



We are creative makers. We like to
connect ideas and put them in motion.
We are JITU.



#create

#dare

#share



ABOUT US

We are a creative production studio founded in China, in Beijing & Shanghai, and now located in Los Angeles (US) & Paris (France).

We create and produce branded content with a strong emphasis on design that serves our visual storytelling.

Like our inspiration and ideas, our team is coming from China and all over the world. We consider ourselves as a Chinese international studio.

We are creative makers. We like to connect ideas and to put them in motion.

In addition to our core team, we collaborate with talents ranging from producers, directors, DoP, copywriters, photographers, developers to creative Directors, strategic planners; as well as with marketing, advertising, event, mobile app agencies, tech start up that share the same values and passion. **We are partners & collaborators by definition.**

We imagine stories and define concepts with you. We then flesh them with still photographs, illustrations and videos. We finally enhance them with 3D animations, motion graphics, music, voices and sound design.

JITUERS



Antoine Breton 安心

Producer, Creative, Director

Antoine Breton is the co-founder and creative Head of JITU studio, since 2006.

Antoine is a French multi-talented artist and entrepreneur. His skills range from being a filmmaker, writer, photographer, camera operator, video editor, music composer & designer. His approach and input into these different areas permit him to understand technically and creatively all the projects he is involved in.

Antoine strongly believes in integrated solutions/concept/products and for many years believed that a creative agency & a production house should be one complete entity in order to create and follow up closely on the entire process, thus serving the client more wholly. He came in China because he knew that it was the only place where avant-garde & cutting projects could be developed with a different approach and subsequently founded JITU studio. He's responsible for the concept development and direction of most of the projects produced by JITU studio.

As a director, he has directed short movies, music videos, viral videos, documentaries, advertising & corporate videos, TV commercials and animations 2D/3D.



Karen Fang 方晓婷

Executive Producer

Karen Fang is Chinese-American and producer, living in China since 1999.

She has a strong knowledge and experience in production and post-production workflows. Karen developed and produced, for local and international brands: online & offline commercials, advertising videos, viral & promotional videos, documentaries, websites, mobile applications, 2D/3D animations, internal & online platforms, print ad, branding, event KV, as well as overseeing media coverage for large scale events. She also created and produced events.

Karen has impressive skills and experience in management, public relations and fundraising in both the corporate and non-profit worlds to impact change on a wider scale. She was the Public Relations and Fundraising Manager for the Special Olympics East Asia (NGO), from 2004 to 2006. She provided Public Relations, fundraising and development support for regional programs in Mainland China, South Korea, Hong Kong, Macau and Taiwan, creating and managing small to large scale events for sports competitions, fundraising and public awareness. She managed the NGO's yearly regional budget and acted as main liaison between the East Asia region and international headquarters in Washington, DC for all issues, including those beyond the PR and fundraising realms.

Clients 客户



Volkswagen



一汽-大众
FAW-VOLKSWAGEN



Audi



Škoda
SIMPLY CLEVER



BENTLEY



Mercedes-Benz



PEUGEOT
东风标致

AMG



LEXUS



PORSCHE



LINCOLN

LYNK & CO

ARUP



L'ORÉAL

YUE-SAI
羽西

L'OCCITANE
EN PROVENCE

EAU THERMALE
Avène

HOUSE
99

DAVID BECKHAM

LANCÔME
PARIS

LUX

BVLGARI
ROMA

Cartier

LVMH
MOËT HENNESSY LOUIS VUITTON

FASHIONONE

SWAROVSKI

TISSOT
Swiss Watches since 1853

marie claire

P&G
Procter & Gamble

Johnson & Johnson

Dove

OLAY

durex

Kinder

GATORADE

CHAMPAGNE
PERRIER JOUTÉ

GH MUMM
CHAMPAGNE

MOËT & CHANDON
CHAMPAGNE

Pernod Ricard

CHIVAS

Hennessy

MARTELL
COGNAC
FONDEE EN 1715

lenovo

Panasonic

HUAWEI

SAMSUNG

DHL
中外运敦豪

TOTAL



afc
AGENCE FRANÇAISE
DE DEVELOPPEMENT

ALSTOM

Reckitt
Benckiser

万达集团
WANDA GROUP

W
HOTELS

LANGHAM
PLACE
HOTELS AND RESORTS

SWIRE

Deutsche Bank

Goldman
Sachs

Microsoft



腾讯游戏
Tencent Games

阿里云

H3C

新浪微博

现代传播
Modern Media

LinkedIn

McKinsey & Company

天猫 Tmall.com



adidas

NIKE

MICHELIN

CATERPILLAR

App Annie

Clients 客户

Agencies | 代理公司



Chambers and Institutions | 商会 公共机构



Chambers | 支持



Partner | 合作伙伴

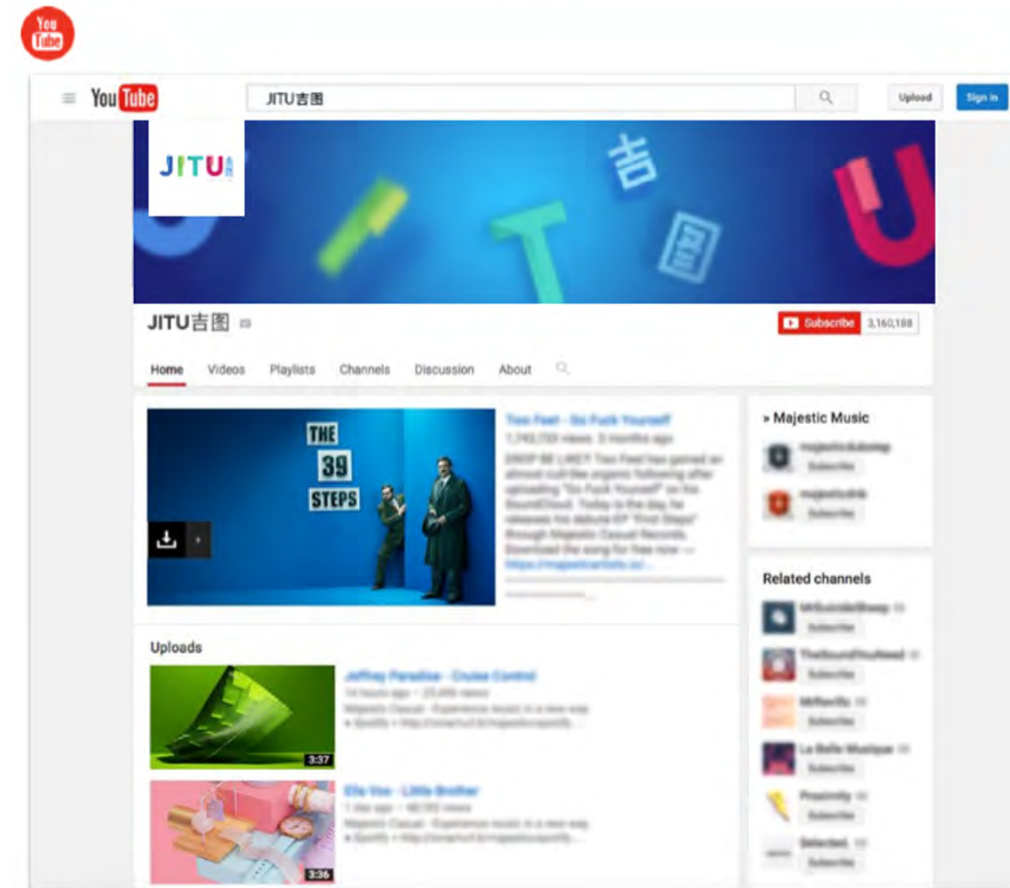
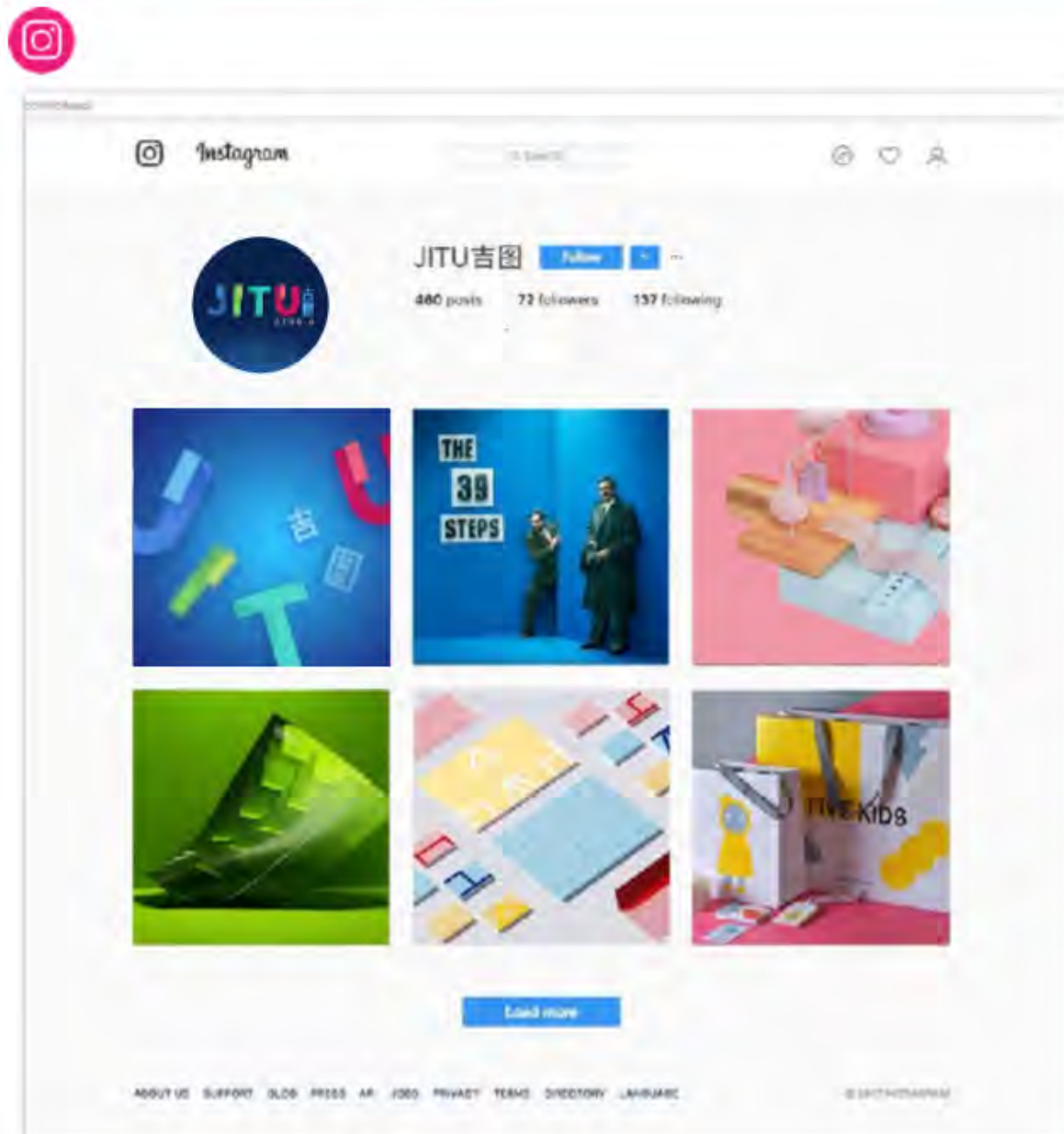


DESIGN & MOTION DESIGN

2D / 3D



BRANDING



JITU STUDIO

JITU STUDIO: A NEW ONLINE STORYTELLING

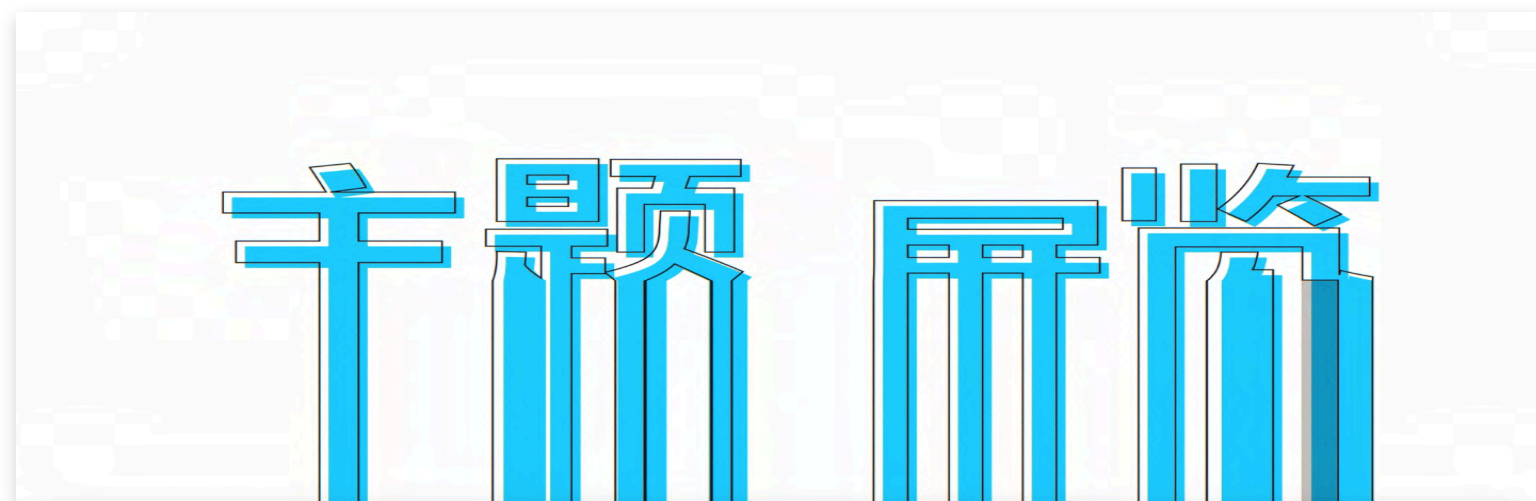
The new JITU was applied to social media platforms like LinkedIn, Facebook, Instagram, Wechat and YouTube. Not only this but the JITU website was reshaped, rebuild and redesigning into the new style. Creating the new brand and logo was inspired by many great artists and painters in history like le Corbusier, Malevich, Picasso, Mondrian, Richard Serra, and Kandinsky.

