

Touch The Wood®

COMPANY PROFILE | 2023

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Touch The Wood®

Touch The Wood® is a collective of creative professionals who are passionate about thoughtfully pushing the limits of art and design. Since 2007, our goal has been to innovate while keeping a continuous eye on the future and drawing inspiration from the past. Cultural progression is a fundamental thought in everything we do.

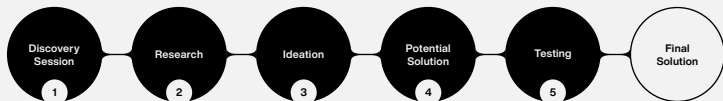
Manifesto.

Touch The Wood® believes that intentional creativity and thoughtful execution, achieved through a collaborative method, are essential for creating valuable experiences for people.

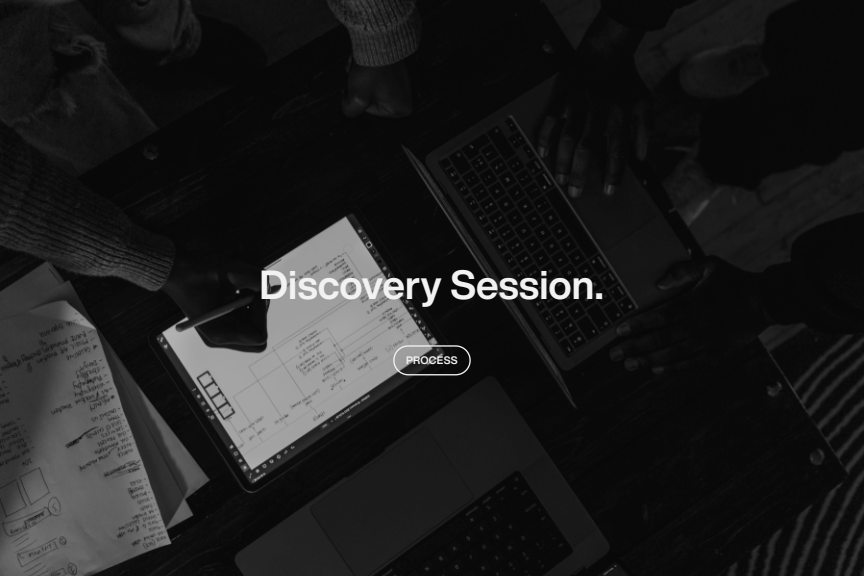
Our primary focus is on creating for the overall human experience, using a blend of physical and digital mediums to deliver strategic and creative solutions. We strive to challenge traditional art and design paradigms and push limits to create innovative and effective outcomes that guide you into the future.

Manifesto.

Process.



Process.




Discovery Session.

PROCESS

The Discovery Session marks the first phase of our work process. Our primary objective during this phase is to establish a clear understanding of the project scope and align expectations between our team and the client. The information gathered during the discovery session is instrumental in creating a design strategy that meets the project goals and delivers a successful outcome.

Discovery Session.

A grayscale photograph showing the back of a person with short, dark hair, wearing a horizontally striped sweater. They are looking at a wall densely covered with various papers, notes, and diagrams. The papers contain handwritten text, sketches, and small images, suggesting a research or creative process. The lighting is soft, and the overall tone is professional and focused.


Research.

PROCESS

Research plays a crucial role in our work process. It involves a systematic investigation and analysis of problems, objectives, and solutions, which enables us to gather information, gain insights, and identify opportunities. Through research, we develop an informed, relevant, effective, and forward-thinking approach to design and art. Additionally, it helps us to identify potential issues early in the process, minimizing the risk of errors, and ensuring that the end product meets the needs of the users.

Examples of research we do: User Research, Market Research, Material Research, Visual Research, Contextual Research, Technical Research, Historical Research, Concept Research and more.

Research.



Ideation.

