

Creative Director, immersive & spatial experiences

Alice Labourel

**Former architect and ballet dancer, I
create experiences that connect
people to their surroundings,
making them move, dream and
awaken their senses.**

10+ years directing immersive experiences and visual
storytelling for brands and cultural spaces including
La Pedrera, Formula 1 and CaixaBank.

For ambitious clients who want people to remember not
just what they saw, but how it felt.

Portfolio 2026



INTRODUCTION

Creative Director, immersive & spatial experiences.

I am a French Creative Director with a background in architecture and classical ballet. My work explores the meeting point of movement, space and technology, creating immersive experiences where the digital and the physical blend seamlessly, guided by rhythm, emotion and storytelling.

I have led the creative direction of large-format, technically complex installations, from concept to delivery, guiding multidisciplinary teams across immersive brand experiences, mixed-reality exhibitions and interactive spatial environments, including a mixed-reality experience at La Pedrera and the creative direction of the scenography and digital content for a Formula 1 gala. Today, I take on a few projects a year, for ambitious brands and cultural institutions.

Combining drawing, 3D and emerging tools such as generative AI, I keep exploring new ways of connecting body, environment and imagination.

I live close to nature in South-West France, a constant source of inspiration for my work. I work remotely and travel often, on site whenever a project needs me.

WHAT I DO

Creative direction, from first idea to opening night

Pitch and concept leadership

Scenography and spatial storytelling

Immersive and mixed-reality experiences

Leading multidisciplinary teams: 3D, development, production

BACKGROUND

Master in Architecture, École Spéciale d'Architecture, Paris (diploma supervised by Peter Cook)

Exchange, SCI-Arc, Los Angeles

Master in 3D Animation, Universitat Pompeu Fabra, Barcelona

BRANDS & INSTITUTIONS

Formula 1 / Audi / CaixaBank / “la Caixa”
Foundation / 3Cat / La Pedrera / Iris van
Herpen / OFFF

STUDIOS

Glassworks / Melt / Instronic / Trizz / Will Alsop / Peter Cook

PRESS

Dezeen, 2013
The Hidden Orchestra

designboom, 2025
A Tiny Bead of Pure Life, ISE × Llum BCN

OpenSea, Artist Spotlight, 2021
NFT collection

Panorama Audiovisual, 2025
Flors de Veu

SELECTED WORK

01	Magical Vision	2022	La Pedrera, with Melt	Mixed reality
02	Formula 1 Gala	2025	Grupo Focus for Formula 1, with Instronic	Scenography and content
03	Mystical Oasis	2025	Onic by Instronic	Adaptive screen artwork
04	A Breath of Spring	2025	CaixaBank, with Instronic	Adaptive multi-screen artwork

ALSO

05	More formats	2020–2025	Symphony, Audi e-tron, Continuum, Flors de Veu	VR, hyper-reality, mapping, real-time
06	The Hidden Orchestra	2013	Architecture diploma, with Peter Cook. Featured in Dezeen	Drawing, architecture
07	Digital artist	Ongoing	ISE 2025 performance, NFT collection	3D, Cinema 4D

PROJECT 01 OF 04

MAGICAL VISION

As Artistic and Creative Director, I led the creation of a mixed-reality experience inside La Pedrera-Casa Milà, a UNESCO site welcoming over one million visitors a year.

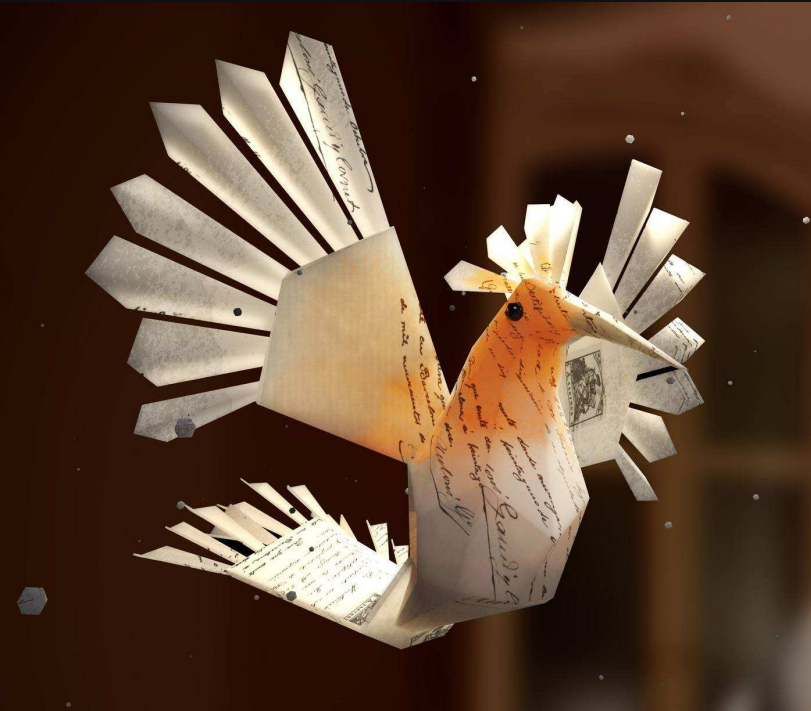
Experience Permanent mixed-reality exhibition
Tools Microsoft HoloLens 2, Unity, 3D spatial audio (with OIDO)

With the Melt team, we delivered the entire experience, from concept and script to software and visual development. Wearing HoloLens 2 glasses, visitors explore the spaces around the Patio de las Mariposas, opened to the public for the first time, where holograms blend with the original architecture: a second layer revealing the building's history, voices rising from an old radio, and the animals that inspired Gaudí fluttering through the space.

A paper bird, narrator and guide, leads the way. Its origami, low-poly language respects both the architecture and the limits of the headset, keeping the monumental building at the centre of attention.

