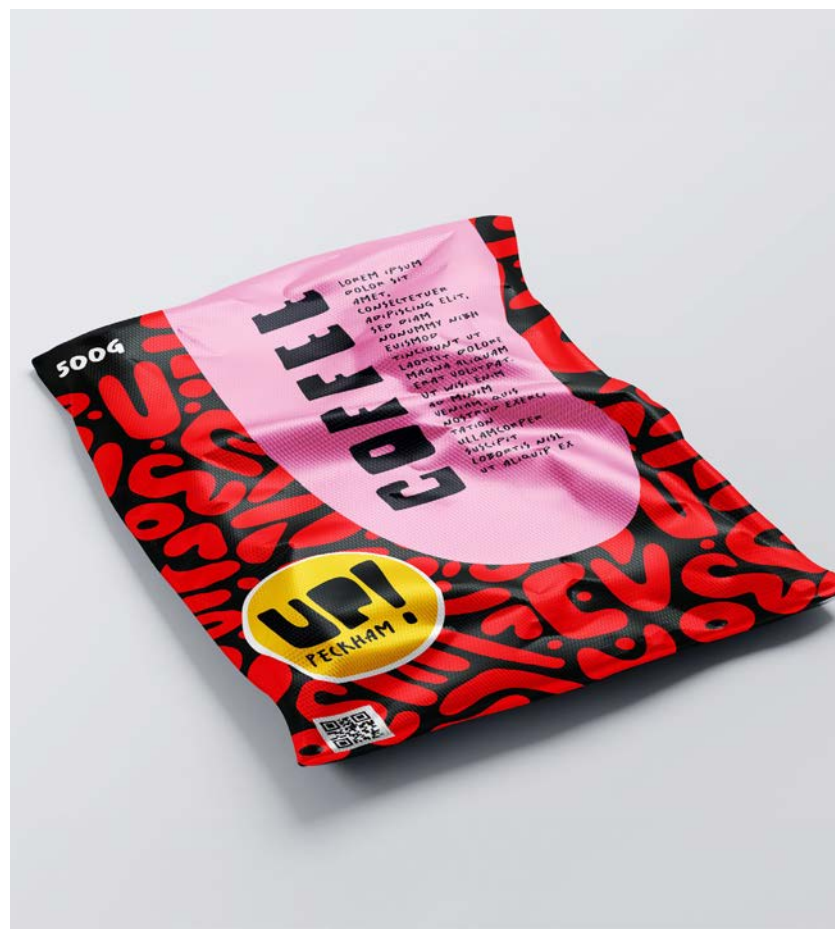
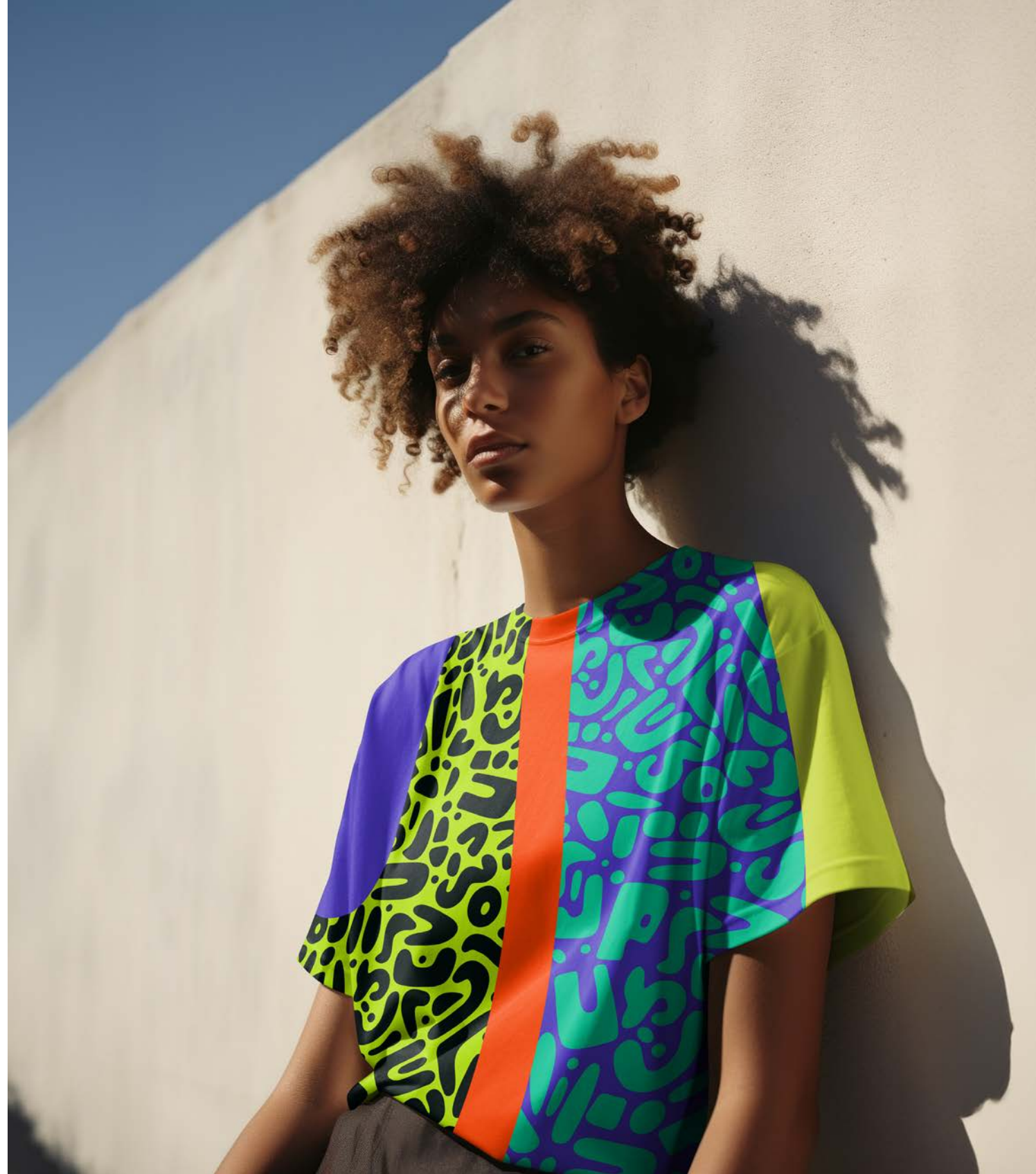


MORE ABOUT THE PROJECT

As Senior Art Director at FSC, I developed the branding and merchandising for Up Peckham, a Community Good Fund focused on strengthening social cohesion in Peckham (SE15). This involved crafting a vibrant, cohesive brand identity and designing a range of products, from apparel to beverages, that reflect local pride. Every purchase supports community-driven projects, with all profits reinvested into local initiatives. The challenge was to authentically represent Peckham's diversity, balance social impact with commercial appeal, and establish trust within the community.

UK / LONDON

CREATED AT FSC





BIG UP PECKHAM

UP PECKHAM IS A COMMUNITY GOOD FUND FOR SE15
— SUPPORTING THE PECKHAM COMMUNITY WITH
FUNDING AWARDS FOR COMMUNITY EVENTS AND
INITIATIVES THAT DRIVE SOCIAL PROSPERITY AND
COHESION IN AND AROUND PECKHAM.

GET INVOLVED AND
LET'S HELP CREATE
A PECKHAM WE ALL
BY EVERYONE

UPPECKHAM



BUILDHOLLYWOOD





CHANGE PLEASE

A CUP OF COFFEE CAN CHANGE
SOMEONE ELSE'S LIFE FOR THE BETTER.



CHANGE PLEASE COFFEE

The flavour of change

Nayeen - Barman

"I now have my sense of independence back, I'm a living testament that your life can turn around if you have the support around you and I hope other peoples' lives can find change like mine through Change Please."

CHANGE PLEASE COFFEE

The flavour of change

CHANGE PLEASE COFFEE

The flavour of change

Hope - graduated

"Within two months of my training, the Change Please support team had started working with me to organise a future place of employment and had helped explain what to expect after my training was completed."

CHANGE PLEASE COFFEE

The flavour of change

CHANGE PLEASE COFFEE

The flavour of change

Samuel - student

"I now have my sense of independence back, I'm a living testament that your life can turn around if you have the support around you and I hope other peoples' lives can find change like mine through Change Please."

