

# Selected Projects



# Art is always with you

## *Campaign for Le Gallerie d'Arte di Lugano (GAL)*

A limited edition series to commemorate *Multiple Identity*, the 2024 group show of the Lugano Art Galleries at the Asilo Ciani.

By simply bringing their phone near the medallion, art lovers receive instant access to the GAL network's latest initiatives via their website. Each talisman was packaged in a small gift bag with a libretto about the campaign and how to use the medallion.



# Afrofuturist exhibition portals

*Handmade NFC-enabled portals bridge  
physical fashion + digital experiences*

**CHROMAKAIROS** created handmade futuristic portals for *¡GloLoCo!*, a collaborative exhibition at Palazzo Morando between the Afro Fashion Association and Red-Eye Metazine, with the support of SPIN.FASHION and Genera Labs.

Each portal accompanied artworks and mannequins throughout the exhibition, serving as tactile gateways to digital experiences. Visitors touched their phones to the portals to experience AR artworks, explore the metaverse counterpart of the exhibition, try on outfits virtually, and connect with the designers on social media. Bilingual supporting signage accompanied each NFC with QR codes and printed shortlinks, providing multiple access points for diverse audiences.



# Collectible historical coins

*Limited edition collectible coins commemorate pivotal moments in US foreign policy*

**CHROMAKAIROS** is producing a series of collectible medallions, each featuring imagery from a significant moment in US history, as part of the forthcoming **AMERICA AT 250** initiative by a US-based research and advocacy group.

When tapped with a smartphone, each medallion opens directly to its corresponding historical moment in an online exhibition portal, where visitors explore what happened, why it mattered then, and how it resonates today, creating an integrated experience that bridges material culture with digital storytelling.

**This project is currently in production. Please keep details confidential until public launch.**



# Wearable wayfinding design

*Multifunctional credentials for the world's premier immersive arts conference*

When the world's leading conference for experiential artists and designers relocated for a year to Denver, venues spread across the city posed significant wayfinding challenges. Post-COVID programming emphasized intimate networking alongside keynotes, requiring attendees to navigate between multiple venues while connecting with the right people.

**CHROMAKAIROS** designed multifunctional nametags that doubled as portable programs, with QR and NFC access to an interactive digital map. A color-coded system across badges and venue signage distinguished attendee categories, creating clear visual pathways and helping volunteers quickly support different groups throughout the event.

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# Let's talk!

**CHROMAKAIROS** bridges physical craft with digital content to unlock entirely new creative possibilities for your next campaign. Invite audiences into an intentional moment of active discovery, anchoring the digital experience to a tangible object they'll keep and remember.

Let us know how we can help you bring a tactile activation to life for you or your clients. Send us your questions or project brief, give us a call, or book an introductory meeting to learn more.

*Book a Meeting*

*Jenny Filipetti*

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