CREATIVE & ART DIRECTION

GRAPHIC DESIGN

SOCIAL MEDIA



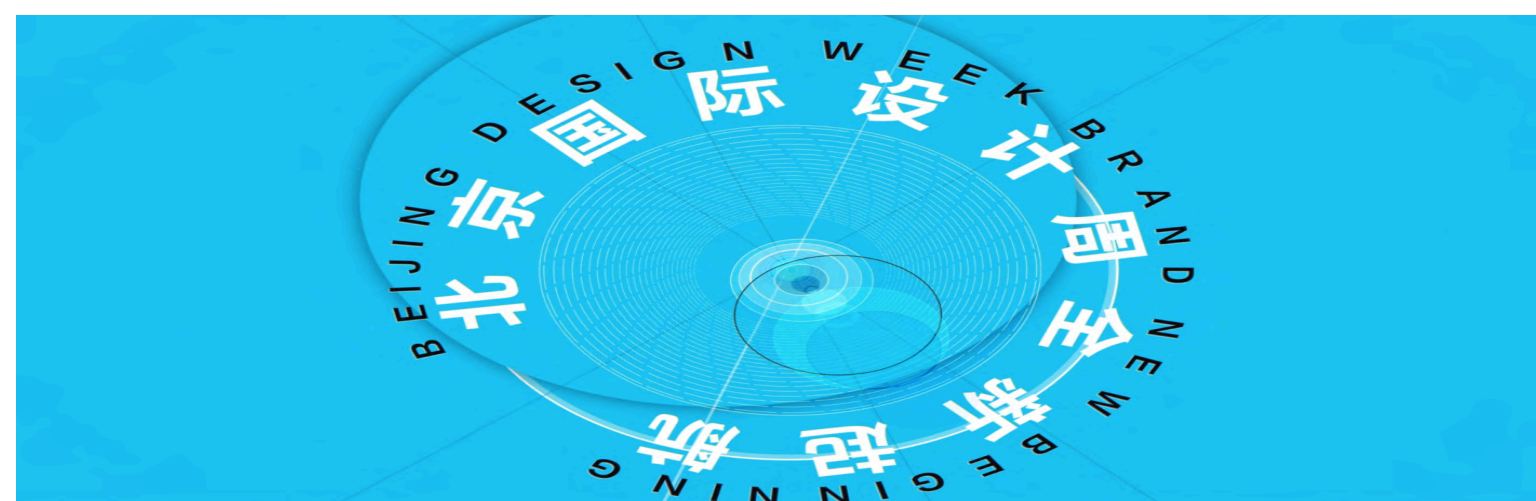
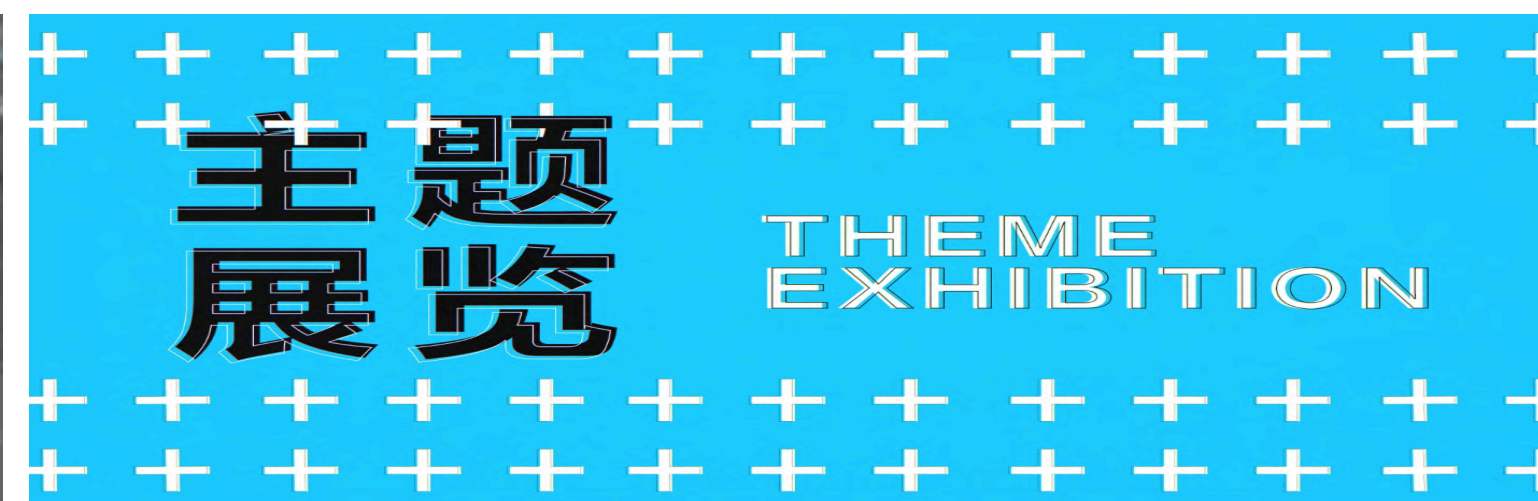


SEPTEMBER 21
2017 BEIJING DESIGN WEEK BRAND NEW BEGINNING
OCTOBER 7

BJDW.ORG

2017
北京国际设计周
全新起航
9月21-10月7

北京国际设计周
BEIJING DESIGN WEEK



BEIJING DESIGN WEEK

BEIJING DESIGN WEEK 2017

JITU Studio was partners with the 2017 Beijing Design Week 北京设计周 17!. Out of the design fair's VI, we created & produced an animated launch teaser and trailer. The idea was to show the evolution and behind-the-scenes of the creation from sketch to completion of the BJDW's visual identity.

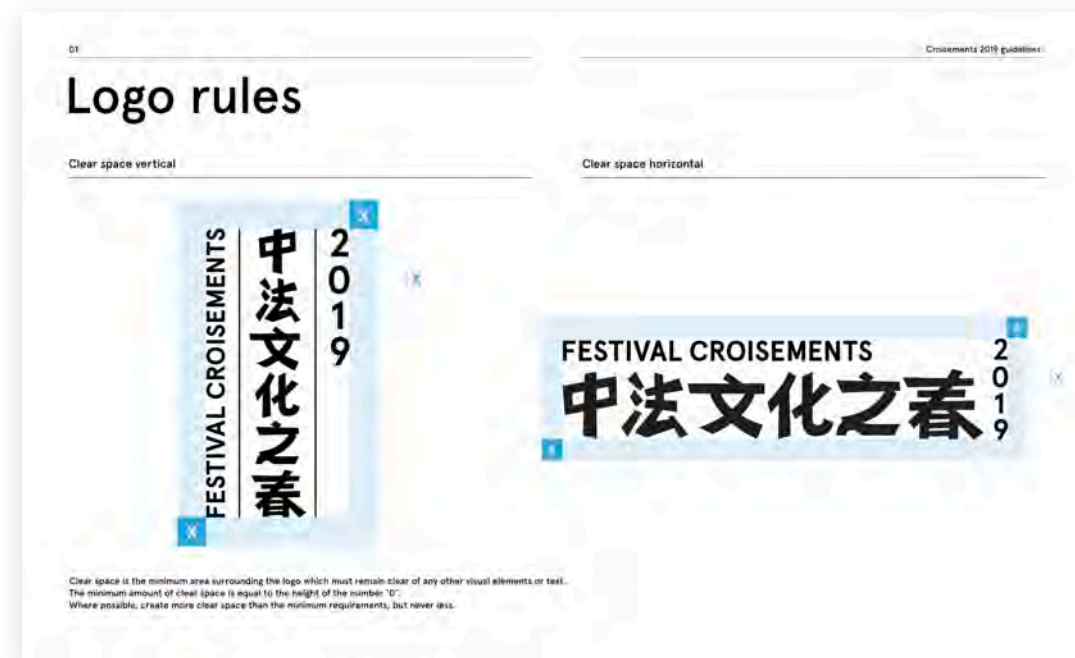
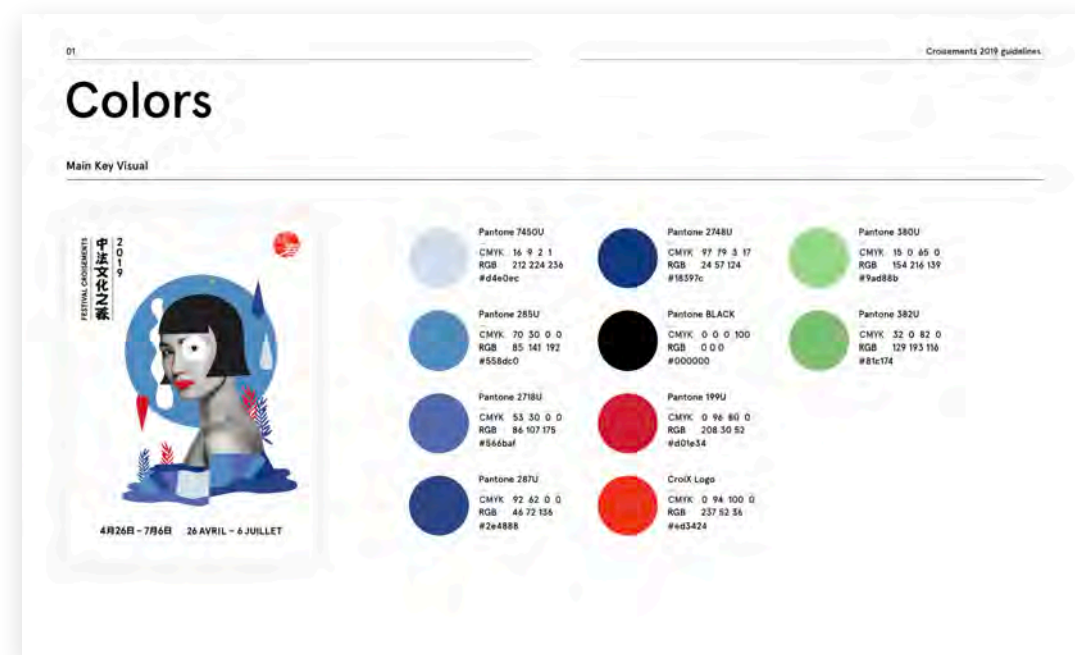
CREATIVE & ART DIRECTION

MOTION GRAPHIC

SOUND DESIGN

MUSIC PRODUCTION

VISUAL IDENTITY



FRENCH EMBASSY IN CHINA

CROISEMENTS FESTIVAL 2019

The Croisements Festival is the largest French cultural event in the world and the largest of its kind in China, bringing a wide array of French culture to a growing number of cities. JITU was appointed to create and design the whole visual identity (VI) for “Festival Croisements”. The woman embodying the festival represents the French Marianne and was also inspired by Chinese ethnic elements.

It is a celebration of modern Chinese and French women, openness, creative and Sino-French cultural collaboration.

This VI was applied across all print and digital materials related to the festival including brochure, GIFs, posters, etc.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

KEY VISUAL

GRAPHIC DESIGN

LOGO DESIGN

PRINT

ILLUSTRATION

VISUAL IDENTITY GUIDELINE

VISUAL IDENTITY



FRENCH EMBASSY IN CHINA

CROISEMENTS FESTIVAL 2019

By playing with the original VI design of The Croisements Festival created by JITU, we created teasers, filming interviews and covering culture events spanning from fireside chats to large concerts. These trailers were covered by animation and sounds design to make the videos more attractive and lively. In addition, the photos were also used for multiple press releases for festival promotions and communications.

In 2018, the festival has attracted more than 800,000 live attendees and 4,221,000 of audience via live-stream. The 68 cultural programs in the festival entails visual arts, theater, dance, classical & contemporary music, film, literature. With more than 19M number of audience since its creation, the Croisements Festival has become the 1st and most important foreign festivals in China and the largest French festival abroad.

VIMEO

XINPIANCHANG

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

KEY VISUAL

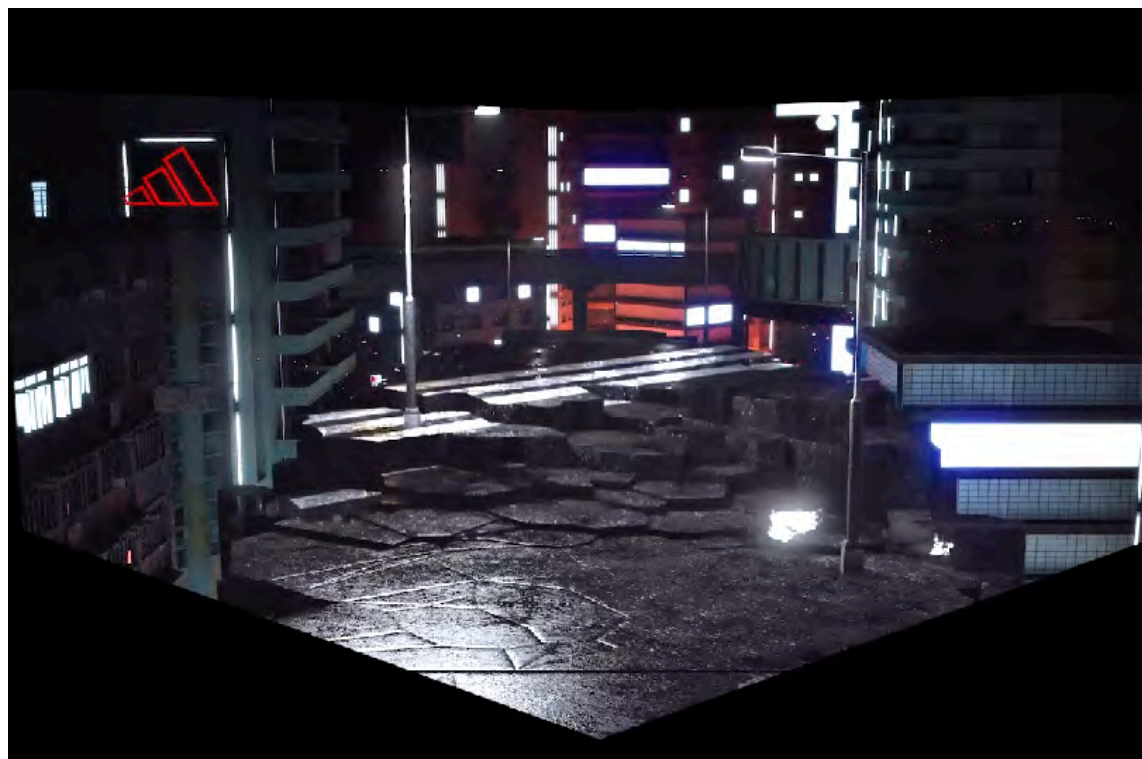
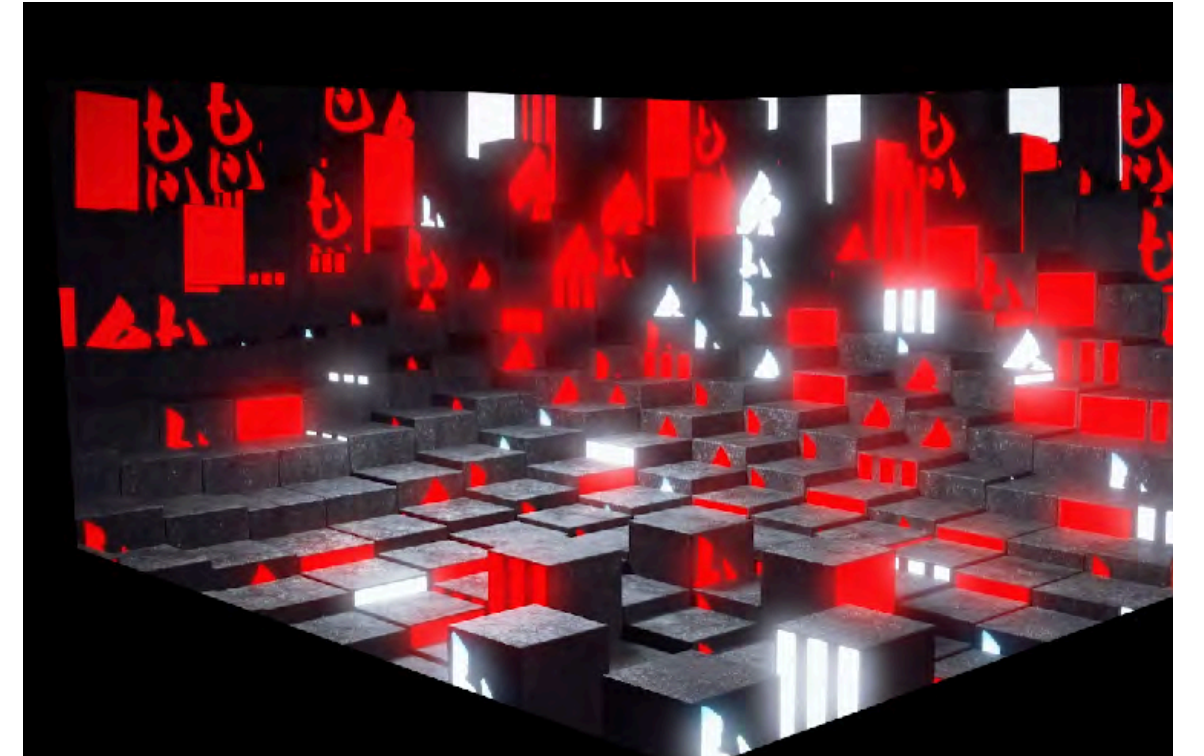
GRAPHIC DESIGN

LOGO DESIGN

PRINT

ILLUSTRATION

VISUAL IDENTITY GUIDELINE



ADIDAS - AUDITOIRE

ADIDAS CREATORS DAY 2019

JITU kicked off year 2019 by creating a 3D animation opening video and logo loop for the Adidas Creators Day in Shanghai. The event aims to merge the digital and physical worlds to unite all CREATORS and celebrate the Chinese New Year in Style. The 3D animation was an immersive visual accompanied by the dance performance on stage. Celebrities Angelababy, Ning Zetao & sculpture artist Ren She were also present during the event.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

3D ANIMATION

OPENING VIDEO



ADIDAS - AUDITOIRE

ADIDAS X JUVENTUS NEW AWAY JERSEY LAUNCH IN SHANGHAI

Adidas and Juventus Football Club held their global launch of the new Juventus away jersey in Shanghai on July 25, 2019. For the launch, JITU created a 3D projection mapping on a 5m tall physical torso, taking the audience through a journey of the brand and team, and ending with the actual jersey elements being etched onto the huge torso. In addition to the physical torso, content was created for the screens behind it and on the two sides of the stage, resulting in a fully integrated show.