CHANGE PLEASE COFFEE

The flavour of change

CHANGE PLEASE COFFEE

The flavour of change

Raphael - bartender

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CHANGE PLEASE

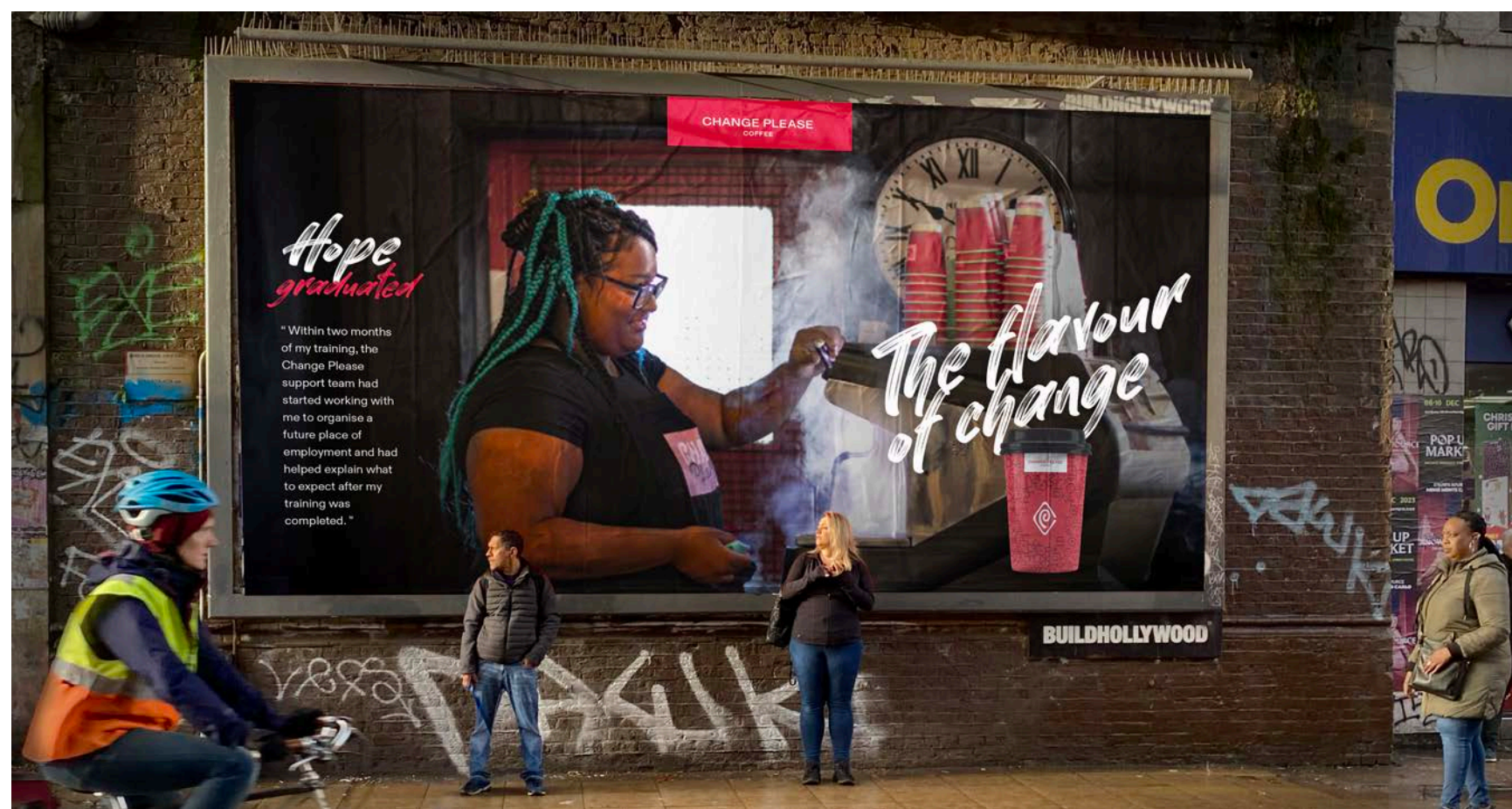
ROLES

ART DIRECTOR / BRAND RESTYLING /
DESIGN / PITCH PROPOUSAL



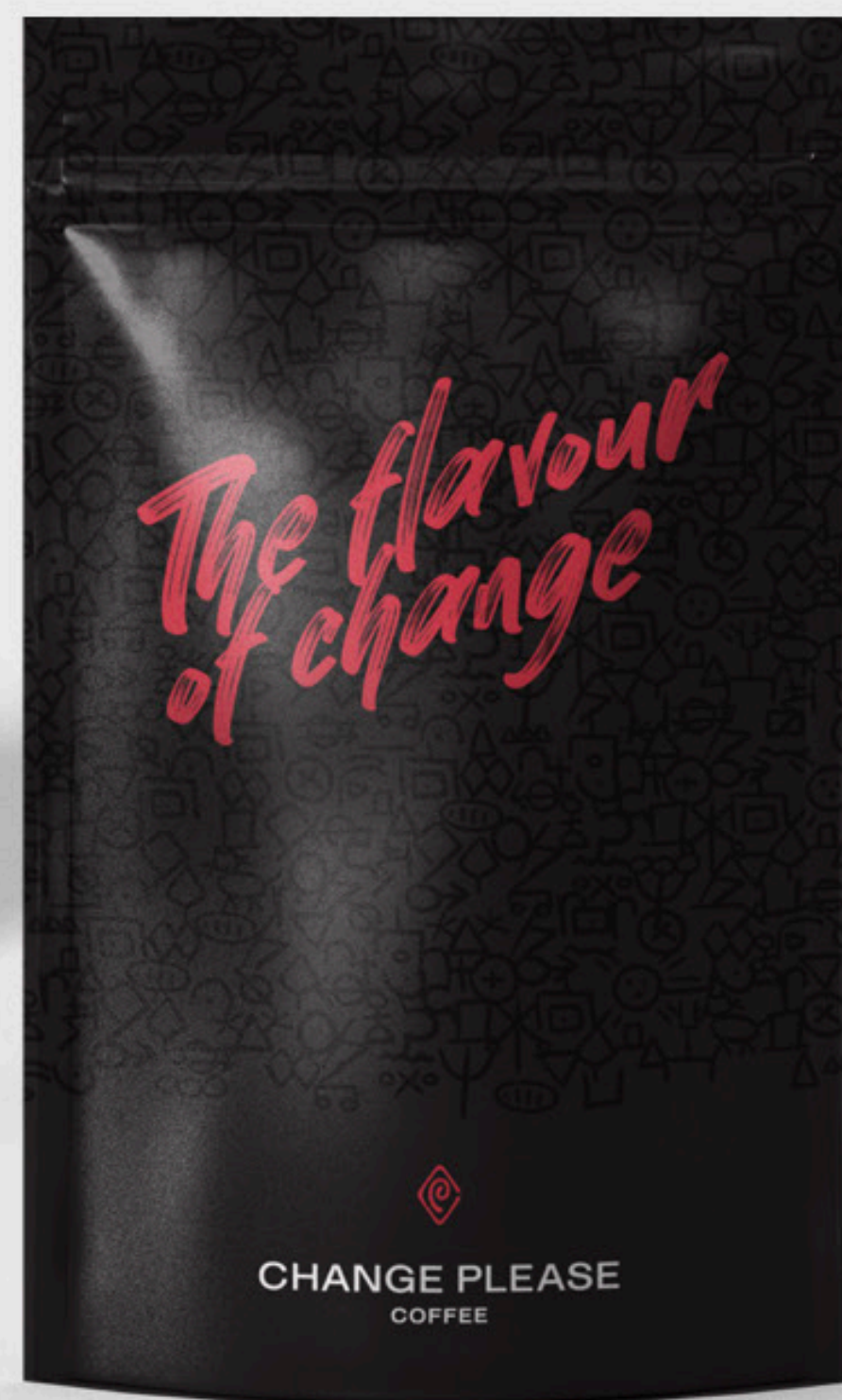
MORE ABOUT THE PROJECT

Change Please is a transformative social enterprise dedicated to combating homelessness through the power of coffee. At FSC, we were tasked with bringing the functional and emotional elements of the Change Please brand to life in one central communication idea. In just two weeks, we crafted a pitch with a comprehensive brand strategy and graphic proposal, centered around the deep meaning embedded in their logo. Drawing inspiration from hobo signs, our proposal highlighted the fusion of two powerful messages: “Employment First” and “Seize the Opportunity, but it takes hard work.”



UK / LONDON

CREATED AT FSC



All it takes
is one small thing
to change the rules
of the world.

Eudoria Holmes,
Enola Holmes 2



EVERY
MAN

CHANGE PLEASE
COFFEE

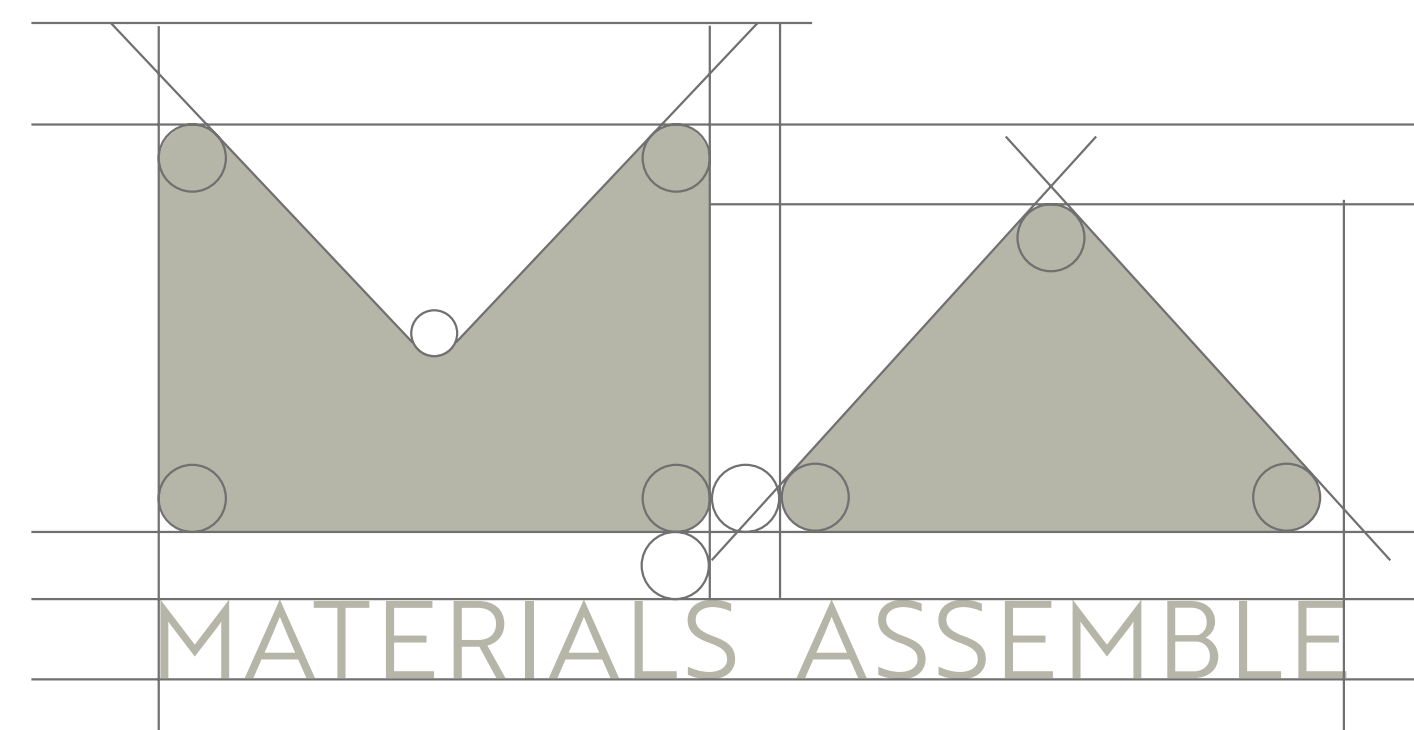
MATERIAL ASSEMBLE

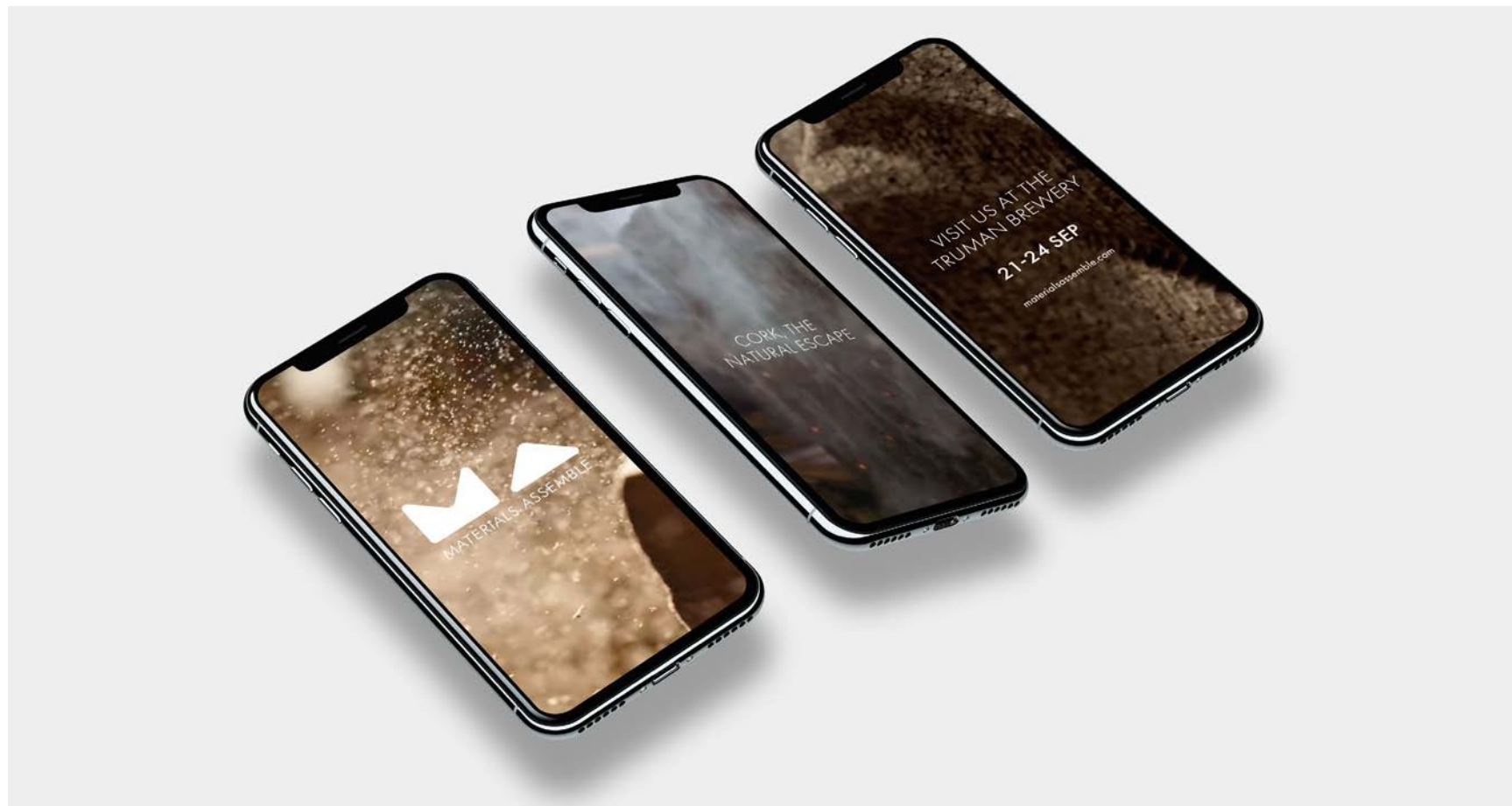
MATERERIALS LIBRARY
BRAND IDENTITY





MATERIALS ASSEMBLE





MATERIAL ASSEMBLE

ROLES

ART DIRECTOR / BRANDING / MOTION & WEB DESIGN

MORE ABOUT THE PROJECT

I developed the brand identity and website for Materials Assemble, a consultancy specializing in materials sourcing, bespoke manufacturing, and construction solutions. She crafted a sophisticated and modern brand identity that reflects the company's expertise in innovative materials and manufacturing processes. The new website design enhances user experience, showcasing the firm's ability to deliver cutting-edge solutions for constructing unique spaces. This revitalized brand presence positions Materials Assemble as a leader in their field, resonating with clients seeking expert insights and tailored solutions.