[See the project on Melt](#)

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The paper hoopoe, narrator and guide



Entrance to the experience



Patio de las Mariposas, the hoopoe takes flight



Digital petals flying away after caressing the walls



A second layer over the original architecture

MAKING OF

From first idea to opening day, I wrote the script and the narrative, designed the digital assets and holographic environments as well as the physical sets and props, led the costume direction and directed the live-action shoot on green screen. I then oversaw the integration on site and the design of every interaction, making sure each moment stayed true to the original intention.

*Drawing the paper hoopoe**Animating the paper hoopoe**Filming the holographic characters on green screen**Visitors inside the experience*

PROJECT 02 OF 04

FORMULA 1 GALA

As Creative Director for scenography and digital content, I participated in creating the Formula 1 Circuit Gala Dinner experience for 200 guests, with the teams at Grupo Focus, Fira Barcelona and Instronic. I drew the stage design and the screen integration, and created the entire content of the screens for every moment of the evening.

Experience Live gala, end-to-end experience design
Tools LED stage screens, CGI motion content, stage lighting

I approached the evening as a choreography of space, light and image. I designed the layout of the venue, the screens and the helmet-shaped stage to frame each stage of the gala: guest arrival, dinner, speeches and brand presentations.

I then created the content for each of these moments: cinematic renders calibrated for the dining experience, present yet unobtrusive, and transitions carrying speeches, music and corporate films with fluidity.

[See the project on Instronic](#)

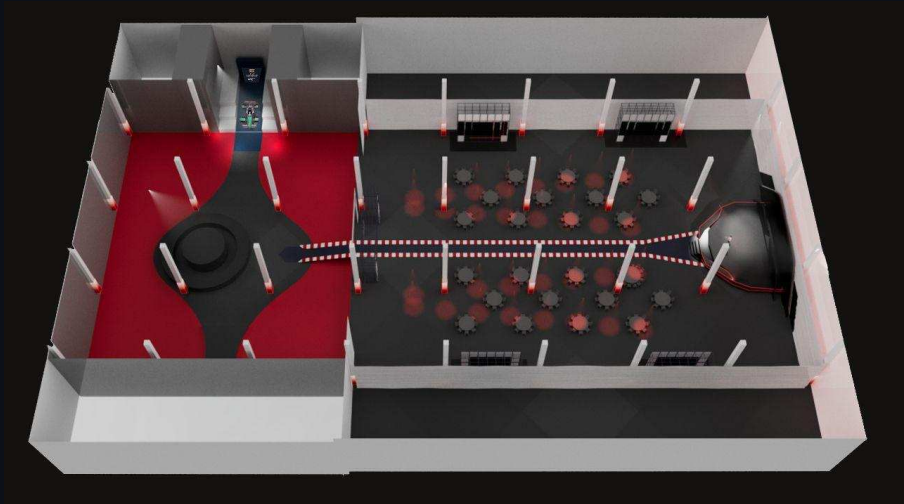
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Speeches framed by the stage



The runway leading to the helmet stage



3D spatial plan of the venue



Stage render, curved LED screens



Screen content, standby loop on the panoramic LED screen

PROJECT 03 OF 04

MYSTICAL OASIS

Mystical Oasis is part of Onic, Instronic’s collection of screen artworks designed to adapt to any screen shape and transform the spaces they inhabit. It reflects my own visual world, and has become one of the collection’s most successful pieces.

Experience Adaptive screen artwork, 60-second loop, day and night versions
Tools Large-format LED screens, CGI animation (3D artist: Ion Romero)

A serene, dreamlike landscape of sculptural forms, still water and soft vegetation, in two scenarios with day and night versions that shift the mood of a space. At Aqui in Madrid, it brings nature and light into a long, dim office lobby; at Phenomena in Barcelona, it turns a cocktail bar from chic to calm.

Beyond this piece, I art directed and oversaw the whole Onic platform: shaping each artwork, its variations and its possible adaptations to any type of screen and format.

[See Mystical Oasis on Onic](#)

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Day version, lobby LED wall



Aqui, Madrid: light brought into a long, dim office lobby



Aqui, Madrid, from the entrance

VISUAL RESEARCH



MORE OF MY ARTWORKS FOR ONIC

[Maze ↗](#)

[Vegetal Wall Spiral ↗](#)

[Floral Serenity ↗](#)

[Caress of the Earth ↗](#)

[White Christmas ↗](#)

[Explore the Onic collection](#)

PROJECT 04 OF 04

ABREATH OF SPRING

A Breath of Spring is an artwork designed to adapt to more than 20 different screens and formats across CaixaBank’s All in One centres in Spain: curved LED walls, columns, ATM lobbies and façades.

Experience Adaptive artwork across 20+ screens and formats

Tools Curved LED walls, columns, ATM lobbies, façades, CGI animation

This piece celebrates spring: a meadow where dandelions take flight and drift in the wind, following the curves and cut-outs of each space, and bringing a moment of softness into an everyday banking environment.

[See the project on Instronic](#)

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ONE ARTWORK, ADAPTED TO EVERY SCREEN



Dandelions drifting across LED walls, columns, ATM lobbies and lounges



Curved wall and column



ATM lobby



Lounge wall

MORE FORMATS

Beyond screens and stages: the same approach to space, rhythm and image, carried into virtual reality, hyper-reality, projection mapping and real-time interaction.

