SA-NCA

PORTFOLIO



PEDRO SANCA

CREATIVE DESIGNER & VISUAL ARTIST

With a background in product design, scenography, and visual art, I craft compelling narratives through visuals, spaces, and multi-sensory environments that blur the lines between reality and imagination.

From conceptualizing visual worlds to designing immersive experiences, installations, and spatial interventions, my work merges art, design and technology to create emotionally resonant and visually captivating experiences.

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Ps

1 · EXPERIENTIAL

Godawan Single Malt Whisky – 2022

Experiential Product Launch

ART DIRECTION AND DESIGN LEAD
(With Bompas & Parr)

Spirit of the Desert was a multi-sensory launch event celebrating the unique character of Diageo India's artisanal Indian single malt whisky. The experience immersed guests in the spirit, traditions, and culture of its Rajasthani desert origins.

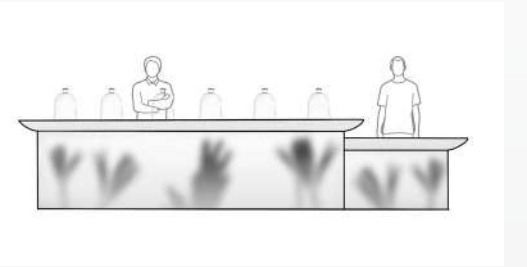
I contributed to the early development of the concept and narrative, serving as the lead designer responsible for shaping the event's visual identity. My role included creating concept art and 3D designs for all physical structures, including bars, partition walls, sensory fountains, product displays, and seating areas.




DAWAN











The Macallan (Harmony II) – 2022

Experiential Product Launch

DESIGN LEAD
(With Bompas & Parr)



A multi-sensory experiential event created for The Macallan, celebrating the launch of the second release in their Harmony Collection. Staged at The Vinyl Factory in London, the experience guided guests through the parallel worlds of coffee and whisky, drawing out the shared craftsmanship behind both — from field to cup — through a series of playful, immersive interactions culminating in a coffee-inspired 'cupping' ritual for tasting the whisky itself.

My role covered the full development of the event, from ideation and initial concept art for the spaces and experiential touchpoints, through to the 3D design of the fabrication elements.








It's coffee time at
The MACALLAN

META - Play with your food – 2022

Immersive Dining Experience at
Cannes Lions International Festival ofCcreativity

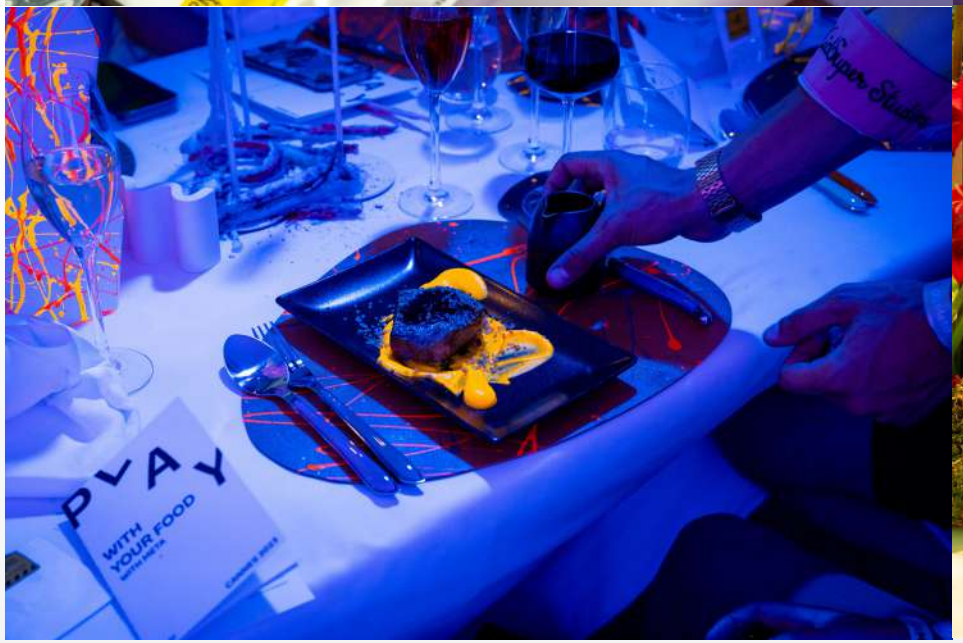
ART DIRECTION AND DESIGN LEAD
(With Bompas & Parr)