UK / LONDON

SOLO PROJECT



FUTURE STRATEGY CLUB

FRESH BRAND LOOK AND FEEL FOR FSC,
AN INDEPENDENT CREATIVE AGENCY
NESTLED IN PECKHAM





ZOETIS PETS CONTENT CREATION AND PRODUCTION

Proposal for Zoetis CoE (March 2023)

Proprietary and confidential

PHASE ONE FSC EVERGREEN CONTENT

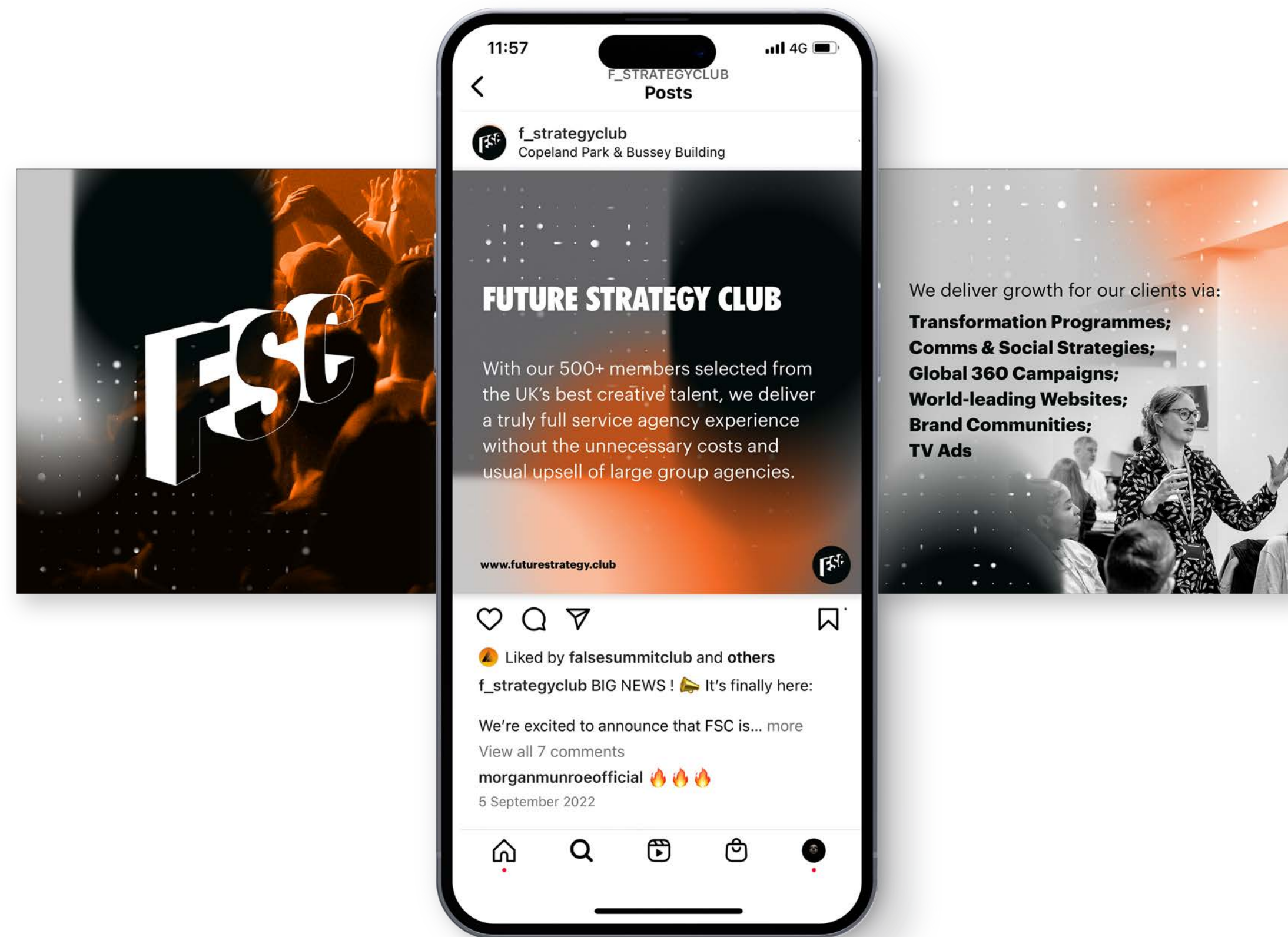


SUBTITLE TEXT

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Morbi tempus

small (lowest complexity to deliver)
medium
large (highest complexity)



FUTURE STRATEGY CLUB

ROLES

IN-HOUSE SENIOR ART DIRECTOR
/ BRAND RESTILING AND BRAND
AMBASSADOR FOR FSC AND CIC

MORE ABOUT THE PROJECT

In my capacity as Senior Art Director at Future Strategy Club (FSC), I've been fortunate to play a part in shaping our evolving creative identity alongside a vibrant team. FSC distinguishes itself with a distinctive approach, leveraging the collective talents of over 400 passionate members to offer unparalleled services, challenging the conventions of the traditional agency model.

My role involves leading creative endeavors from ideation to fruition, steering our team towards inventive solutions that inspire and exceed expectations.

UK / LONDON

INHOUSE SENIOR ART DIRECTOR



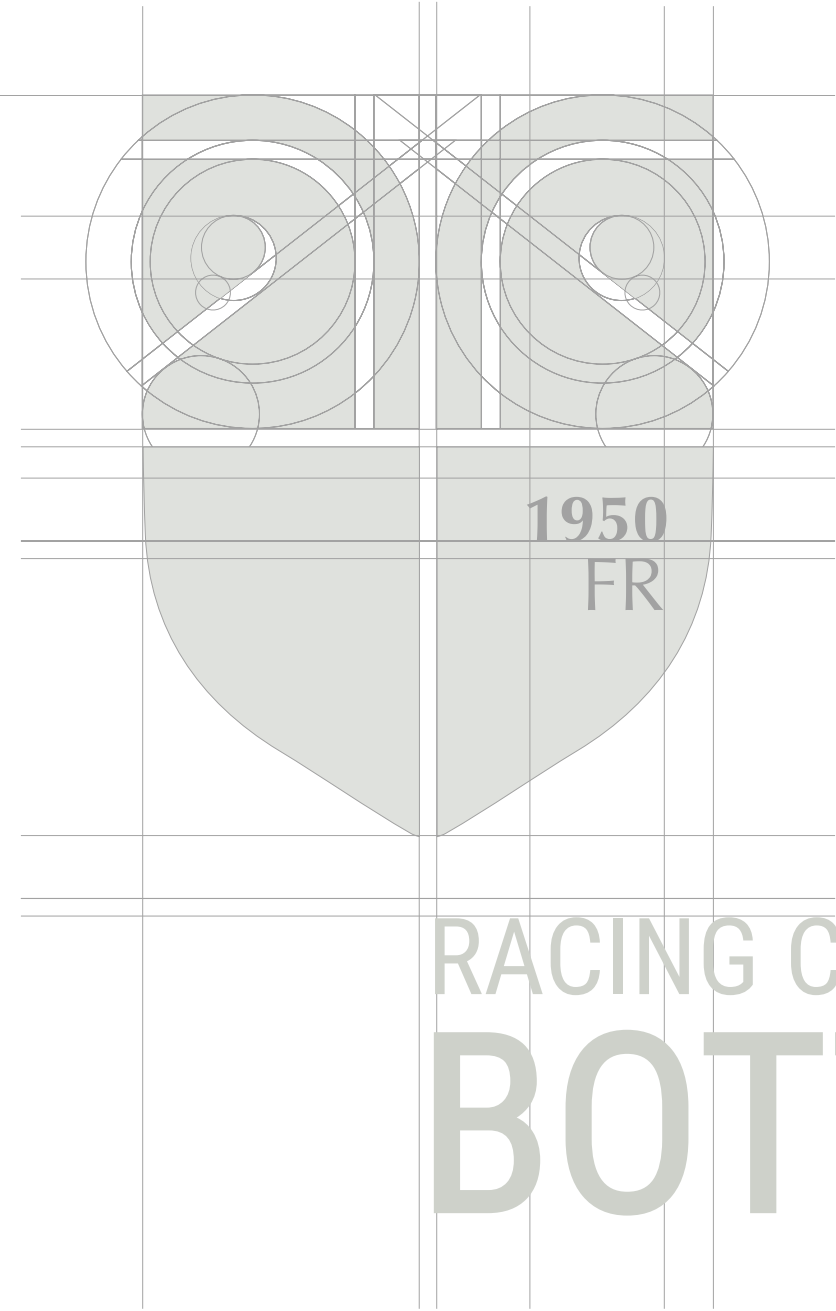
BOTTI RACING CLUB

AWARD WINNING HORSE TRAINING
BRAND IDENTITY

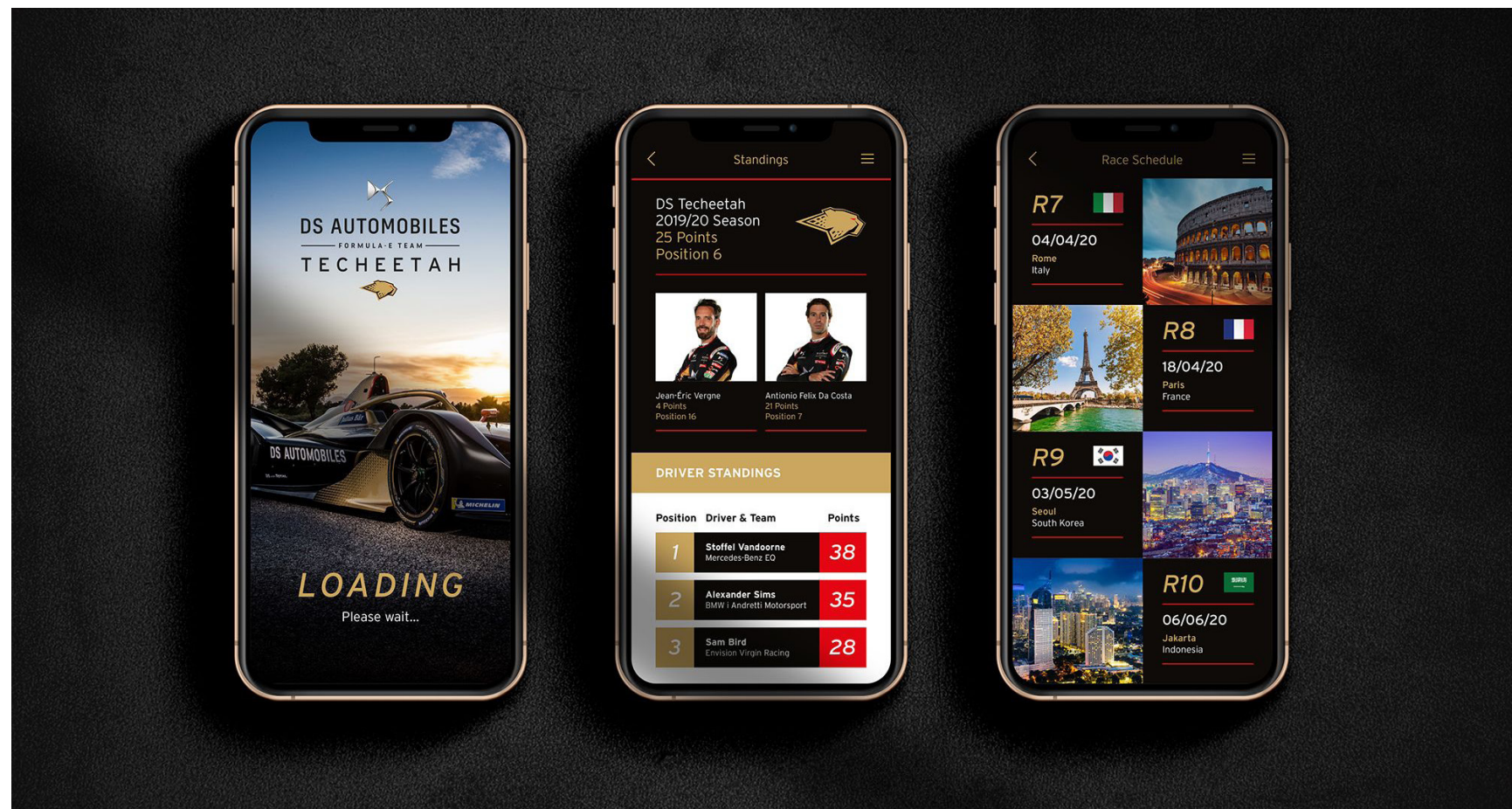
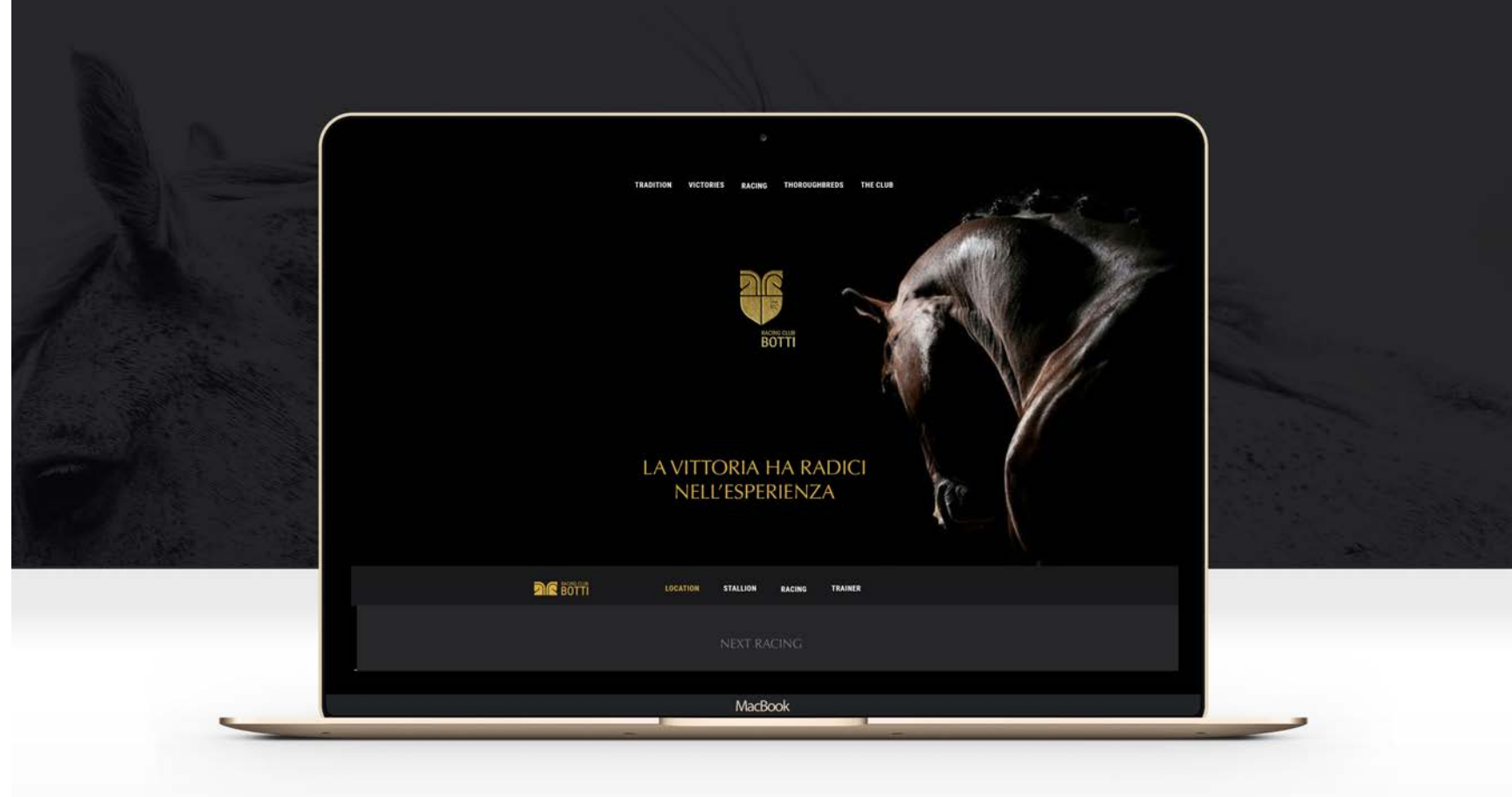