Virtual reality

Symphony

Client: "la Caixa" Foundation. Direction: Igor Studio. Production: Glassworks. 2020

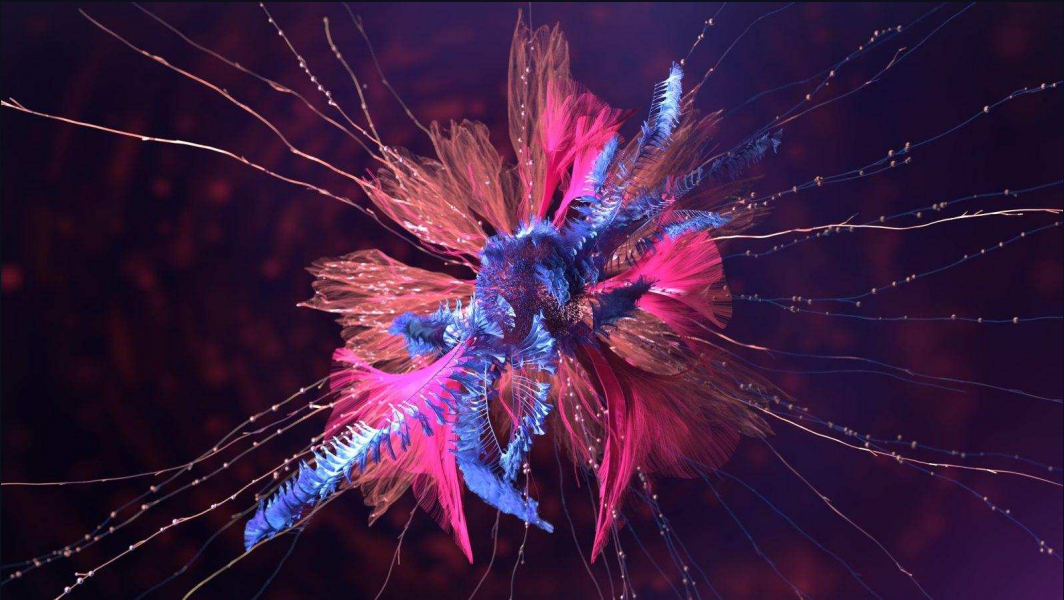
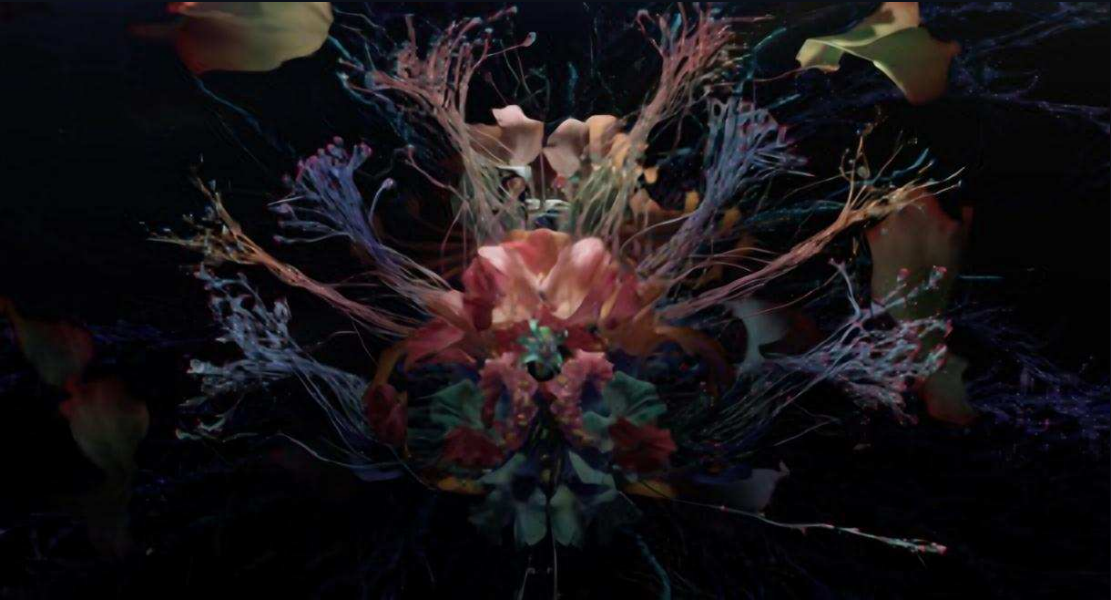
Experience Award-winning travelling VR experience

Tools VR, 360° imagery, spatial 3D sound

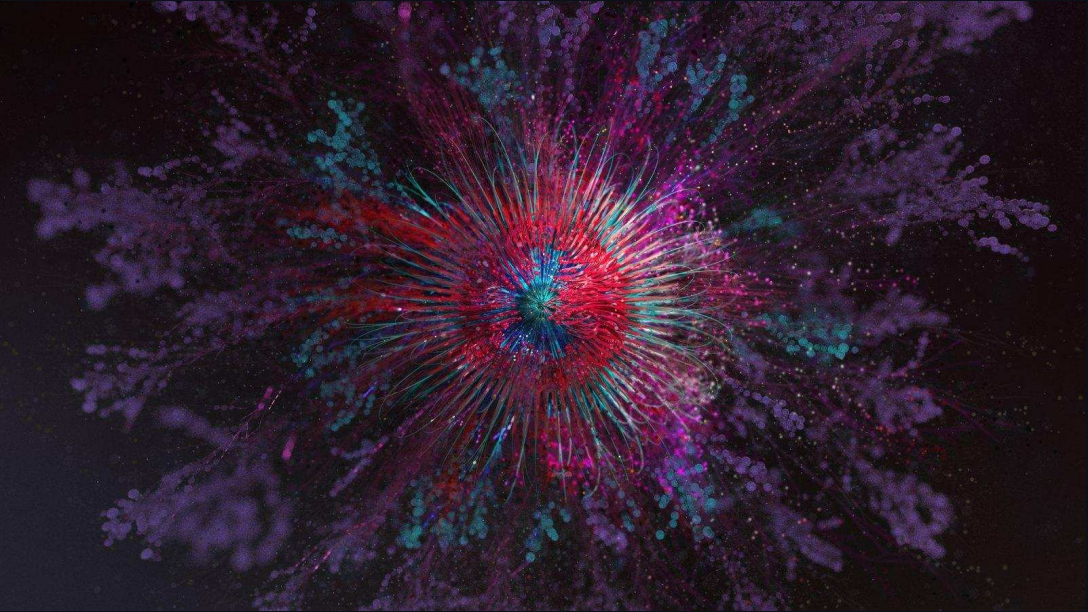
An immersive journey inside a symphony orchestra, guided by conductor Gustavo Dudamel with the Mahler Chamber Orchestra, touring internationally for the "la Caixa" Foundation. At Glassworks, I contributed concept art and visual development, then 3D production.

