

BRE.
VISUAL STORYTELLING

ABOUT BRE.

CREATIVE COMMUNICATION STUDIO PERFORMING VISUAL STORYTELLING.

In case you're wondering what exactly that means, let's narrow it down to:

Renders | Branding | Graphics | Design services.

The founders are Ileana Bălan & Ilinca Truța - who have initiated Bre. in 2014 out of a shared passion for **visual communication** and **storytelling**. During the same year, the studio was awarded by JA-YE the national title - Start-up of the Year. Since then, Bre. has been focusing on crafting its skills in **architecture**, interior design, **product design** and branding. The studio's activity is diverse but has the same common field of interest: from services including visual modeling and architecture visualizations to in-house design & products.

STUDIO AWARDS

[2017] **Orange Illustration Challenge - Client Shortlist** - Orange France

[2017] **Jovoto Winner - Community Award & Client Shortlist** - Leading German Porcelain Manufacturer

[2017] **Jovoto Winner - Client's Choice Award** - Victorinox Swiss Army Knife 2017

[2015] **Runner-up - Atelier/D & Bre.** - Cambodia 2015 - Eleven

[2014] **Graphic Design & Branding** - Romanian Design Week

[2014] **Start-up of the year** - Junior Achievement - Young Enterprise

SERVICES

3D modeling & rendering

Concept diagrams

Interior Design for Residential, Commercial & Offices

Branding, Campaign & Visual concept development

Illustrations, Book covers and Graphic design

RENDERS

THE BLUE OFFICE

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Tom Steinfeld & Ileana Balan

SITE | Tel Aviv, Israel

YEAR | 2017

DESCRIPTION

“Let there be water”.

The concept that generated the entire project was to create a space that **flows**, imitating waters path from the **spring** to the **tap**. This flow of water, a very predominant aspect in the companies brand, was imitated using the **color spectrum**. Since the company is composed of multiple branches, each of them is represented by a color on the color spectrum. This way each branch has its own **characteristic** while still being part of a **whole**.









OFFICE KITCHEN

CLIENT | Alter

CONCEPT DESIGN | Moran Kochavi & Meital Kasirer

SITE | Bat Yam, Israel

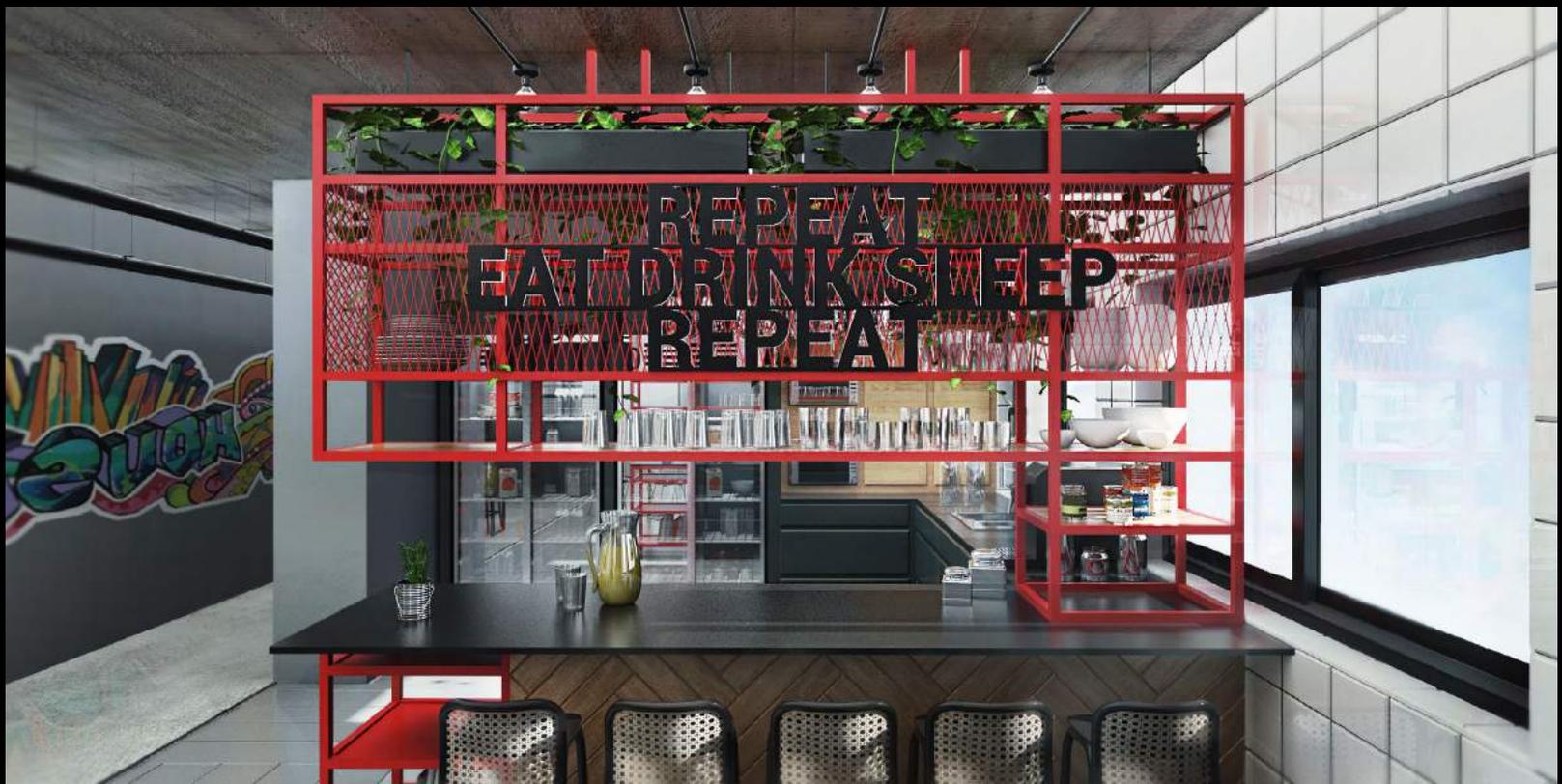
YEAR | 2017

DESCRIPTION

“Repeat. Eat drink sleep. Repeat.”

