

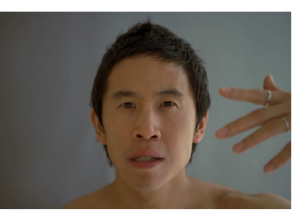


VCU Brandcenter Friday Forum

Feb. 18 / 11 am – 12:30 pm / VCU Student Commons Theater / 907 Floyd Ave.

Davi Liu

Creative Director / Modernista!



Prior to joining Modernista!, Davi Liu worked as a creative in Asia for seven years, spending much of his time at Wieden+Kennedy, where he developed innovative campaigns for Nike Japan and China, as well as projects for Google Japan, Mori Living and the W+K Tokyo Lab. He also worked on assignments for Jeh United Bangkok and Naked Communications Tokyo.

Davi is truly an international creative. He was raised in Belgium, Missouri, Indiana, Tokyo and Chicago, and speaks Mandarin, French, Japanese and English. Additionally, Davi taught photography at Temple University Tokyo and held a teaching assistantship at the School of the Art Institute of Chicago, where he earned an MFA in Photography, Audio & Video Installations and Graphic Design. He is an accomplished photographer, and participates in mixed-media art installations, film/video shorts, book making and music making.

Xavier Teo

Creative Director / Modernista!



A digital creative by profession with an extensive fine-arts background, Xavier Teo is a firm believer that technology, design and art can be drawn closer together by altering perceptions and beliefs. Prior to joining Modernista!, Xavier worked in Singapore for twelve years with international brands including Levi's, MTV, Unilever, Johnny Walker, DHL, Nokia and Yahoo. During his stint with M!, he has overseen clients such as National Parks Foundation, Cadillac and (RED). His work has accumulated awards from One Show, AIGA, Cannes, Webby and FWA.

Outside of the agency, Xavier dabbles in personal artwork that has been featured in various design magazines and exhibitions including Computer Arts, Beautiful/Decay, IDN and the Territory Design Conference.

Lorelei Bandrowschi

Copywriter / Modernista!



A passionate wordsmith, Lorelei believes in approaching advertising as an opportunity to craft experiences. She has lent this lens to projects ranging from the launch of international pop-up stores, to a transmedia, participatory storytelling experience, or a social gaming platform that rewards real-world activism. In her time at Modernista!, she has produced work for Showtime, Nickelodeon, (RED), the National Parks Foundation, and Cadillac to name a few.

Her whereabouts before coming to the U.S. are unclear. She responds to the nickname Gypsy and has been spotted conversing with strangers in English, French, Romanian, and soap-opera Spanish. She has denied accusations of being a vampire.

Topic / The Dexter ARG: When Brands and Fans Play Together

Descriptor / Over the course of three months, a team at Modernista! ran the DEXTER ARG, a participatory, transmedia storytelling project promoting the new season of Showtime's hit TV show DEXTER.

This presentation captures the campaign, the creative and production process behind it, and the implications of participatory storytelling for the future of branded content.