[See the project on Igor Studio](#) [Watch the trailer](#)

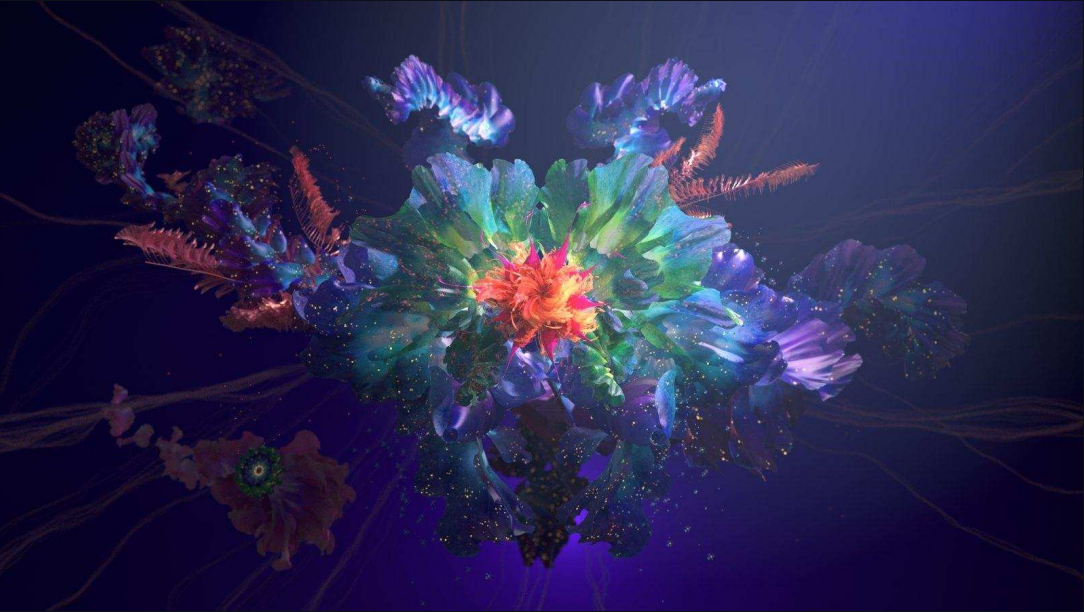
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Concept art, explosive bloom



Concept art, burst of filaments



Concept art, luminous flower



A luminous forest inside the music



On tour: the audience inside the experienc...



Save the date with Gustavo Dudamel

Hyper-reality

Audi e-tron Room

Client: Audi. Production: Melt. 2020

Experience Hyper-reality, multiplayer VR

Tools HTC Vive Pro, full-body motion tracking (36 cameras, 28 sensors)

A hyper-reality journey through time to Audi's future, blending VR headsets with full-body motion tracking: 36 cameras and 28 sensors mapping players and physical objects into the virtual world. As concept artist, I designed the architectural scenography and the graphic design of the physical space, and the concept art for the virtual journey.

[See the project on Melt's site](#)

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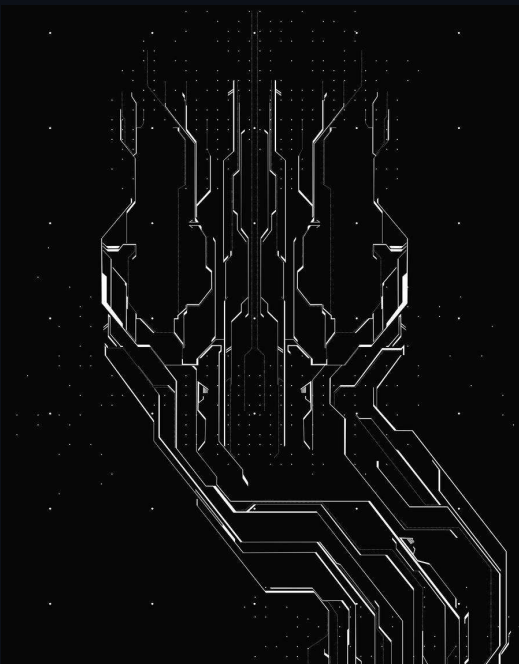
Players on the circuit floor, 36 cameras tracking every move



Scenography, the neon corridor



Entrance corridor



Floor graphic design

Projection mapping

Continuum

The Screen, OFFF Barcelona 2025. Disseny Hub Barcelona façade. Instronic Studio. Creative Director