The design approach is experimenting with the borders between **industrial** and a **classic** style of an office kitchen. The open kitchen materials calm the mind and stomach while the sanded deep **red** metal structure gives it just the right **twist**.





LISA QUEEN OF THE FISH

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Gila Shemie Zakay

SITE | Eilat, Israel

YEAR | 2017

DESCRIPTION

“Mermaids are real.”

The overall space has its roots in **marine life patterns** and motifs. From the **corroded tiles** to the **fish-bone** patterns on the wall, the space transcends the feeling of a **clean** and **responsible** yet your friendly neighborhood **fish shop**.







MIDWEEK OFFICE

STATUS | Participant of CGTrader Awards

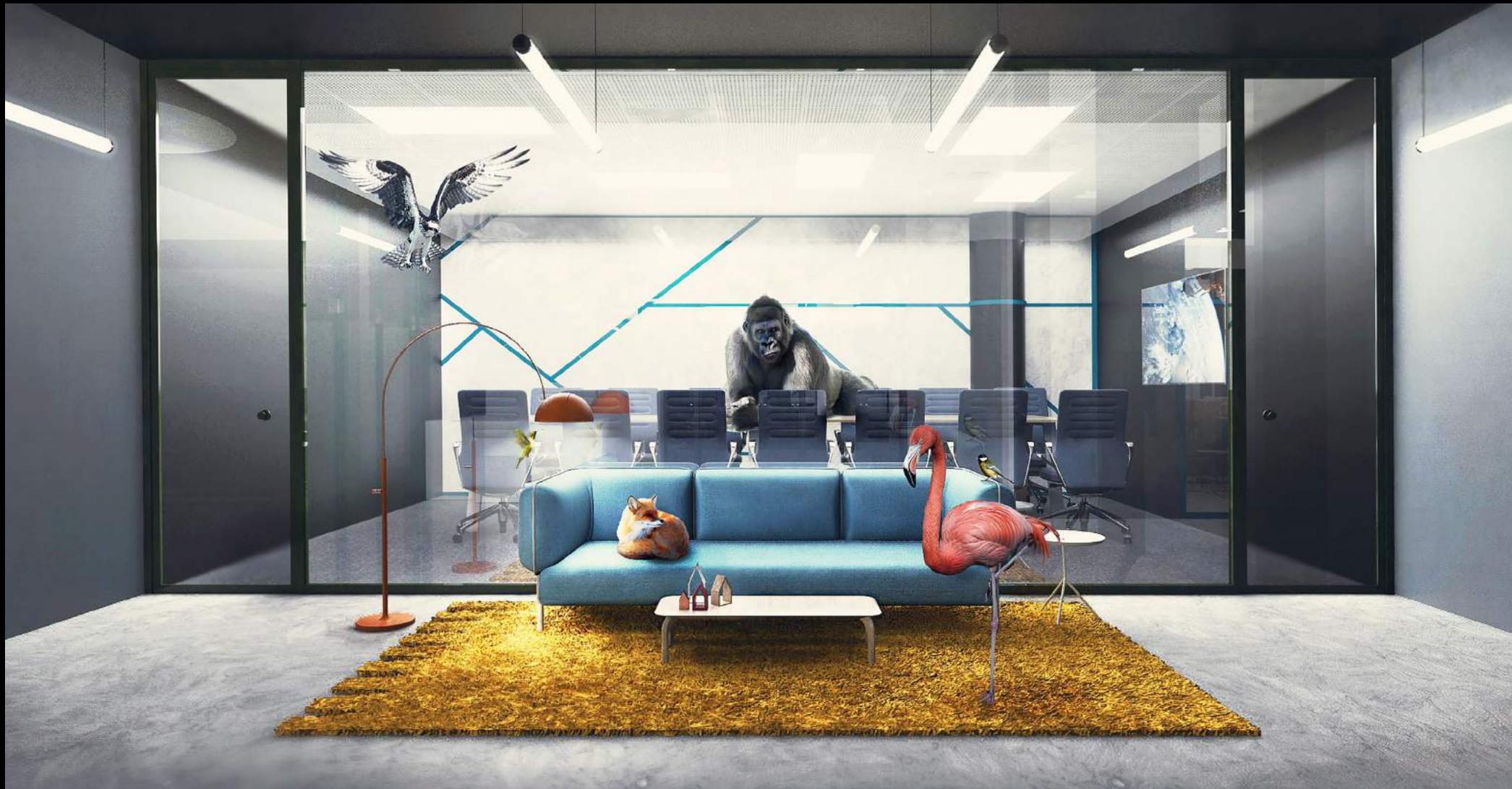
CANVAS | The Office canvas with a twist

YEAR | 2017

DESCRIPTION

“Jungle Office “

In the render we emphasised the atmosphere created by inserting **animals** that feel as they **belong** inside the space. The **gorilla** owns the conference room, while the fox comfortably sits on the iconic **Tender** sofa, designed by **Patricia Urquiola**. The render is part of an ongoing series meant to for creating **powerful visual storytelling narrations**. This is a first exercise into creating imaginary, eye-catching visuals.





DAY & NIGHT

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Ileana Balan & Gila Shemie Zakay

SITE | La Maddalena Island, Spiaggia Monti D'A Rena, Italy

YEAR | 2017

DESCRIPTION

“Water isolates, multiplies and reflects.”

Starting from the competition brief the proposed entry tackles the main **properties** of **water**. Using a sculptural body or shell, the proposed floating hotel room incorporates the three main properties of water. It **isolates**, creating a relaxing environment for the users, it **multiplies** and **reflects** with the use of mirror surfaces.





