

KAREN HUBER

Atelier



VISUAL COMMUNICATION FOR THE FOOD INDUSTRY

Atelier Karen Huber is a creative laboratory where projects of visual communication are realized for the professional and domestic food industry. The whole process takes place within the same structure, under a single strategic vision: from conception, to cooking and food preparation, to photographic and video services, to graphic processing.

for...

- FOR AGRI-FOOD COMPANIES
- PRODUCERS OF KITCHEN EQUIPMENT AND PROFESSIONAL OR DOMESTIC TABLEWARE
- RESTAURANT
- PUBLISHING
- COMMUNICATION AGENCIES

...to find all this in one place and talk to a only interlocutor is a huge competitive advantage in terms of efficiency, coordination, speed and cost containment.

But above all, who make these communication projects are professionals who know the world of food seriously, having experienced it directly, attended from inside, side by side with those who work there every day, in different countries and cultures.



IDEATION AND REALIZATION

At the base of every communication project there must be a good idea. In a word: "effective", able to tell the product and touch the sensitive strings of the public. This is the first distinctive value of the work of Karen Huber and the team that collaborates with her.

Then the tools: having a kitchen with professional services like STEELCUCINE on site allows you to shoot video and photos in real time.

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SHOOTING

Real-time video and photo images show all the freshness and natural fragrance of food and drink, without having to resort to artificial tricks.

In addition to shooting in still life, the beautiful architecture of the atelier allows striking photo shoots both indoors and outdoors with natural light.



GRAPHIC DESIGN

The post-production of the images and the graphic design are developed in collaboration with the Studio Massimo Mussapi, known in the world of hospitality design, which is located within the same structure.

The circle closes, the project has materialized in times fast according to a single direction and strategic vision.