Besides the launch video, JITU also created individual team player videos which were shown as the Juventus players such as Cristiano Ronaldo, Miralem Pjanić and Gianluigi Buffon went on stage, to a wild and captivated audience. JITU was in charge of the concept development, art direction, 2D animation production and tailor-made music & sound design.

VIMEO

XINPIANCHANG

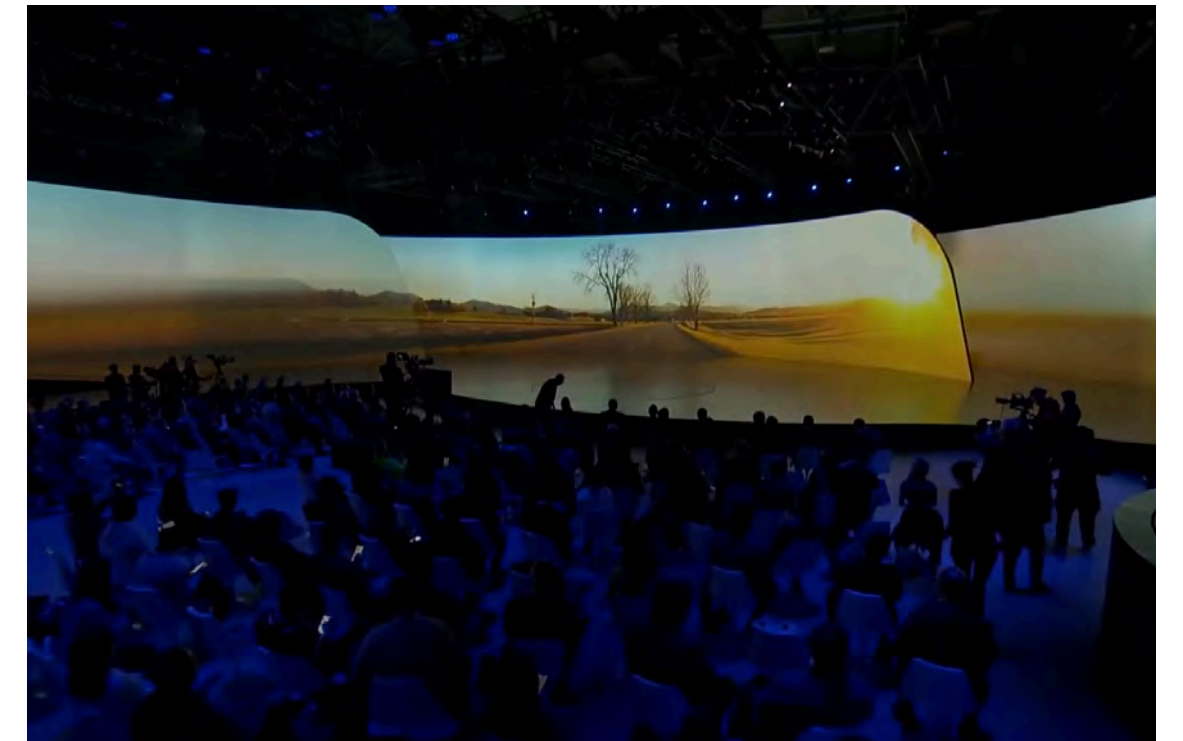
CREATIVE & ART DIRECTION

2D ANIMATION

OPENING VIDEO

MUSIC & SOUND DESIGN

MUSIC COMPOSITION



VOLKSWAGEN GROUP CHINA - AUDITOIRE

VW SUV NIGHT 2019

Volkswagen held a media launch at Shanghai Automobile Exhibition Center to announce their new SUV models, including the much anticipated concept car ID ROOMZ in China. For the tunnel leading the guests into the showroom part of the event, JITU created a looping 3D journey through four terrains: snow landscape, river crossing, urban landscape, and off-road track to show the users the four driving modes of their SUV line.

In the showroom, we created several animations displayed in the LED floor panels including the interactive car display. For the main stage area, we created several video pieces for various car choreographies on the 130m wide curved projection screens.

VIMEO

XINPIANCHANG

2D ANIMATION

SOUND MIXING

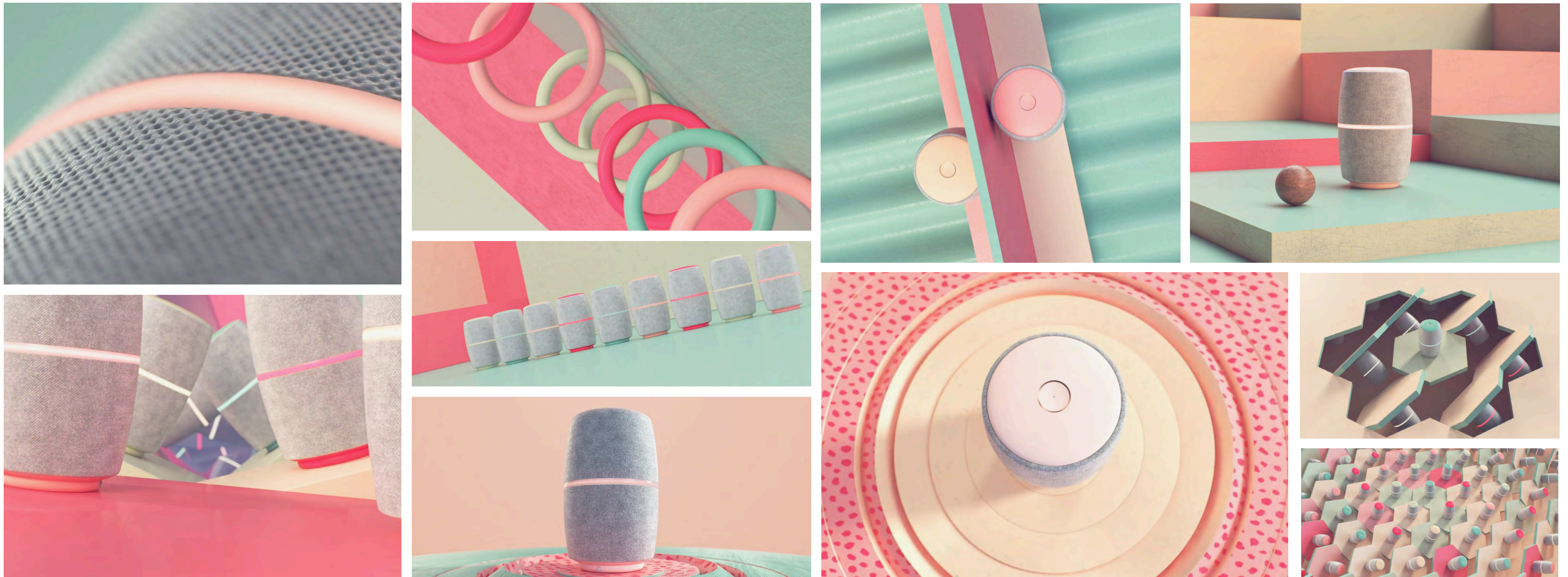
VOICEOVER

MUSIC EDITING & SOUND DESIGN

SOUND EDITING

OPENING VIDEO

GRAPHIC DESIGN



JITU STUDIO

AI HEART JITU SMART SPEAKER

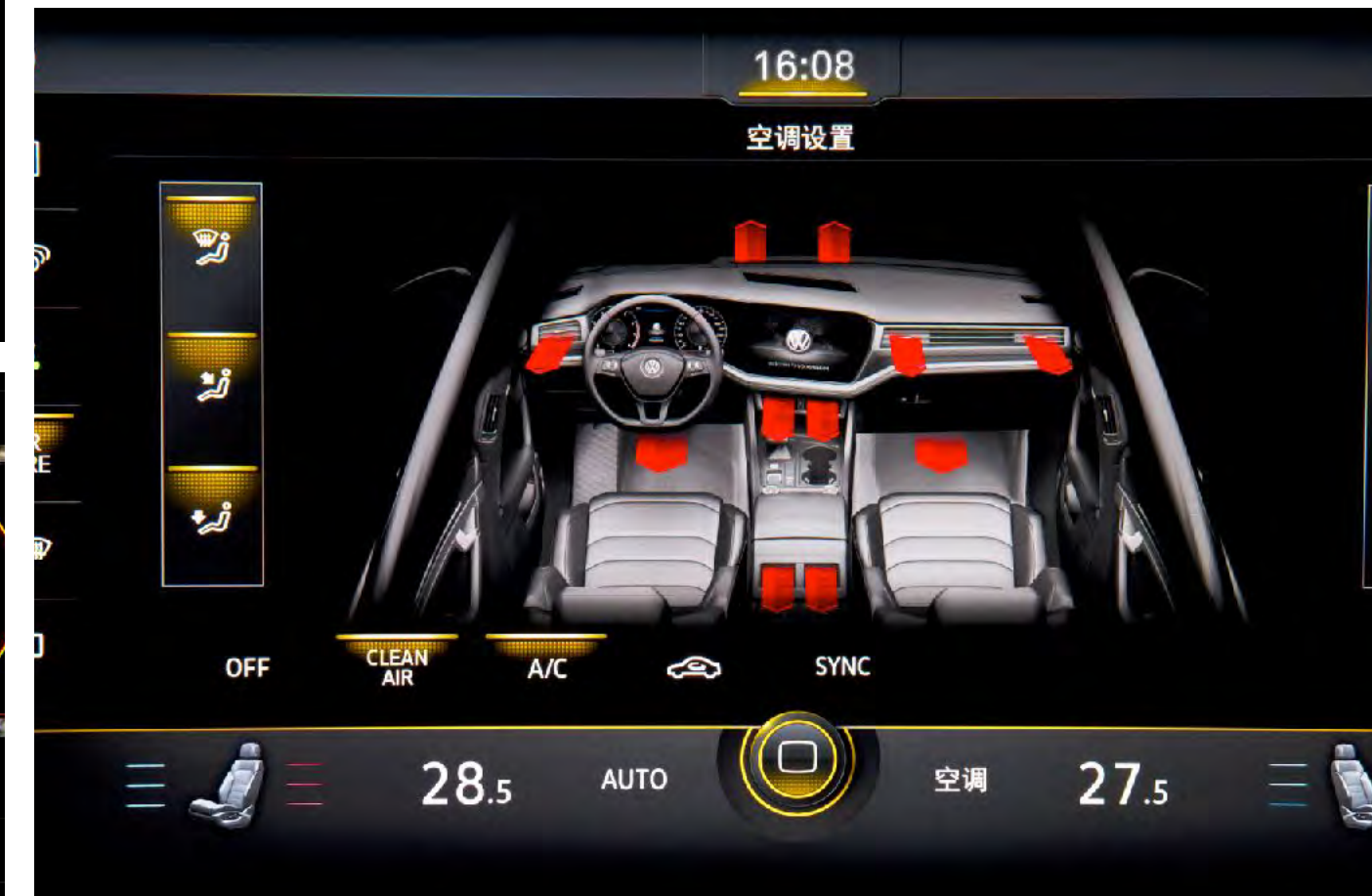
JITU studio created a fun and funky 3D product video demo for an speaker device, Our Senior Animators created and animated the 3D models, creatively played with multiple camera angles to showcase the product features, motions, colors, and playful textures.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

MOTION GRAPHICS



VOLKSWAGEN GROUP CHINA

ALL NEW TOUAREG TECHNICAL CG IMAGE PRODUCTION

JITU worked with VW to produce 108 images in total, among these including 15 CGI images, for the launch and the presentation of functions of the new Touareg model. The main part of the project is to create 3D CGI images of the car exterior and interior, as well as the surrounding environments. JITU also photographed parts of the car interior monitors images and composited them together with existing car interior pictures provided by the client. These informational images were used in the brand's website and brochure, for potential customers.

PHOTO RETOUCHING

PHOTOGRAPHY

CGI

POST PRODUCTION

ART DIRECTION



HUAWEI – UNIPLAN EVENT AGENCY

HUAWEI UBBF 2017

Huawei third Ultra BroadBand Forum took place in Hangzhou in October 2017, in the G20 venue. To support the Forum presentation, JITU studio produced the Opening Performance video. These 2 minutes exclusively animated video has been all designed by our studio and includes 3D and 2D animations, 2 3D digital cities, music and sound design. JITU also took care of the creative direction and overall storyline.

VIMEO

XINPIANCHANG

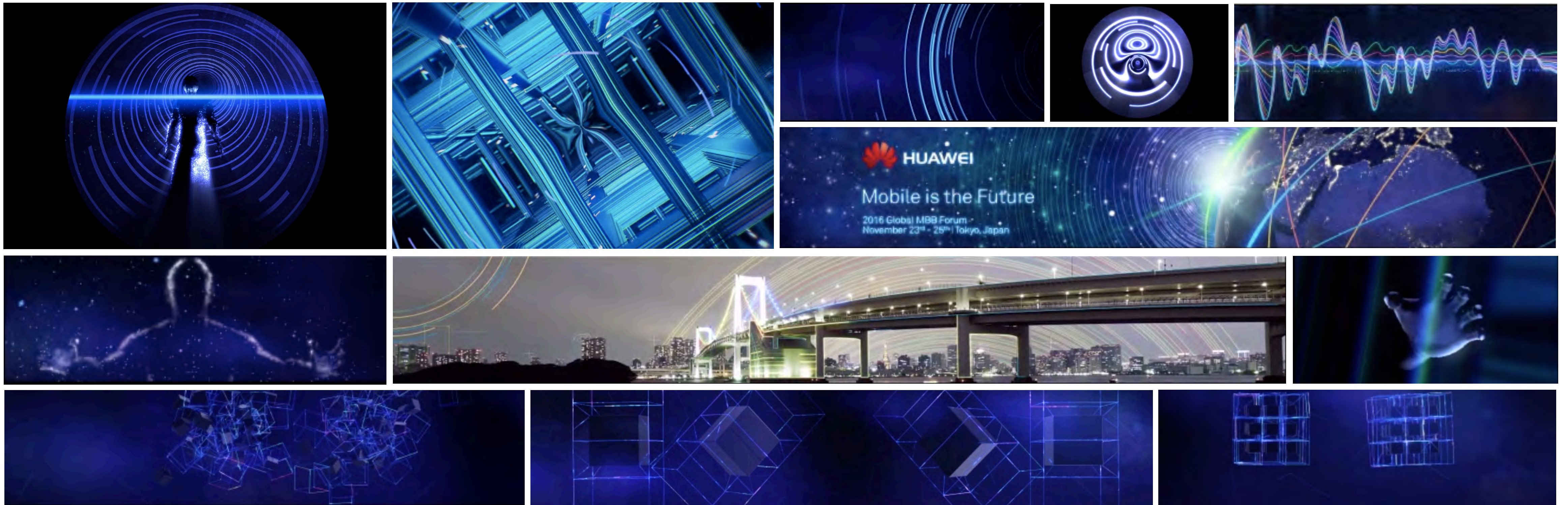
CREATIVE & ART DIRECTION

VIDEO PRODUCTION

OPENING VIDEO

POST PRODUCTION

3D ANIMATION & MOTION GRAPHICS



HUAWEI – UNIK

HUAWEI GLOBAL MBB FORUM 2016 (TOKYO)

Huawei Mobile Broadband Forum 2016 took place in Tokyo. For the opening show of the forum, JITU studio collaborated with Unik (Performance company). We created a 6 minutes opening video combining editing, 2D and 3D motion graphics, music editing and powerful sound design.