THE OFFICE

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Tom Steinfeld & Gila Shemie Zakay

SITE | Or Yehuda - Industrial Zone, Israel

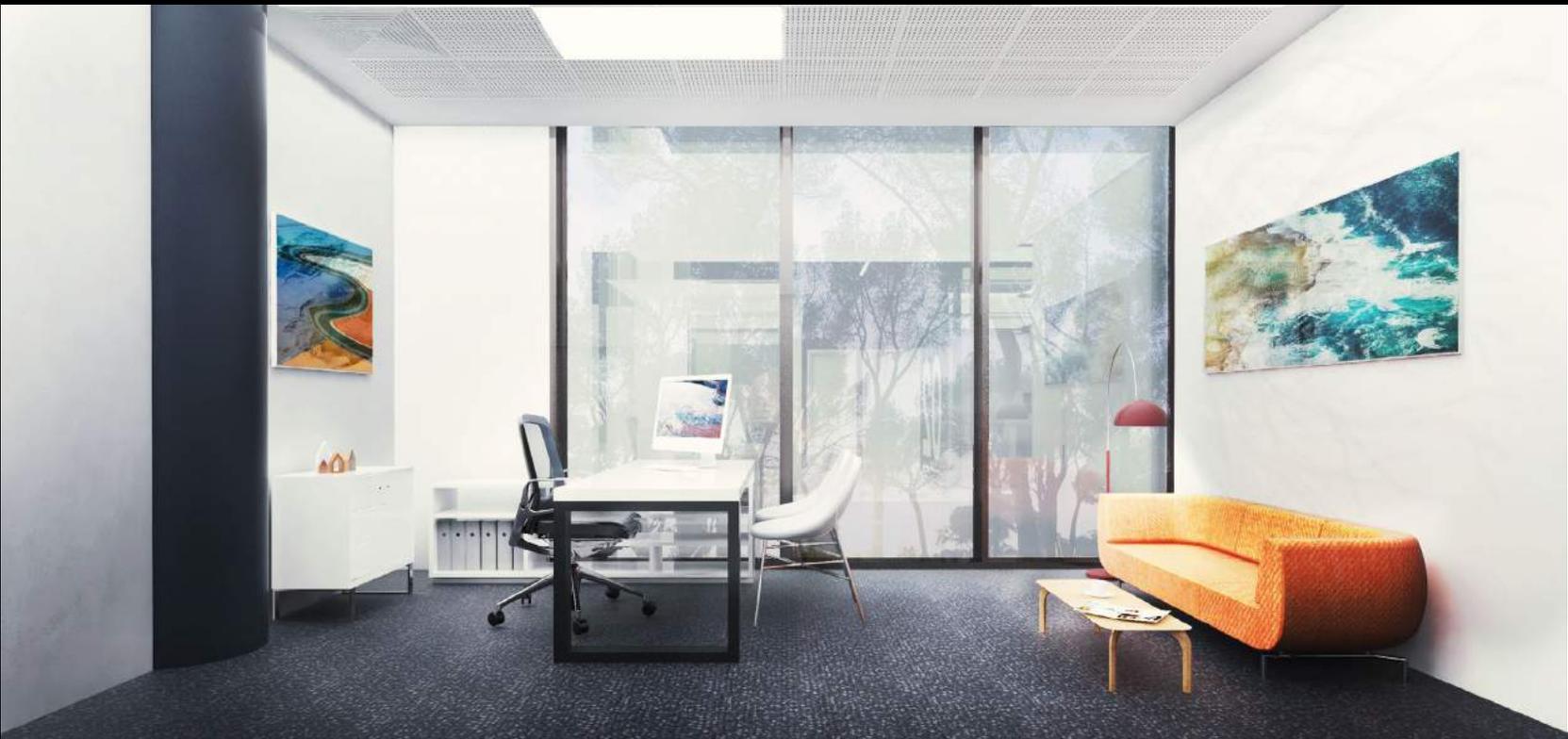
YEAR | 2017

DESCRIPTION

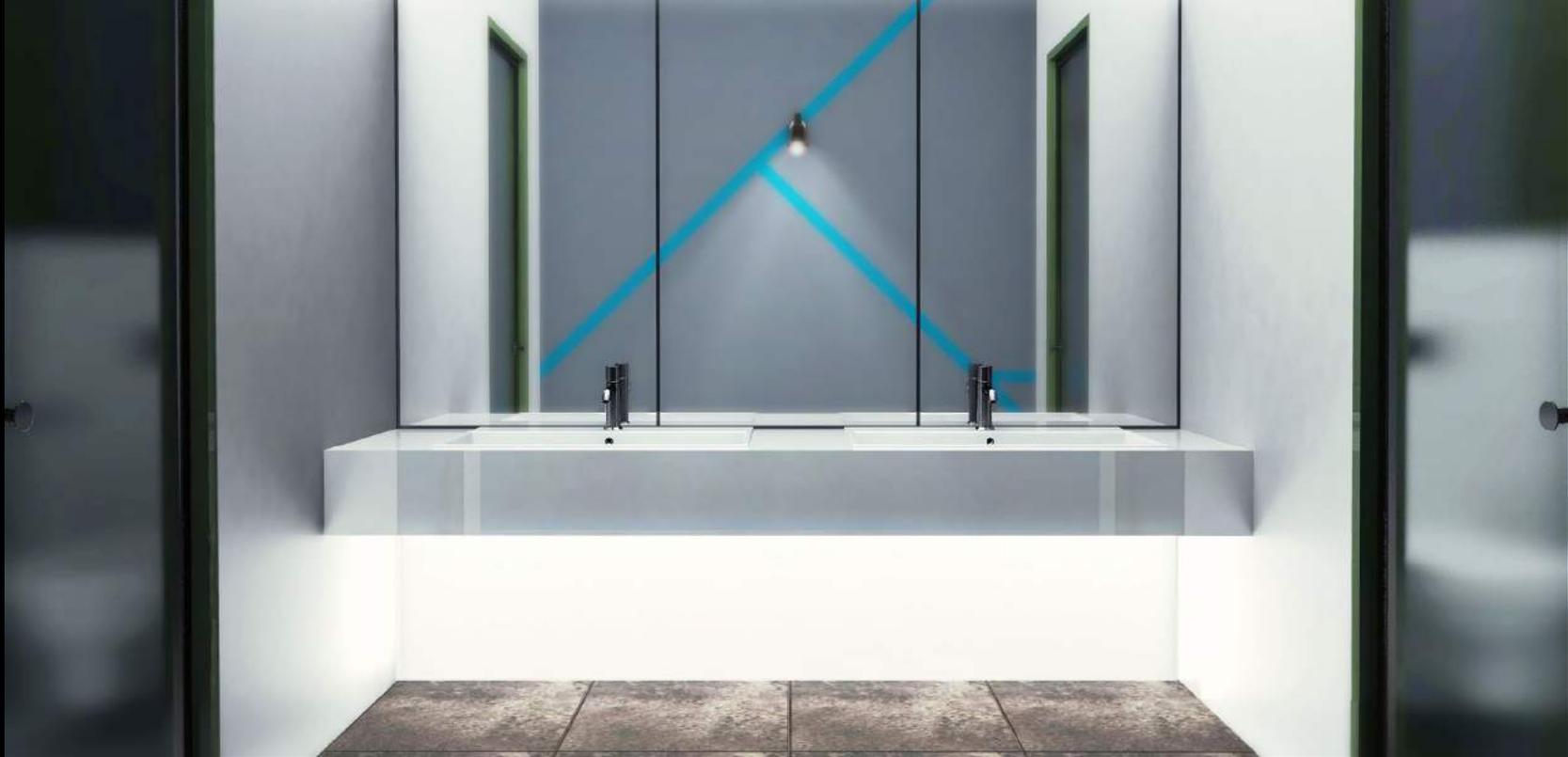
“Blue goes well with green “

The overall atmosphere generates an environment that is **professional** and **reliable**, where the entire staff can benefit from. An important focus point in the intervention was to create a space that transcends the feeling of **openness** and **transparency**. Using three meter tall glass partitions instead of plaster gives this feeling.











ODE TO THE SEA

CLIENT | Alter.

CONCEPT DESIGN | Alter

SITE | Bat Yam, Israel

YEAR | 2017

DESCRIPTION

“Vision Tower“

We believe that any architectural approach should consider its **surroundings**. In this case the interior design proposal gives in to the **sea** as a **silent witness** in front of the **changing tides**. Using a monochromatic palette along with natural reused materials, the intervention becomes a **frame** for the boundless water that **surrounds** it.





IRIS' HOME

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Tom Steinfeld & Gila Shemie Zakay

