

-- DESIGN & VISUAL LABORATORY
FOR ARCHITECTURE & INTERIORISM



C E I B A
VISUAL LABORATORY

SERVICE CATALOGUE



VISUAL LABORATORY

CATHERINE
TCHERASSI
CINEMATOGRAPHER

CAMILO
MENDOZA
ARCHITECT DESIGNER

SHARON
ALVIZ
PHOTOGRAPHER

-- DESIGN & VISUAL LABORATORY
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WHAT IS CEIBALAB?

We are a creative laboratory where conceptualization, design, and construction happen every day. We specialize in audiovisual production and interior design creations for individuals, companies, and museums with an architectural focus.

We love to transmit visual experiences that stimulate all the senses.



Mary Mount High School

-- DESIGN & VISUAL LABORATORY
FOR ARCHITECTURE & INTERIORISM



Museo del Atlántico

OUR SERVICES

CeibaLab promotes and highlights your habitat with a clean and attractive aesthetic.

- **Design and Reconstruction** of interior and exterior spaces.
- **Photography/ Video** service for architecture and Interiors.
- **Branded A/V content** for companies.
- Framed **Artwork** for homes and offices.
- Conceptual designs and **Installations for museums** and galleries.



DIRECTING THE PATH OF EACH PROJECT
WITH AESTHETIC AND COHERENCE

Our artistic sensibility and goodwill plus years of experience in the design and audiovisual markets, come together so that each executed project becomes the experience that every person would like to enjoy. "We project what a client wants to experience of her/his space"

C E I B A



SOCIAL RESPONSABILITY

10% of our profits are directed to projects that give back to the environment for its balance, investing in the environmental awareness of the planet, through the ENTRERÍOS foundation.
"We generate Consciousness".

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C E T B A





DESIGN & ARCHITECTURE

- +Interior Design and Renderings
- + Architectural Designs and Plans
- + Reconstructions and Installations

ART

Enhance spaces with custom-made paintings and murals (at your request) or from our stock. Creations from collage and/or minimalist landscape.

MUSEOLOGY

- + Concept development
- + Manufacture and Installation of interactive pieces

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OUR SERVICES

PHOTOGRAPHY

- +Architecture Photography
- +Interior Design Photography

+Virtual Tour 360
1 location / 6 spaces

VIDEOS

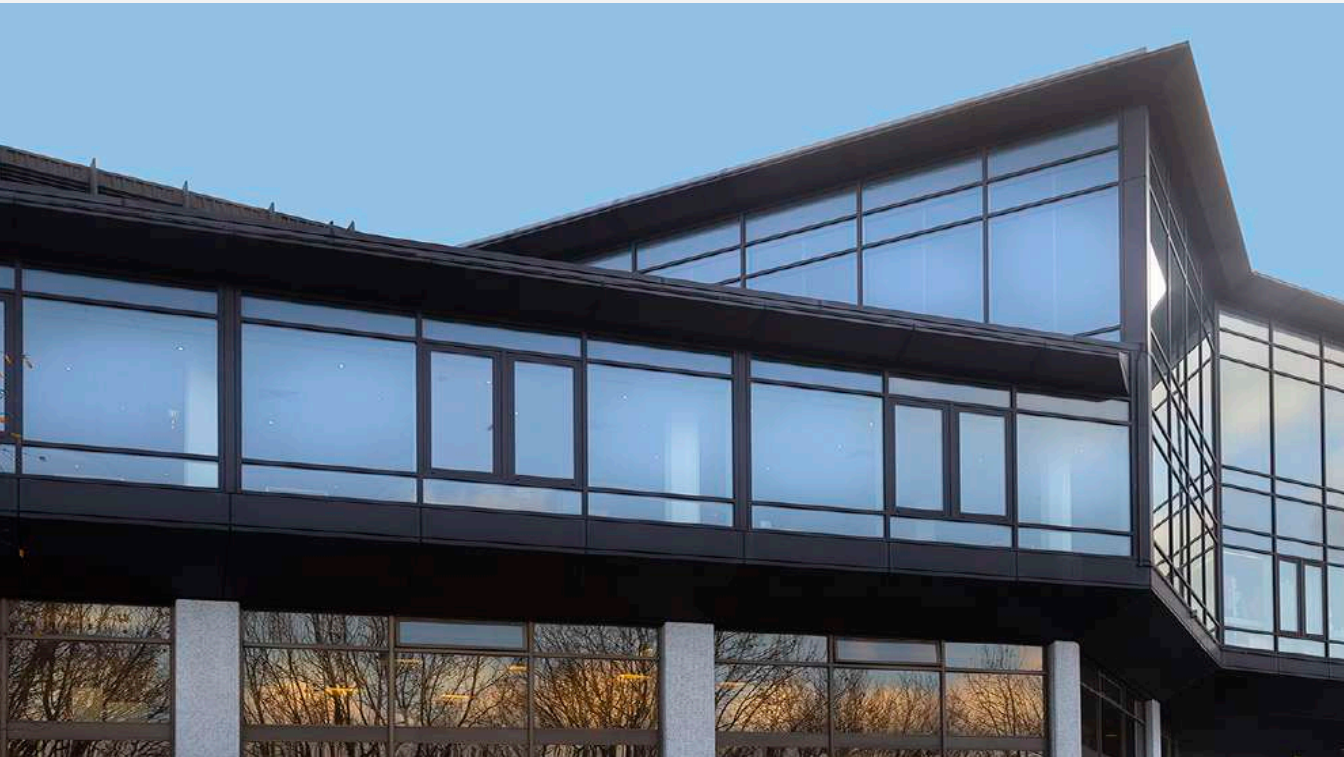
- +Video concept for your brand
- +Drone Flight
- +TimeLapse