I worked as the lead designer for this project, overseeing the entire process from concept to final delivery. My responsibilities included the devolpment of the overarching narrative, the menu concept – collaborated with a team of chefs to bring it to life, with each course representing a product META was currently developing. I was also responsible for the sound design and the development of the experiential invite. Additionally, I supervised the META team in the development of an augmented reality (AR) filter for the dessert. As part of the dining experience, I performed live painting as both a guest and an artist, performing life-painting during the event.




PLAY


PLAY


PLAY
WITH
YOUR FOOD

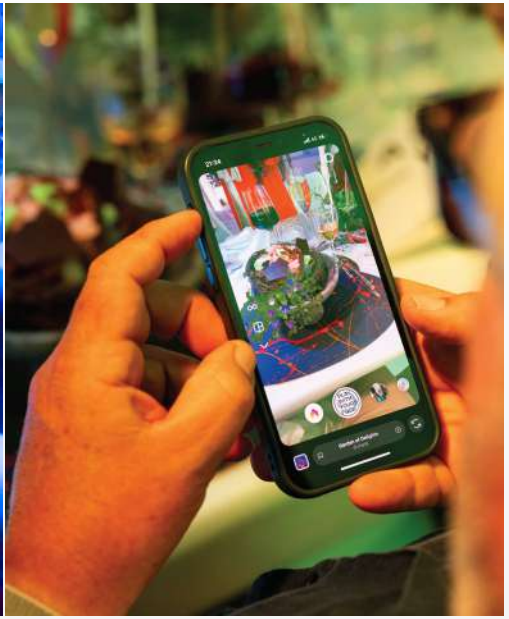












3 · P H O T O



Key visual for JPL (project with Bompas & Parr), Art Direction & Photography



Product photography for ‘Cabinets of Death’ (Bompas & Parr), Art Direction & Photography