RACING CLUB
BOTTI



RACING CLUB
BOTTI



BOTTI RACING CLUB

ROLES

ART DIRECTOR / BRAND STRATEGY &
VISUAL IDENTITIES / PRINT PROMOTION

MORE ABOUT THE PROJECT

I had the pleasure of working with a luxury brand that speaks to a rich history of professional horse training. The Botti family's passion for thoroughbred racing dates back to 1950, and their legacy is nothing short of unforgettable in the world of horse racing.

With a focus on experience, connection, and luxury, I was tasked with creating a new brand that would embody the Botti Racing Club. Inspired by their motto, "**Victory comes from experience**," I crafted a brand identity that captures the essence of the family's rich tradition of horsemanship. By highlighting the strong bond between trainer and stallion, I aimed to showcase the family's commitment, passion, and unparalleled experience in raising true champions.

FRANCE / CHANTILLY

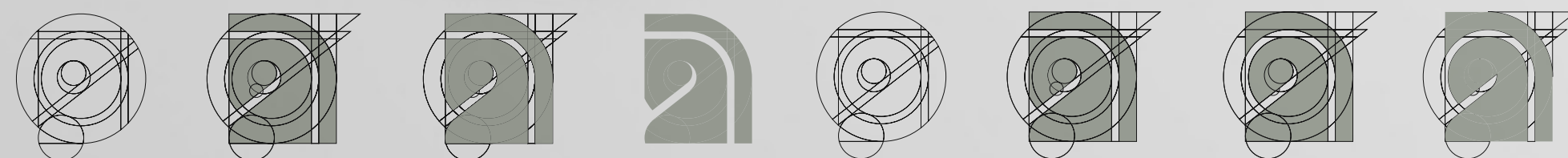
SOLO PROJECT



RACING CLUB
BOTTI

Once in a lifetime sporting moments, unique opportunities.

Members of GGSRC get VIP access
and the finest views of unique sporting
moments as well as the opportunity to meet
and network with like minded individuals.



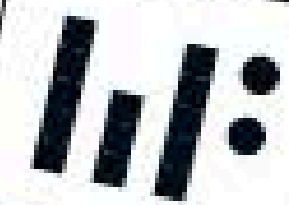


BOATING CLUB

WIKIFACTORY

BRAND POSITIONING VIDEO FOR
THE NEW DIGITAL 3D PRINTING
PLATFORM

Where \oplus ideas ∞
get $\%.$ made ⚙
→ Wikifactory



The future
is in the making



The future
is in the making



The future
is in the making



The future is in the making

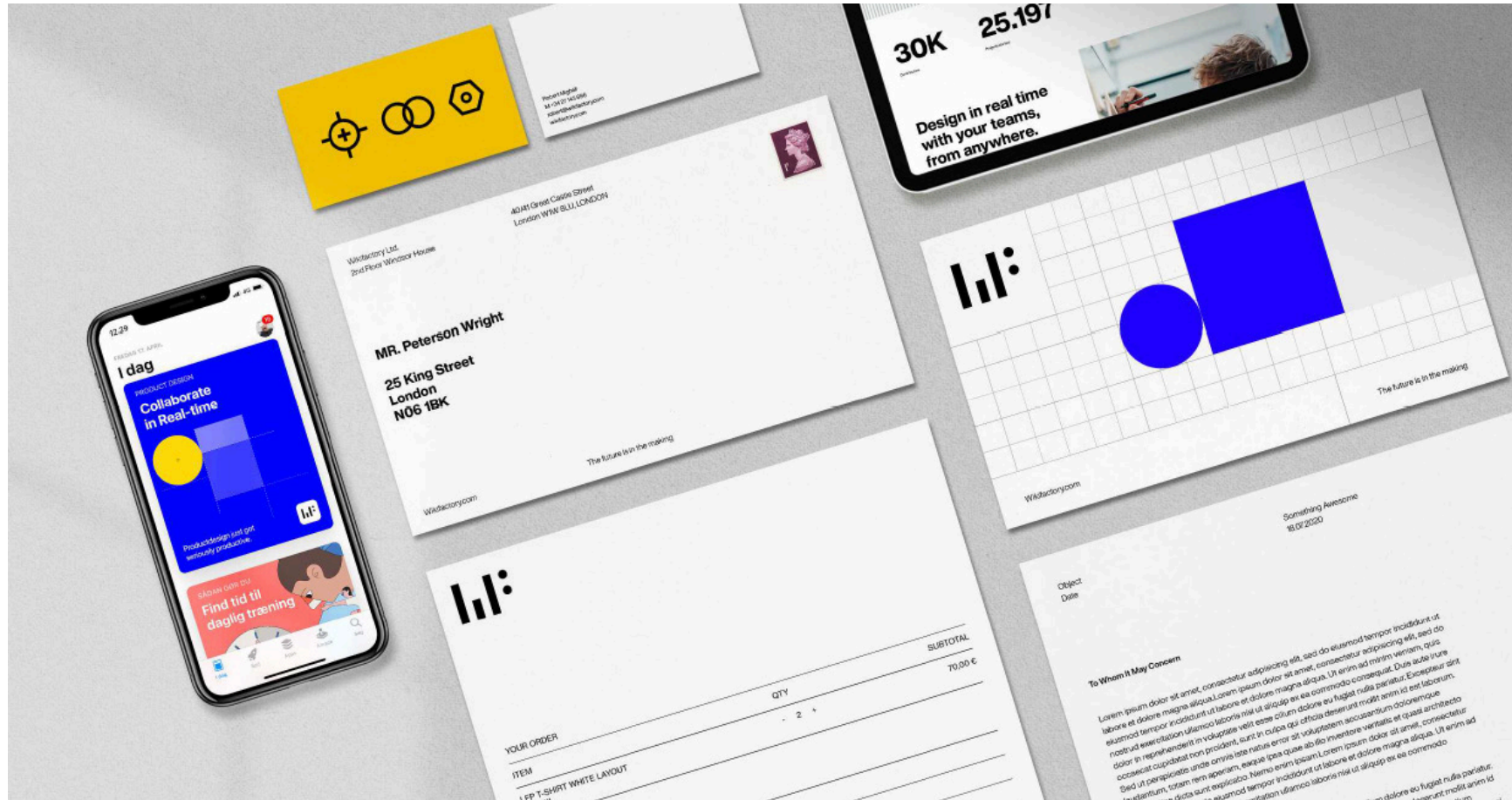
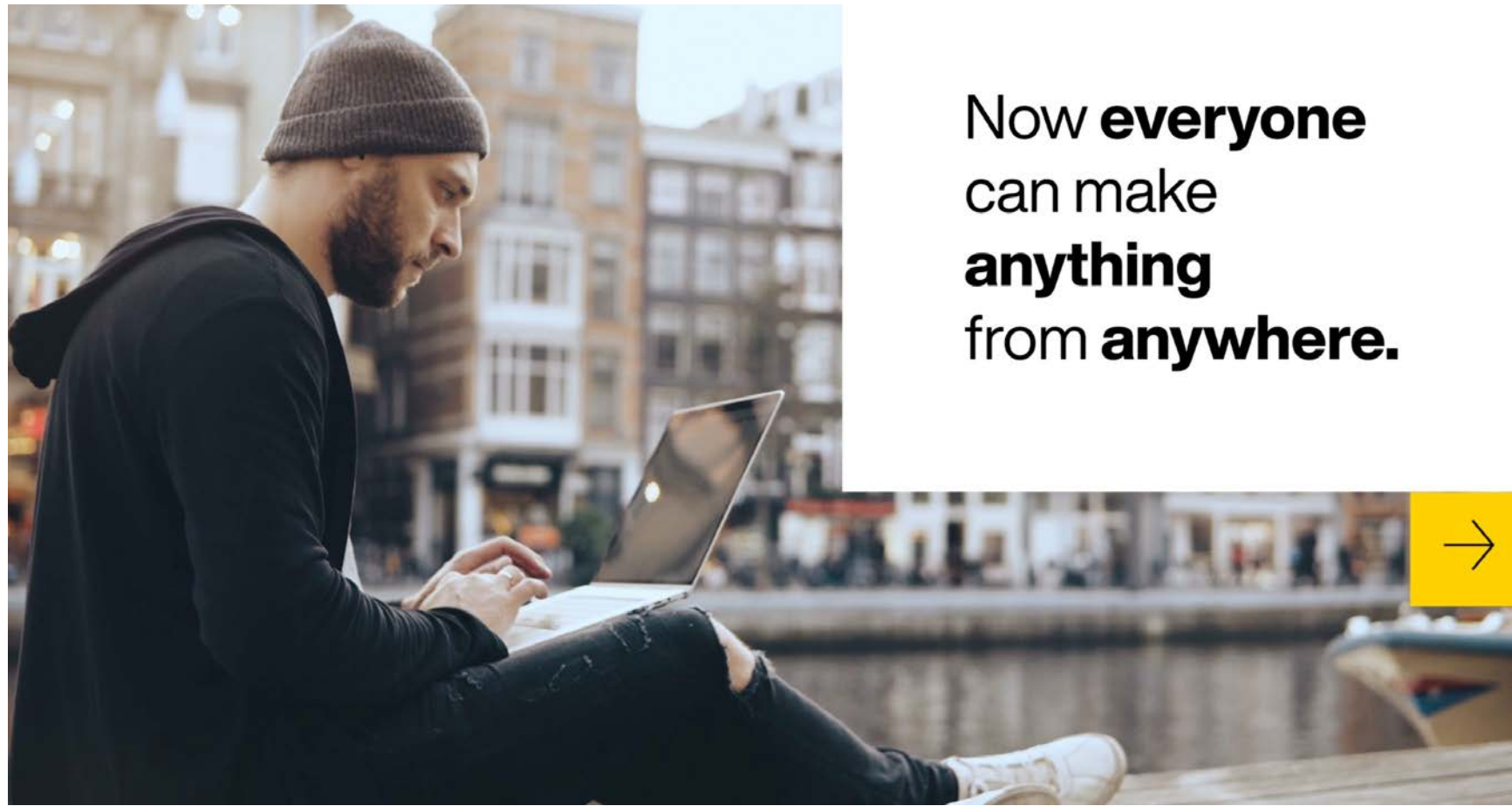
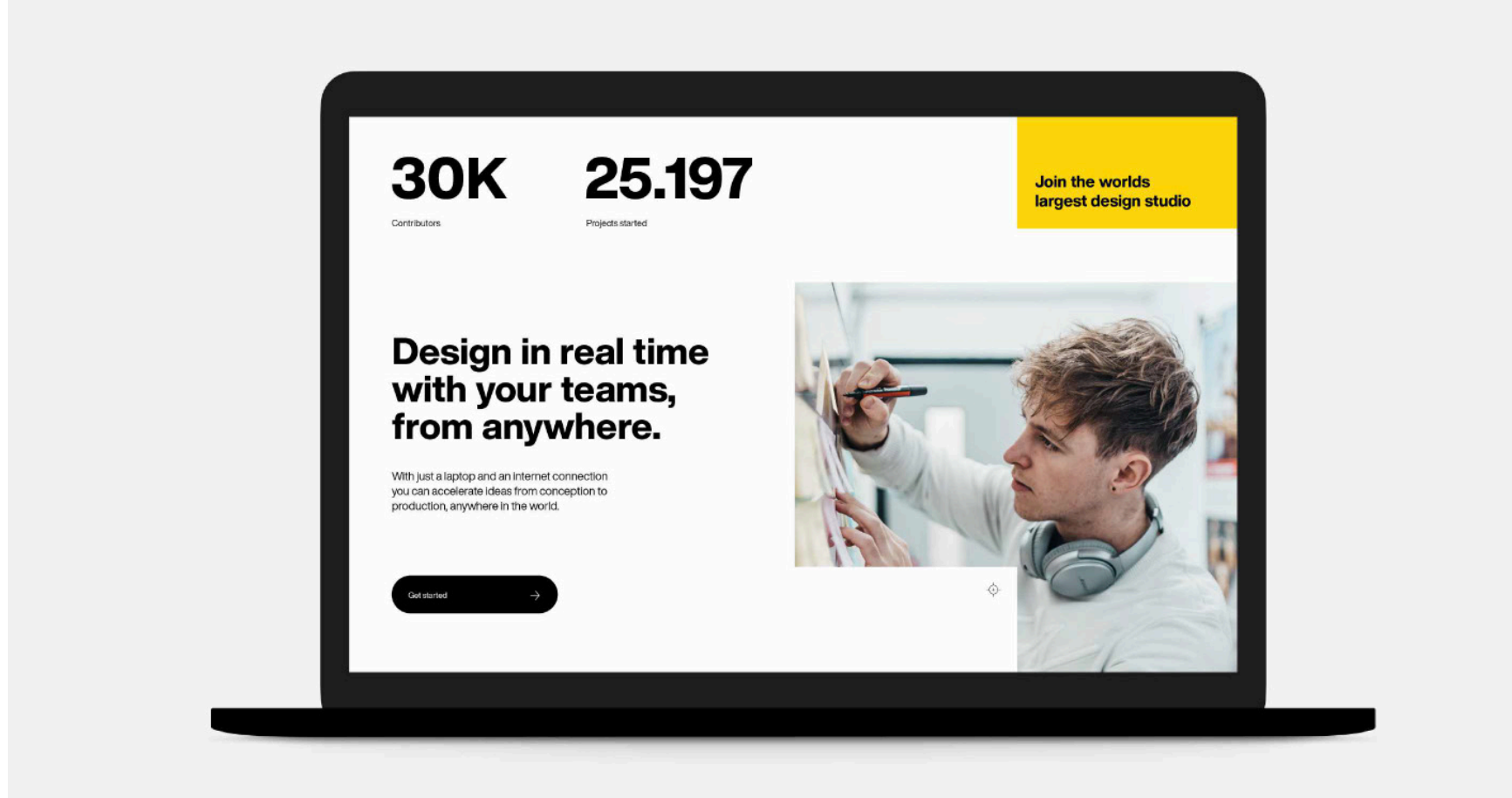