Historic Archives, Aduana Library



THE VISUAL
LANGUAGE
IS OUR
BRAND



1. We make a visual impact by building a memorable image of a space.
2. Our work is clear with a defined concept. Coherent and attractive.
3. We make a difference; Because we are specialized, we connect the technique of architectural photography with the idealization of the photographer in the reality of space.
4. We entice an emotion; The desire to enjoy a space enters visually through a photograph or design.
5. We think of the end user; Our style finds the characteristics that the target needs to recognize, to generate empathy with the space or product.
6. We think like architects: Our ideas are precise.
7. We are visual artists and designers; We create art in and of architecture and interior design. It is a commercial product but with an art tone.
8. We guarantee quality in the final product; We know what we do and why we do it.
9. Minimalism; Our aesthetic sense creates a visual effect in large and small spaces.
10. We exalt spaces; We create human connections between cement and nature.



Combarranquilla

Drone Shot

CEIBA LAB FOR BRANDS

WHAT IS YOUR GOAL?

BECOME COMPETITIVE:

You want to turn your image into the essence of your product. What your product is, refers to its benefits. Example: If you sell high-end apartments with luxury finishes by the sea, what should be sold in the image is comfort and good taste, because that is the essence of the product, and that is the experience that your customers desire and feel they deserve to achieve it.

SALES BENEFIT:

You want to boost your sales, creating value for your marketing strategy with advertising material that captures the concept of your brand. Projecting what your product offers in an image creates magnetism to the target audience because a purchase impulse is born from what the eyes perceives and awakes in the brain.

LAUNCHING A NEW PRODUCT:

This is the time to bet on your new product or service. You must not take a wrong. You must inject the essence of the product into the photography or design, the one you already defined, and the one that will be what your customers buy from you.

CREATE COMMITMENT IN BUYERS:

You want to create a multimedia resource to capture the attention of the target audience. The multimedia resource has the power to create bonds. Customers must understand your values to buy from you, both for the quality you offer in the product and the values that connect with their heart because this is where the product becomes unique for that customer. To create "Engagement" you must know what the interests of your buyers are. Highlight it! Other resources that can help you are marketing content of value or loyalty programs.



Home Movie Theater SchallerTech



Mary Mount School

MUSEOLOGY

- We create interactive audiovisual installations combining science, technology and creativity for a memorable experience.