VIMEO

XINPIANCHANG

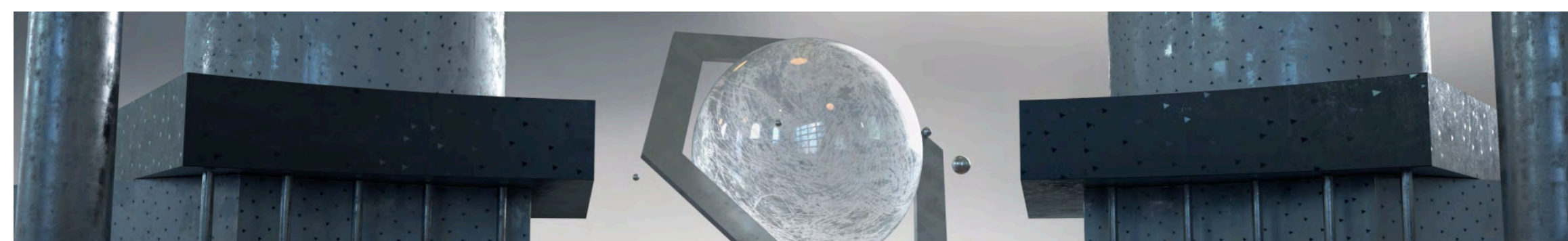
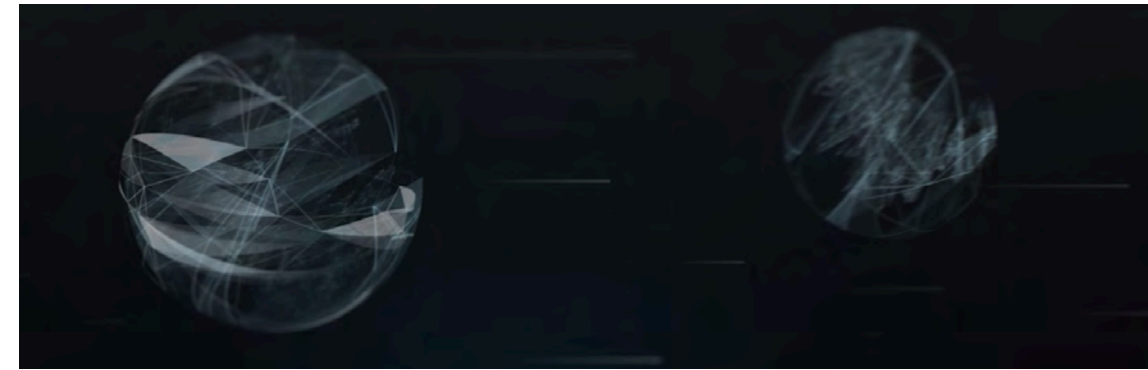
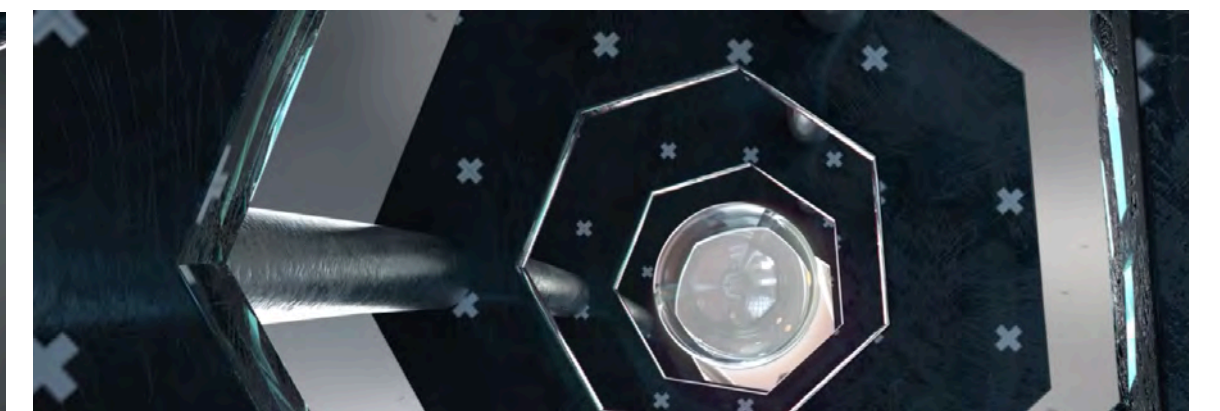
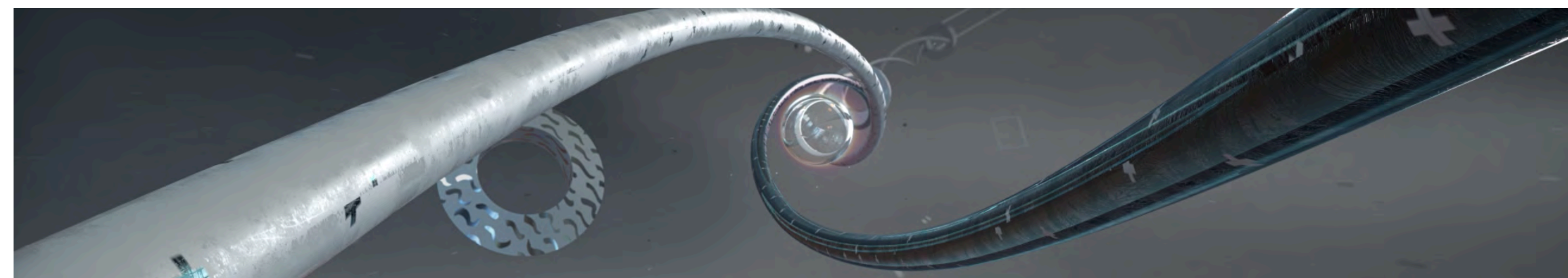
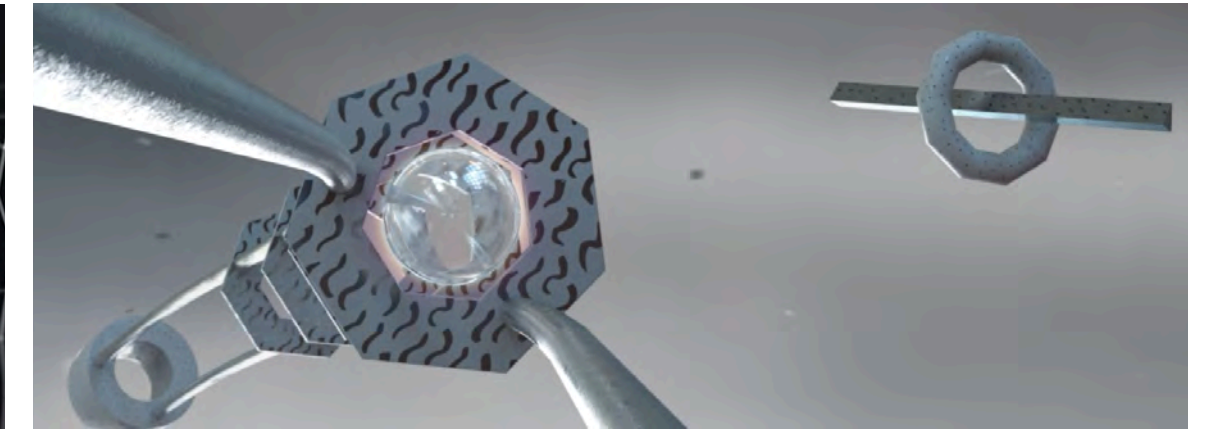
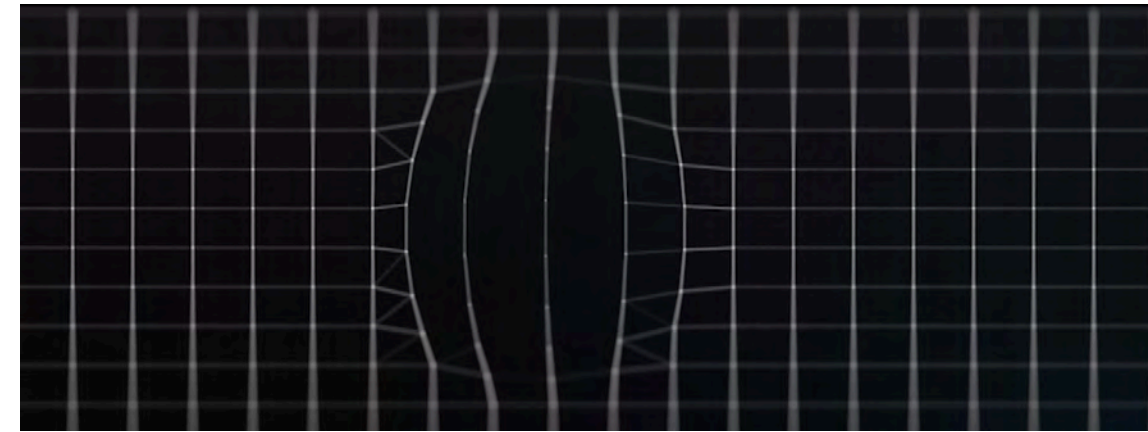
The content has been created in order to move simultaneously with the dancers. The content was displayed on 3 different screens as well as on a moving robotic arm.

ART DIRECTION

2D-3D ANIMATION

SOUND DESIGN

POST PRODUCTION



UNIPLAN SHANGHAI

HUAWEI P30 LAUNCH PARTY

JITU created & produced a KV loop animation, an animation for an interactive opening dance Show and a 3D journey kick off experience, for Huawei P30 launch product party at 1933 Old Millfun, Shanghai. Both videos were completed with music editing and sound design. The event officially launched the latest Chinese version of Huawei P30 series to the public.

VIMEO

XINPIANCHANG

VIMEO

XINPIANCHANG

OPENING VIDEO

CREATIVE & ART DIRECTION

3D ANIMATION

POST-PRODUCTION



DONGFENG PEUGEOT – HAVAS SPORTS & ENTERTAINMENT

PEUGEOT AVENUE CONCEPT STORE VIDEO

Peugeot is a French automotive manufacturer and is part of the PSA group. Peugeot entered the Chinese market by partnering with Dongfeng and PSA's Citroën. JITU collaborated with Havas Sports and Havas Entertainment to create 2D and 3D animated videos depicting the history of Peugeot. As the car drove through different eras, the background transitioned from city to city, finally reaching its destination, China.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

CONCEPT

DESIGN

3D ANIMATION

MOTION GRAPHICS

SOUND DESIGN



PANASONIC – K2 ASIA

PANASONIC NANO CARE “NANOE” HAIRDRYER

Panasonic Nanoe is a nano care hairdryer. JITU produced the 3D product video of the hairdryer in collaboration with K2 Asia event agency. Our Senior Animators animated the hair dryer 3D models, choosing the best camera angles to showcase the product features, motions, colors, textures.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

POST PRODUCTION

ANIMATION



WILDAID

CAMPAIGN FOR THE BUNDSTAR TOWER IN SHANGHAI

WildAid is a San Francisco-based environmental organization dedicated to ending illegal wildlife trade and also fighting against climate change. WildAid is releasing a series of documentaries starring Chinese celebrities to defend the causes. JITU created short & attractive animations for the Bundstar Tower located at the Bund in Shanghai.

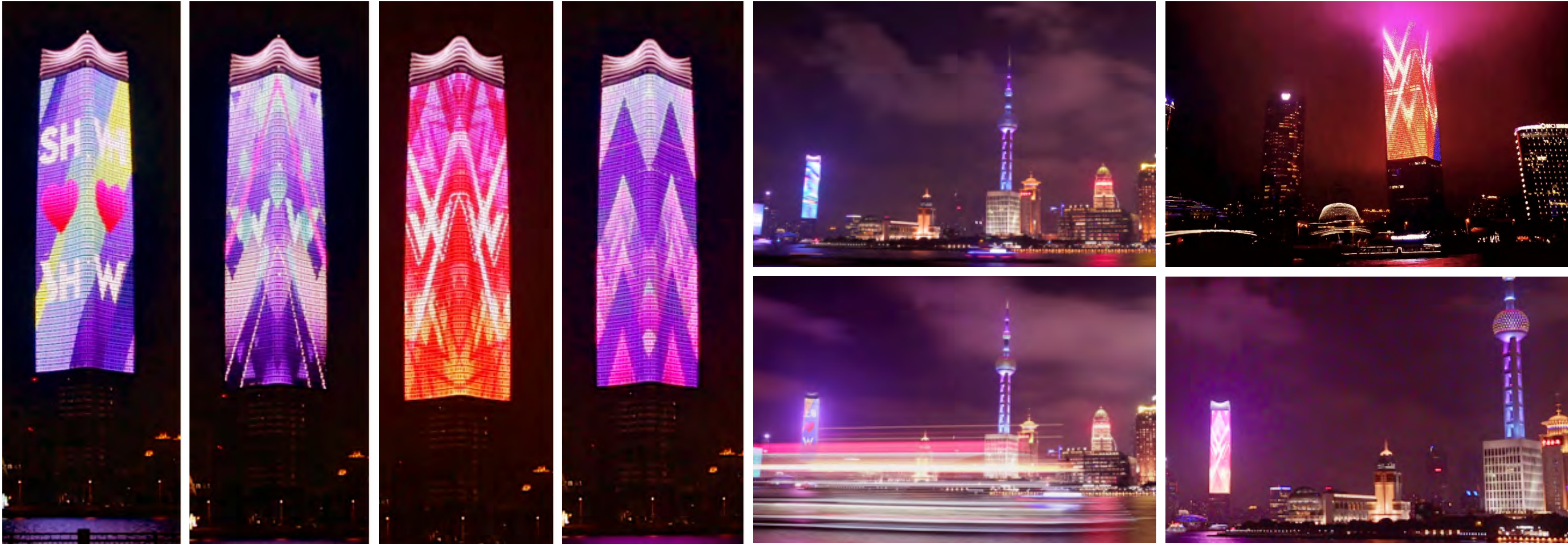
VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

ILLUSTRATION

MOTION GRAPHICS



W HOTELS
W HOTEL ANIMATION

We've been developing a unique design based on the visual identity of W Hotel and inspired by the daring spirit of the brand always one step ahead of trends. We developed patterns around the W Hotel type face declined and played with colors in order to create a fashionable feel to it. Our approach was like creating a futuristic digital clothes. It's constantly moving, it's alive.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

GRAPHIC DESIGN

MOTION GRAPHICS



MARTELL - K2 ASIA

MARTELL DECODE THE CHEF 2017

Martell Decode The Chef 2017 is the name of a series of private dinners hosted in China by the brand Martell. Each dinner is prepared by different chefs who combine their knowledge of the Chinese and French cuisine to create new exciting and multicultural dishes. For an immersive experience, JITU studio produced several videos in order to walk the diners through the history of Martell and to explain the origins and traditions behind the chefs and their recipes.