The future
is in the making

ire
making

e making





WIKIFACTORY

ROLES

ART DIRECTION / BRANDING VIDEO AND CONTENT FOR SOCIAL CAMPAING

MORE ABOUT THE PROJECT

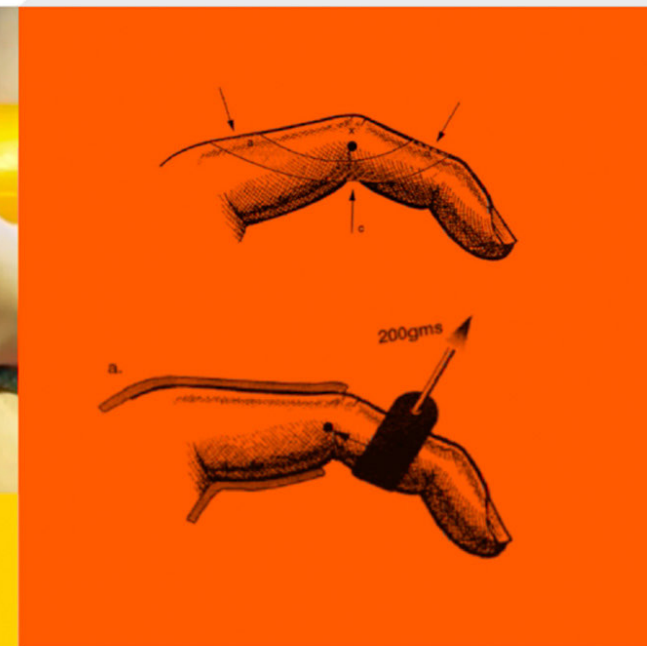
At Wikifactory, I spearheaded the brand positioning and video promotion campaign for the 3D printing platform. Working closely with the PR and management teams, we developed targeted content to highlight the platform’s unique features and innovations. I focused on creating engaging posts and promotional videos tailored to our audience, utilizing key social media platforms to build visibility and drive user engagement.

The campaign was highly efficient, achieving a 35% increase in user sign-ups and a 50% boost in social media engagement within the first two months, demonstrating strong resonance with our target audience.

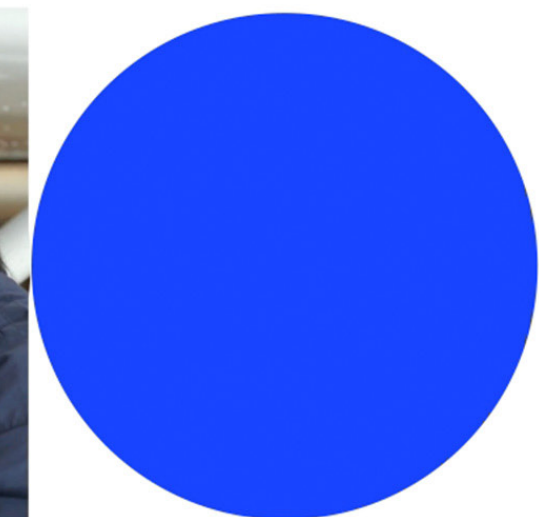
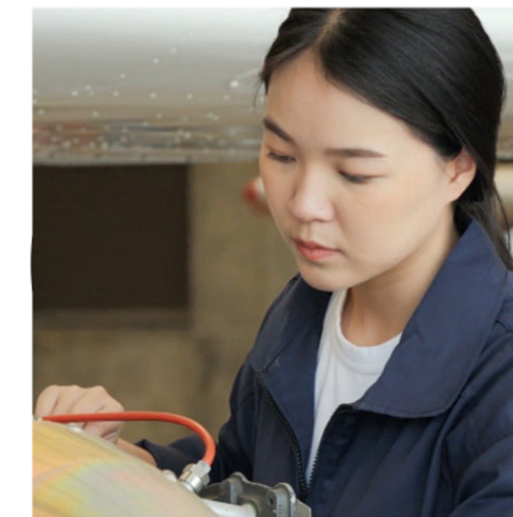
UK / LONDON

CREATED FOR WIKIFACTORY

They're
rethinking things



With
just a
laptop...



BABEL DE B

ALCHEMIE OF TUNISIAN FLAVOUR



BabélB



BABEL DE B
GHASTRONOMY



Babél  B

Alchemie of Tunisian Flavours



BABEL DE B

ROLES

ART DIRECTOR / BRAND STRATEGY / BRAND
RESTYLING / DESIGN / WEB DESIGN

MORE ABOUT THE PROJECT

As a Art Director for BabeldeB, I had the exciting opportunity to work on a project that redefined Tunisian cuisine. The concept of “Alchemie of Tunisian Flavour” was born out of the idea that Babel has a dual identity - vibrant and full of life during the day, yet mysterious and magical at night.

Drawing inspiration from ancient royal seals, we created a symbol that represents blessings and good luck. With a focus on the artistry of the chef behind Nafas, we explored the fascinating distillation of essences and the use of refined spices to create unique, unforgettable flavors. Through a strategic approach and deep understanding of the brand’s identity, we crafted a compelling brand story that captures the essence of BabeldeB and sets it apart in the competitive culinary industry.

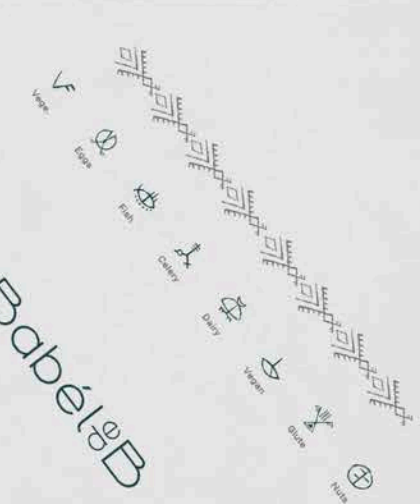
UK / LONDON

SOLO PROJECT

BabélèB



BabélèB



LUCH MENU

MENU RESIDENCY

LUCH MENU

MENU RESIDENCY



BabélèB

BabélèB

BabélèB



LUCH MENU

MENU RESIDENCY

LUCH MENU

MENU RESIDENCY

TAJINE
Amuse-bouche

KEMIA
BOTTARGA
Capers, citrus evoo, makrut lime gel, fennel fronds
Aniseed bathoub bread

BRK
Free range chicken
or
Siti Daoud





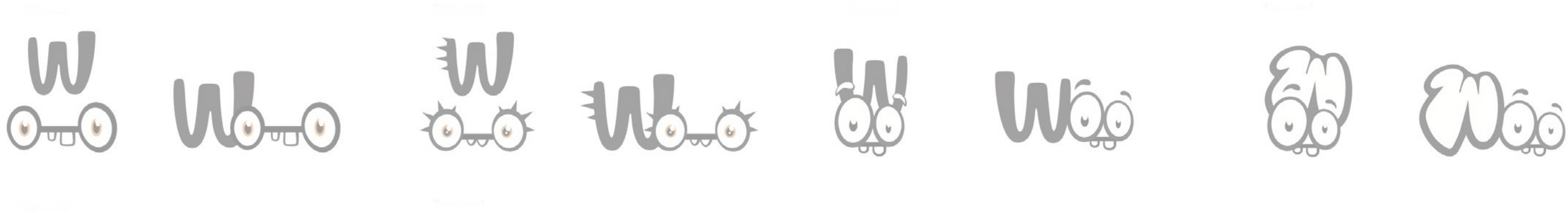
WONDER COOKIES

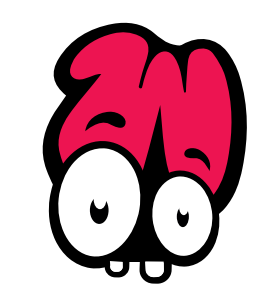
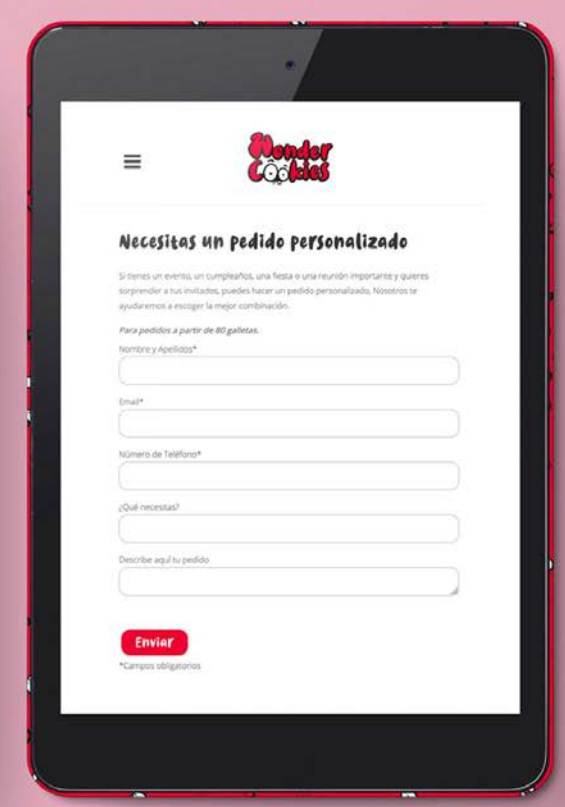
COOKIES FACTORY BRAND IDENTITY