PROCESS

In this phase, we engage in an extensive process of ideation, prototyping, and exploration, drawing upon the research conducted in the preceding phase to identify the most effective approaches to the problem at hand. During this phase, we break free from conventional thinking and approach the problem from new angles. Techniques such as mind mapping, analogies, or even role-playing may be used to generate and explore ideas. The aim is to produce a significant quantity of ideas and concepts, without initially worrying about whether they are practical or feasible.

Once we have a significant pool of ideas, we embark on a process of refinement and evaluation, analyzing each concept against the project objectives, user needs, technical constraints, and other relevant factors.

Through this iterative process of analysis and synthesis, we combine, modify, or discard ideas until we arrive at a refined set of potential solutions that meet the needs of the problem at hand. Ultimately, this phase is about exploring new possibilities and pushing the boundaries of what is possible to arrive at the best possible solutions.

Ideation.

Potential Solution.

PROCESS

Potential Solution refers to the outcome of all the previous design phases. In this phase we evaluate if the potential solution meets the functional requirements of the problem but also taking into account other factors such as user needs, technical feasibility, aesthetics, and sustainability. The result is an unrefined product (prototype) ready for testing.

Potential Solution.



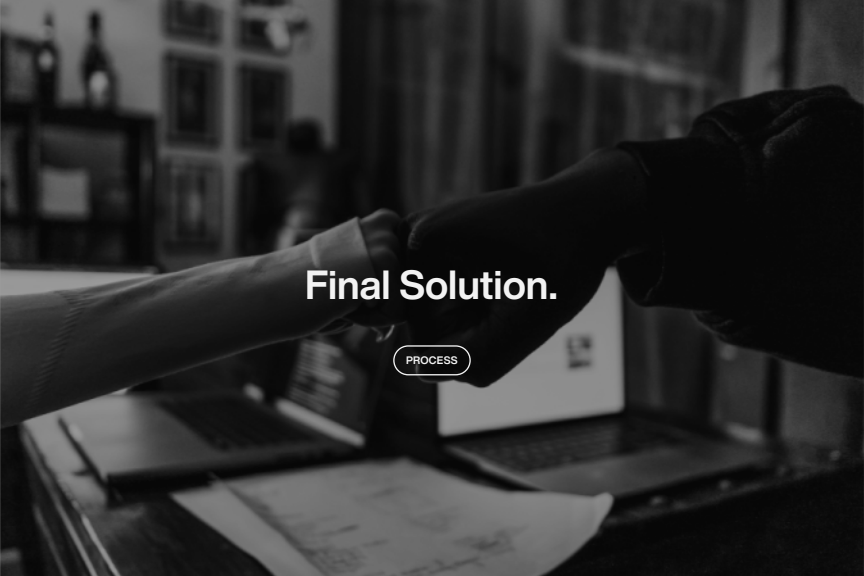
Testing.

PROCESS

In our design process, testing is an integral part that takes place in the later stages of development, typically after prototypes have been created. We employ a range of testing methods, including usability testing, A/B testing, and user acceptance testing, to evaluate the effectiveness and user experience of our developed solutions.

Usability testing involves observing users as they interact with the potential solution, collecting feedback on their experience, and identifying areas for improvement. A/B testing is used to compare two versions of the solution to determine which one performs better. User acceptance testing is conducted in a real-world environment to evaluate the potential solution's effectiveness and user satisfaction.

By using a variety of testing methods, we can gather valuable insights and data that inform the refinement of our potential solutions. This iterative process ensures that we arrive at a final design solution that meets the needs of the users and effectively solves the problem at hand.



Final Solution.

PROCESS

Final solution refers to the result of the entire process (a ready-to-use solution) that successfully resolves the needs of the project, meets the needs of the user, and delivers a positive user experience, while also taking into account the broader context and considerations such as sustainability, accessibility, and ethical implications.

Final Solution.

Services.

Art & Creative Direction

Strategy

Event Production & Logistics

Design

Photography

Videography

Club Experience

Brand Affiliation

Services.



Art & Creative Direction.