VIMEO

XINPIANCHANG

ART DIRECTION

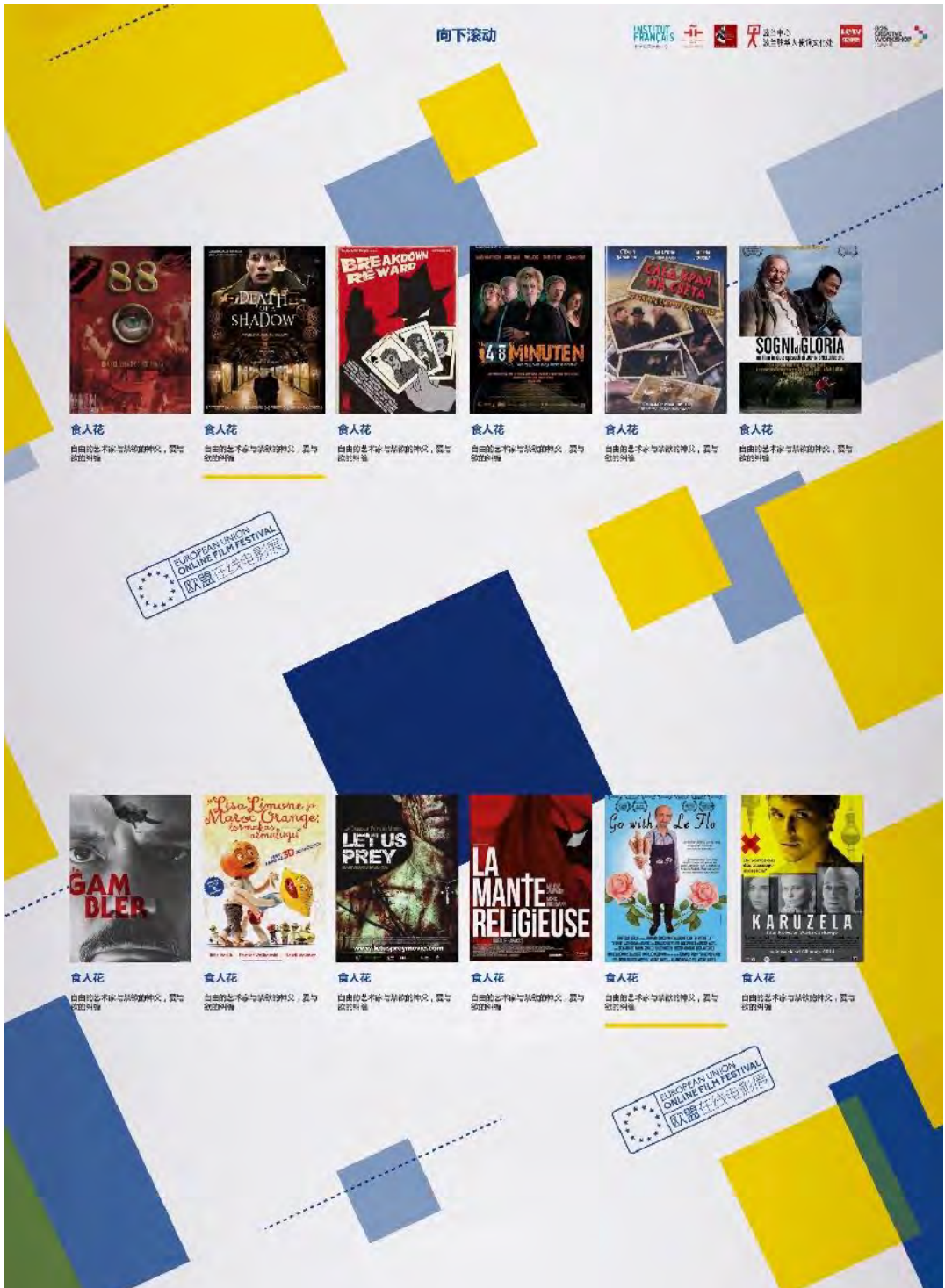
LOGO ANIMATION

SOUND DESIGN

SOUND EDITING

EDITING

MOTION GRAPHICS



EUROPEAN UNION ONLINE FILM FESTIVAL
EUROPEAN UNION ONLINE FILM FESTIVAL IN CHINA

JITU is proudly partnering and supporting the 7th edition of the European Union Online Film Festival (EUOFF). Bringing the finest and freshest European cinema to China, this event has a line-up that ranges from features to shorts and documentary to animation. In total 20 titles from over 15 EU Member States were shown to the public.

VIMEO

XINPIANCHANG

JITU has been in charge of creating this year's visual identity in addition to produce & post-produce a trailer introducing the 15 films represented by the European Union delegation to China with online support from LeTV.com.

CREATIVE & ART DIRECTION

REBRANDING

VIDEO PRODUCTION

MOTION GRAPHICS

POST PRODUCTION

WEB DESIGN



FIAT – HIGHTEAM

FIAT OTTIMO KEY VISUAL

FIAT (Fabbrica Italiana Automobili Torino) is an Italian automaker which produces Fiat branded cars, and is part of Fiat Chrysler Automobiles through its subsidiary FCA Italy S.p.A., the largest automobile manufacturer in Italy. HighTeam asked JITU to create key visuals for the launch of the new Fiat Ottimo in China. The Ottimo is the hatchback version of Fiat Viaggio produced by GAC Fiat Chrysler at its plant in Changsa, Hunan.

Specially designed for the event, JITU developed a visual theme that would fit Fiat's style and visual identity using elegant colours and contrasts.

GRAPHIC DESIGN

CONCEPT DEVELOPMENT

ART DIRECTION



L'ORÉAL
ASIA PACIFIC SUPPLIER DAY

Every year, L'Oréal honors its suppliers with a day-long celebratory event and awards ceremony "Asia Pacific Supplier Day". L'Oréal asked JITU to create key visuals and a selection of animated videos specially designed for the event's wide format on-stage screen. The first video presented the Global Performance Awards trophy in an inspiring and moving animation.

VIMEO

XINPIANCHANG

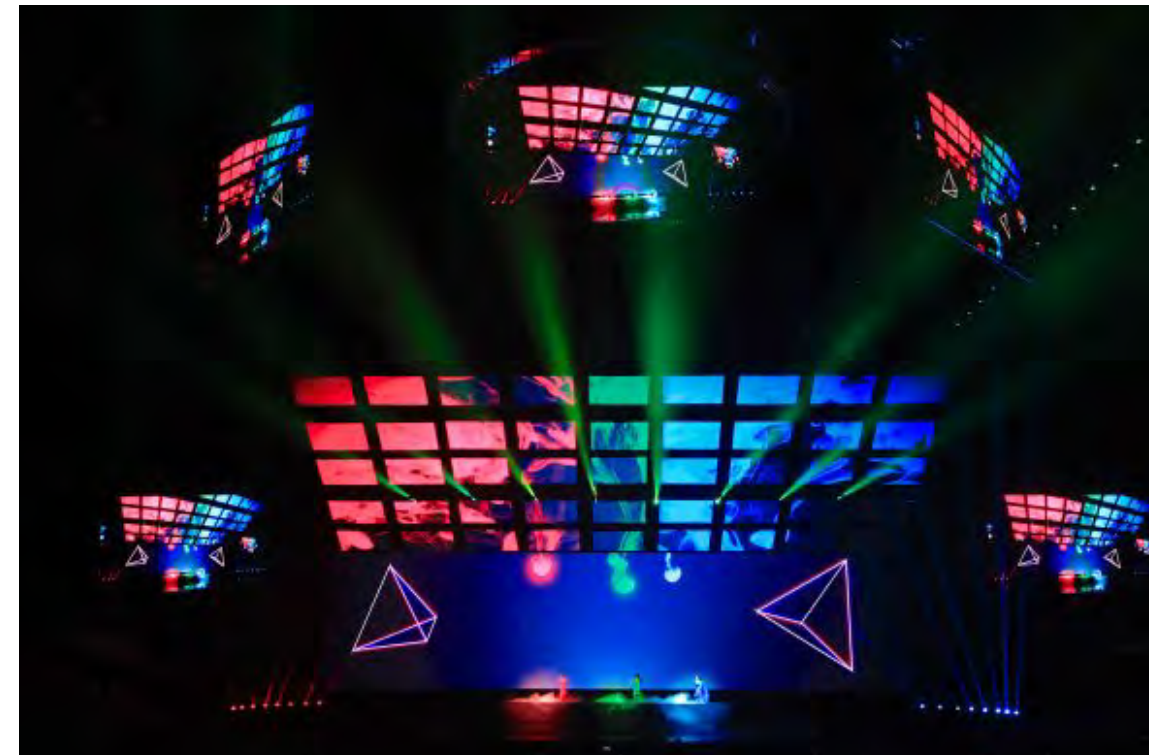
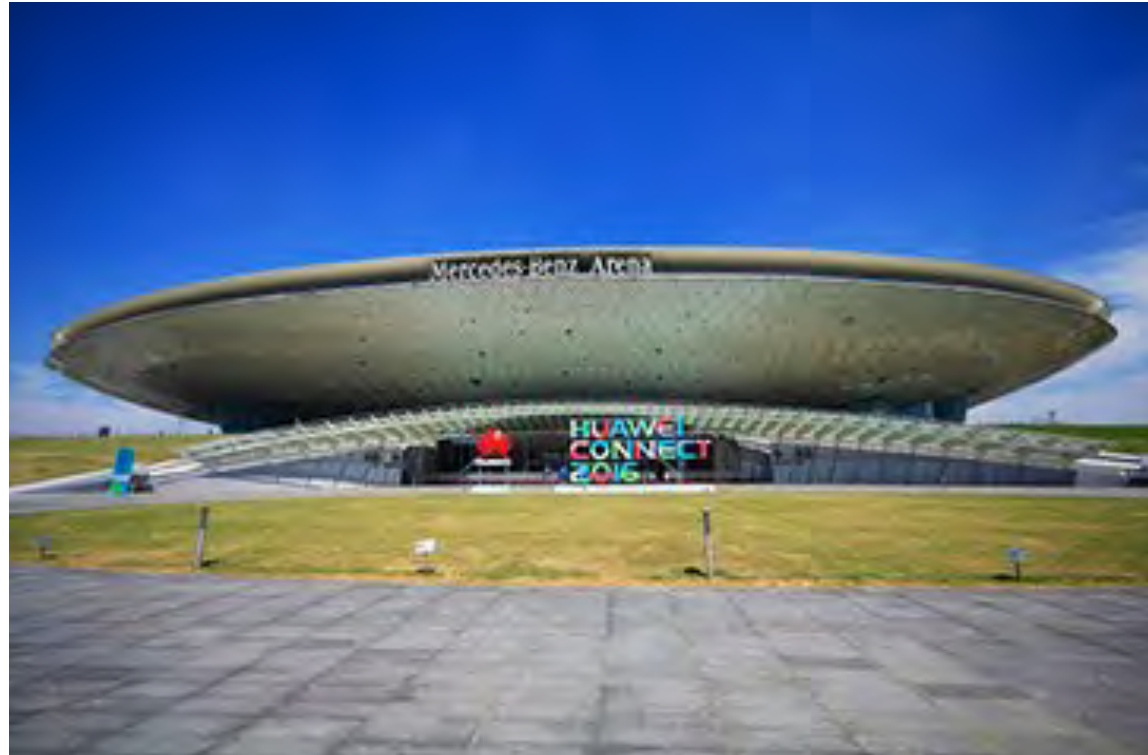
The second provided an animated frame to hold videos of the winners, and the third introduced the overall event. Lastly, all the videos were mixed with an affirming and touching sound-track that integrated smoothly with the rest of the event.

CREATIVE & ART DIRECTION

3D ANIMATION

MUSIC COMPOSITION

SOUND DESIGN



HUAWEI – HAVAS SPORTS & ENTERTAINMENT

HUAWEI CONNECT 2016

The Huawei Connect 2016 gathered thousands of worldwide personalities. JITU assisted Havas in their collaboration with HCC to provide various screen content on the 58m wide screen made of 48 screens, 45 of which were moving thanks to a motorized kinetic system. We provided the entire live feed set up with 12 operator cameras and 5 photographs. We also filmed and photographed the event itself to produce the post-event wrap up video, which included drone filming.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

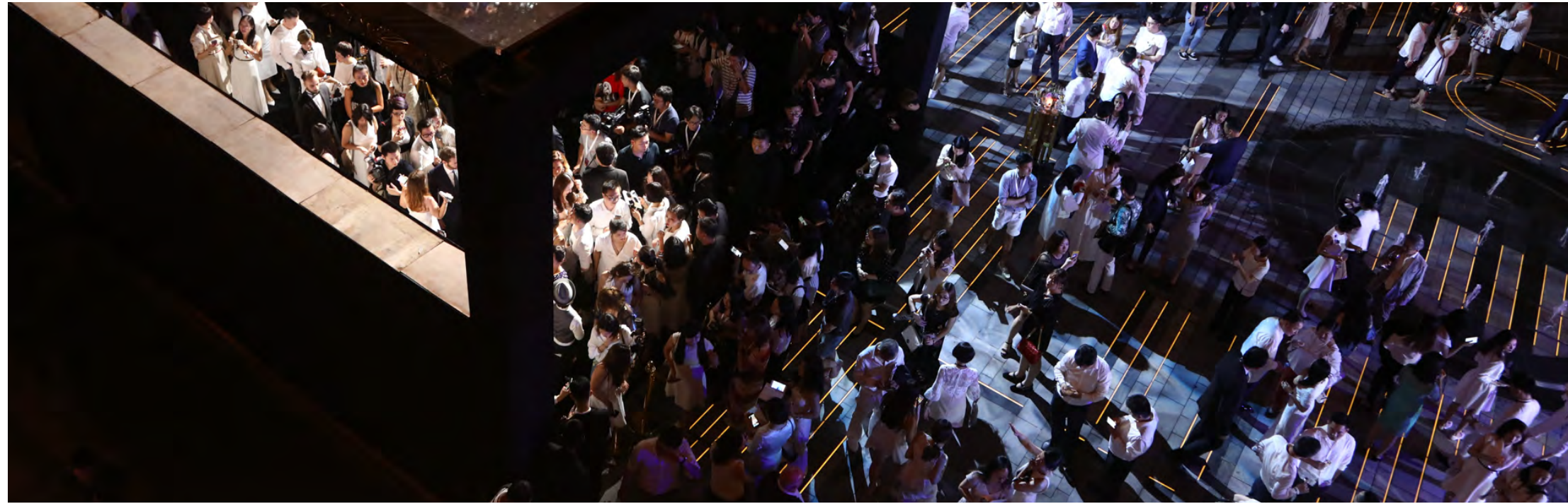
MEDIA COVERAGE

LIVE FEED

PRODUCT LAUNCH

COPYWRITING

MOTION GRAPHICS



AUDITOIRE - BVLGARI

BVLGARI SHANGHAI INTERNATIONAL FILM FESTIVAL OPENING & CLOSING PARTIES

Bvlgari, a renowned Italian brand originated in Rome, is internationally recognized for its prestigious line of jewelry and luxury goods. Its presence in the market of jewelry, watches, fragrances, accessories, and hotels allows them to deliver innovative products and services. The brand has also a rich history in the Italian cinematographic scene and has been involved in several endorsement campaigns with many international celebrities.

In June 2018, Bvlgari decided to celebrate the Shanghai International Film Festival by arranging a closing and an opening party. JITU created a series of videos with 2D & 3D animation, which entailed taking care of the editing, music and sound design as well as the artistic direction.