Be happy, bake cookies





WONDER COOKIES

ROLES

ART DIRECTOR / BRAND STRATEGY & VISUAL IDENTITY / PRINT AND DIGITAL PROMOTION

MORE ABOUT THE PROJECT

Enter Wonder Cookies, the phenomenal cookie factory hailing from the vibrant city of Barcelona, Spain. Headed by the audacious Bettina Montagne, known for her role as a judge on the popular “Bake Off Spain” TV program and as a teacher at the esteemed Espaisucre school.

The challenge was to create a visual identity that was bold and explosive, reminiscent of the iconic pop art style that originated in the United States. As the liaison between the agency and the client, I was tasked with identifying the unique needs of this budding cookie factory and translating them into a dynamic brand identity. This involved developing a striking logo, a carefully curated color palette, and unforgettable brand characters that were incorporated into every aspect of the business, from the packaging and uniforms to the captivating window displays.

SPAIN / BARCELONA

SOLO PROJECT - CREATED AT ADDAVIA



Betina Montagne
Co-founder & Cookie Chef
betina@wondercookies.es
+34 617 36 33 60
Calle Sant Frederic 27, Local 1
08028 Barcelona
Instagram: @wondercookies.es
wondercookies.es



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7,8 i... DANSA

DANCE CULTURAL ENTITY
BRAND IDENTITY



GALA DE DANSA
Grans Estrelles Internacionals



DANSA



DANSA



7,8 i... DANSA

ROLES

ART DIRECTOR / BRAND STRATEGY / BRAND
DESIGN / PRINT PROMOTION / PHOTOGRAPHY /
VIDEO SHOOTING AND SOCIAL CONTENT

MORE ABOUT THE PROJECT

Welcome to 7,8 i... Dansa, a cultural entity dedicated to organizing top-tier events in classical and contemporary dance. As a seasoned expert in entertainment events and promotion, I had the honor of collaborating with some of the greatest international stars of Spain and renowned dance companies from around the world. From Het Nationale Ballet to the Royal Ballet of Flanders, from the Compania Nacional de Dansa d'Espanya to the National Ballet of Portugal, and from the Peridance Contemporary Dance Company of New York, our events attract some of the most talented and dynamic dancers of our time. Together, we bring the beauty, passion, and creativity of dance to the stunning island of Menorca, creating a unique and unforgettable experience for audiences and performers alike.

SPAIN / MENORCA & MALLORCA

CREATED AT ADDAVIA IN A TEAM OF TWO

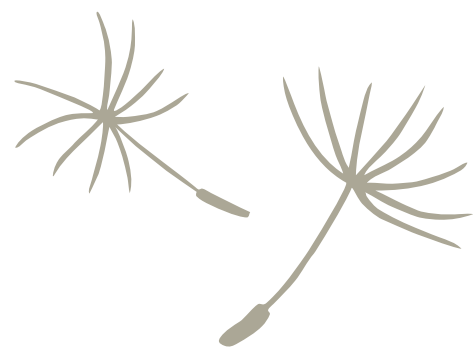
[SEE VIDEO](#)



SES BRUIXES

JARDÍ DE SES BRUIXES BRAND
COLLECTION - BOUTIQUE HOTELS,
RESTAURANT & SPA

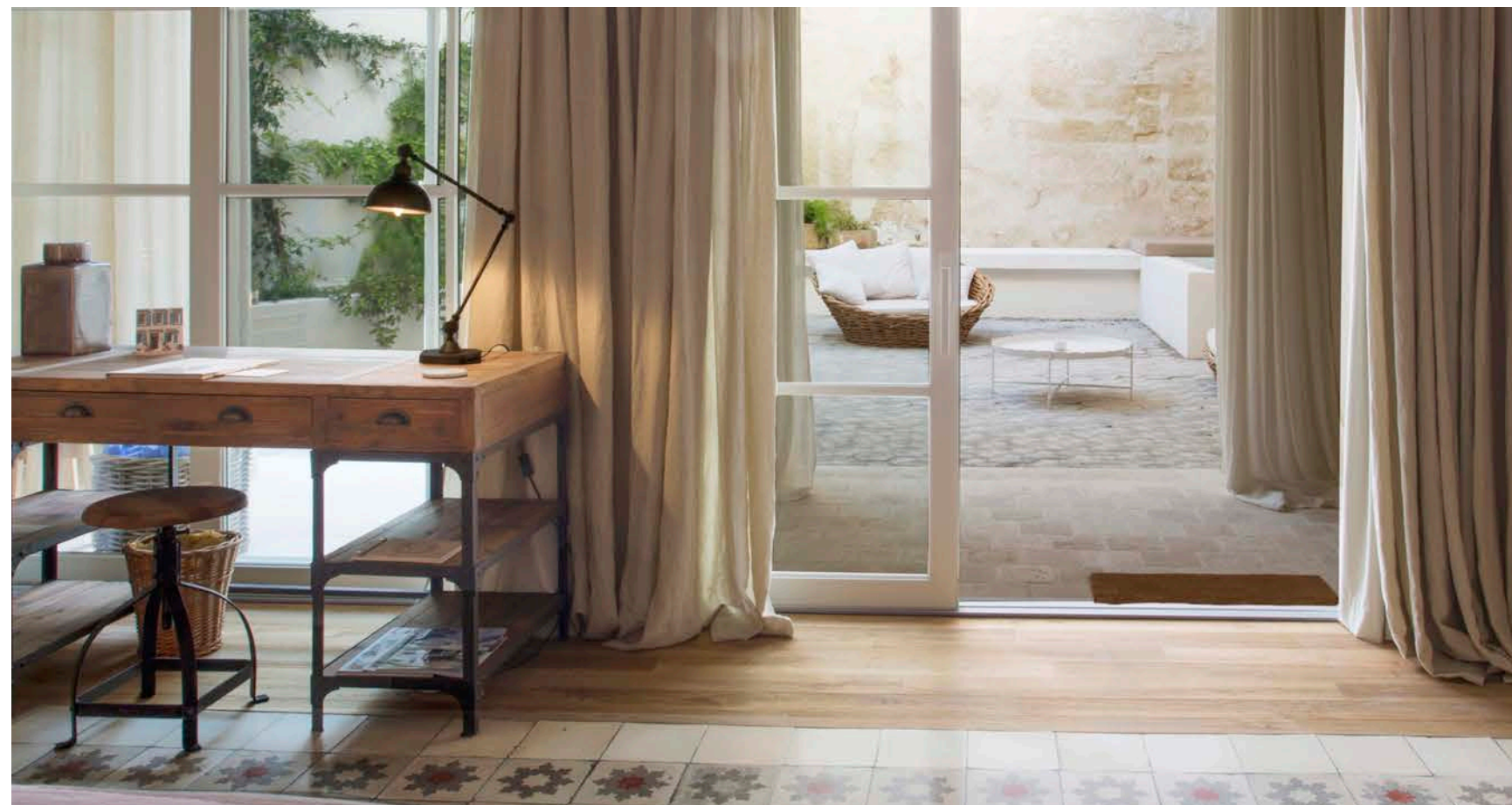




SES BRUIXES
BOUTIQUE HOTEL



SES BRUIXES
BOUTIQUE HOTEL



SES BRUIXES

ROLES

ART DIRECTOR / BRAND STRATEGY /
BRAND RESTYLING / DESIGN / PRINT &
DIGITAL PROMOTION / PHOTOGRAPHY /
VIDEO PROMOTION

MORE ABOUT THE PROJECT

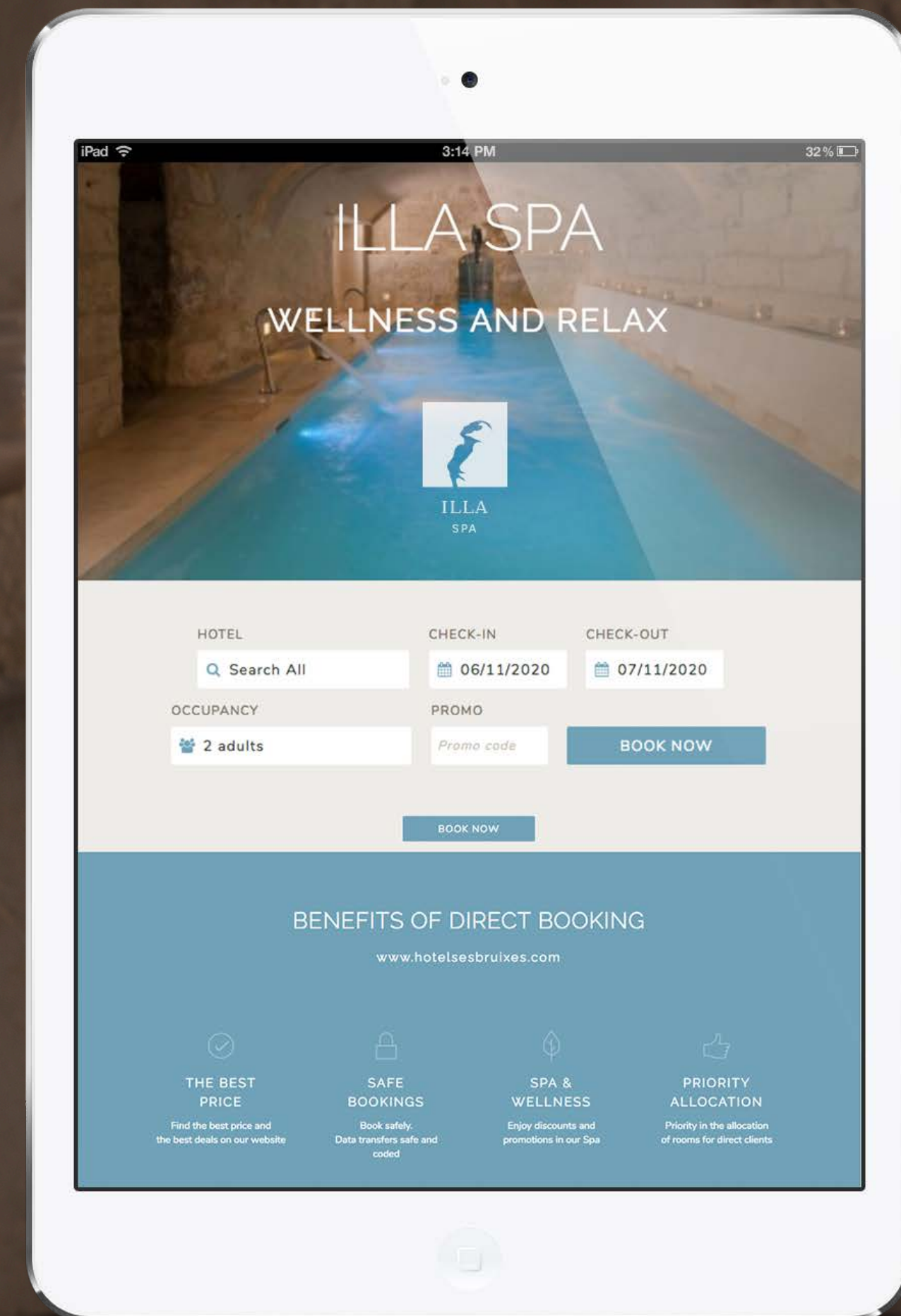
I had the pleasure of working as a branding consultant for a prestigious Boutique Hotel in the Balearic Islands. The challenge was to unify their range of brands under a cohesive parent brand. After a thorough analysis and strategic planning, I created the “**Jardí de Ses Bruixes Collection**” brand that represented the unique strengths of each sub-brand while maintaining the overall coherence of the parent brand. The spa, restaurant, and satellite hotels were all included under the Collection, resulting in a powerful and intelligent brand strategy that highlights the hotel’s exceptional services and luxurious offerings.