2 · G R A P H I C

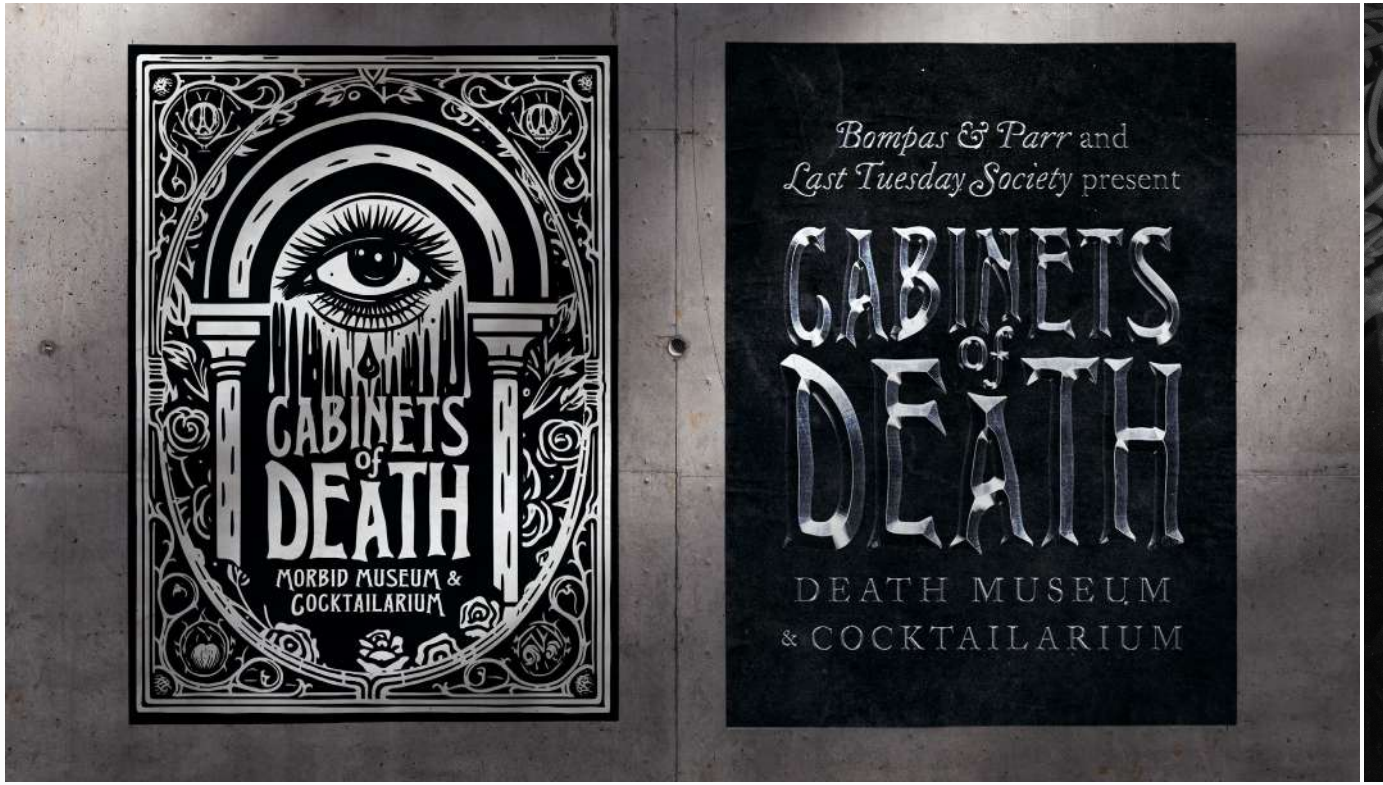
Cabinets of Death

Exhibition and Death-based Bar

EXPERIENTIAL, ART DIRECTION,
GRAPHICS AND PHOTOGRAPHY
(With Bompas & Parr)

'Cabinets of Death' was an immersive exhibition and death-based bar inspired by the eerie cabaret restaurants of 19th century in Paris' Montmartre. Developed experienital elements for the event such a participative Tear Collection ritual, as well as the visual world, including packaging design, product and event photography, and exhibition set up.




CABINETS of DEATH
MORBID MUSEUM & COCKTAILARIUM
Bompas & Parr and
Last Tuesday Society present
CABINETS of DEATH
DEATH MUSEUM
& COCKTAILARIUM



