

Portfolio



BEN GALVEZ

/ AI CREATIVE

/ VISUAL DESIGNER | ART DIRECTION

GENERATIVE AI • 3D • SPATIAL DESIGN



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FLOWERS / Sensory Campaign Visuals

Where **beauty** turns into **campaign language**, designed to be **remembered** through **tactility**, **motion** and colour.

S()PHIE / Spatial Festival Design

A **built festival** environment **shaped** through **flow**, **atmosphere** and spatial **warmth** — showing how spatial design can **become lived experience**.

PULSE / Hybrid Live Event

A **high-energy** venue **system** designed to **shift** tone, moving from **MMA exhibition** to **nightlife** while maintaining **one** clear visual **identity**.

FLOWERS

ROLE / AI Creative / Art Direction / Visual Design

GOAL / Create a distinctive sensory visual language
for Sophie / Ogus Park 2026

OUTPUTS / Hero visuals, motion-ready assets, social campaign imagery

CAMPAIGN

FLOWERS is a **sensory campaign** series created for Sophie / Ogus Park 2026, designed to **blur the line** between realism and fantasy.

Rooted in **real** botanical structures but pushed through **texture**, colour and **unusual** movement. The project was built to create a distinctive sensory language across image and motion.

[View in motion](#)



The result is a **visual** language that **feels** almost physical to **experience** — closer to **visual ASMR** than traditional **floral** imagery.

CH. 06 — Pink Bells

A botanical **study** of **softness**,
tactility and **controlled** contrast.

Pink Bells **shifts** from sculptural **calm** into a **denser**, more **intimate**
inner language.



A **study** in
stimulation and
suspended
tension.

The flower **opens**
with quiet
elegance,
while suggesting a
denser **tactile**
world beneath the
surface.

The **close-up** reveals
the project's more
intimate visual
language.

Softness, density and
micro-detail turn the
surface into
something **almost**
physical.



CH. 05 — Sunflower

Focusing on structure, texture and material clarity, the sunflower introduces a more **grounded direction** within the project.

One that **feels** precise, **alive and convincing** at both distance and close range.

A more **direct** botanical **study** built around structure, scale and light.

The full bloom **anchors** the chapter with **clarity, presence** and a stronger sense of **realism**.



The **macro** shifts attention from **silhouette** to **surface**.

Here, **pollen, fibre** and **density** become the **real subject**.

S()ophie Festival



ROLE / Spatial Design / Visual Direction

FOCUS / Flow, atmosphere, arrival, social zoning

An experiential **festival** built around atmosphere & **flow**.
Sophie combines timber, landscape and warm light
to create a **space that feels immersive**
before the event even begins.

LAYOUT STUDY



Flow-led planning
shaped the project from
the start.

Curved circulation,
layered **planting** and soft
zoning
create a festival
environment that feels
intuitive, social and
spatially fluid.



INSIDE THE EXPERIENCE

Seen from the **DJ** booth, the **project shifts** from spatial concept to **lived experience**.

The festival **opens into** quieter pockets of **atmosphere and movement** beyond the main crowd moment.