SPAIN / MENORCA

CREATED AT ADDAVIA

ILLA SPA

JARDÍ DE SES BRUIXES COLLECTION -
BOUTIQUE HOTELS, RESTAURANT & SPA

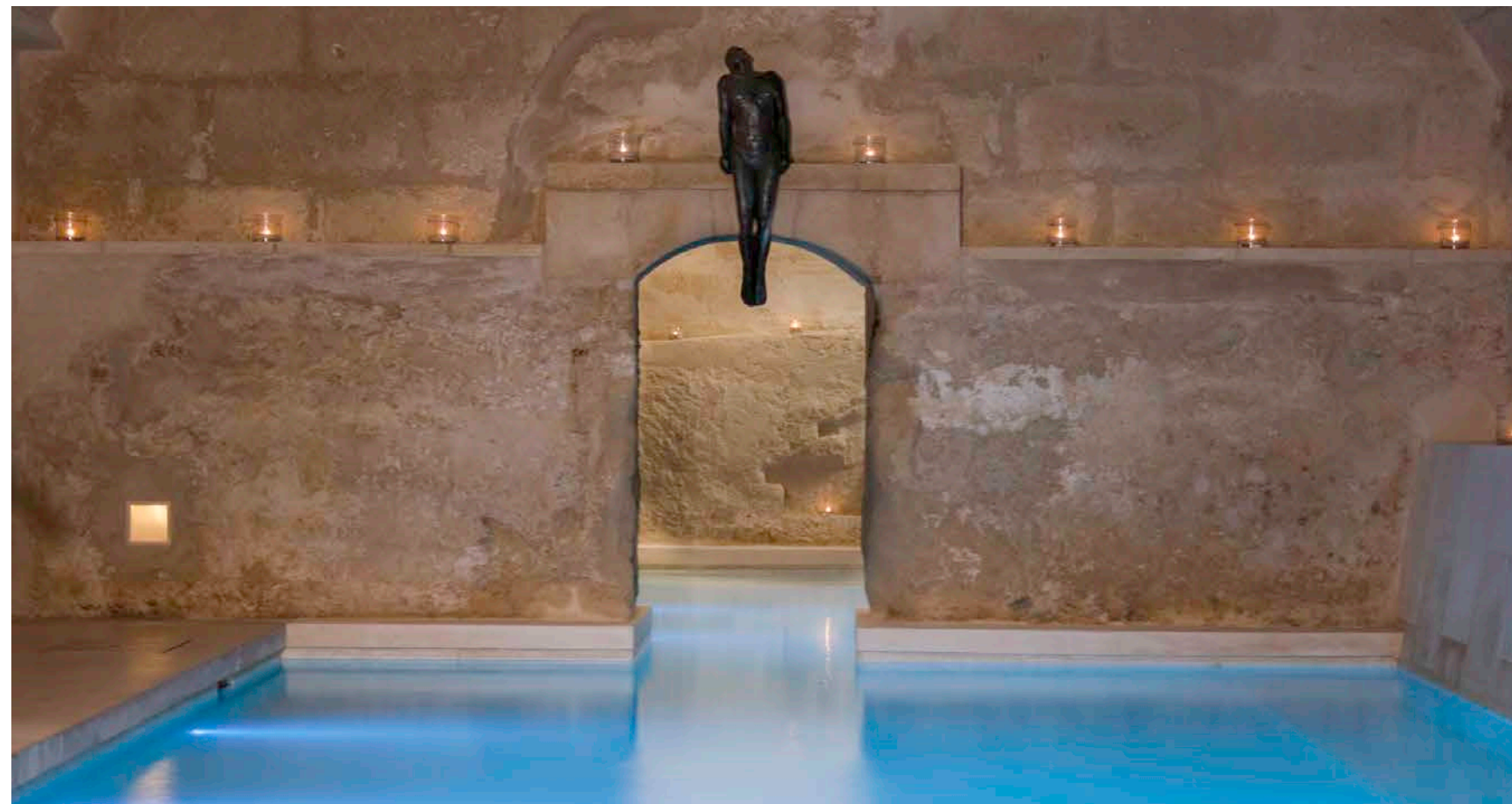




ILLA
SPA



ILLA
SPA



ILLA SPA

ROLES

ART DIRECTOR / BRAND STRATEGY / BRAND
DESIGN / PRINT PROMOTION / PHOTOGRAPHY /
VIDEO SHOOTING AND SOCIAL CONTENT

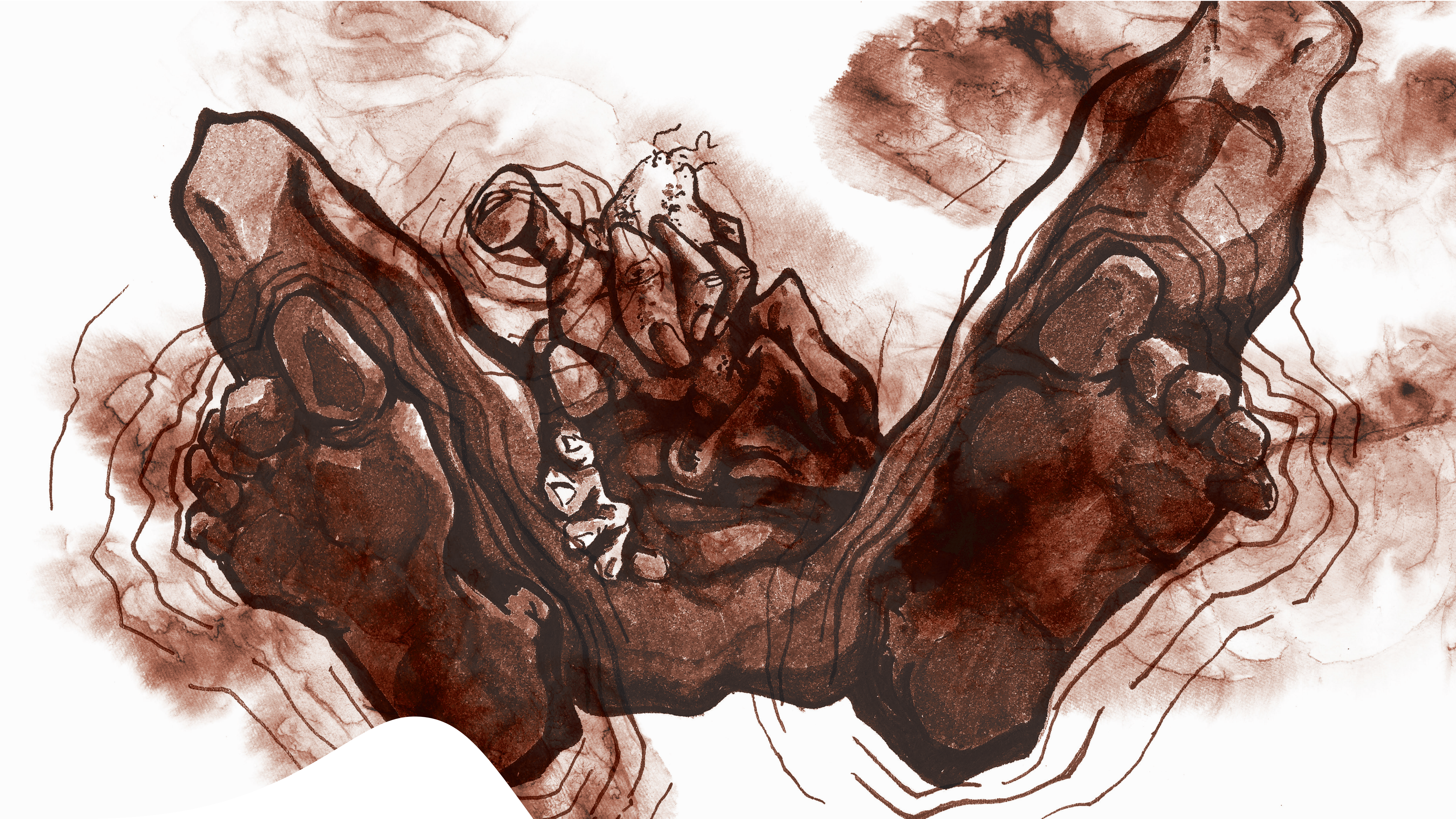


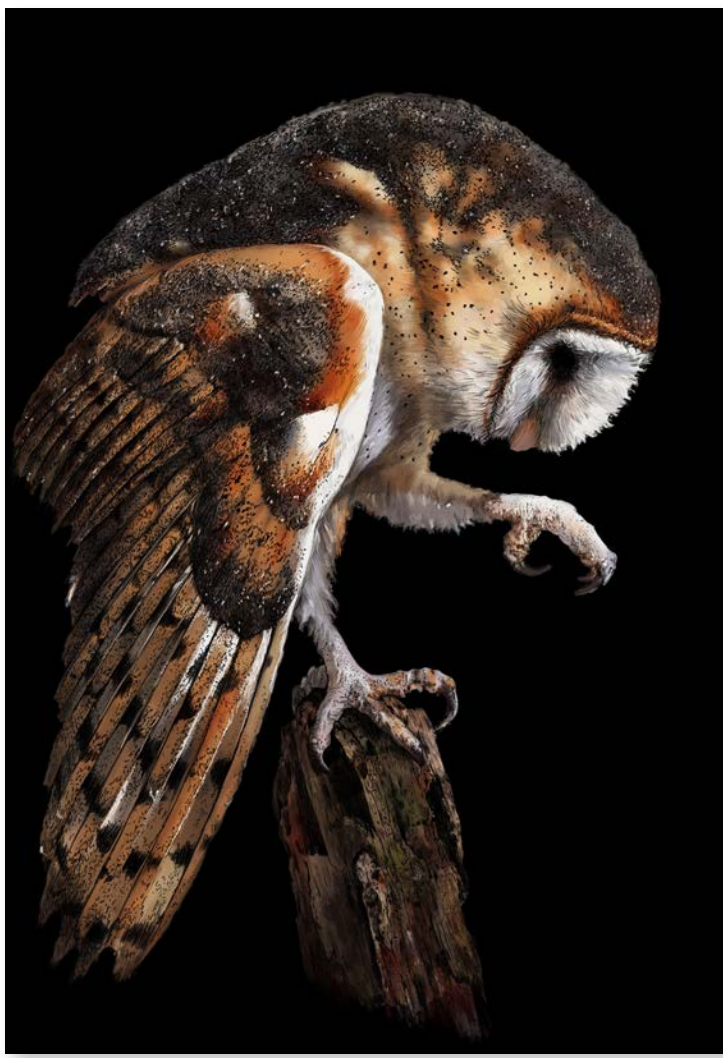
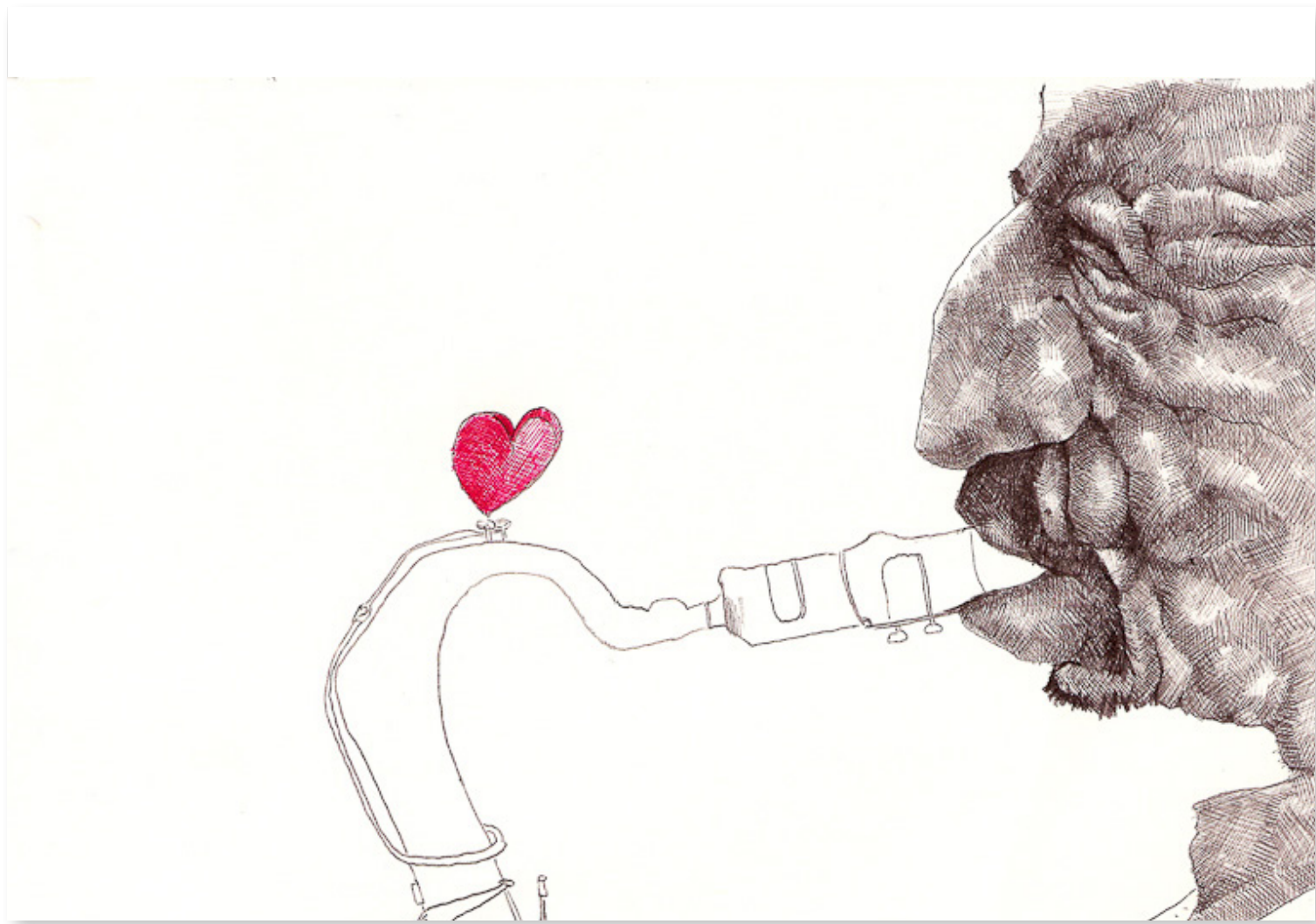
SPAIN / MENORCA