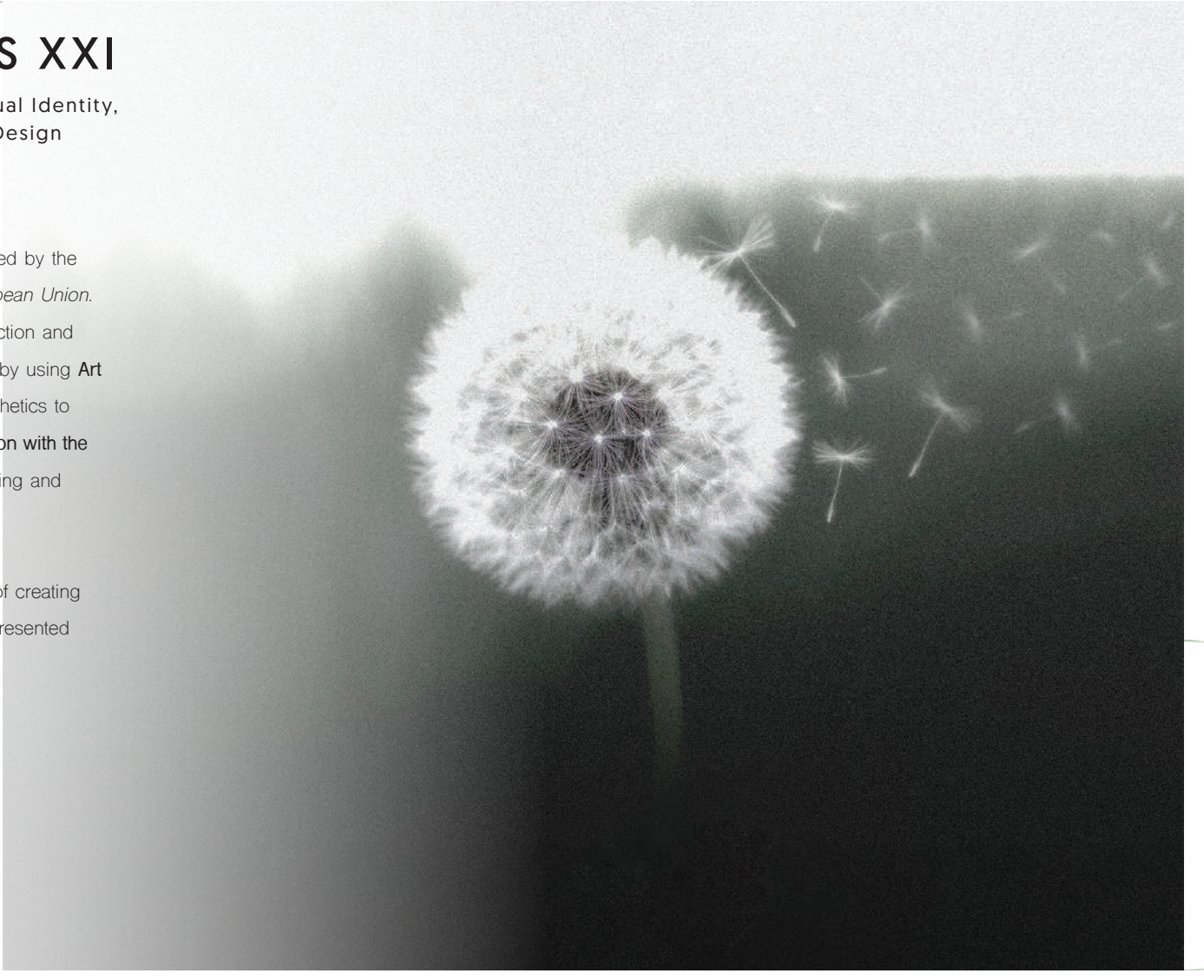

Packaging Concept V2:
CABINETS of DEATH
Death Salt Crystals




About Cabarets of Death
Embark on a transcendent voyage to Paris 1892, where Montmartre birthed three mysterious cabaret realms; portals to the afterlife. Our cocktail odyssey promises a bardo-like sojourn through the ethereal landscapes of the Cabaret Du Néant (Cabaret of Nothingness), Cabaret de l'Enfer (Cabaret of Hell), and Cabaret du Ciel (Cabaret of Heaven). Inspired by these enigmatic establishments, immerse yourself in the haunting spirit of those nights.
Our curated selection of cocktails capture the very essence of these Cabarets of Death, where the line between this world and the next blurs into an intoxicating dance of flavours.
£1 per drink goes to Hackney Night Shelter
Flames of Hellfire - £12
Devil' Botany Absinthe Regale, Scotch Whisky, Preserved Blackberries & Scotch Bonnet Honey, Lemon Juice, Spiced Orange Ginger Ale, Orange Blossom
Ignited by the flames of the underworld and the ancient practice of mellification – utilising honey for body preservation – this cocktail intertwines this infernal inspiration with the symbolism of blackberries, representing hell and death. Savour the underworld in every sip.
Donate your tears to London's Largest Tear Catcher and add to our Exit Funeral Song Playlist by the bar.
Follow their journeys at @BompasAndParr
#CryJanuary
Eternal Nothingness - £12
Devil' Botany Lumbre Absinthe, Tequila Blanco, Sour Apple Cordial, Lime Juice, Green Apple Maggots
Crafted from Cabaret Du Neant's absinthe, our cocktail includes Green Apple Popping Boba Pearl 'Maggots'. The apple, a forbidden fruit that bears a pentagram at its core, symbolising a connection to the world beyond.
Captain of Death - £12
Devil' Botany Chartreux Absinthe Liqueur, Bourbon, Gold Rum, Barberry & Wild Thyme Syrup, Clove Bitters
Tuberculosis, once feared as 'The Captain of All These Men of Death', claimed one in four lives at its zenith. This classic old-fashioned-style cocktail intertwines its medicinal origins with herbal elixirs used in the past to combat the horrible disease. Each sip becomes a toast to history, nodding to our resilience against its shadows.
Divine Nectar - £8
Spiced Persimmon Cordial, Agave Nectar, Lime Juice, Lemonade
An ethereal mocktail inspired by Le Ciel's heavenly libations. Immerse in 'Divine Fruit' – Persimmon essence – swathed in a cinnamon-spiced cordial. Each sip unfolds sacred revelations, inviting you to a divine escape, where extraordinary flavors transcend the ordinary.