VIMEO

XINPIANCHANG

MUSIC EDITING & SOUND DESIGN

MOTION GRAPHICS

2D-3D ANIMATION

ART DIRECTION



BENTLEY – GEORGE P. JOHNSON

BENTLEY SUV BENTAYGA: NATIONAL LAUNCH

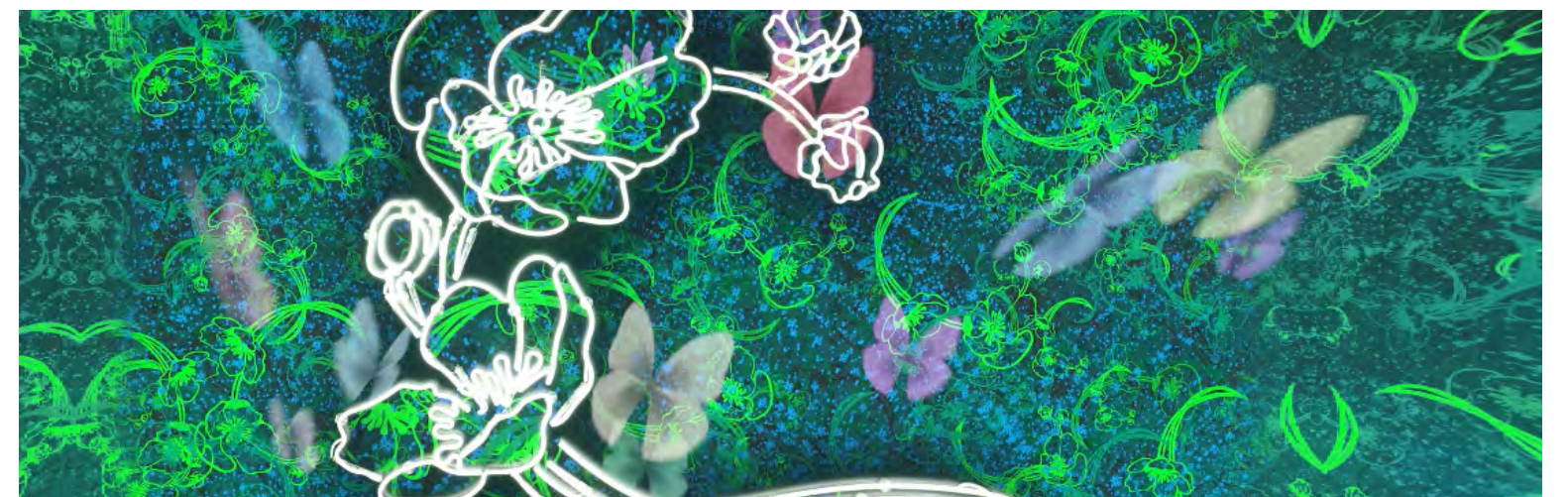
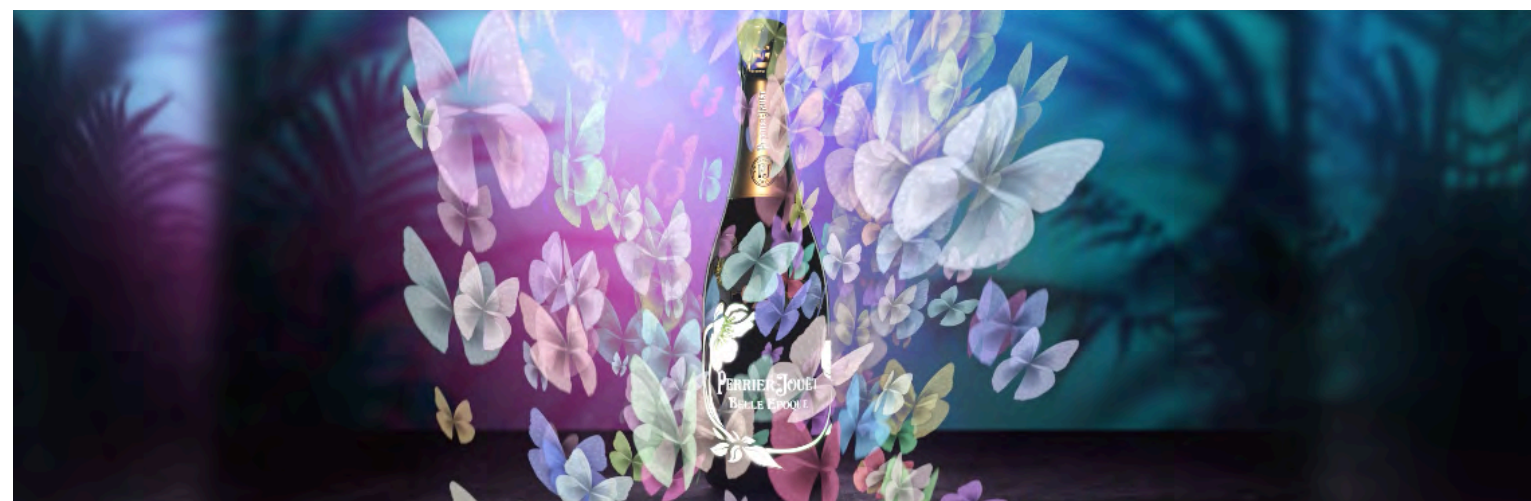
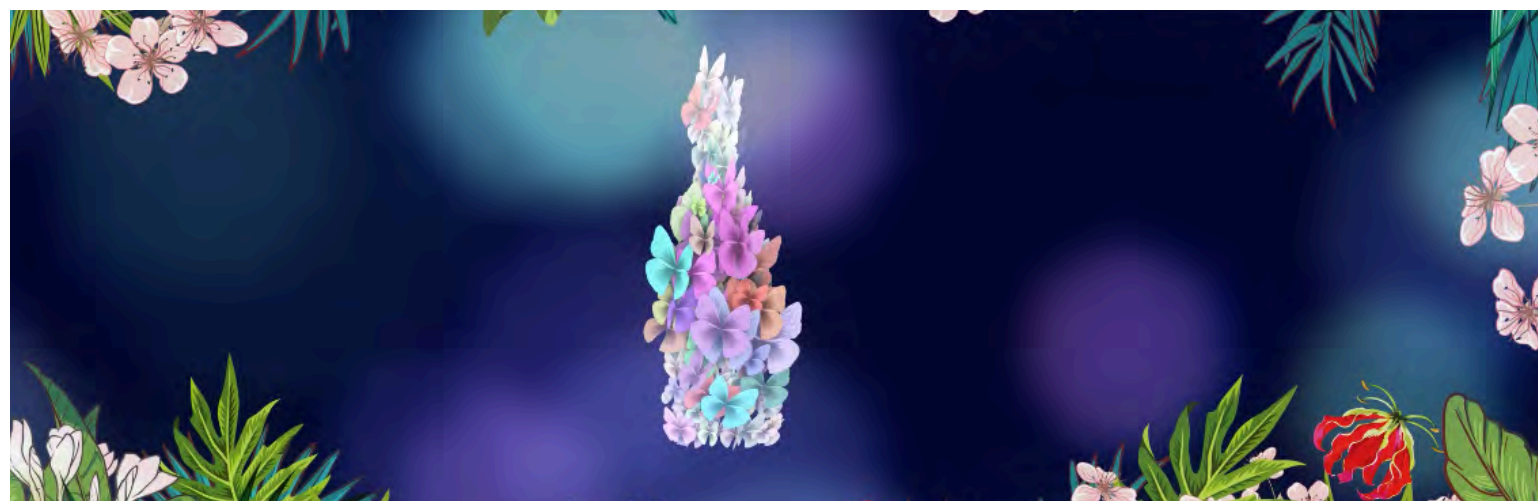
For the event where the ultra-luxury SUV Bentley Bentayga was presented to the Chinese public in Chengdu, JITU was responsible for all the video content. After developing the creative concept, the video itself was produced with some intriguing 3D animations. At the event, the video was shown to the audience using a 270° screen projection. It was truly spectacular, with our video creating an extraordinary

first person perspective. The audience felt that the car, which was placed between the two screens, was actually driving on the projected terrains.

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

ANIMATION



PERRIER JOUËT - K2 ASIA

PERRIER JOUËT NYE PARTY AT ERAA SHANGHAI 2018

Perrier Jouët held an NYE party to welcome the year of 2019 at ERAA Shanghai. JITU created the 2D animation and footage editing video for the live dance performance at the event.

CREATIVE & ART DIRECTION

2D ANIMATION

EDITING



SO HOW TO DELIVER
THE GREAT PASSION
 OF THE CSL BEYOND
 THE STADIUM?



DHL – JUXT

DHL & CSL MISSION

JUXT asked JITU to conduct the wrap up video for DHL for its contribution in 2016. This year, DHL sponsored the Chinese Soccer League (CSL) for a great new season, also organized its own National Customer Football Challenge throughout Chinese cities. JITU conducted the video production by developing the concept, storyline and storyboard, as well as carrying out the animation and the video editing.

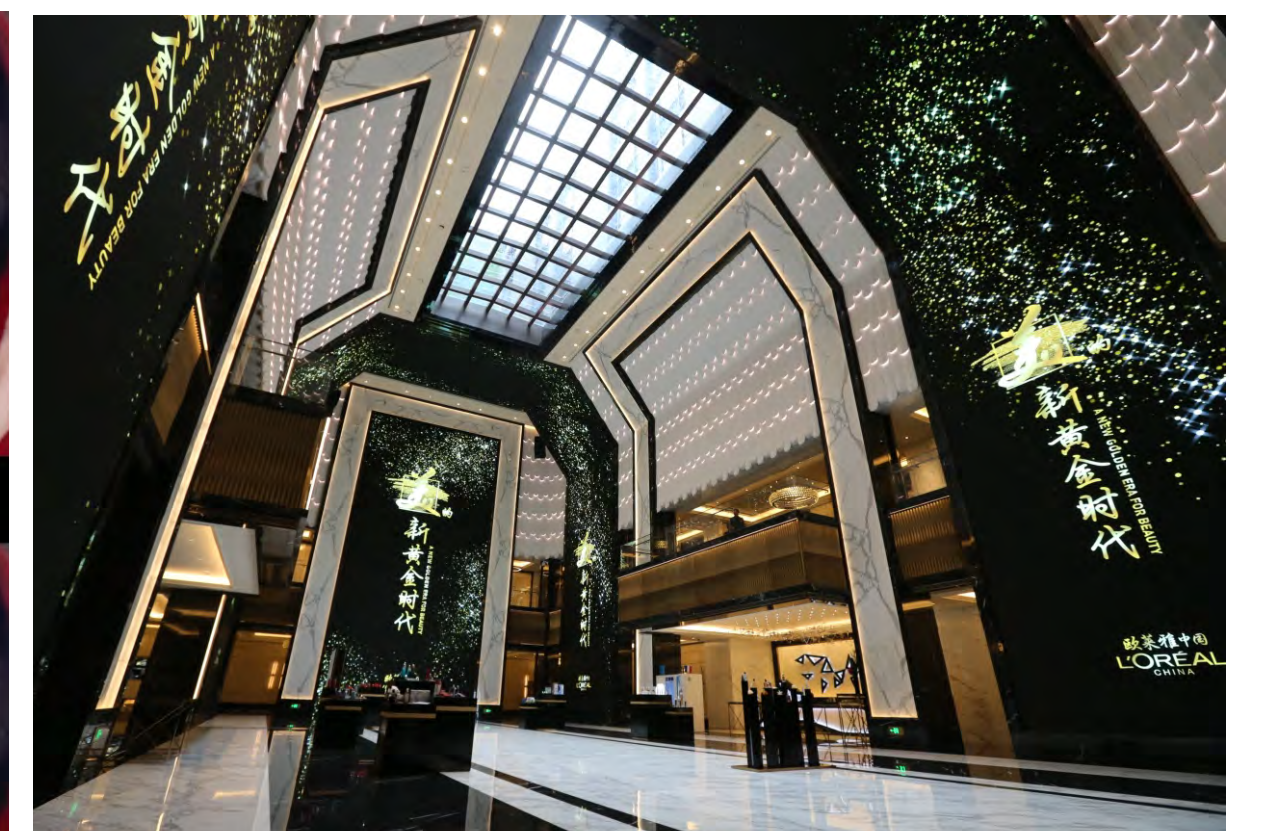
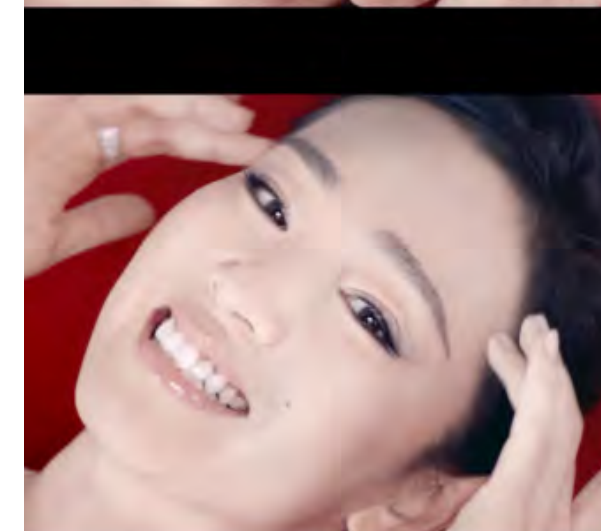
All together, the CSL and DHL Customer Challenge part were wonderfully integrated, at the same time showcased its brand image of excellence, simply and passion; and its position of the world leading logistics company.

CREATIVE & ART DIRECTION

VIDEO EDITING

MOTION GRAPHICS

VIDEO PRODUCTION



L'ORÉAL CHINA - K2 ASIA

ANNUAL BUSINESS REVIEW MEETING 2018

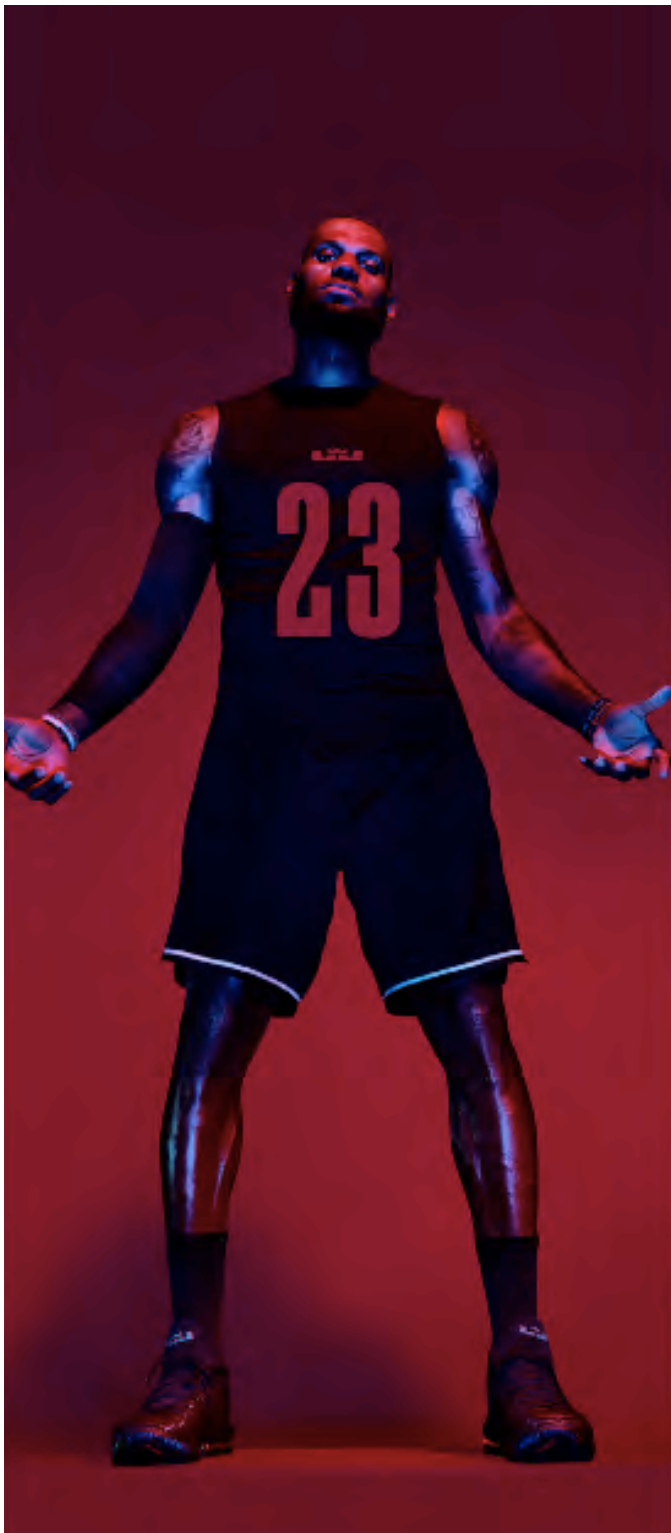
L'Oreal China gathered up at the Bellagio hotel, Shanghai to hold its annual business conference. JITU studio had already worked for L' Oréal in the past to create its award video for the "Asian Pacific Supplier Day". JITU created & produced content including motion graphics & video editing to be displayed in Bellagio Atrium's screens installation.