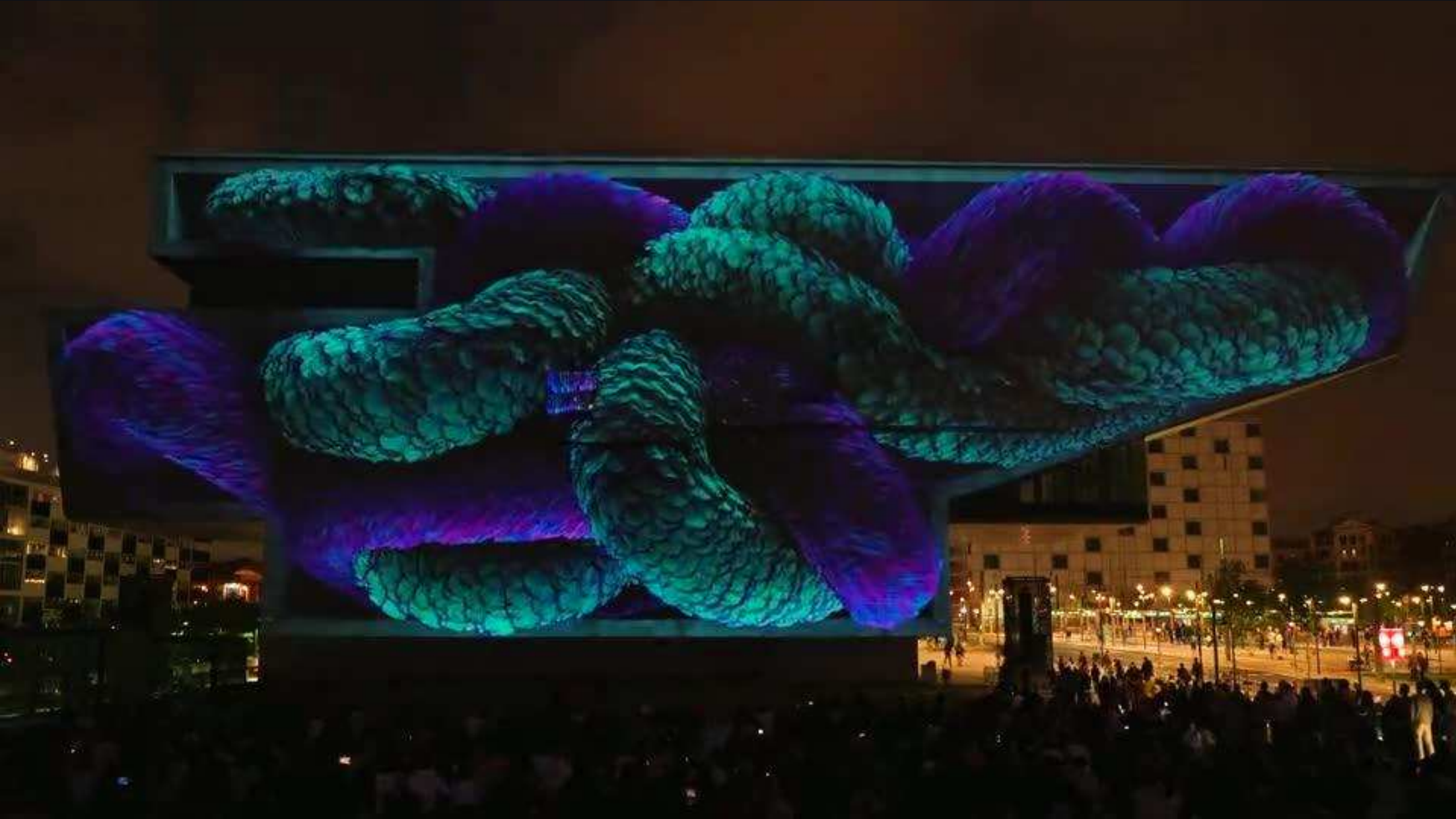
Experience Projection mapping on a museum façade, festival night show

Tools Large-scale façade projection, CGI animation

Created for The Screen, the first mapping showcase of OFFF Barcelona, projected onto the façade of Disseny Hub Barcelona during the festival. Monumental knotted forms, covered in iridescent feathers and scales, coil and unravel across the building, playing with its geometry to make architecture appear alive.

[See the project on Instronic](#) [About The Screen at OFFF](#)

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Continuum on the Disseny Hub façade, OFFF 2025



Reference, pain...



Reference, peacock ...



Reference, iridescent plumage



Knotted forms filling the façade

Real-time interactive

Flors de Veu

Client: 3Cat, with Sónar. Production: Melt. ISE Barcelona, 2025

Experience Voice-driven augmented reality, multisensory installation

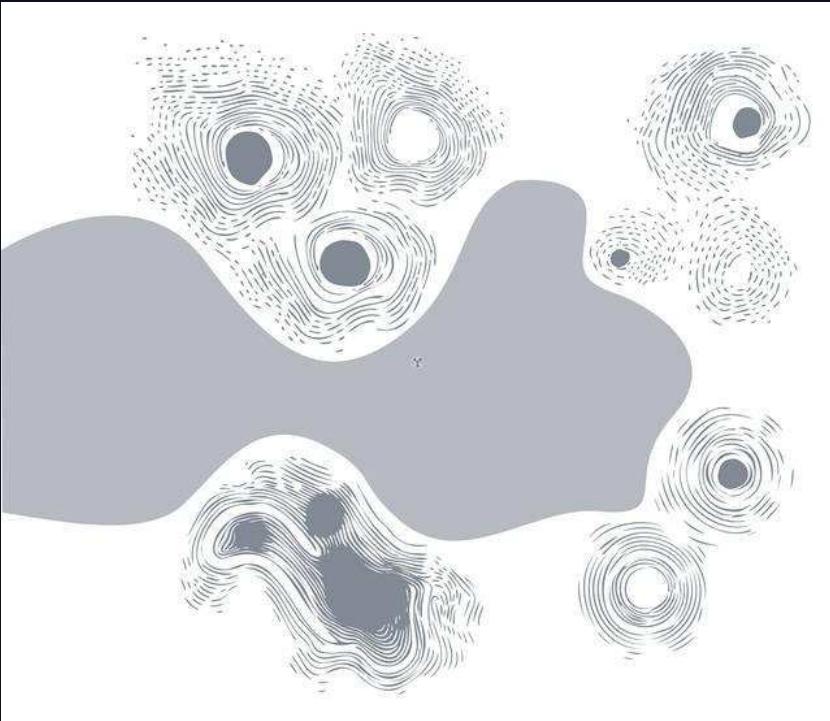
Tools Real-time AR, large-format screen, iPads, sound universe by María Arnal

Presented on the 3Cat stand at ISE 2025, Flors de Veu lets visitors grow flowers by singing and moving an iPad. Inside a sound universe created by artist María Arnal, the design adapts in real time to each user's voice and gestures, creating a unique flower in augmented reality, also displayed on a large screen. I art directed the experience, designed the 3D assets and the physical scenography.