ROOTS & SEEDS XXI

Branding, Visual Identity,
Logo & Web Design



International cooperation project co-funded by the *Creative Europe Programme of the European Union*. The project seeks to promotte a better action and behavioural **commitment to sustainability** by using **Art & Science** practices, techniques and aesthetics to develop passion and emotional **connection with the environment** for for a sustainable organizing and living.

The visual identity is based on the idea of creating **harmony within contrasting elements**, represented through the symbol of the **ampersand**.

art & science
nature & urban
organic & technologic
digital & analogic
classic & modern
brutalism & romanticism

BIODI-VERSITY CRISIS



PLANT RESIS-TANCE

ABOUT



THE *SUSTAINABILITY* DISCOURSE HAS LARGELY PLAYED OUT IN THE DOMAINS OF *NATURAL SCIENCES AND TECHNOLOGY*, WITH RECENT CONTRIBUTIONS FROM THE SOCIAL AND POLITICAL SCIENCES. HOWEVER, OUR *INDIVIDUAL AND COLLECTIVE ACTIONS* HAVE LAGGED BEHIND AND THE ACTUAL PROBLEMS OF SUSTAINABILITY HAVE BECOME WORSE IN THE SAME PERIOD.

With *Roots & Seeds XXI Biodiversity Crisis and Plant Resistance* we sustain we can get better action and behavioural commitments to sustainability by using Art & Science practices, approaches, techniques and aesthetics to develop passion and emotional connection for sustainable organizing and living, trying to promote habits that take care of our environment and specifically our plants, contributing to our botanical literacy.

Roots & Seeds XXI activities (residencies, workshops, forums, talks and exhibitions) will serve the purpose of transnational circulation of cultural professionals, art products and knowledge focused on the biodiversity crisis of the vegetal world.

Roots & Seeds XXI aims to reflect on the biodiversity emergency, analyzing from different perspectives the transformation, adaptation and resilience of the plants, while promoting the intersection of Art and Science as the main platform to raise awareness about these issues.

OBJETIVES

TO ADDRESS THE NEED FOR *COMMON TOOLS AND APPROACHES* IN THE INTERSECTION OF *ART & SCIENCE* TO GENERATE COMMON SPACES FOR ARTISTS, CURATORS, SCIENTISTS AND SOCIAL AGENTS.

TO STIMULATE TRANSNATIONAL *COOPERATION BUILDING BRIDGES* OF COMMUNICATION BETWEEN THE DIFFERENT AREAS OF TECHNICAL, SCIENTIFIC, SOCIAL, ARTISTIC AND TRANSCULTURAL KNOWLEDGE.



"(BACK) ON TRACKS! (BACK) VON TRACKS!"

12 October 2020 – 22 December 2020
PARIS

WITH ANOUCK DURAND-GASSELIN, LAURENT RIGOU, FLORENT HIVERT, NICOLAS THIÉRY, VINCENT DE LAVENÈRE

Free admission in the limit of available seats, registration required (https://tinyurl.com/y4hud53x) and we start on time!

LASER PARIS TAKES PLACE IN FRENCH

Due to the sanitary measures, we are not able to held our usual unformal conversation around the drinks & snacks after the presentations and discussions. Wearing a protection mask is mandatory.

PROGRAMME

Alice is biting into the mushroom, at times on one side and at times on the other side, which is, we have to confess, an arduous task as it is quite difficult to know where are the sides of a round object ...

As far as they are concerned, the artist Anouck Durand-Gasselin and the pedologist Laurent Rigou are considering the mushroom a being in its own right, with whom to collaborate.
For over ten years, with the project "sporées et mycéliums", Anouck Durand-Gasselin is attempting to reveal what could be the "expression of the forest". She is creating "spore-images" or "mycélium-images" with the fungi complicity. This project has been nurtured by several scientific disciplines and when she met the pedologist Laurent Rigou it took another direction toward a stronger relation with the whole ecosystem and the various interactions of the fungi with the environment. Laurent Rigou is leading us through the first layers of the soil, where the mycelium is developing, telling us about

LASER PARIS
IS AN EVENT
CO-ORGANISED BY
LEONARDO/OLATS

A Better Mistake

Packaging Design

Packaging development and design based on the graphics and aesthetics of the breand. *A Better Mistake* is a luxury streetwear fashion brand based in Milan.