SITE | Ramat Gan, Tel Aviv, Israel

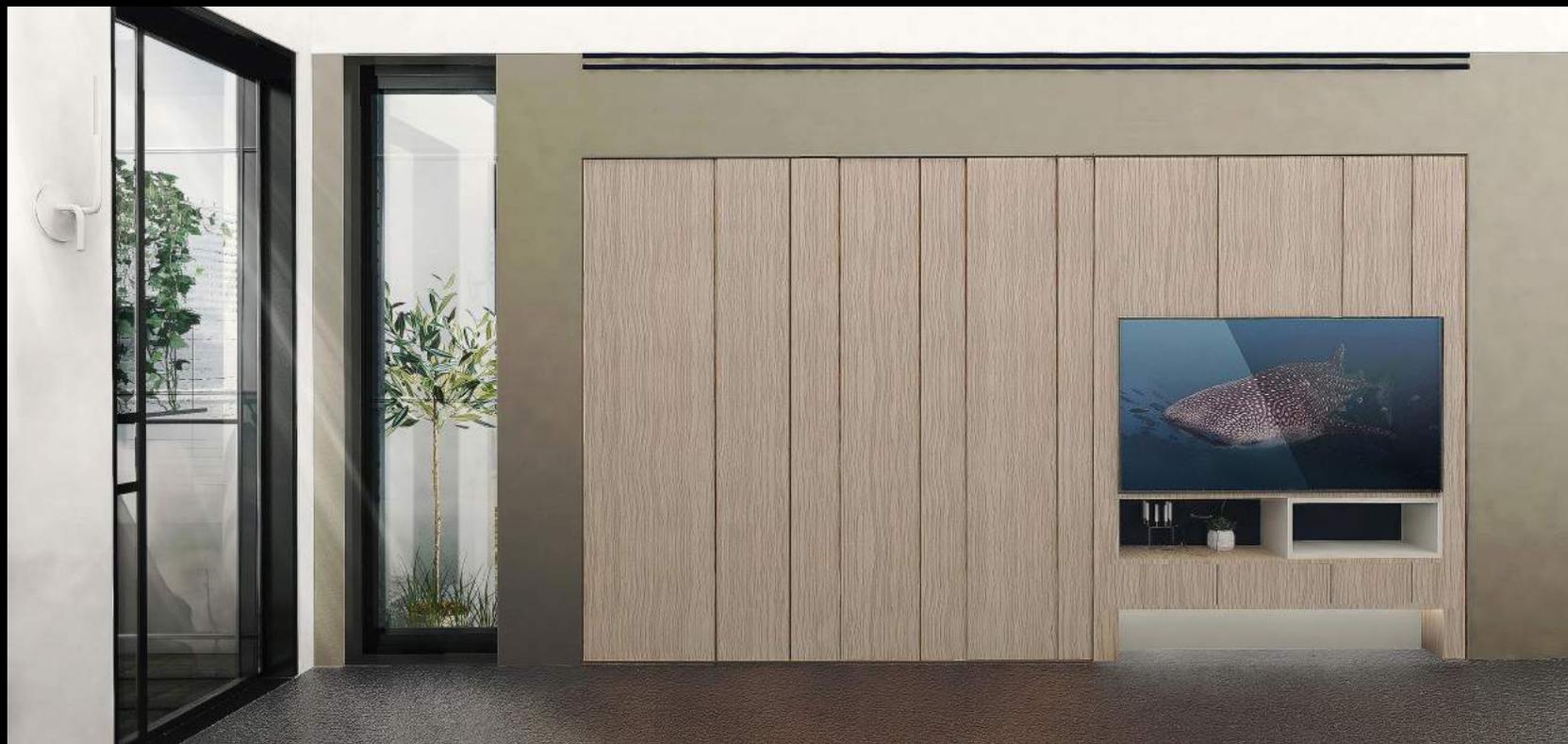
YEAR | 2017

DESCRIPTION

"It is a home not a house"

A timeless interior design dictated by **natural palettes** and **warm colours** set in the heart of Ramat Gan, Tel Aviv. The open space bathes in a **warm colour** palette along with fine **high-end materials** and furniture elements. Since the overall space is poorly lit, the use of pastel natural materials along with high reflective surfaces was crucial. Fine high-end artwork enhances the walls and ceiling creating reflections that span inside the home.











TRAINING CENTRE

CLIENT | Gila Shemie Zakay

CONCEPT DESIGN | Tom Steinfeld & Gila Shemie Zakay

SITE | Tel Aviv, Israel

YEAR | 2017

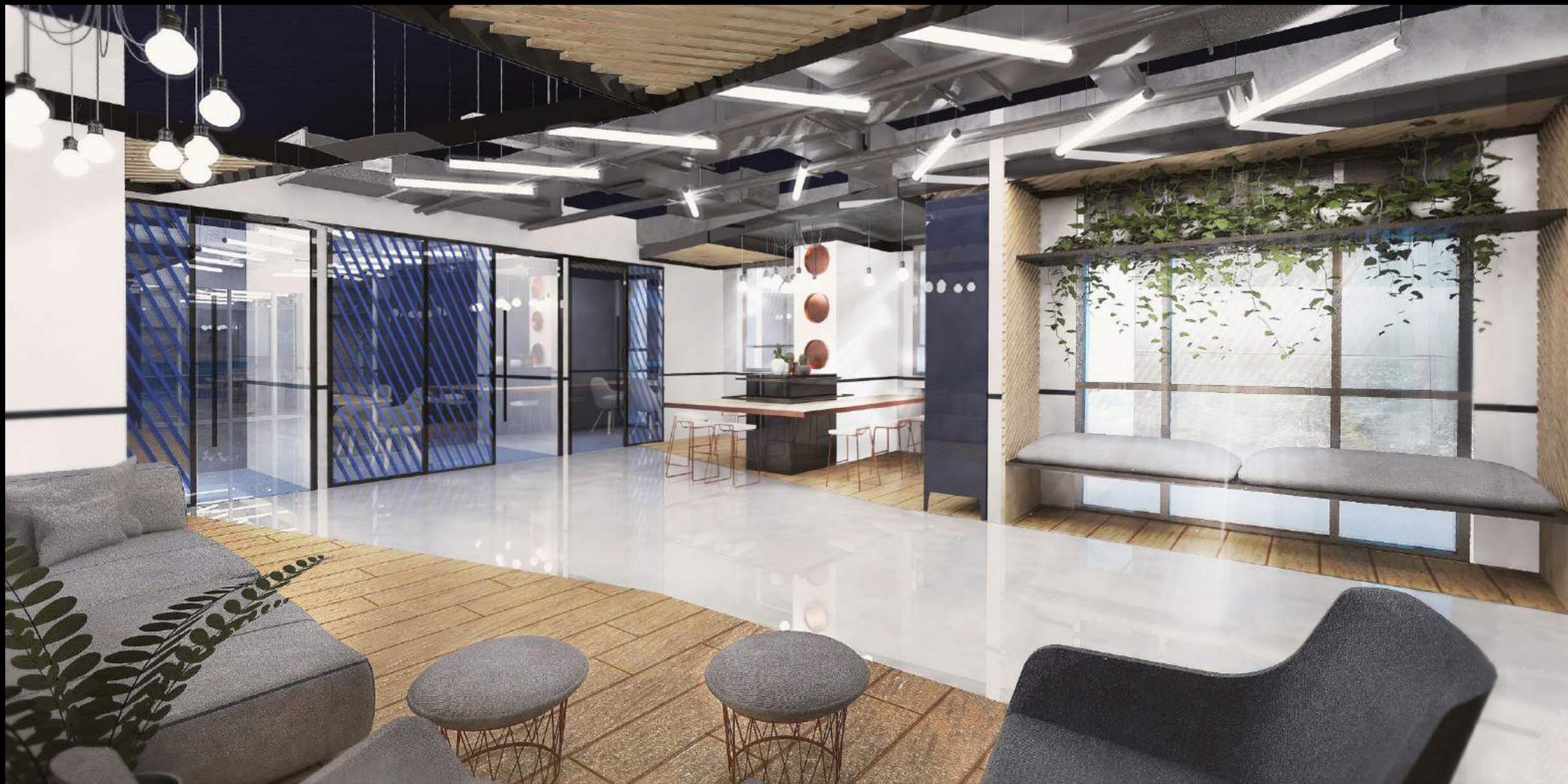
DESCRIPTION

“Blue is the warmest colour “

The concept that generated the entire project was to create a space that **calms** the mind and helps the **trainees** focus during their instruction period. The overall atmosphere generates an environment that is **professional** and **genuine**, where both students and teachers **benefit** simultaneously.











