



Company Profile

*Custom NFC-enabled objects
and consulting services*

bridging physical + digital worlds

CHROMA  KAIROS

Who we are

bridging physical + digital worlds

CHROMAKAIROS designs + fabricates custom NFC-enabled objects for brand activations, campaigns, and special events, bridging physical craft with digital content delivery.

A tap of a smartphone delivers your digital content with no app required, whether that's a press kit, playlist, program, map, or interactive experience.

Our creative technology studio draws from decades of experience in web development, interaction design, and cultural programming: work grounded in understanding how people navigate both physical + digital worlds. Services range from strategic consultation to full-service design and fabrication—we can lead or integrate with your team.

Why physical objects?

Don't let your next activation disappear into the feed! When digital experiences are anchored in the physical world, entirely new creative possibilities emerge.

Keepsake objects stick in people's hands, minds, and memories in a way that links + QR codes can't. Anchoring content within products or physical environments makes information actionable exactly when and where it matters.

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What we do

We speak both craft and code—helping you create compelling experiences across physical + digital worlds, whether you’re looking for a full-service partner or an experience design consultant to integrate with your team.

What we make	What we offer
<ul style="list-style-type: none">• Personalized objects (medallions, pins, magnets, desk pieces)• Event + promotional items (badges, stickers, keychains)• Custom fabricated or limited edition pieces• Signage + physical touchpoints• Packaging + supporting materials	<ul style="list-style-type: none">• Personalization, design, and custom fabrication• Design and development of digital content or workflows• Strategic guidance, feasibility assessments, and consultation• NFC programming integrated with your existing systems + specifications

Where it comes to life

Memorable communications: Provide press kits, exhibition catalogues, contact details, and event or product information.

Wayfinding: Share interactive maps, event programs, or location-specific information.

Experiences: Product activations, playlists, exclusive content, behind-the-scenes tours, AR experiences, and more.

Commemorative objects: Portals for photos + video from your event, thank yous, letters of acknowledgment or digital mementos.

Selected projects

L'arte è sempre con te

Campaign for Le Gallerie d'Arte di Lugano

A limited edition series to commemorate the annual group show of the Lugano Art Galleries, kicking off their communications campaign “*Art is always with you.*” Art lovers enjoyed instant access to the network’s latest initiatives by simply tapping their phone to their portable medallion, each packaged in a gift bag with a libretto about the campaign.

Afrofuturist exhibition portals

¡GloLoCo! at Palazzo Morando, Milan, Italy

Handmade futuristic portals for a collaborative exhibition between the Afro Fashion Association and Red-Eye Metazine. Each portal accompanied artworks and mannequins throughout the exhibition, serving as tactile gateways to AR experiences, metaverse exploration, virtual try-on, and designer e-commerce.

Wearable wayfinding design

Immersive Design Summit, Denver, Colorado

Multifunctional credentials for the world's premier immersive arts conference. Nametags doubled as portable programs, with instant access via QR and NFC to an interactive digital map to help navigate events around the city. The wayfinding system was reinforced by cohesive color-coding and branding across badges, venues, and sessions.

[**Download project briefs**](#)

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The founder

JENNY FILIPETTI has been building with technology since the modern years, facilitating wayfinding + sense-making across both physical and digital environments. From curating technology content for millions of readers at designboom to designing creative learning spaces for universities + libraries, she has helped architect the blueprint for how technical + design choices actively shape cognitive patterns.

Her practice spans arts + cultural production, universities, and civic infrastructure—specializing in interactive technologies, experience design, and participatory processes that transform how people engage with the people, places, and information around them.

CHROMAKAIROS emerged from the idea that in our hyper-connected yet increasingly isolating world, intimate-scale interventions can restore the possibility for genuine encounter. The small studio is based in Milan, working with a trusted network of local artisans + production partners.

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FAQ

What's the minimum order?

No minimum orders. Projects typically start around 500€. Costs depend on materials, quantity, and design scope—let's discuss what you have in mind.

Timeline

Timeline for fabrication varies by material, complexity, and scale. Plan 4-8 weeks for most fabrication projects, though we can turn around select objects + quantities in 1-2 weeks.

Technical requirements

All iPhone and most Android devices released since 2018 can read web links shared via NFC—no app needed. We program chips to your specifications and can provide implementation consultation for integrating with your analytics.

What materials can you work with?

Our most popular personalization technique seals your full-color graphics beneath resin and integrates them into our brass or wood items. We can also work with a variety of luxury materials including fabrics and veneers. If you have particular needs or existing materials you'd like to incorporate into your piece, let us know.

Can you provide packaging?

Yes, we can complete your limited editions with edition cards or custom packaging tailored to your design preferences + budget.

Let's talk

Let us know how we can bring a commemorative object or tactile activation to life for you or your clients.

Book a Meeting

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