

illumina.

The Aesthetic Intelligence of Your Business

illumina. unveils meaning through art's universal language. We specialize in art branding and curate bespoke art integrations that elevate brands beyond conventional marketing. Our approach transforms abstract corporate values into immersive, multi-sensory experiences, engaging both intellect and emotion. By blending aesthetic intelligence with strategic vision, we create cultural ecosystems that reveal brand essence and foster meaningful connections in today's complex marketplace.

The background is a solid dark red color. In the upper half, there is a large, horizontal, abstract shape with a mottled texture in shades of light brown, tan, and cream. In the lower-left corner, there is a dark silhouette of a woman walking towards the right. The text is overlaid on the red background.

Liberating Art from Museums, Embedding Creativity in Everyday Life

Together with brilliant multidisciplinary artists, we create art projects that exist not in museums, but engage people in everyday life: in hotel and residential complex lobbies, shopping centers and business centers, on the streets, at bus stops, and in airports, breathing life into these spaces.

ABOUT YOU

We resonate with visionary companies across all industries—including private, real estate, corporate, hospitality, retail, and urban planning—that embrace innovative projects, value fresh experiences, and recognize the strategic benefits of aesthetics in business.

If you're looking to elevate your product through not just high-profile, but truly impactful projects and campaigns, we speak your language.

Our expertise lies in crafting experiences that blend artistry with daily life, creating lasting impressions and deeper engagement across diverse sectors.



ABOUT US

For over a decade, **illuma.** has been developing innovative art projects and collaborating with global artists. We harness art branding to help companies elevate their narratives and create meaningful audience connections.

Through bespoke art integrations, we merge artistic vision with corporate strategy, creating immersive experiences that resonate intellectually and emotionally, helping businesses stand out and engage more deeply.

Alyona Ivanova

Founder of **illuma.**, an art producer, curator, and a graduate of London's Sotheby's Institute of Art and Regent's University.

We Appeal to Emotions to Infuse Everyday Life With the Breath of Beauty

Our interdisciplinary approach, blending art and marketing, helps us craft a new narrative and transform conventional perceptions of urban environments and public spaces. We enrich environment with deeper meanings, offering people more profound emotional experiences and connections.

VALUES

We shift the point of contact with art from museums to everyday life.

illumina. reveals new paths for collaborative development between business and art

Beauty

We believe in the healing power of aesthetics and want as many people as possible to interact with art in their everyday lives.

Effectiveness

With illumina., businesses can establish a deep emotional connection with their audience by offering a unique sensory experience.

Sustainability

illumina. implements impact projects that transform perceptions of how business and art interact.



WHAT WE CAN DO FOR YOU?

Art speaks where words are powerless

With our help, businesses can:

- Increase reputational capital
- Beautifully highlight their fundamental values and meanings
- Strengthen connections with current and future clients
- Gain media coverage
- Create a new image or complement rebranding
- Emphasize premium status
- Precisely attract audiences — new or target



PARTNERSHIP

At the heart of humanity's love for beauty lie simple needs—in a beautiful environment, we feel calm and secure, allowing us to think and feel differently. We experience upliftment and pleasant moments that we long to repeat.

illumina. will find a way to offer audiences a unique experience tailored to the context, product, and their needs. We will create harmony in the spaces where people live, work, relax, or spend their time, for the ability to enjoy art and aesthetics is accessible anywhere.

The secret is to touch the client and earn their loyalty. We will always find the perfect solution for you and are ready to provide a consultation—it's free.

PROJECT PLAN

All illuma. projects are completely unique—each work is created individually for the client and is never repeated elsewhere.

You can rely on us: we provide comprehensive solutions, meeting deadlines and staying within budget.

RESEARCH

01

We will study your brand, understand the needs of your target audience and product

PROPOSITION

02

We will create a tailored concept based on your requirements, present a selection of suitable artists, provide relevant references, and clarify the details.

IMPLEMENTATION

03

We will finalize the necessary agreements and initiate the project: we will develop a detailed brief for the artist, provide direction, approve initial sketches, and monitor the execution process.

OUR SERVICES



INDOOR ART

A lobby, meeting room, or airport waiting area - any space can change its meaning through installations. For example, inflatable, textile art or modern kinetic sculptures work with air, reflection, and light in such a way that even a small object can transform the entire space and fill it with a special atmosphere.

OUTDOOR ART

Vibrant murals, sculptures, light and sound solutions that add a special charm to urban areas. When skilfully integrated into the meanings and aesthetics of neighbourhoods, street art can enrich the perception of space, adding depth to it.



IMMERSIVE ART

Using shapes, sound, and light, we create meditative oases. This is an excellent solution for offices of large companies, airports, and other places where people have both the desire and the opportunity to briefly retreat and take a break from the hustle and bustle.



INTERACTIVE ART

Installations that engage people in interaction and tap into one of humanity's oldest skills - the ability to play. Suitable for public spaces, playgrounds, and high-traffic areas.



ART CONSULTING

Our expertise in the international art market provides collectors with exclusive access to emerging and established artists. We offer comprehensive services for every step of the art acquisition process, including selection, purchase, documentation, and insurance. Our tailored approach suits both experienced and novice collectors. Additionally, we organize bespoke art tours worldwide, from Japan to Africa, to explore diverse art scenes and discover new talents.



ART BEYOND MUSEUMS

In global practices, art in unconventional contexts is encountered more often than you might think, and here's why. Modern society is increasingly moving away from the accumulation of material wealth and values experiences, meaning, authenticity, and depth. This audience is hard to deceive—they have a keen sense for sincerity.

It is art that can provide people with the unique experience they seek in everything.

Consumers are delighted and attracted by the awareness that a brand sees and respects their individuality. Therefore, for brands aiming to create an honest and lasting connection with their audience, it is important to foster a sense of meaning and, while remaining true to their values, to go beyond purely commercial interests. Our team of experts will help you realize projects you may not have dared to pursue yet.

CONTACTS

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