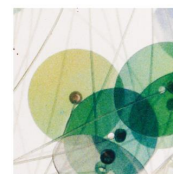


LUÍSA PACHECO

CREATIVE DIRECTOR AT ATELIER ZERØ
EXHIBITION DESIGNER / PRODUCTION DESIGNER / ART DIRECTOR



Atelier
ZERØ

CONTACT

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in linkedin.com/profile/view?id=AAIAAAJqFY6HJYZeDycO-aBDFSS-RXtoio7U&trk=nav_responsive_tab_profile_pic

TRAINING

MA Theatre Design

- **Wimbledon School of Art, London**
with scholarship by the Portuguese Secretary of Culture
<http://www.arts.ac.uk/wimbledon/courses/postgraduate/ma-theatre-design/>

Fashion Design

- **Institute of Art and Design (IADE), Creative University, Lisbon**
<http://www.iade.pt/en/courses/degrees/design.aspx>

DEVELOPING PROJECTS

Designing 2 scientific thematic exhibitions

- **Science Centre, Exploratório de Coimbra**

Creative Director

- **Museum of Carriages, Lisbon (Museu dos Coches) – Design of the content for the Interactive touchscreens with support information about all the Carriages in the permanent exhibition.**

LECTURING

Production Design / / Art Direction

- **Lusófona University of Humanities and technologies, Lisbon**
3rd year BA "Cinema, Video and Multimedia Communication"
<http://www.ulusofona.pt/undergraduate/cinema-video-and-multimedia-communication>

Scenography / Art Direction

- **RESTART - Instituto de Criatividade, Artes e Novas Tecnologias, Lisbon**
1st year Scenography and Scenic Design
<http://www.restart.pt/cenografia-e-design-cenico-2/>

Scenography / Art Direction

- **World Academy, Portugal**
Invited lecturer
<http://www.worldacademy.pt/#section-formadores-2>

WORKSHOPS AND LECTURES

Tv Commercials Art Direction Lecture

- **Bento de Jesus Caraças School, Lisbon**
Communication Course

Art Direction Workshop

- **Lusófona University of Humanities and technologies, Lisbon**
"From Project to Ready to Shoot"
<http://www.ulusofona.pt/undergraduate/cinema-video-and-multimedia-communication>

CONGRESSES

3rd SciCom PT Congress -
- Portuguese Science
Communication Congress

● **Lagos Cultural Center**
Speaker

EXHIBITION DESIGN

National Coach Museum
Creative Direction

● Touchscreens Design Project

"Physics of everyday life"
Design of the new
implementation
of the exhibition

● Escola Portuguesa Ruy Cinatti, East Timor,
Escola Portuguesa de Moçambique, Mozambique
and Liceu Amílcar Cabral, Cape Verde
Touring Secondary Schools version

"Physics of everyday life"
Design of the new
implementation
of the exhibition

● Science Centres Constância and Vila do Conde
<http://constancia.cienciaviva.pt/exposicoes/>
<http://viladoconde.cienciaviva.pt/exposicao/>

"Physics of everyday life"
Design of the new
implementation
of the exhibition

● Knowledge Pavilion, Main Exhibition Room, Lisbon
http://www.pavconhecimento.pt/visite-nos/actividades/detalhe.asp?id_obj=2798

**"Physics of everyday life
at school"**
Book design for the exhibition

● Programa Mundo na Escola, Ministry of Education
printed by Maiadouro

**"Sewing" and "Shoemaking"
for the "Dòng" Exhibition**
Design Project of exhibition areas

● Pavilion of Knowledge, Lisbon
http://www.pavconhecimento.pt/visite-nos/actividades/detalhe.asp?id_obj=2798

"Ocean - Revival - Submarine"
Scenography and design project

● Museum of Portimão, Algarve
<http://www.museudeportimao.pt/en/menu/46/main-exhibition.aspx>

**"Home Sapiens" and
"Science at Home"**
Scenography and design project

● Lousal Living Science Centre
<http://www.lousal.cienciaviva.pt/exposicoes/hs/>

"Physics of everyday life"
Design of the new
implementation of the exhibition

● Programa Mundo na Escola, Ministry of Education
Secondary Schools Tour version, 50 schools, 60.000 visitors
<https://www.facebook.com/MundoNaEscola/?fref=ts>
http://www.mundonaescola.pt/?page_id=129

Permanent Exhibition
Scenography and design project

● Lagos Living Science Centre, Lagos, Algarve
<http://www.lagos.cienciaviva.pt/home/index.asp?acao=changelang&lang=en>