"CULTURA SIN ADUANA"

In memoria Diego María Contreras
Primer Director Biblioteca Pública del Caribe

En el contexto de un departamento del Atlántico, líder de
Regional Caribe, que aspira en su transformación para
nuevos desafíos del futuro y en el marco de una de
Barranquilla, así con una renovada energía urbana la
integración y fortalecimiento de su Área Metropolitana
nuevamente al mundo en su rol de metrópoli Caribe, es
cultural en el que se hace. Cultura sin aduana: idea
años trabaja en la articulación y desarrollo de proyectos
que vinculan lo formativo, lo recreativo, lo artístico, lo
y lo patrimonio abiertos a la ciudad, al departamento
Caribe colombiano.

In memoria Diego María Contreras
Primer Director de la Biblioteca Pública del Caribe (The Caribbean
Public Library)

in the context of the department of Atlántico, which is leading
Regional Caribe, which aspires to transform itself to meet
challenges that lie ahead and within the framework of a city in
Barranquilla, as well as with renewed energy and urban
integration and strengthening of its Metropolitan Area, it
is once again opening up to the world as a Caribbean metropolis.
Culture without customs: an idea that works and that makes culture
and heritage open to the city, to the department and to the
Caribbean region.

Interactive Museum for Urban Memory
CIMU A/V content installation

ARTWORKS FOR YOUR WALLS

We have a catalog of images with the special seal of CeibaLab to enhance and complement your interior and exterior environments. How about a series for the dining room or bedrooms or a common space like the waiting room of your business?

We create and capture customized images for your spaces or decorative applications on paper, canvas, vinyl, fabric, and acrylic.



• ARTWORKS

From our stock images or request photography, large-format and medium-format prints are made and framed to enhance your spaces artistically.







THE TEAM

Sharon Alviz, Photographer and Visual Artist, has dedicated herself for 15 years to developing commercial and artistic projects in the audiovisual medium. She is a publicist and photographer by profession, she finished her studies at the French Academy of the Image in 2004.

She continued studying fashion photography at the Bloom School and years later she became an architectural photographer.

Sharon is a conceptual artist. Her visual proposal focuses on clean and geometric spaces. Minimalism blends with the human figure in full coherence with shapes and colors to capture attention.

In the year 2008, she had her first international publication of her work with the printed medium Men's Journal in New York. Her photographs have been published in the book of the Ministry of Culture, Life and Work of Petrona Martínez and Tribute to the Afro-Palenquera Culture; As well as other publications, in Cabriola Magazine, Dinero Magazine and Elenco Magazine in Colombia.

Her contemporary art projects have been published in Aesthetica Magazine, Inside Artist Magazine, Spotlight Magazine, U + Í Magazine, NNC Art Magazine, Flux Review Magazine.

IG: @sharonalviz

Catherine Tcherassi is a filmmaker and director of the audiovisual production house KatcheFilms, which since 2008 has been bringing ideas, stories, and visions to the screen under the slogan "videos for change". She is the Founder of the NGO EntreRíos, a dynamic project to recognize water ecosystems that entices the preservation and recognition of the importance of water through a series of documentaries and transmedia platforms as social impact campaigns. She is a project planner and executor as well and has been continuously hired by the Colombian Ministry of Culture to guide and supervise audiovisual grant-winner projects for execution, circulation, and sustainability in the audiovisual target market.

He completed his studies as an audiovisual artist of Film and Photography at the Savannah College of Art and Design in the USA in 2004 and at the Universidad del Norte he studied Social Communication in 1999. His most recent documentary Karipuaña was the winner of "Best National Short" FICCI 2020. His photographic work has been published in magazines such as Bocado, Fucsia, Focus and exhibited in galleries and art shows in Barranquilla, Bogotá, Miami, and Palm Beach.

Catherine is characterized by her exploratory gaze between the relationship/connection of human beings and their habitats. Her cinematographic language clearly reveals these parallels with which she brings immersive experiences within CeibaLab's spatial and audiovisual ecosystem to her clients.

IG: @c.tcherassi



Juan Cesar Camilo Mendoza

Camilo is a bioclimatic architect and integral designer with over 16 years of experience in the industry that ranges from urbanistic projects to single habitats constructed in Colombia and the USA. Camilo will unravel a project from design and conceptualization to the management and execution of the architectural or remodeled end product.