SERVICES

Our Art Direction services go beyond just creating visuals. We work to develop a creative solution that captures the essence of the brand and project. Every detail is considered, from the visual style, overall aesthetic to how it feels and communicates on a psychological and emotional level. Our aim is to create a cohesive and impactful experience that effectively communicates the core message.

When it comes to Creative Direction, we cover the entire creative process, from ideation to execution. Our team works collaboratively to bring the project to life. We ensure that every element of your project aligns with your brand's identity and objectives while also standing out in a crowded marketplace and engaging your target audience in a meaningful way.

Art & Creative Direction.



Strategy.

SERVICES

A strategy is a set of well-defined plans and actions designed to achieve specific objectives that are aligned with a company's mission, vision, and values. We offer services to help you develop a comprehensive strategy that takes into account your unique business needs and market conditions.

Our team will work closely with your brand to identify its strengths and weaknesses, analyze its competitors, and identify opportunities for growth and innovation. We provide market research, business planning, product development, branding and marketing, financial analysis, risk management services and more.

We help you create a roadmap for success, set measurable goals and targets, and establish a clear plan of action.



Event Production & Logistics.

SERVICES

We provide a full-service event management solution, from creative ideation to social media content, communication strategy, and PR activities. Our team collaborates with vendors, sponsors, DJs, and artists to plan, organize, and execute events with meticulous attention to detail, creating unique and memorable experiences for our clients.

Event Production & Logistics.

A black and white photograph of a person's hand using a stylus to draw on a tablet. The tablet screen shows a design application with a grid and various tools. A paper with sketches is visible in the background. The word "Design." is overlaid in the center, and a "SERVICES" button is at the bottom.

Design.

SERVICES

We understand that design is not just about aesthetics, but about solving problems, creating meaningful experiences, and cultural advancement through strategy and research.

With a focus on innovation and creativity, we offer a diverse range of specialized design services, including brand identity design, UI/UX design, product design, graphic design, 3D & motion graphics design, and web design.

Our team is committed to delivering design solutions that are not only aesthetically pleasing, but also functional, user-friendly, and effective in achieving your business objectives. To achieve this, we adopt a collaborative approach, working closely with our clients to gain an in-depth understanding of their unique needs, goals, and target audience.

Design.



Photography.

SERVICES

We understand that businesses need more than just beautiful images - they need a strategic visual narrative that communicates the brand's message and engages the audience.

Our team of not only capture stunning images that highlight the unique features of your products, services, and brand, but we also apply research and strategy to create a visual story that resonates with your target audience.

Photography.

A dark, high-contrast silhouette of a person from the chest up, facing left. They are holding a professional video camera with a microphone attached. The background is a dark gradient with some faint, light-colored geometric lines.

Videography.

SERVICES

We offer a diverse range of videography services that cater to a wide variety of needs and preferences. Our team excels in capturing stunning visuals that can bring your brand to life, and we go above and beyond to ensure that your brand's story is communicated in an engaging and compelling way.

To achieve this, we don't just rely on our creative talents - we also invest time and resources into research and strategy to truly understand your brand and its unique selling points. By doing so, we are able to tailor our videography services to your specific requirements.

Videography.



Club Experience.

SERVICES

Since 2007, we've been dedicated to breaking traditional musical patterns and innovating. Touch The Wood Club was where it all started. Our passion for constantly reinventing ourselves is reflected in every event we host. We integrate the club experience into everything we do by exploring new cultural trends and influences while valuing the principles of streetwear and culture. We strive for unique and memorable experiences through creative ideas, social content, communication strategy, and collaborations with local and international brands, DJs, and artists.

Club Experience.



Brand Affiliation.

SERVICES

We are an agency that believes in the importance of collaboration and partnerships to achieve successful results. We offer brand affiliation services to create strong connections between your brand and other complementary brands. This allows us to increase the visibility of your brand, promoting a coordinated and cohesive image. With our experience and extensive network of contacts, we are able to select the right partners for your business, offering you advantageous and lasting collaboration opportunities. Our strategy is based on enhancing synergies between brands, creating a network of solid and successful relationships that lead to concrete and lasting results.