"Physics of everyday life"
Scenography and design project

● Pavilion of Knowledge, Lisbon
temporary exhibition
http://www.pavconhecimento.pt/visite-nos/actividades/detalhe.asp?id_obj=2798

Permanent Exhibition
Design project

● Dundo's Museum, Angola

**Fine artist Zé Ventura Painting
Exhibition**
Scenography and design project

● Museum of Portimão, Algarve
<http://www.museudeportimao.pt/en/menu/46/main-exhibition.aspx>

"Physics of everyday life"
Scenography and design project

Rómulo de Carvalho, Pavilion of Knowledge, Lisbon

TV COMMERCIALS (PRODUCTION DESIGN AND ART DIRECTION)

Shot in Portugal

Indesit

Production Design

Director, Fran Torres, Production, Vivi Film/Move Master International

Miratog

Production Design

Director, Olav Wangerwen, Production Chocolate Filmes/Duck Soup

Elagolix

Production Design

Director, Theresa Wingert, Production, Twentyfourseven/Fiona

Jeep

Production Design

Director, Frederico Brugia, Production Vivi Film/FilmMaster

H&M

Production Design

Director, Max Vitali, Production, Workfightculture / Southwest Productions

Alfa Romeo

Production Design

Director, David Holm, Production The Family/Vivi Film

Chicco

Production Design

Director, Ago Panini, Production, Vivi Films

Samsung

Production Design

Director, Han Gi Ko, Production PSP

Theraflu

Production Design

Director, Raymond Bark, Production, Twentyfour Seven/Gartner LA

Purina

Production Design

Director, Fernando Garcia, Production, Chocolate Films/Papaya Films London

Old Spice

Art Direction

Director, Steve Rogers, Production Designer, Steven Jones-Evans, Production, Twentyfour Seven Lisbon / Biscuit LA

Skoda

Production Design

Director, Sebastian Weiland, Production, ELEMENT / Twentyfour Seven, Germany

HSBC

Production Design

Director, Louis Sutherland, Art Director, José Pedro Penha, Production, The Sweet Shop / Twentyfour Seven, UK

Nissan Murano

Production Design

Director, Cyril Guyot, Production, Bandits / Twentyfour Seven, Russia

Philips // Sonicare

Production Design

Director, Mark Gilbert, Production, Station Film / Twentyfour Seven, USA

JC Penny

Art Direction

Director, Wendy Morgan, Production Designer, Kristen Vallow, Production, Believe Media LA / PSP, USA

Suzuki Vitara

Production Design

Director, Austen Hemphries, Production, Rattling Stick / PSP, UK + Europe

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| Esurance Art Direction | ● Directors, Joel Nordström and Lars Ohlin, Production Designer, Roger Rosenberg, Aspekt / PSP, USA |
| H&M Art Direction | ● Director, Frederik Bond, Production Designer, Sophie Becker, Made in Lisbon / Sonny London, UK, Europe |
| El Corte Inglés Production Design | ● Director, Sébastien Grousset, Production Service Portugal / The Gang, Spain and Portugal |
| Camponés Production Design | ● Director, Marco Areias, Arizona Filmes, Portugal |
| La Halle Production Design | ● Director, Wiebke Berndt, Made In Lisbon, France |
| Intermarche Production Design | ● Director, Keith Bearden, Made In Lisbon, France |
| Duracell Production Design | ● Director, Alex Courtes, Made In Lisbon, France |
| Nintendo (x4 films) Production Design | ● Director, Luís Monge, Travelling Productions, Spain |
| Clear Production Design | ● Director Sven Harding, Travelling Productions, Singapore and Asia |
| Nintendo (x2 films) Production Design | ● Director Julien Seri, Travelling Productions, Asia |
| Millennium Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| Nintendo (x2 films) Production Design | ● Director Julien Roussiaux, Travelling Productions, France |
| Bell (x4 films) Production Design | ● Director Michael Steiner, Hot Spots Service Productions, Switzerland |
| Millennium Tailors Shop Production Design | ● Director Marco Areias, Arizona Filmes, Portugal |
| Sagres "Daweasel" Production Design | ● Director Jeff Chies, Tangerina Azul, Portugal |
| TMN Euro (x4 films) Production Design | ● Director Sérgio Henriques, Tangerina Azul, Portugal |
| Millennium Restaurant Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| Millennium Barber Shop Production Design | ● Director Marco Areias, Arizona Filmes, Portugal |
| Millennium Card Maestro Production Design | ● Director Marco Areias, Arizona Filmes, Portugal |
| Millennium Savings (x2) Production Design | ● Director Marco Areias, Arizona Filmes, Poland and Portugal |
| Millennium Prestige Production Design | ● Director Marco Areias, Arizona Filmes, Poland |