Produced by *Tipografia Alfredo*.







4 · PERFORMATIVE

In/Out
– 2019

Video Installation /
Performative Experience



Direction/Production: Pedro Sanca
Cast: Yvonne Schaap

Performative experience developed in the former Pieter Baan Centrum, a former psychiatric prison in Utrecht. Using video, sound, music, space and performance the work explores the inner process we experience while **confronting our own mental prisons**. It is only by confronting and facing our fears that we are able to escape and transcend our own limits.

The spectator is given an iPad and is guided to a isolation cell, where remains alone. In the tablet they see a video that navigates through the empty building as a rambling presence seems to become present. As the experience progress **the fine line between reality and fiction, the physical and the virtual becomes blurry.**

Presented during the HKU exhibition *Make Space 2019* (Utrecht).



In/Out

Video Stills

(In)Sight – 2019

Performative Videowalk



Direction/Production: Pedro Sanca
Dramaturgy: Anastasia Barka
Video: Pedro Sanca & Luay Albasha
Sound Design: Pedro Sanca & Jose Venzal
Artistic Assistance: Tanja Becher and Jezi Tay

There is not just one reality, but multiple. Factors such as our cultural background, context or life experience determine the perspective through which we look and understand the world around us. In this sense, **what we see and experience is projection of who we are**.

Taking **space as a starting** point, this participatory audiovisual work creates a visual narrative that invites the spectator to undertake a **journey** around the NSDM wharf in Amsterdam, while **exploring a different way of feeling and perceiving** our surroundings.

Produced and presented at the *Over Het Ij Festival 2019* (Amsterdam).



[In]Sight

Spectator experiencing the work [©Moon Saris]





Listen to the Walls – 2018

Performative Experience

What if the walls could tell us the story they've seen? In this work the spectators were able to experience in form of a journey the forgotten story of a building. Using a wheeled wooden cabin with a small window in form of a screen, they were driven around the building creating something similar to a "live short-film".

In addition to this framing of the space, an audio score was designed to match the movements of the "camera" and to respond to the story of the space creating a narrative. In this sense, the combination of elements formed a cinematic experience that invited the spectator to explore the coexisting layers of space and time.