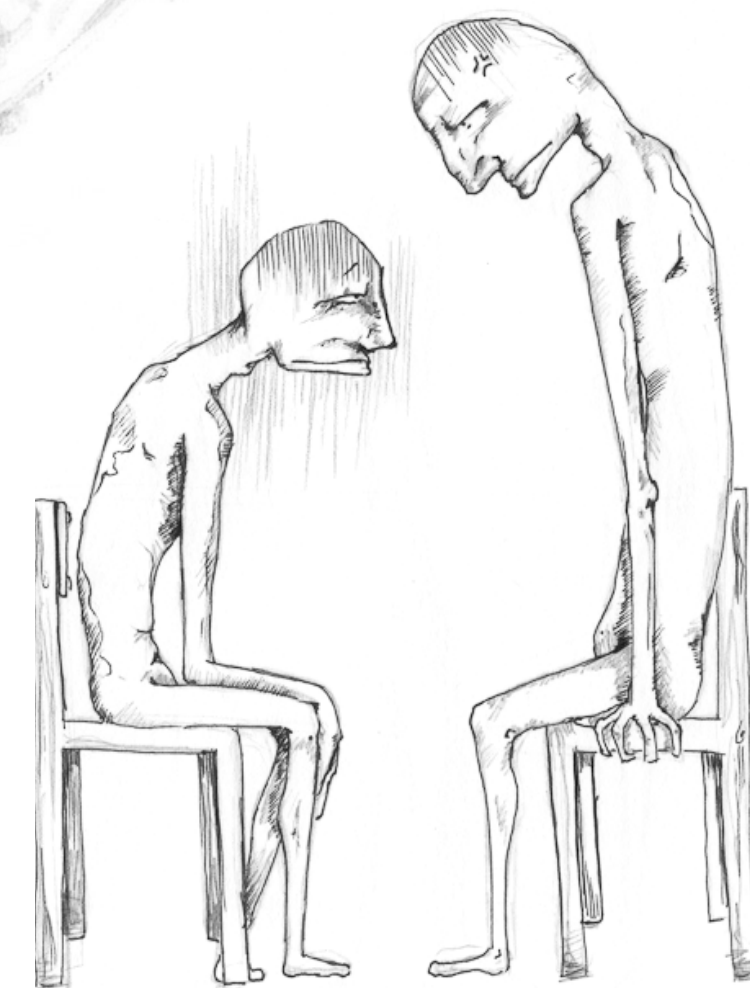
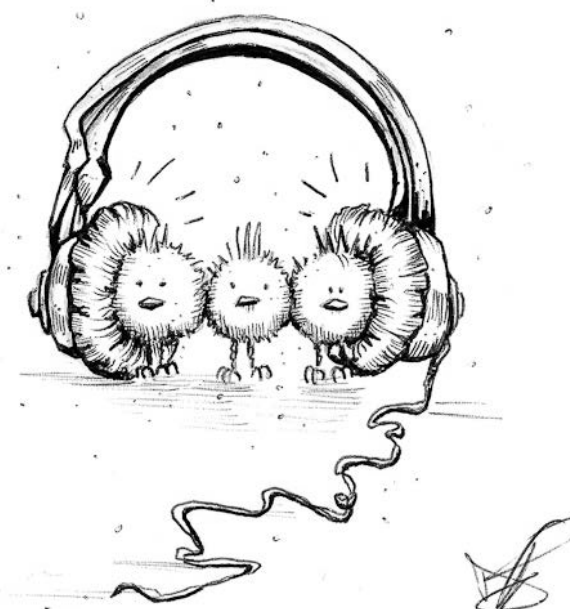
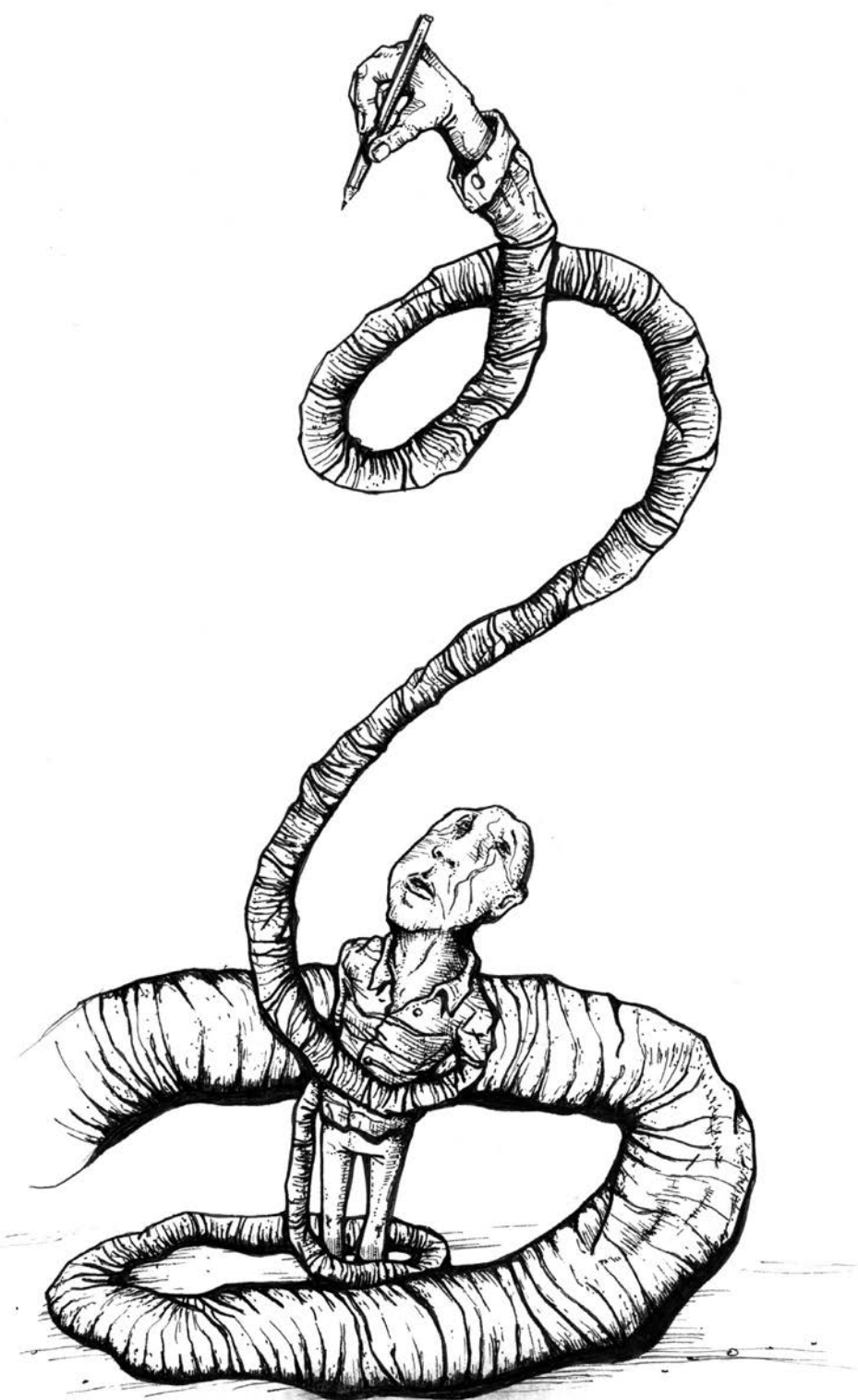
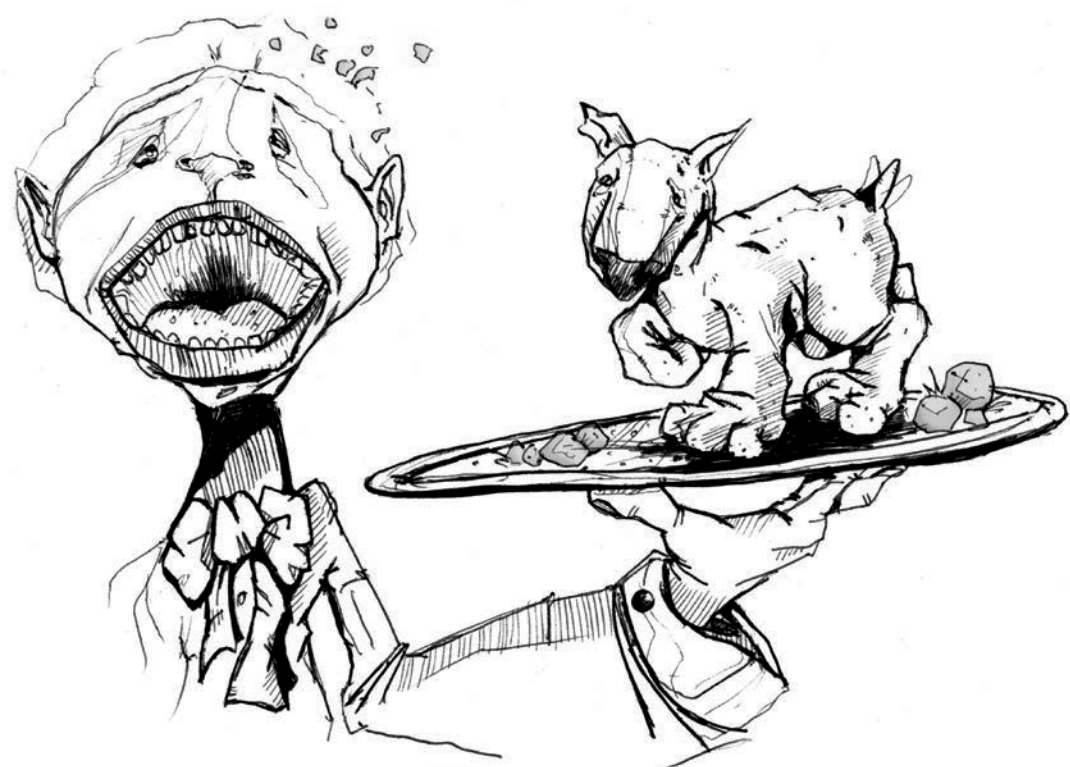
CREATED AT ADDAVIA IN A TEAM OF TWO



SELECTED ILLUSTRATION









DARIA PETRILLO

+44 (0) 7883537401- daria.petrillo@gmail.com
www.dariapetrillo.com (Coming soon)

ART DIRECTOR &
BRAND CONSULTANT