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| Millennium Salary Account Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| Millennium Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| DGI Production Design | ● Director Fabrizio Notari, Montaini filmes, Portugal |
| Montepio Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| Millennium BCP Production Design | ● Director Marco Areias, Arizona Filmes, Poland |
| Santa Casa Production Design | ● Director Gideon Nell, Montaini Filmes, Portugal |
| Xau Ice Production Design | ● Director Jorge Castro Freire, Shots, Portugal |
| Millennium BCP 'Mãos' Production Design | ● Director Marco Areias, Arizona Filmes, Portugal |
| Dettol Production Design | ● Director Jorge Castro Freire, Shots, Portugal |
| Woolite Production Design | ● Director Jorge Castro Freire, Shots, Portugal |
| Sagres Bohemia 1835 Production Design | ● Director Marco Dias, Montaini Filmes, Portugal |
| Millennium BCP Production Design | ● Director Marco Areias, Arizona Filmes, Portugal |
| CGD (x2 films) Production Design | ● Director Paulo Henriques, Tangerina Azul, Portugal |
| Totta (x2 films) Production Design | ● Director Gideon Nel, Tangerina Azul, Portugal |
| CP (x2 films) Production Design | ● Director Paulo Henriques, Tangerina Azul, Portugal |
| Worten (x2 films) Production Design | ● Director Alexandre Montenegro, Showoff, Portugal |
| TMN (x2 films) Production Design | ● Director João Pellote, Gato Vadio, Portugal |
| Amukina Production Design | ● Director Nuno Maltez, Pix Mix, Portugal |
| TMN Production Design | ● Director Frederico Cerejeiro, Krypton, Portugal |
| Sagres Production Design | ● Director Thomas Joob, Quasar Films, Portugal |
| Macdonald's Production Design | ● Director Gideon Nel, Tangerina Azul, Portugal |
| Novis Production Design | ● Director José Pedro, Krypton, Portugal |
| Oniway (x6 films) Production Design | ● Director Luca Luccini, MovieBox, Portugal |

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| Bank of Scandinavia (x2 films) Production Design | ● Director Nicolai Fuzz, Southwest, Portugal |
| ACEP Production Design | ● Director Paulo Costa Pinto, Montaini Filmes, Portugal |
| Vodafone International Production Design | ● Director Paulo Costa Pinto, Montaini Filmes, Portugal |
| Telecel Production Design | ● Director Paulo Costa Pinto, Montaini Filmes, Portugal |
| Fanta limão Production Design | ● Director Paulo Costa Pinto, Montaini Filmes, Portugal |
| Unibanco Production Design | ● Director Paolo Calgani Montaini Filmes, Portugal |
| Nalergine Production Design | ● Director Fabricio Mari, Montaini Filmes, Portugal |
| Sotto Mayor Production Design | ● Director Fabricio Mari, Montaini Filmes, Portugal |
| BBVA Production Design | ● Director Fabricio Mari, Montaini Filmes, Portugal |
| Santander Production Design | ● Director Paulo Costa Pinto, Montaini Filmes, Portugal |
| Risifrutti Production Design | ● Director Jarowski Sverige, Walter Soderland / Southwest, Portugal |
| Bacalhau da Noruega Production Design | ● Director Luigi Montaini, Montaini Filmes, Portugal |
| Unibanco Production Design | ● Director Paolo Calgani, Montaini Filmes, Portugal |
| Puffet Production Design | ● Director Lukas Hammar, Efti Mainstream / Southwest, Portugal |
| Libero Production Design | ● Director Jorn Hagen, Silverscreen /Southwest, Sweden, Portugal |
| Jazztel Production Design | ● Director Hector Martinez, A Filmar, Portugal |
| Cetelem Production Design | ● Director Fabrice Carazo, Filmes do Tejo, France |
| VW Lupo Production Design | ● A Filmar, Spain |
| KPN Telecom Production Design | ● Director Jelle Oortma Gerlings, Bloodsimple /Southwest, Holand |
| Optimus Production Design | ● Director Manu Coeman, Still, Portugal |
| BPI Imigrants Production Design | ● Director Alejandro Toledo, A Produtora, Portugal |
| Danone Production Design | ● Director Russel Underhill, Tangerina Azul, Portugal |