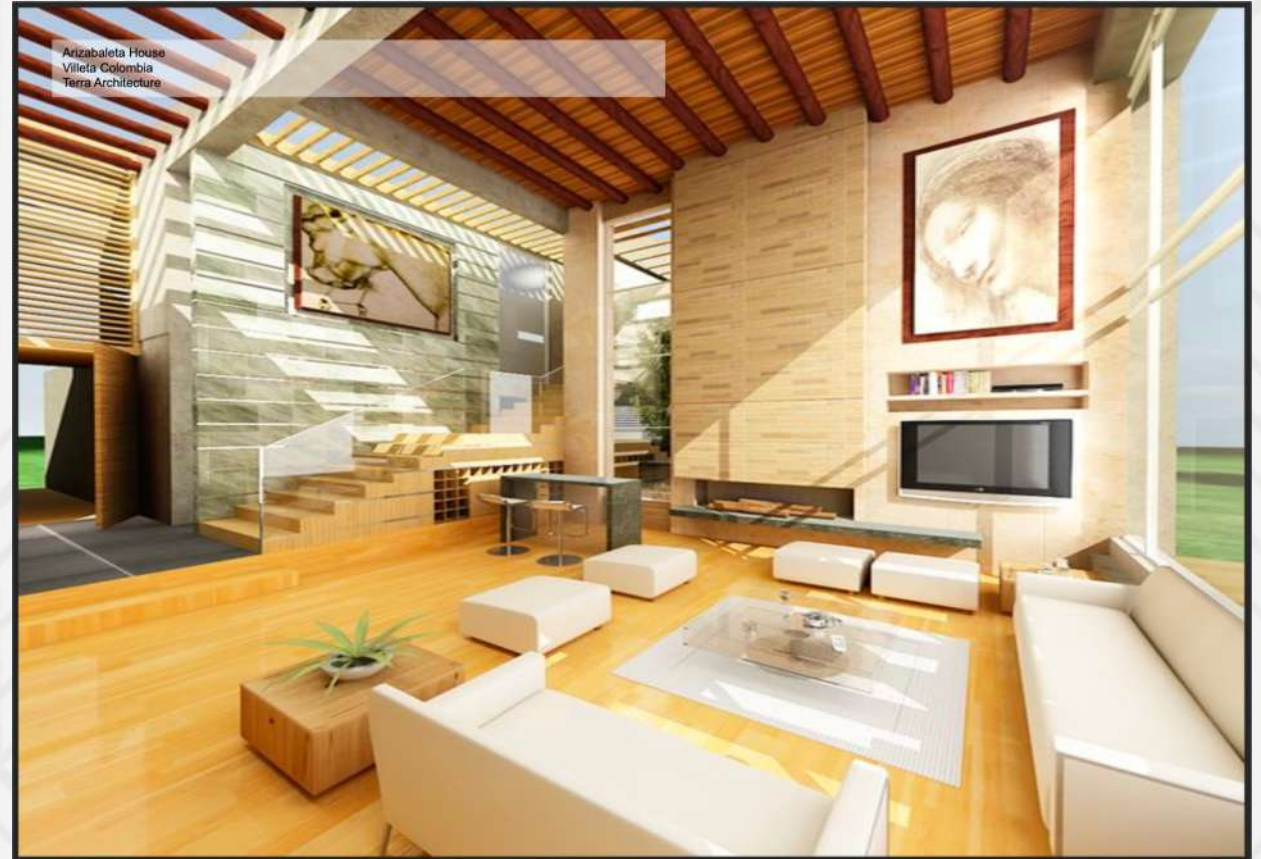
Asides from being a formidable human being, Camilo has had involvement with more than 32291731.25 ft2 in regulatory analysis, management, coordination, collaboration, and structuring experience in design projects, multifamily housing buildings, residential condominiums, and proposals for competitions.

A list of temporary partners, associates and clients include: A&S CONSTRUCTORES SAS, DECANTA SAS, PENTAPROYECTOS S.A. FRM ARQUITECTOS, TERRA ARQUITECTURA, CONSTRUCTORA +3

You dream it, Camilo can materialize it for you!

IG:@juancesarcamilo

ARCHITECT DESIGNER





C E I B A

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