Listen to The Walls

Stills as seen inside the cabbin

Memories – 2017

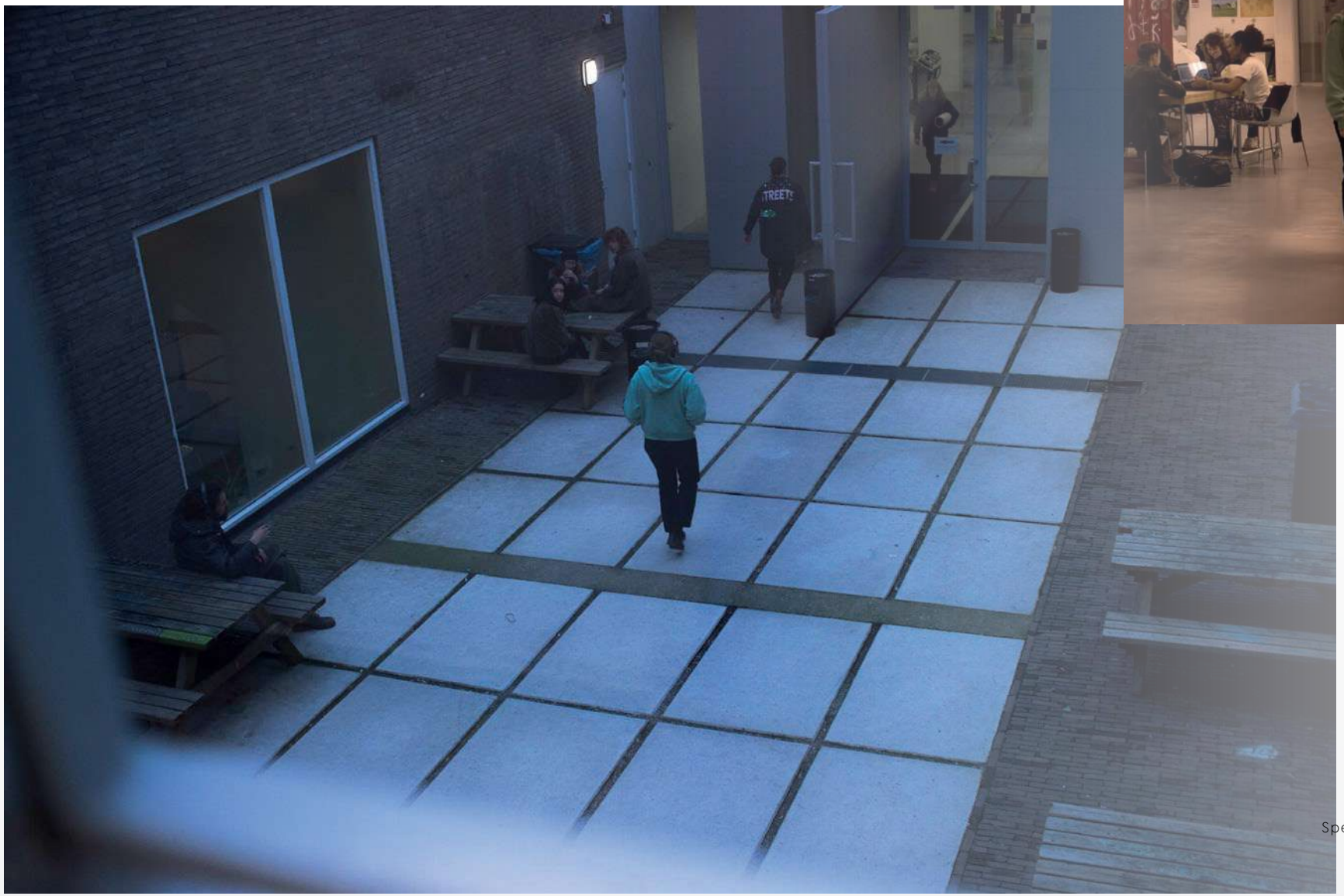
Performative Experience

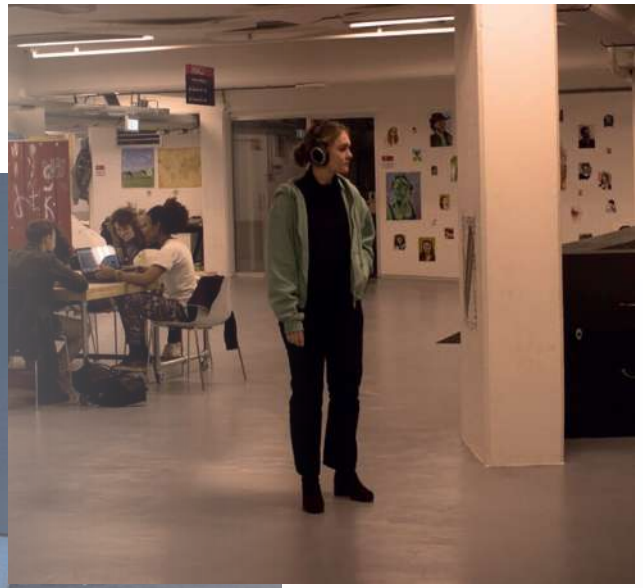


Can we be sure that all our memories are real? Can we really tell the difference between something we experienced and something we imagined or dreamed?

In this site-specific experience **the spectator undertakes a journey using an aural score as a guide**. At the start, they are asked to think and remember a specific memory they have in their mind. Through this route **they will visit different scenarios and perform different tasks** that invite them to reflect about the delusive nature of memories. Through each step the narrative develops.

At the end, the spectator will experience how their own personal and secret memory unexpectedly becomes part of the work. Was it really their memory, or was it a construction? Maybe memories should not be trusted at all.





Memories

Spectator guided through space



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