

Creative direction for premium brands.

From idea to visual campaign.

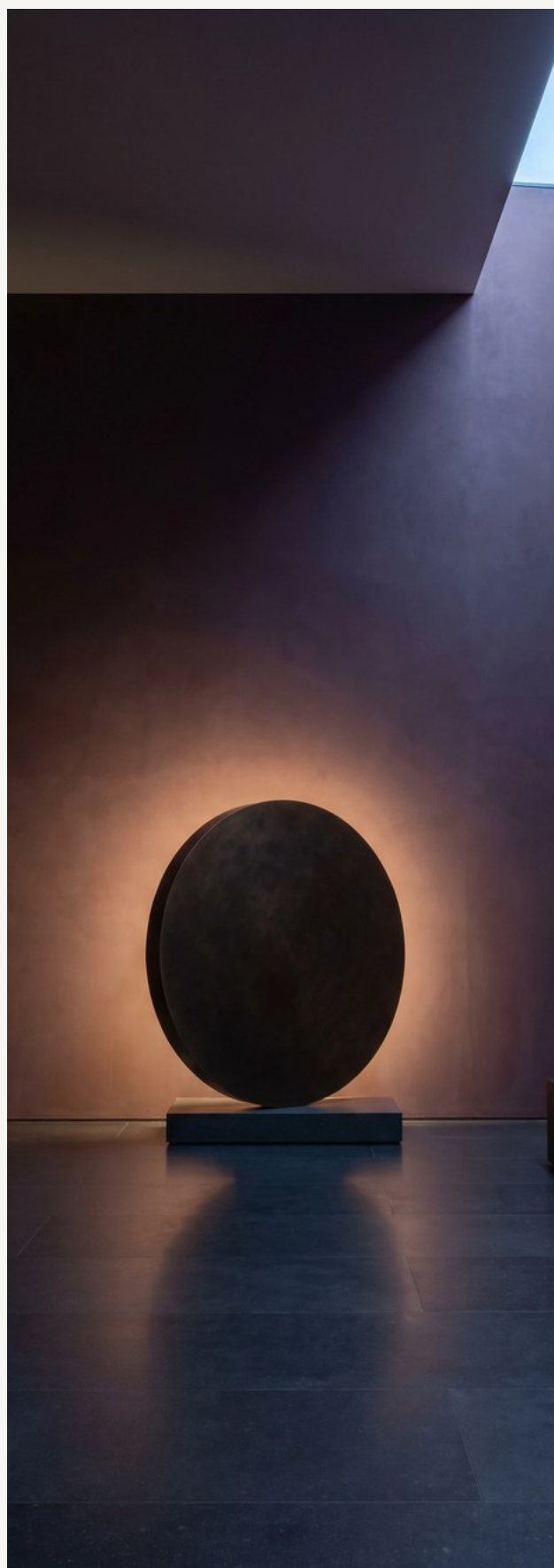
Concepts, product films and visual stories for design-led brands in lighting, interiors and beyond.

20 years in sales and business development, including 15 in architectural lighting.

Three independent concepts. Built to show the thinking, direction and formats behind the work.

EXPLORE THE FULL PORTFOLIO >

CONTACT: OTOVYBOCH@GMAIL.COM





PRODUCT FILM

The Centre of Light

INDEPENDENT CONCEPT

THE IDEA

A lighting disc becomes the centre of a quiet gallery. Light reveals the object and changes its relationship with the room.

MY ROLE

Concept, visual direction, motion direction and editing.

DELIVERABLES

22-second film, key visual, cover and social formats.

POSSIBLE USE

A starting point for a product launch, brand website or social campaign.

Independent concept. A fictional object and gallery; not a technical lighting simulation.

[VIEW THE PROJECT AND FILM >](#)



PRODUCT CAMPAIGN

An Evening of Your Own

INDEPENDENT CONCEPT

THE IDEA

Make portability part of an evening ritual: a small light moves from a striking first image into a lived-in setting.

MY ROLE

Concept, art direction, copy and campaign structure.

DELIVERABLES

Two key visuals, three carousel cards and a 10-second reel.

POSSIBLE USE

One idea can introduce a product across social content and a showroom presentation.

Independent AI-assisted interpretation of Flos Bellhop Unplugged. Not commissioned by Flos; not product photography.

[VIEW THE PROJECT AND FILM >](#)



INTERIOR STORY

A Place at the Table

INDEPENDENT CONCEPT

THE IDEA

A kitchen brings materials and people together. The story moves from a close detail to a shared table.

MY ROLE

Brand interpretation, concept, visual direction and production.

DELIVERABLES

Interior visuals, a 20-second reel, three social graphics and copy.

POSSIBLE USE

A collection story adaptable to a brand website or showroom, using verified product references.

Independent fictional AI-generated interior. Poliform is reference context, not a client; not a depiction of its product.

[VIEW THE PROJECT AND FILM >](#)

What are you introducing next?

A new product, collection or space? Share a link and a few words about your goal. Together, we can define the creative direction and the right scope.

A FIRST PROJECT

A first project could include a creative concept, one key visual and a short film, with adaptations for web and social media if needed.

Source material, product accuracy, formats, revisions, fee and timing are agreed for the brief.

DISCUSS A PROJECT >

EXPLORE THE FULL PORTFOLIO >

Oto Výboch · otovyboch@gmail.com