[Read about it in Panorama Audiovisual](#)



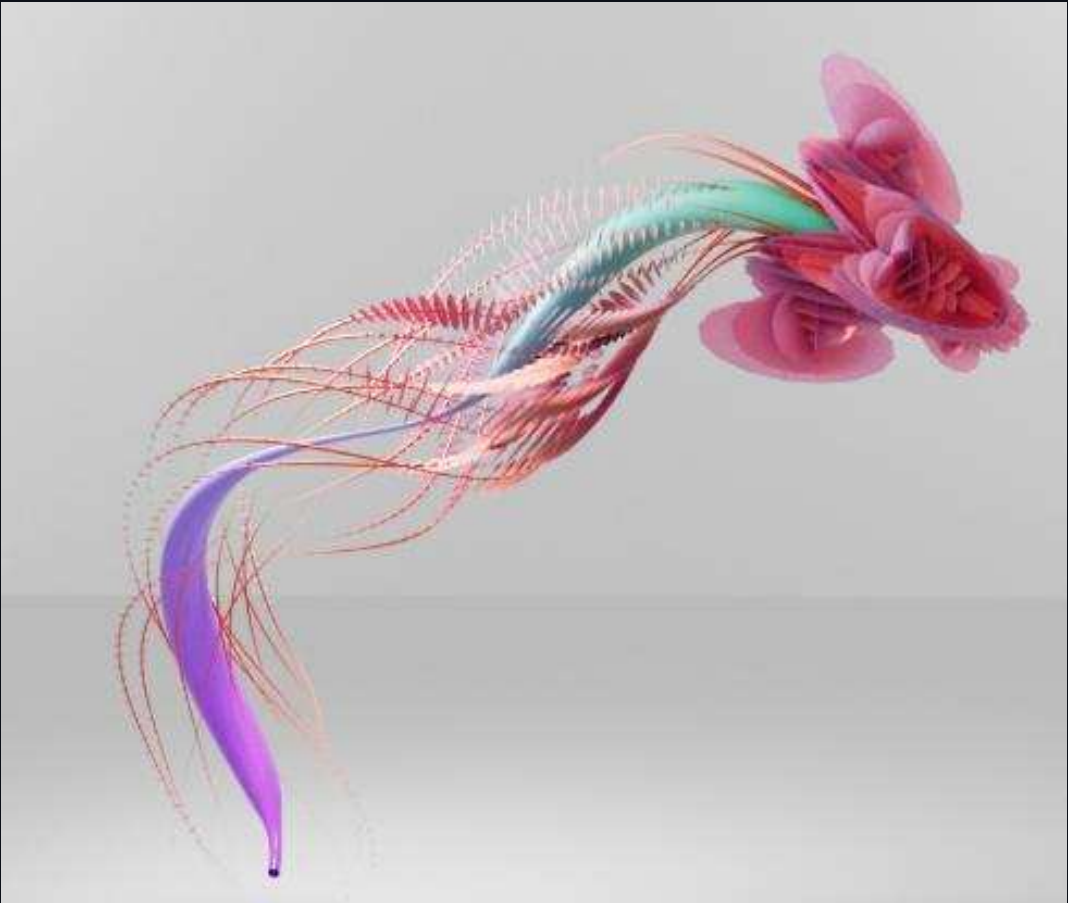
On site at ISE 2025. Photo: 3Cat



Floor graphic design



An imaginary flower, grown by a voice



Flower study



Flower render

THE HIDDEN ORCHESTRA

Master's diploma in Architecture
École Spéciale d'Architecture, Paris

2013
Supervised by Peter Cook

My architecture diploma, supervised by Peter Cook: a ballet school on the cinematic banks of the Los Angeles River, and the project that still guides my method today.

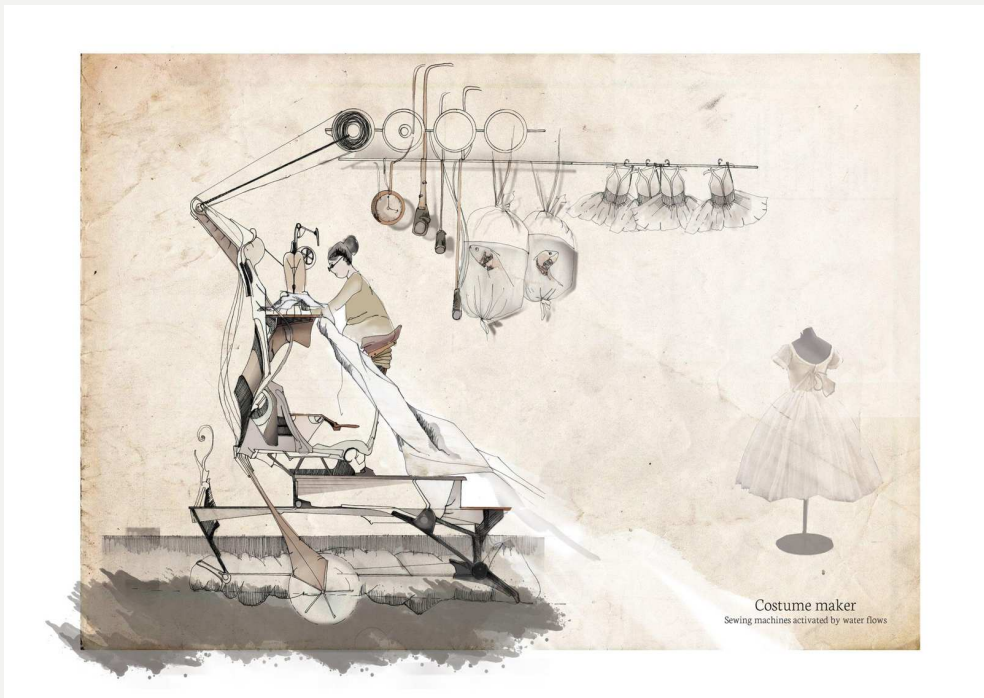
Programme Ballet school on the Los Angeles River
Tools 3D modelling, hand drawing and rendering, digital reprocessing