BRANDING GRAPHICS

ORANGE ILLUSTRATION CHALLENGE

CLIENT | Orange France

STATUS | Client Shortlist

YEAR | 2017



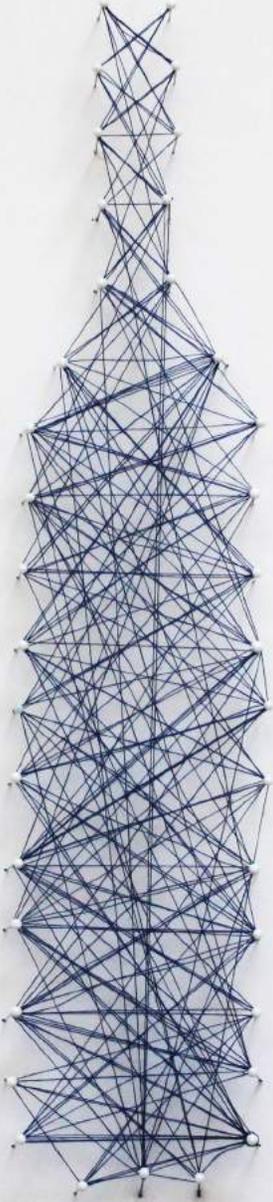
Taking care
of everything
while you sit
back and relax.
orange