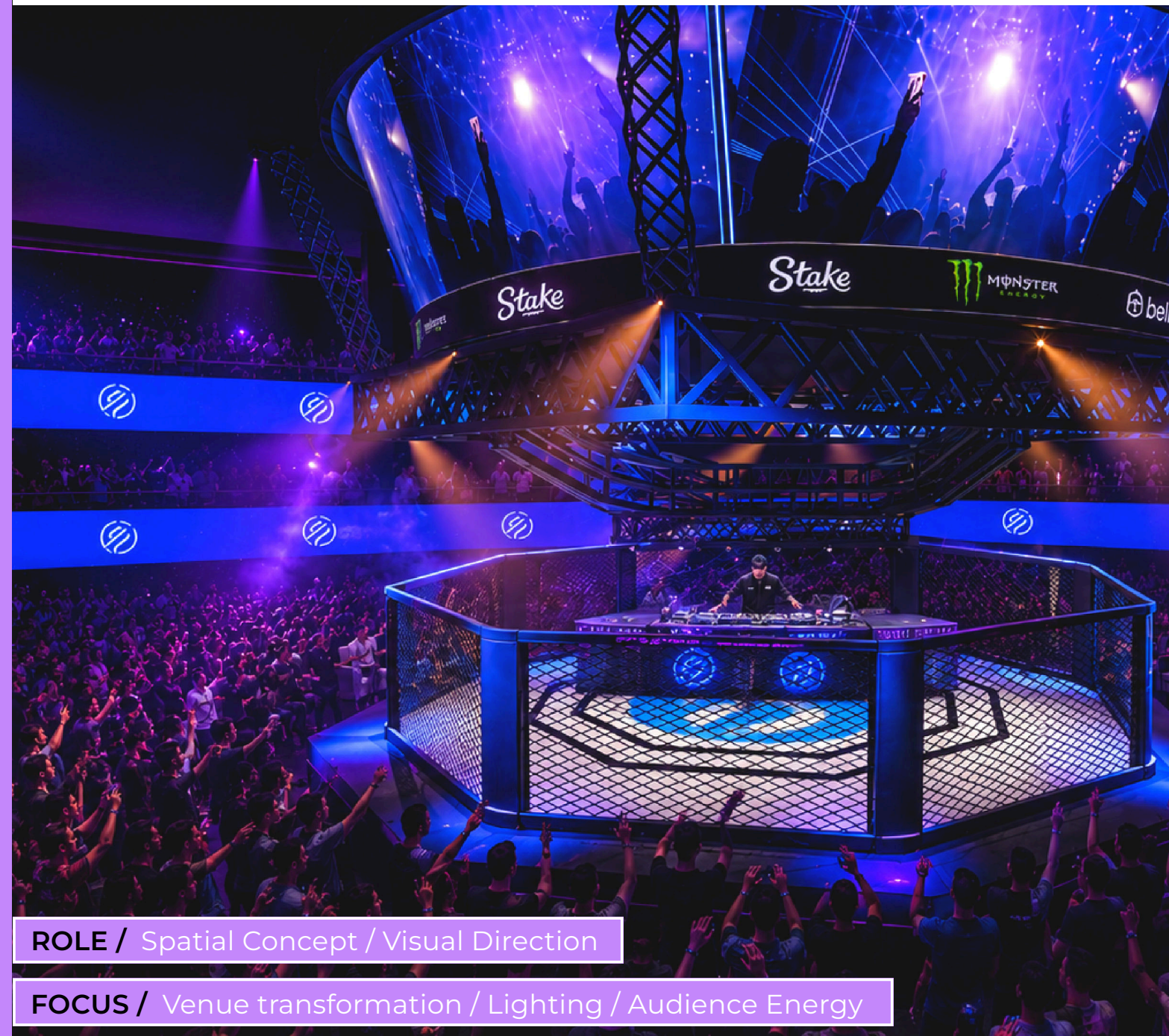
Stage 2 **extends** the experience through **light and depth**, giving the venue a feeling of discovery **beyond** the central performance.



SECONDARY STAGE

PULSE

ONE VENUE / TWO STATES



ROLE / Spatial Concept / Visual Direction

FOCUS / Venue transformation / Lighting / Audience Energy

TRANSFORMED STATE / NIGHTLIFE MODE

PULSE explores how one venue can **change** tone, ritual and intensity while **maintaining** its structural **core**.

Lighting, media surfaces and audience behaviour **shift** the arena from **combat spectacle** to **nightlife experience**.

The project is built around **transformation** through **atmosphere** rather than reconstruction.

PULSE

ONE VENUE / TWO STATES

BASE STATE / MMA EXHIBITION

In its base state, PULSE functions as a focused **MMA exhibition** arena built around clarity, anticipation and **spectacle**.

A central octagon, tiered viewing and a suspended media ring organize the venue into a clear **hierarchy of attention**, giving the event a strong broadcast and **live-performance presence**.

This configuration defines the structural logic of the project: controlled, **immersive** and **ready to transform** without losing identity.



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