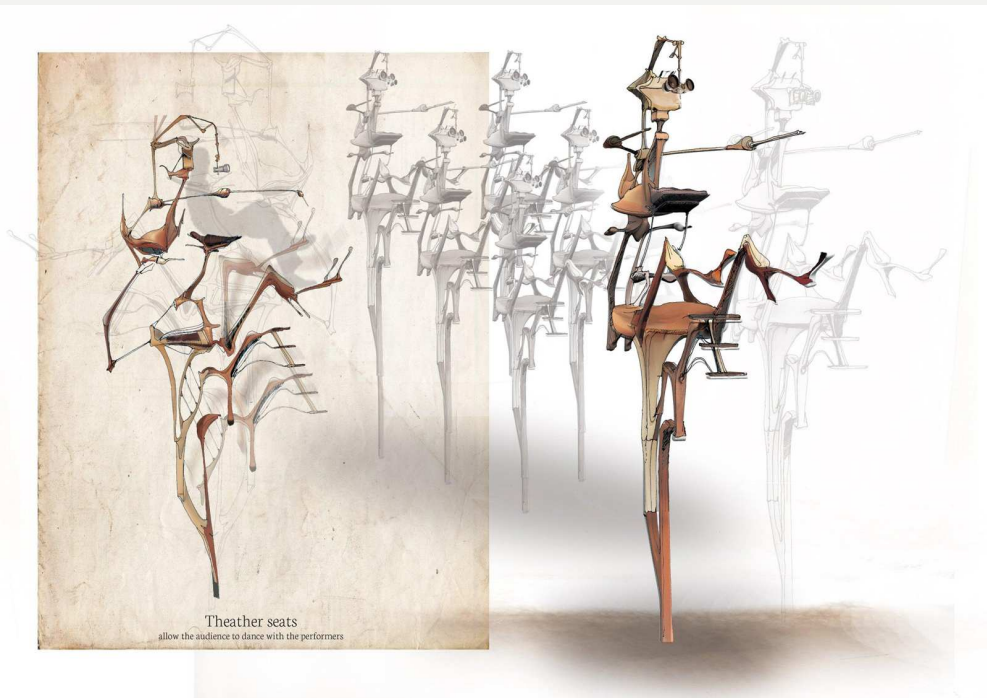
Axonometry



The dance studio



Costume maker machine



Theatre seats

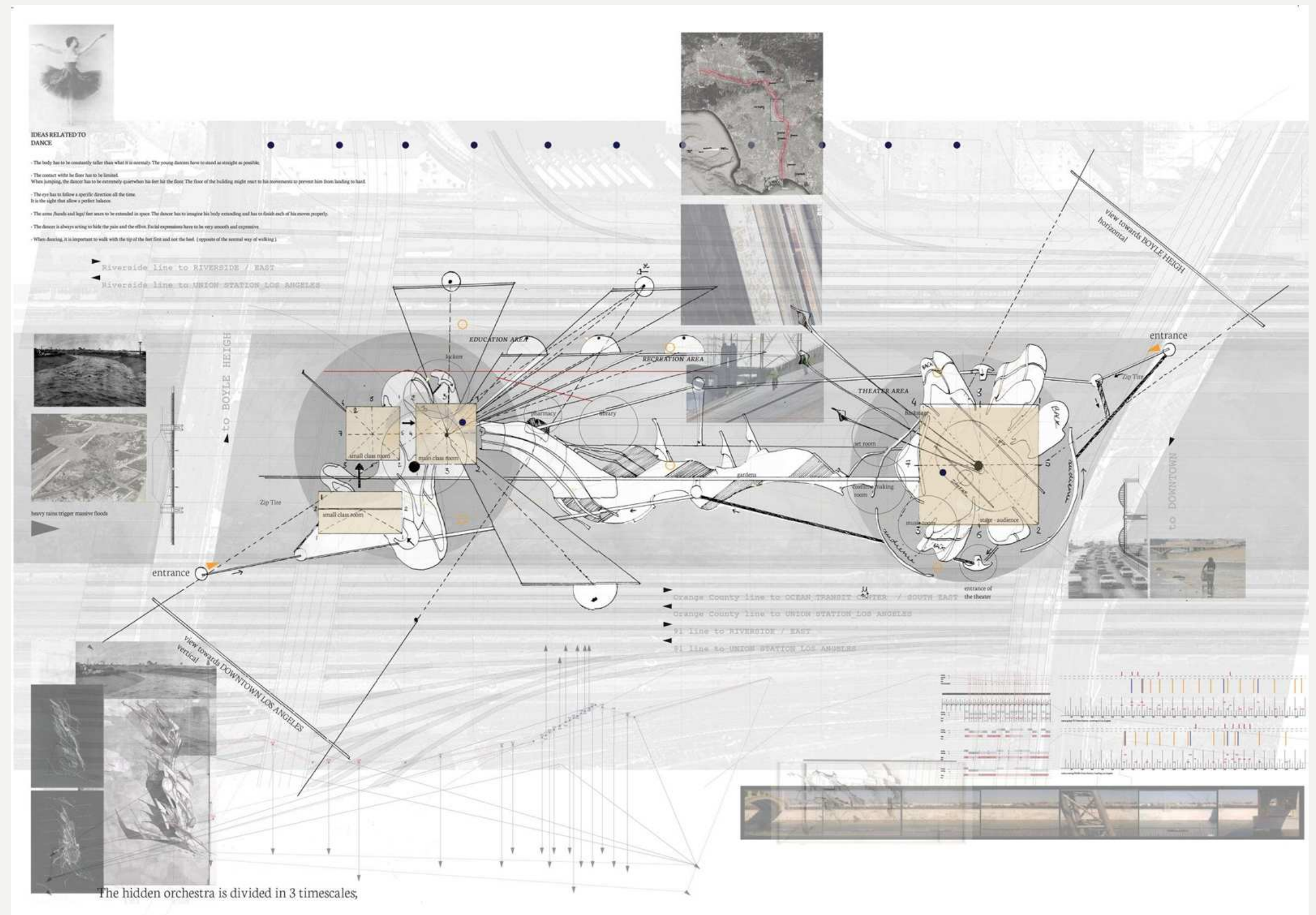
The Hidden Orchestra attempts to render subjective experience as objective reality: to build the real from what we perceive. The school evolves over time, shaped by external forces such as passing vehicles and the flow of water, and by the activities within. Like a child using their imagination, its inhabitants fill in the gaps and construct their own realities.