POSTER DESIGN - TERRAS GAUDA

CLIENT | Terras Gauda

STATUS | Poster Design for International
Biennial Poster Design - Terras Gauda

YEAR | 2017



TERRAS GAUDA

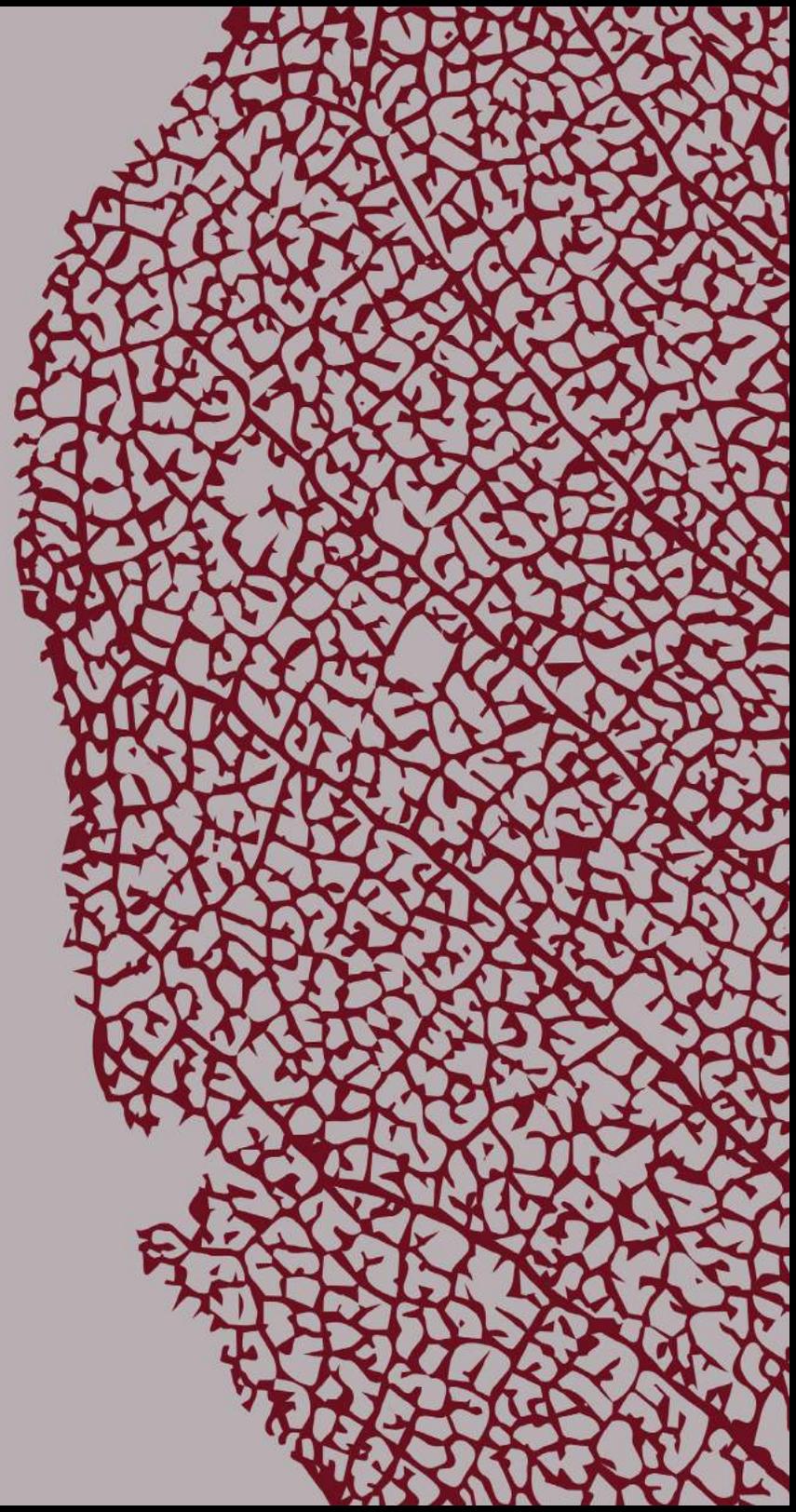
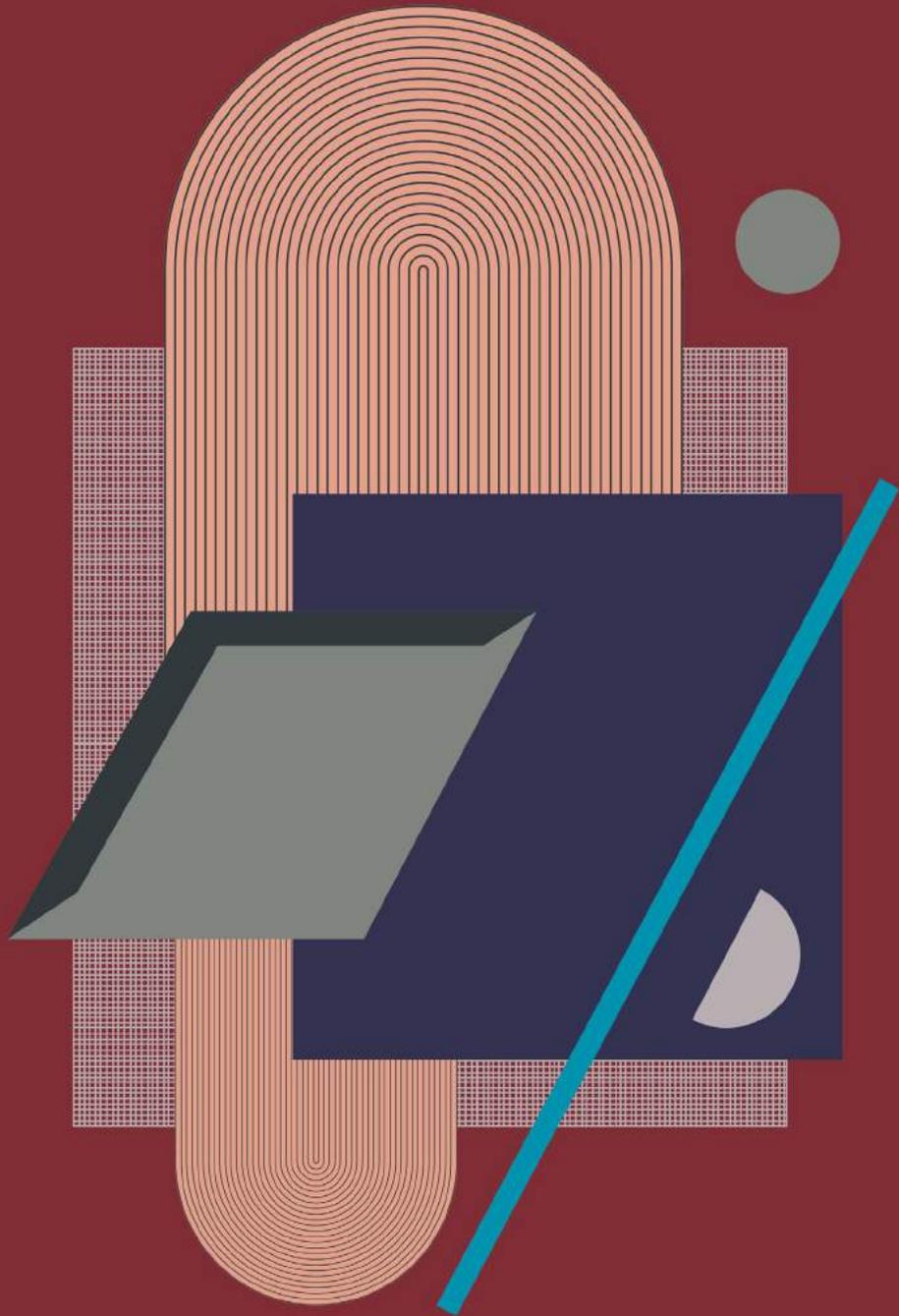