CREATIVE & ART DIRECTION

MOTION GRAPHICS

EDITING

SOUND EDITING



NIKE - KINETIC

NIKE X SUPER PENGUIN 2018

NIKE and Super Penguin held their annual match at Oriental Sports Center, Shanghai in September 2018 with the slogan—Only for the Strongest. JITU collaborated with Kinetic to provide a short video with LeBron James, who addressed the game and gave his best advice, which was a huge surprise for the players and fans. The game was broadcasted live, and has reached a total of one billion viewers.

VIMEO

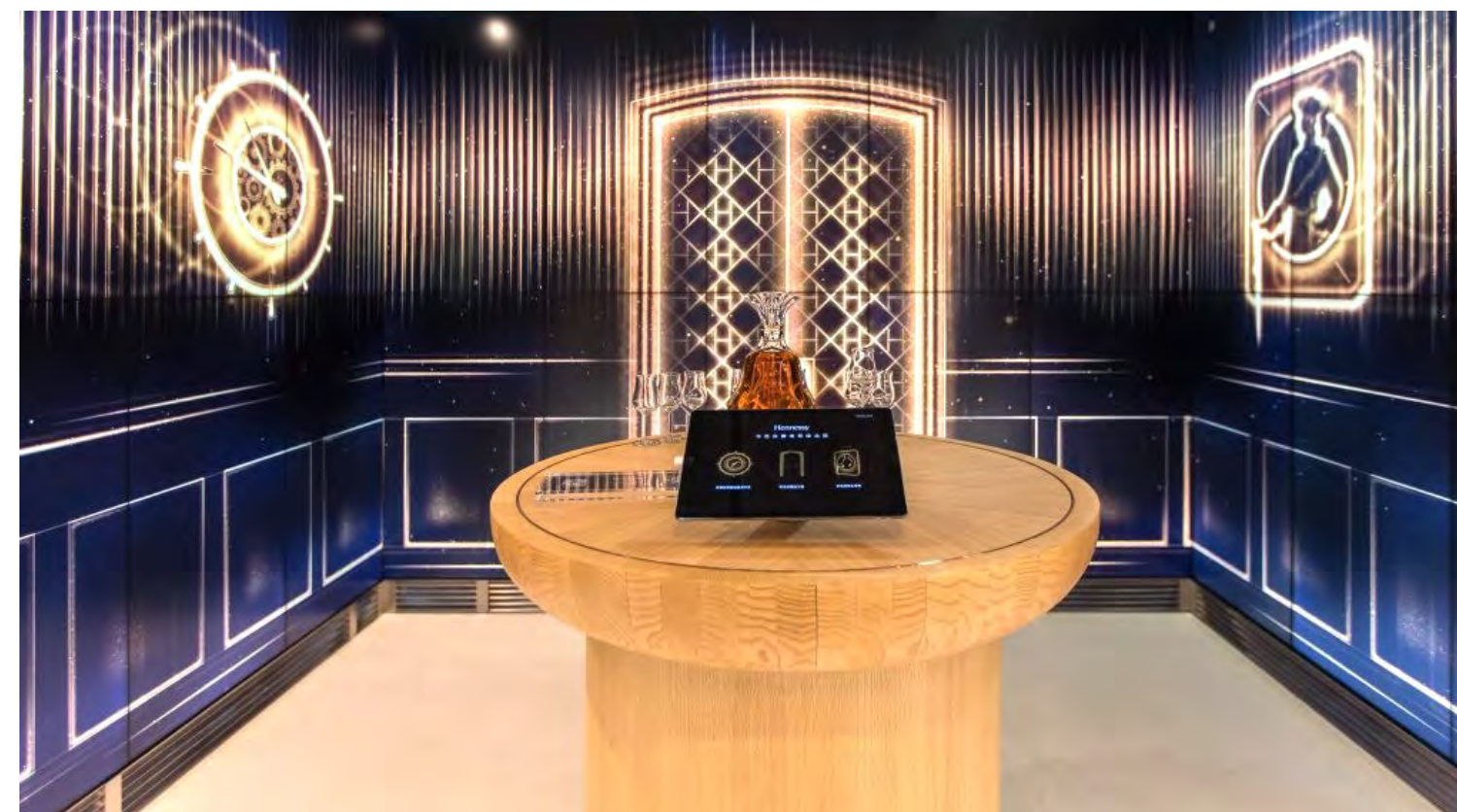
XINPIANCHANG

2D ANIMATION

ART DIRECTION

EDITING

MOTION GRAPHICS



HOUSE OF HENNESSY - AUDITOIRE

HOUSE OF HENNESSY DISCOVERY AT HKIA

JITU created & produced an interactive 2D animation played in an immersive screens installation for House of Hennessy event at HONG KONG INT'L AIRPORT, launched in September 2018. The animations lead the visitors to discover the fully immersive House of Hennessy experience. We also produced an online launch video.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

2D ANIMATION

MUSIC EDITING & SOUND DESIGN

GRAPHIC DESIGN

INTERACTIVE DESIGN

SOCIAL MEDIA VIDEOS



CARTIER - K2 ASIA

SANTOS DE CARTIER IMMERSIVE VIDEOS

JITU assisted K2 to create a series of immersive video contents for the exhibition Santos de Cartier in TANK Shanghai during 22-25 November, 2018. Based on the art direction we developed, JITU played with footages shot by top-down views from the city of Paris and Shanghai with motion graphic design and tailor-made sound design / remix to create an immersive flying experience in the mirrored tunnel spaces while walking in.

CREATIVE & ART DIRECTION

MOTION GRAPHICS

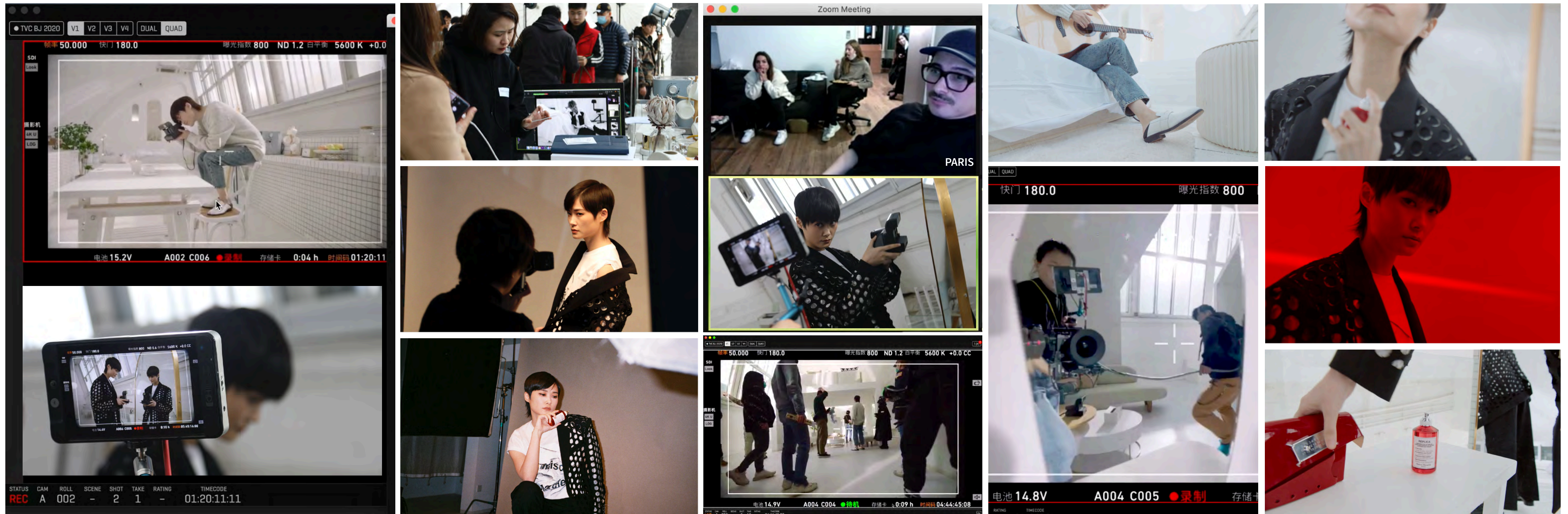
SOUND DESIGN

COMMERCIAL & FILM PRODUCTION



Maison Margiela

PARIS



MAISON MARGIELA

LAZY SUNDAY MORNING: "REPLICA REISSUE" FRAGRANCE ONLINE SERIES.

JITU Studio took care of the line production for the TVC & PRINT shooting in Beijing. The shooting was pre-produced in Paris & Shanghai. The shooting was remotely produced and directed from Paris, line produced in Beijing and overseen in LA. We had various camera angles on the set via mobile devices so the whole space could be covered and allow the director to get a sense of the space, team organisation and mood.

The main camera of the filming was plugged via a Pro live stream line in order for all production parties, the client and producers to give their comments live and for the director to give his directions. The director could directly communicate with JITU's Production Manager, 1st AD, DoP in Beijing. Chinese photographer was on location.

The TVC is starring the Chinese celebrity Chris Lee. The video was shot & released in China in December 2020.

VIMEO

XINPIANCHANG

REMOTE SHOOTING

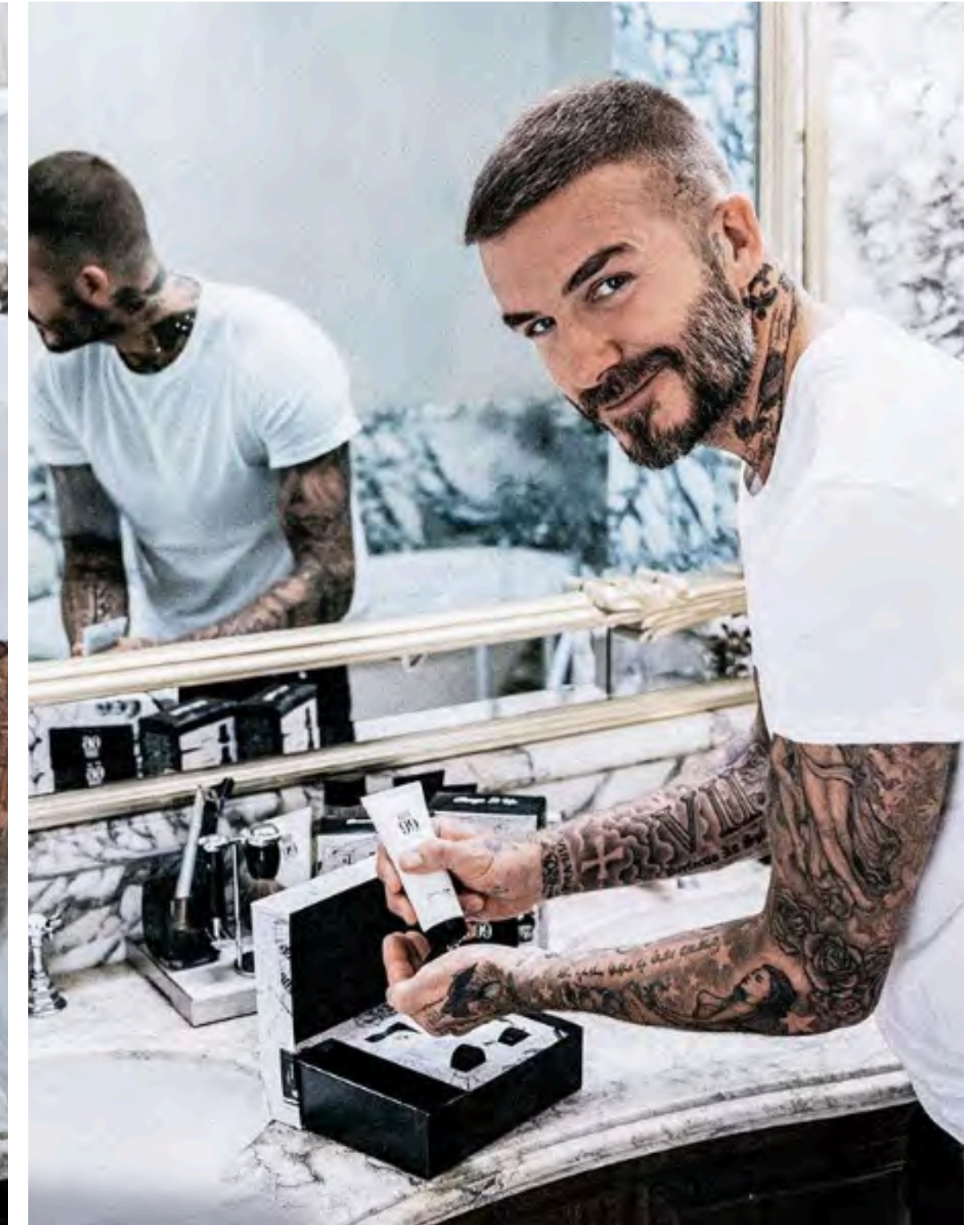
LINE PRODUCTION

PRE-PRODUCTION

PRODUCTION

PHOTOGRAPHY

HAPPY HOLIDAYS *with* DAVID BECKHAM



L'OREAL HOUSE99 - AKQA PARIS

HOUSE99 DAVID BECKHAM CHRISTMAS GIFT SETS

L'Oreal House 99 by David Beckham filmed its holiday season gift sets promotional video in Shanghai. JITU assisted AKQA Paris in line production for the shooting of this video by providing the Director of Photography, equipment and crew, location scouting, logistics arrangements, make up and wardrobe stylists.

VIMEO

XINPIANCHANG

FILMING

LINE PRODUCTION

SCOUTING

SHOOTING LOCATIONS



L'OREAL - STORNER

L'OREAL MEN EXPERT BTS 2018

In 2018, JITU studio collaborated with Storer Productions in a behind-the-scenes video and photography shooting for a L'Oreal Men Expert commercial featuring both Daniel Wu and Luhan. For this project, we were in charge of the line production.

The TVC was publicized in January 2019, announcing Luhan as their new Global Brand Ambassador.

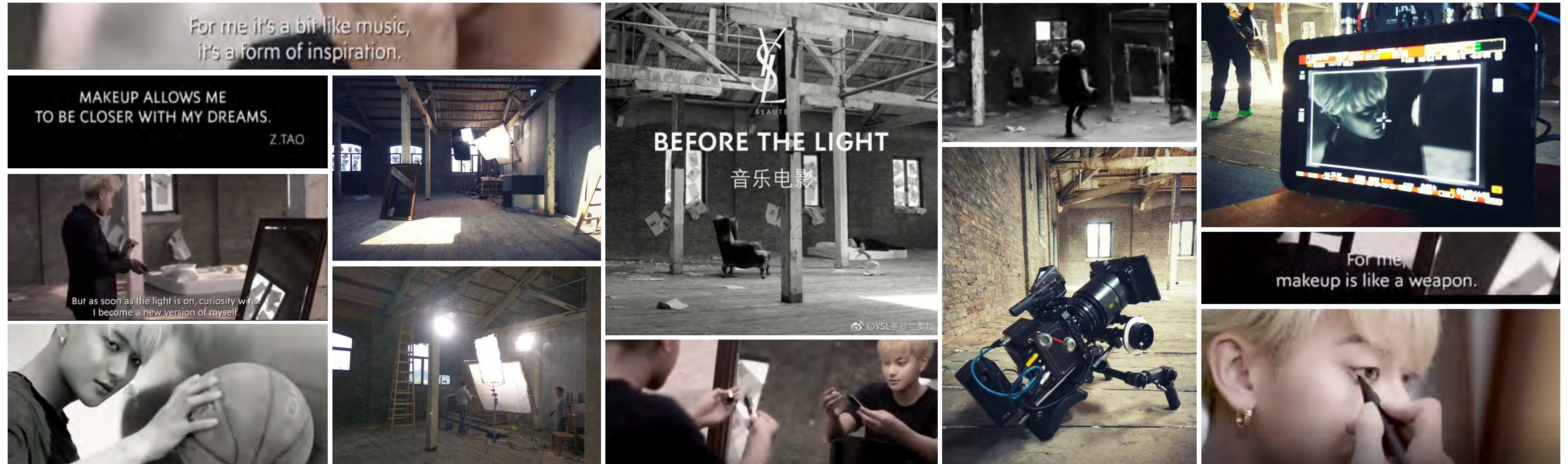
VIMEO

XINPIANCHANG

LINE PRODUCTION

BEHIND THE SCENES

FILMING



YSL BEAUTY

“BEFORE THE LIGHT” BRAND WEB SERIES

YSL Beauty, a division of the French cosmetic brand L'Oréal came with a web series called “before the light”. YSL Beauty came to China with their web series and JITU worked on the production of the episode with star Z.TAO. We took care of all the production for the shooting in Shanghai. We managed for location scouting and recruited a team for the shooting. The series also starred Zoë Kravitz and the band Lilly Wood & THE PRICK in previous episodes.

