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VITAE

AURELIE PETERS

SENIOR CREATIVE DIRECTOR
GRAPHIC DESIGNER
LANDSCAPE DESIGNER
ARTIST
AUTHOR

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11 FEBBRAIO 1988
TURNHOUT, BELGIUM

FRENCH, DUTCH, ITALIAN, ENGLISH

ADGRAFICS DESIGN STUDIO
WWW.ADGRAFICS.EU

PROFILE

Creative Director, Graphic Designer, Landscape Designer and Artist with over seventeen years of professional experience in visual communication and creative design.

After gaining my first professional experience at **TBWA Milan**, I founded **AdGrafics Design Studio** in 2011, where I have since worked as Founder and Creative Director, developing projects for companies, institutions, international organisations, cultural organisations and private clients.

My career began in graphic design and visual communication and gradually expanded into art, landscape design and place-making. My multidisciplinary education in Brussels and Milan, later complemented by studies in landscape design, horticulture and permaculture, led me to develop an approach that brings together **communication, art, landscape and storytelling**.

Today, I work across graphic design, creative direction, landscape design and placemaking, with a particular interest in projects that create a coherent identity between what a place **is, the story it tells, and the experience it creates**.

Alongside my professional practice, I am particularly interested in **sharing my experience with the next generation of creatives**: supporting students and emerging professionals in developing their creative identity, building strong portfolios and making the transition from education into professional creative practice.

PROFESSIONAL EXPERIENCE

ADGRAFICS DESIGN STUDIO

Founder • Creative Director • Graphic Designer • Landscape & Place Designer

2011 – Present

Founder and Director of an independent creative studio working across Italy, Belgium and international projects.

Management of the entire creative process: brief analysis, research, concept development, creative direction, design, presentation, client relations and production coordination.

VISUAL COMMUNICATION & GRAPHIC DESIGN

Concept development and design of:

- visual identities and branding systems
- art direction and creative direction
- editorial design
- reports and institutional publications
- infographics and visual storytelling
- brochures and communication materials
- corporate presentations
- illustration
- packaging
- web design
- communication for cultural and place-based projects

Extensive experience working with companies, European associations, international organisations, institutions and cultural organisations.

LANDSCAPE & GARDEN DESIGN

Design of gardens and outdoor spaces, with a particular focus on **Mediterranean landscapes, sustainability and the relationship between space, vegetation and people.**

Areas of expertise include:

- site analysis and interpretation
- landscape concepts
- garden design
- planting design
- Mediterranean garden design
- dry gardens
- botanical and plant selection
- low-water landscape design
- water management and enhancement
- biodiversity
- materials and paving
- design visualisations and perspectives
- implementation and project follow-up

PLACE DESIGN & PLACEMAKING

Development of interdisciplinary concepts to enhance places, properties and underused spaces through:

- landscape design

- visual identity
- art and mural interventions
- storytelling
- wayfinding and communication
- experience design
- enhancement of local identity
- hospitality and destination design concepts

I approach a place not simply as a physical space, but as a **cultural, visual, human and landscape ecosystem**.

TBWA · MILANO

Communication & Advertising Agency Experience

2009 – 2010

Professional experience within an international advertising and communications agency.

Contributed to the development of creative and communication projects within a multidisciplinary environment, gaining first-hand experience of the processes, methodologies and professional standards of a major international agency.

This experience provided my first immersion in the professional communication industry and contributed to the subsequent development of my independent practice and the foundation of AdGrafics Design Studio in 2011.

ARTISCTIC PRACTICE

ARTIST & ILLUSTRATOR

Independent artistic practice encompassing:

- painting
- drawing
- illustration
- botanical illustration
- mural art
- graphic composition
- site-specific artistic interventions

My artistic practice is an integral part of my approach to design and my understanding of places, creating connections between **art, graphic design, nature and space**.

WRITING & STORYTELLING

AUTHOR

Narrative and editorial writing in French and English.

Author of novels, essays and articles exploring, among other themes, the relationship between the individual, creativity, society, nature and place.

Writing is another dimension of my creative research and informs my work in storytelling, communication and the development of place identity.

EDUCATION

POLITECNICO DI MILANO

Communication Design

Studies in communication design, visual communication and graphic design.

SAINT-LUC · BRUXELLES

Advertising & Communication

Studies in communication, advertising, creative concept development and visual design.

BISCHOFFSHEIM – FINE ARTS · BRUSSELS

Fine Arts

Studies in visual arts, drawing and artistic practice.

SCUOLA AGRARIA DEL PARCO DI MONZA

Landscape Design

Studies in landscape and green-space design, landscape knowledge, composition and planting design.

TERTULIA · MUGELLO, TOSCANA

Permaculture

Training in permaculture principles, ecosystem observation, sustainable design, resource management and the relationship between human activity and the environment.

TEACHING & MENTORING

Development and delivery of courses and workshops focused on creative and landscape design.

Experience sharing knowledge and skills in:

- garden design
- Mediterranean garden design
- site observation and analysis
- design composition and representation
- plant selection
- sustainable design
- visual communication
- the creative process

Particular interest in **mentoring students and emerging creative professionals**, especially during the transition from education into professional practice.

Areas of mentoring include:

- developing a personal creative identity
- portfolio development and presentation
- transforming an idea into a structured project
- presenting creative work professionally
- client and stakeholder relationships
- managing the creative process
- interdisciplinary practice
- recognising and developing transferable skills
- building an independent professional practice
- developing unconventional creative career paths

SKILLS

CREATIVE DIRECTION

Creative Direction · Art Direction · Concept Development · Creative Strategy · Visual Storytelling

GRAPHIC & COMMUNICATION DESIGN

Brand Identity · Editorial Design · Illustration · Infographics · Packaging · Web Design · Presentations · Visual Communication

LANDSCAPE & PLACE DESIGN

Landscape Design · Garden Design · Mediterranean Gardens · Planting Design · Dry Gardens · Site Analysis · Permaculture · Placemaking · Destination Design

ART

Painting · Drawing · Illustration · Botanical Illustration · Mural Art · Site-Specific Art

EDITORIAL

Writing · Storytelling · Copywriting · Content Development

APPROACH

I believe in a design practice that moves beyond traditional boundaries between disciplines.

A visual identity can become a space.

A landscape can tell a story.

An artwork can transform the perception of a place.

A story can shape the identity of a project.

My work begins with observing the context and discovering connections between **art, communication, landscape, ecology and people.**

After more than fifteen years of independent practice, I also believe strongly in passing on to emerging creatives not only technical skills, but the knowledge that

often comes only through professional experience: **how to transform creative sensitivity into a tangible, distinctive and sustainable**

LANGUAGES

French — Native / Professional proficiency

Dutch — Native / Professional proficiency

English — Fluent / Professional proficiency

Italian — Fluent / Professional proficiency

PORTFOLIO

AdGrafics Design Studio

www.adgrafics.eu

Landscape Design

www.adgrafics.eu/landscape-design

Scrittura

www.adgrafics.eu/librarycollection

www.adgrafics.eu/blog

Pittura

www.adgrafics.eu/artintervention

AVAILABILITY

Available for **freelance collaborations and remote assignments**, both on a project basis and for ongoing collaborations.

Also open to **part-time, hybrid or on-site opportunities** within the **Sanremo–Monaco area**, particularly in creative direction, graphic design, landscape design, art, education and creative mentoring.