ABSTRACT VS CONCRETE

CLIENT | Carpet Vista

STATUS | Proposal for Limited
Edition Designer Rug

YEAR | 2017



FAIRYTALE NIGHTS

CLIENT | Victorinox

YEAR | 2017

DESCRIPTION

“The traditional Romanian village during the mythological Sînzien Night.”

The Romanian legend says that on the **24th of June**, during the Sînzien Night, the skies open widely while the fairies dance in hidden meadows and everything looks and feels different than during daytime.



VICTORINOX

Fairytale nights

The traditional Romanian village

SPACE EXPLORER

CLIENT | Ugur Cetinkaya

YEAR | 2017

DESCRIPTION

“Urban, fresh and retro business card.”

An easy-going branding design for an outstanding Freelance IOS Developer that **never takes himself too seriously**. The design process included different branding strategies starting from pixel art to plays of shades of blue, ending with the design presented below.



**Freelance
IOS Developer**

UGUR CETINKAYA

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SHELTER 48

CLIENT | Eleven Magazine

YEAR | 2017

DESCRIPTION

“Emergency life support design “

Creating the **Shelter 48** competition poster was a rather challenging task. The complexity of the brief gave us all sort of ideas which seemed to have very narrow **applicability** while tackling one **disaster** in particular rather than the general term. Finally, with the guidelines provided by the Eleven-team, we came up with a **generic** poster that intrigues the viewer’s eye. An almost apocalyptic **scenario** is depicted with strokes of ash blue and vivid purple. The title of the competition is in contrast to the background due to the use of white sketch lines, miming a blueprint design. Regarding the number 48, which signifies the **critical** time needed for survivors to find shelter after a disaster, we’ve portrayed it by using an alarm-clock font, which enhances the symbol behind the **time frame**, rather than the number itself.

The background of the image shows a powerful volcanic eruption. A massive, dark grey plume of ash and smoke billows upwards from a mountain, filling the upper two-thirds of the frame. Below the plume, a landscape of dark, jagged volcanic rock is visible. In the foreground, a village with several small, simple houses is situated on a slope. The overall scene is one of a natural disaster in progress.