Brand Affiliation.

Select Clients.



NETFLIX



**Foot
Locker**

prime video


Select Clients.



BMW

Bayerische Motoren Werke AG, abbreviated as BMW, is a German multinational manufacturer of luxury vehicles and motorcycles headquartered in Munich, Bavaria.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics

Select Clients.

**NIKE**

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics
Photography
Videography

Select Clients.

NETFLIX

NETFLIX

Netflix, Inc. is an American media company based in Los Gatos, California. Founded in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California.

WHAT WE DID

Event Production/Logistics
Strategy
Design
Brand Affiliation

Select Clients.

**HAVANA CLUB**

Havana Club is a brand of rum created in Cuba in 1934. Originally produced in Cárdenas, Cuba, by family-owned José Arechabala S.A., the brand was nationalized after the Cuban Revolution of 1959.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics
Photography
Videography
Club Experience

Select Clients.

**RED BULL**

Red Bull GmbH is an Austrian private company known for its range of energy drinks of the same name. It is also known for its sponsorship of a range of sporting events and teams. The headquarters of Red Bull GmbH are located in Fuschl am See, Salzburg.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics
Photography
Videography
Club Experience

Select Clients.

**ADIDAS**

Adidas AG is a German multinational corporation, founded and headquartered in Herzogenaurach, Bavaria, that designs and manufactures shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics

Select Clients.



FOOT LOCKER

Foot Locker Retail, Inc. is an American sportswear and footwear retailer, with its headquarters in Midtown Manhattan, New York City, and operating in 28 countries.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics
Photography
Videography
Brand Affiliation
Club Experience

Select Clients.

**AMAZON PRIME VIDEO**

Amazon Prime Video, also known simply as Prime Video, is an American subscription video on-demand over-the-top streaming and rental service of Amazon offered as a standalone service or as part of Amazon's Prime subscription.

WHAT WE DID

Art & Creative Direction
Strategy
Design
Event Production/Logistics
Photography
Videography
Brand Affiliation
Club Experience

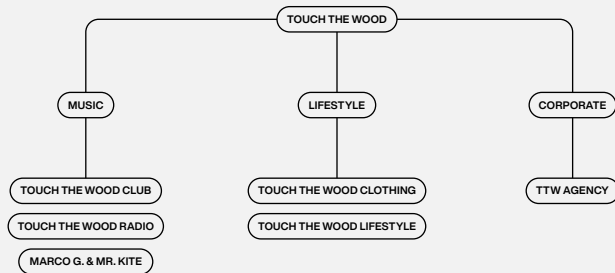
Select Clients.

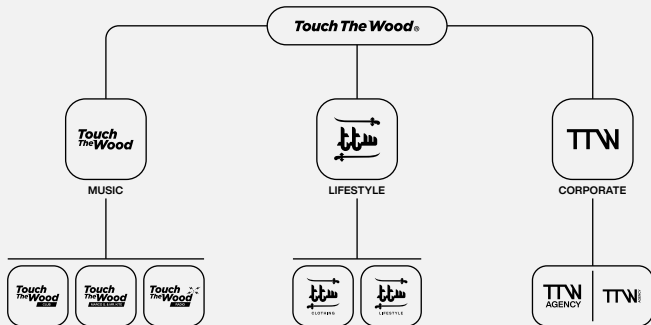
Team.

At our core, we believe in the power of teamwork and collaboration. That's why we have built a network of **more than 20 talented employees and close collaborators** who work together to conceptualize and execute ideas for our clients. With a focus on quality over quantity, we prioritize agility and innovation in all of our work. Together, our adaptable teams bring a fresh and dynamic approach to every project we undertake.

Team.

TTW Tree.





TTW Tree.

Contact.

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Touch The Wood®