Atlântico
Production Design

● Director Sérgio Henriques, Tangerina Azul, Portugal

Zurich Insurance
Production Design

● Director Gideon Nel, Tangerina Azul, Portugal

THEATRE

"Biography of a Poem"
by Carlos Drummond
de Andrade

● **Costume Design**
Director António Pires, Teatro do Bairro, Lisbon

2"

● **Costume Design**
Paulo Pinto and Marina Albuquerque, Galeria Zé dos Bois

"Tudo para a Vaca"

● **Costume Design**
Director Ana Mourato, Teatro Joana

**"De Passagem e Nada de
Olhares Românticos"**

● **Costume Design**
Director Suzete Bragança, Teatro Joana

"St. António St. Antoninho"

● **Costume Design**
Director Suzete Bragança, Teatro Joana

"Mafa Magafa"

● **Costume Design**
Director Suzete Bragança, Teatro Joana

"Peter Pan", J.M.Barrie

● **Set Design**
Director António Pires, Teatro São Luís

"A List", Gertrude Stein

● **Costume Design**
Director António Pires, Teatro da Cornucópia

**"Waiting for Godot",
Samuel Beckett**

● **Design Assistant**
Director Michael Benenson, Pentameters Theatre, London

**"Light Shining in
Buckinghamshire",
Charill Churchill**

● **Theatre Design**
Director Pádraig Tolan, Newcastle University, UK

PERFORMANCE

"Law of Repression"

● **Writer/Designer/Director Luisa Pacheco**
Wimbledon School of Art Theatre, London

"Sponges on Acid"

● **Creator/Designer/Director Luisa Pacheco**
"Queima das Fitas", Coimbra e "Manobras de Maio", Campo Pequeno, Lisbon

"Fashion Performance"

● 'Manobras de Maio II', Lisbon

FILM

Glória

● **Costume**
Wimbledon School of Art Theatre, London

Feature Film

Still Life
Short Film

● **Art Direction**
Director/Producer: Richard Johnson, London

Coping
Short Film

● **Costume**
Director: Emma Vass , Royal College of Art, London

The Verdict
Short Film

● **Costume**
Director: Heather Powel, National Film School, London

Saint Ex
Alice Normington, Feature Film

● **Art Director Assistant**
Director: Anand Tucker, Oxford Films/Majestic

TV SHOWS / DRAMA

Janela Aberta

● **Set Design**
TPA, Angola

1012

● **Set Design**
TPA, Angola

News

● **Set Design**
TPA, Angola

Pedro, O Milionário

● **Art Direction**
Directors Vasco Vilarinho, Conceição Nunes, Miguel Costa e Moura, Endemol, TVI

Diário de Sofia

● **Art Direction**
Director Gil Ferreira, Hugo Albuquerque, Beactive/EPC

Hornblower

● **Costume Assistant to John Mollo**
Director Andrew Grieve, Meridian Broadcasting / Nick Page Productions

Crucial Tales

● **Art Department Assistant**
Designer John Andsome, Crucial Films, BBC

Nickelodeon Goes to the Movies

● **Props Design**
Nickelodeon

Icaro

● **Costume and Props Design x2 series**
Director Diamantino Dias, Latina Europa

POP PROMOS

UK Tribe

● **Art Direction**
EMH Productions, London

Marcus Westernhagen

● **Art Direction**
'Rosana', Director Philip Stole, El Doro Productions/Montaini Filmes

JEWELLERY DESIGN

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| Jewelry Exhibition | ● Teatro da Luz, Lisbon |
| Pedra Dura | ● Shop in Lisbon |
| José António Tenente | ● Fashion Designer, Lisbon |
| Vai12 | ● Shop in Lagos |
| "Something For the Weekend" | ● Music videoclip for Very Fury Animals, London |
| Kokon To-Zai | ● Shop Soho, London |
| Ruth Aram Shop | ● Shop in Hampstead, London |
| Sign of the Times | ● Shop in Convent Garden, London |
| London Fashion Week Show of Fashion | ● Designer Simon Russel |
| Mortimers | ● Shop in Neil St., London |
| American Retro | ● Shop in Soho, London |
| Voyage | ● Shop in Brompton Rd London |
| Bazar Paraiso | ● Shop in Lisbon |
| Janet Fitch | ● Shop in Soho London |
| Ellectrum | ● Shop in South Molton St. London |