SHELTER

48:00:00

EMERGENCY LIFE SUPPORT DESIGN

PUIU - SOUL FOOD

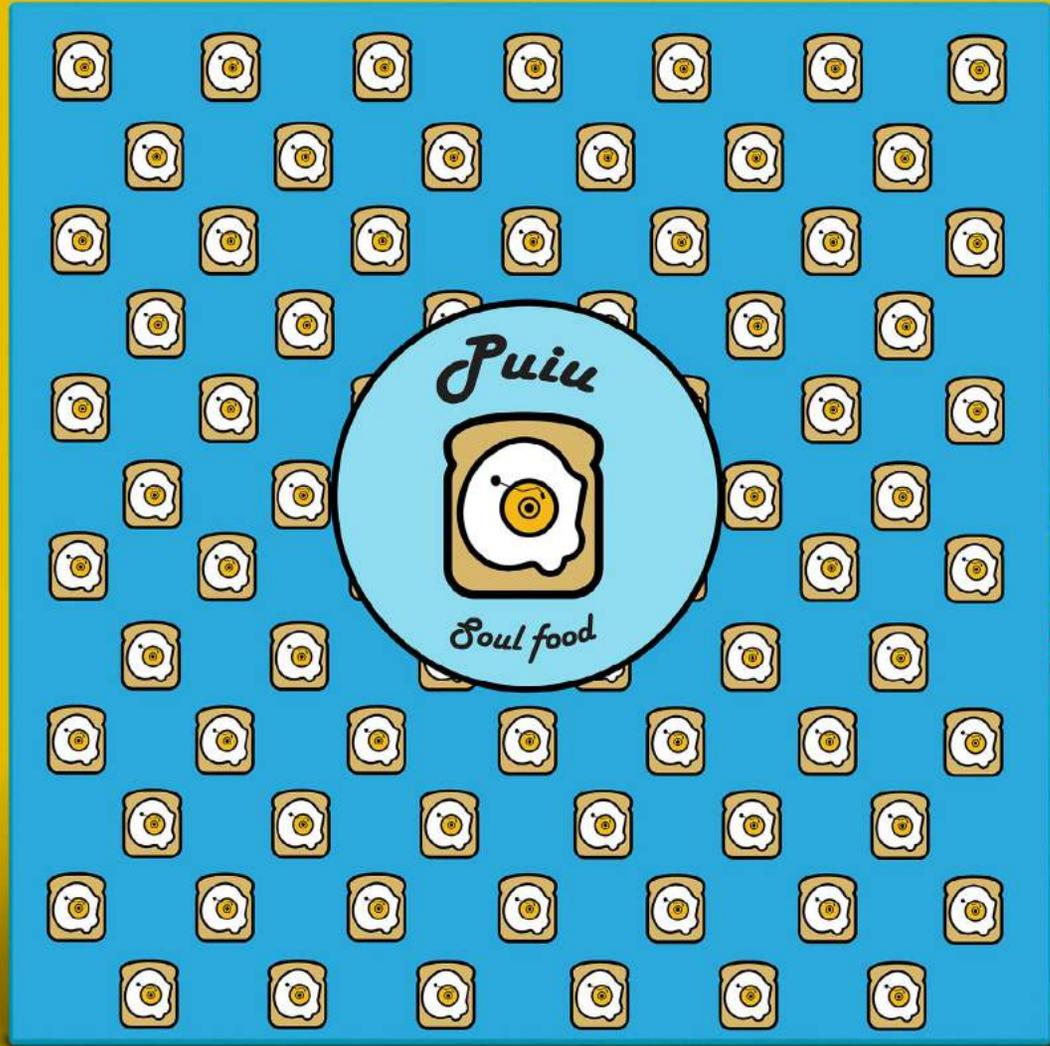
CLIENT | Andrei Puiu

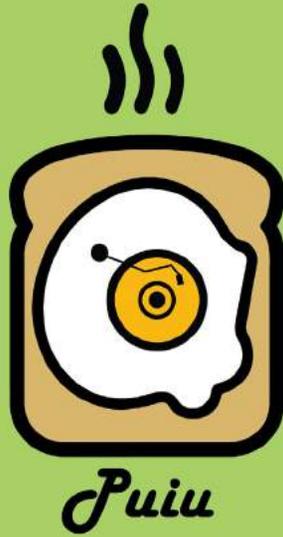
YEAR | 2017

DESCRIPTION

“Soul food served right outta vinyl platters.”

30 and still kickin', born and raised in Alba Iulia but based in **Cluj** Napoca, **Puiu** is one of the vinyl-record addicts and collectors who choose to **buzz** the crowd's ears with the **finest tunes**. His past experience and constant affinity towards new and **spicy musical grounds**, brought Puiu to the present point where a genre-pattern for his Dj set-up is considered nothing but boring. No rules are applied, no playlists are previously “glued”, which only make Puiu's sets very **fresh** and based on a “get it while it's hot” - principle. Acid Jazz, Trip-hop, Bossa Nova, Hip Hop beats, old-school Funk, Soul - are some of the few styles your ears might wanna dance on if you decide to drop by when Puiu spins some of his records. The branding design was inspired by the **funky** old-school tunes spinned up on a **bold** and **colourful palette**.







GLIMMERS

CLIENT | Victorinox

WINNER | Victorinox Swiss Army Knife 2017 Edition

YEAR | 2016

DESCRIPTION

“Fireflies to light the darkest of trails.”

Our vision was to **enhance** the usability of a normal Swiss knife giving it another function, that of a **night light**, making it easy for any user to find the knife at any time of the day. In the Romanian culture fireflies are known as heavenly guides that help any traveler find his way out of the forest at night. It is known that **fireflies** usually appear around the summer solstice and **light the night** till dawn.



VICTORINOX

Glimmers

*Fireflies to light the darkest
of trails*



TRADITIONAL ROMANIAN MOTIF REVIVAL CAMPAIGN

STATUS | Winner of JA-YE Romanian Start-up of the year 2014

YEAR | 2014

DESCRIPTION

“Studio’s first steps.”

The campaign revolved around **enhancing** and reinterpreting the **Romanian traditional motif** by bringing it into a contemporary urban setting which addressed the young public. The main mean of transmitting our message was through **graphic design, product branding** and a very successful **sticker campaign** which helped with our **brand’s notoriety** throughout Romania.



Bre .





THANK YOU!

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