Its architectural language grew from the structure of film. Three timescales organise the building: the 24-hour schedule of the school, the 19 seconds a train takes to travel from one bridge to the next, and the yearly arrival of water in the river. Every element draws on organic shapes found in nature, conceived in 3D, redrawn and rendered by hand, then reprocessed digitally.

In the dance studios, the floor hides small bags of red paint: if a dancer lands too hard, the paint spreads into the surrounding fabric, as if the building were sending a signal. The architecture is made to make people dance.

Film, time, movement and emotion as design tools: the method I still bring to every immersive experience.

Featured in Dezeen, April 2013 [See the full project](#)



Plan on the Los Angeles River

DIGITAL ARTIST

A parallel practice of imaginary creatures, digital herbaria and sculptural still lifes.

Built in 3D with Cinema 4D, often drawing on mythological tales, this work is my research ground for textures, materials and moods later brought into commissioned projects. Part of it was released as an NFT collection, featured in OpenSea's Artist Spotlight in July 2021.

A Tiny Bead of Pure Life

Screen performance, 15 min 06/02/2025

ISE 2025 × Llum BCN, Fira de Barcelona Artist

Gran Via

Experience Screen performance, 15-minute animated film

Tools Giant LED welcome screen, Cinema 4D

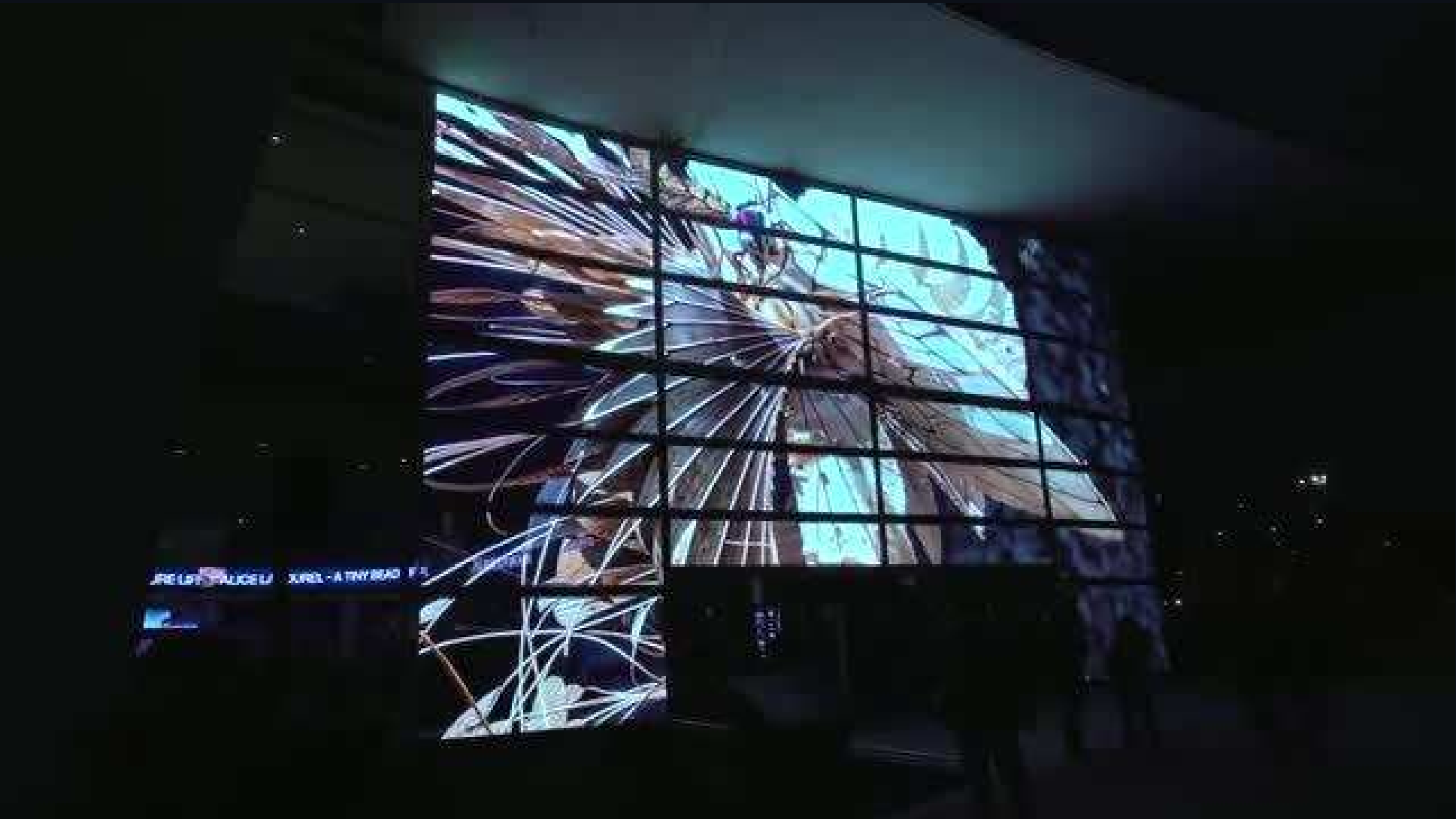
Invited by ISE as a guest artist, I premiered a 15-minute animated journey on the South Access Welcome Screen, as a preview of Llum BCN, Barcelona’s light arts festival.

Inspired by Virginia Woolf's essay The Death of the Moth, the piece travels through surreal landscapes to reflect on the fragile, often overlooked beauty of life.

Featured in designboom



Golden botanical forms and moths



On site at Fira de Barcelona Gran Via, 6 February 2025

NFT collection

Digital artworks made with Cinema 4D

Since 2021

3D simulations and rendering

8 works



The Death of the Moth I



Mandrake



The White Tiger



The Death of the Moth II



Mariposa



Wings



Dali



The Vermilion Bird

Let's talk about your next project.

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