VIMEO

XINPIANCHANG

LINE PRODUCTION

PRE-PRODUCTION

PRODUCTION



L'OREAL HOUSE99 - AKQA PARIS

L'OREAL HOUSE99 BRAND LAUNCHING IN CHINA

L'Oreal House 99 by David Beckham merges barbershop culture with skin & haircare to create an all-new grooming brand for men. JITU assisted AKQA Paris, the long term creative partner of House99 in the film and photography coverage for the first launching event of the brand in China. JITU also filmed and edited the House99 influencer video that are posted on the brand's official social media.

VIMEO

XINPIANCHANG

FILMING

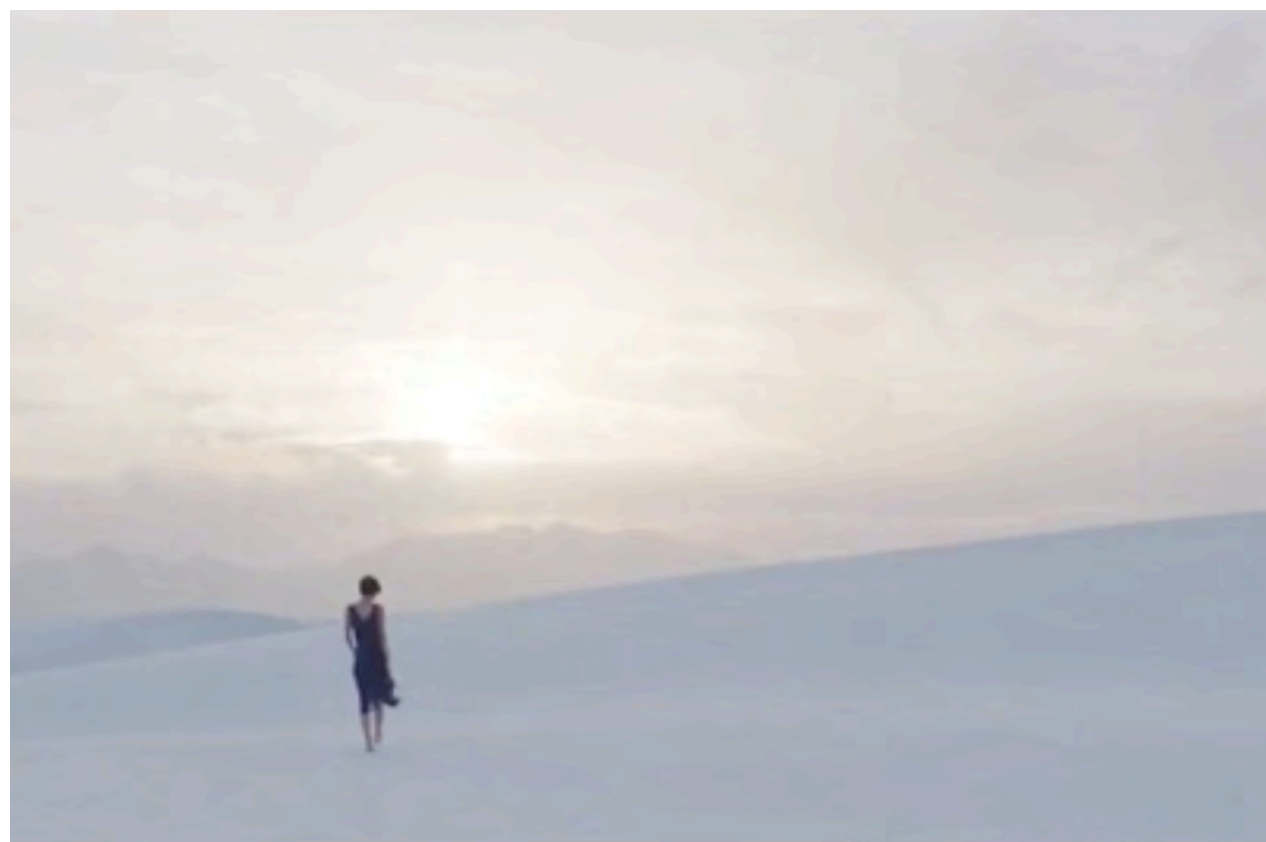
EDITING

LINE PRODUCTION

PHOTOGRAPHY

PHOTO RETOUCHING

SOCIAL MEDIA VIDEOS



LANCÔME

FIND YOUR LIGHT LANCÔME TVC 2018

In 2018, JITU studio worked with LANCÔME for a new TVC—ADVANCED GENIFIQUE SERUM 2018 campaign. For this project, we took care of the TVC line production, which included: casting, location scouting, set construction, set dressing, props, wardrobe, make-up, equipment and team gathering, voice over recording and logistics. In August 2018, the TVC was finalized in a 30s and 60s version and released in Mainland China, Taiwan and Hong Kong.

VIMEO

XINPIANCHANG

SHOOTING LOCATIONS

CASTING

SCOUTING

PRE-PRODUCTION

LINE PRODUCTION

SET CONSTRUCTION



DOVE - WINK STUDIO

DOVE SUMMER CAMPAIGN 2018 (CHINA, TW, HK)

In 2018 JITU studio worked with Wink Studio for Dove summer campaign in Shanghai. JITU managed the line production for this video. In April 2018, a 15 seconds TVC as well as different key visuals were released in Mainland China, Taiwan and Hong Kong. JITU studio created the motion graphics of the TVC.

VIMEO

XINPIANCHANG

LINE PRODUCTION

MOTION GRAPHICS

PRE-PRODUCTION

CASTING

SET CONSTRUCTION

VFX SUPERVISION



LUX - MOONDUCKLING

LUX FLOWERBLISS TVC CHINA

JITU studio line produced a TVC for LUX's luxury shower gel range "Flowerbliss", creating its China 2019 campaign" which featured Chinese celebrity actress Zhang Yuqi. Our work included : location scouting, team building, set design & construction, set dressing, wardrobe, props, make-up, equipment, voiceover recording and logistics. The TVC was finalized as two 15s versions and released in China in April 2019.

VIMEO

XINPIANCHANG

SHOOTING LOCATIONS

SCOUTING

PRE-PRODUCTION

LINE PRODUCTION

SET DESIGN & CONSTRUCTION



FUTURIKON

MINUSCULE 2 - THE MANDIBLES FROM FAR AWAY

We were responsible for the line production, in Beijing, for “*Minuscule 2, the mandibles from far away*” an animation & live action movie: locations scouting, set dressing, props, background actors, logistics, VFX supervision & making of. Released in French movie theaters, on January 30th 2019 .

LINE PRODUCTION

FILMING

VFX SUPERVISION

BEHIND THE SCENES



VOLKSWAGEN GROUP

GUANGZHOU AUTO SHOW CHARGING VIDEO

Paired with the CAMS infographic animation, this live action video was created by JITU to illustrate the goals and benefits of Volkswagen's Electric Charging network and was showcased at Guangzhou Auto Show in 2017. JITU's scope of work included concept development, storyboard production, casting, location scouting, crew, content video shoot and post-production regarding footage editing, color grading, Chinese and English voice-over recording as well as music & sound design.

VIMEO

XINPIANCHANG

CREATIVE CONCEPT

CREATIVE & ART DIRECTION

PRE-PRODUCTION

LINE PRODUCTION

CASTING

SHOOTING LOCATIONS

VOICEOVER

EDITING

MUSIC EDITING & SOUND DESIGN



RÉMY MARTIN – HAVAS SPORTS & ENTERTAINMENT

RÉMY MARTIN LA MAISON

Remy Martin is a brand geared to promote living life to the fullest. Their idea is to bring people's social lives into the perspective including meeting new people, visiting new places, and trying new things. With that in mind, JITU produced the video with Remy Martin's brand ambassador, famous actor Huang Xiaoming. Their concept of the '/' represents the idea of not being defined by a single action, and JITU adopted this idea in the teaser.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

ANIMATION

MOTION GRAPHICS



GATORADE – HAVAS SPORTS & ENTERTAINMENT

ONE PASS TO FAME

The campaign was based on a simple idea: Each participant had 5 shots with a limited 90 seconds to throw a football into a Gatorade barrel at a distance of 15 yards. The national winner of the campaign could attend the Super Bowl in the United States. With participation of a football player, a coach and the integration of an existing NFL footage, JITU produced a teaser video enticing the public to participate in this exciting and fun campaign, and instructional video showing how to hold and throw a football like a pro.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

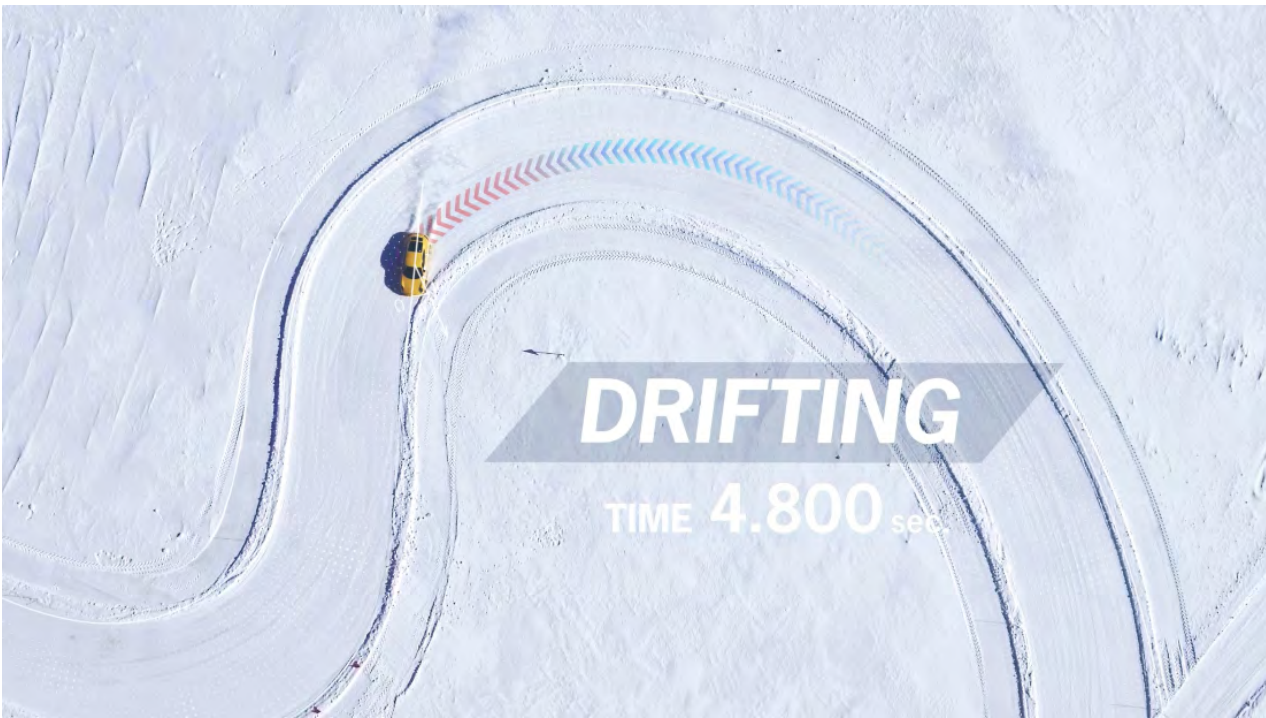
MOTION GRAPHICS

VIDEO PRODUCTION

COPYWRITING

3D ANIMATION

MUSIC COMPOSITION



PORSCHE
PORSCHE PRESENTS SNOW FORCE 2017

‘Snow Force 2017’ was an event of the high-end car brand Porsche. During this event in Inner-Mongolia Porsche underwent the ultimate challenge together with 50 participants; Driving in extreme conditions. JITU organized the whole shooting of the clip and went to snow force for the actual production. We edited a 30 seconds teaser and a 90 seconds experience report including motion graphics and tailor made music and sound design.

VIMEO

XINPIANCHANG

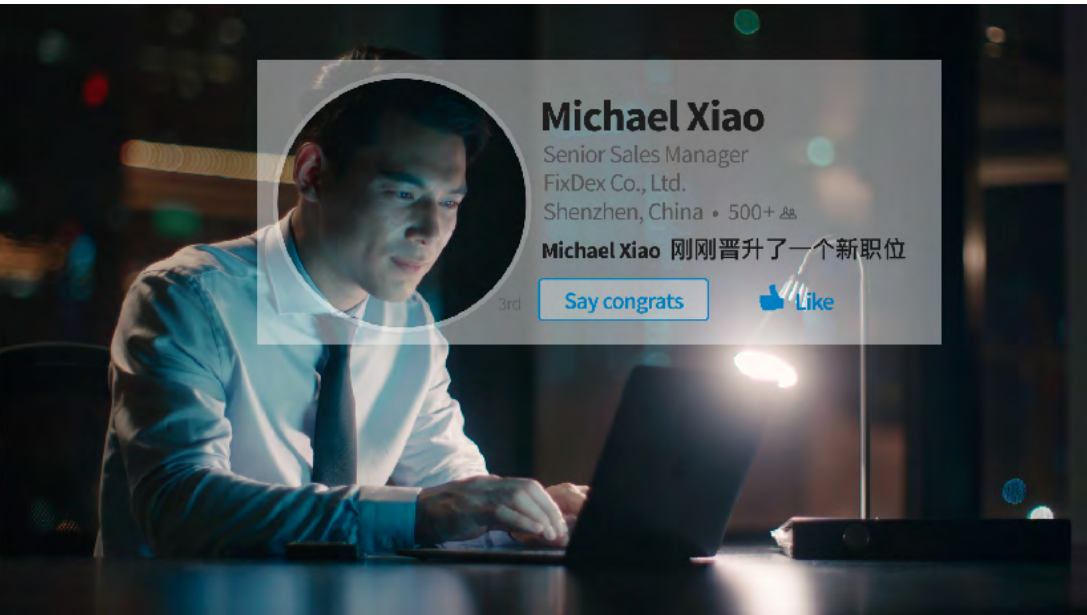
CREATIVE & ART DIRECTION

POST PRODUCTION

MOTION GRAPHICS

VIDEO PRODUCTION

MUSIC AND SOUND DESIGN



LINKEDIN – JUXT

LINKEDIN BRAND TVC SHOOTING

JITU produced a brand video for LinkedIn targeting potential ad buyers for its website. JITU collaborated with JUXT in developing a storyline and a storyboard for the video. JITU completed the principal photography with precision and efficiency. JITU edited the brand video to fit the needs of LinkedIn reaching their target audience. During postproduction JITU conducted color grading, sound design, sound mixing, voice over, and animation.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

PRODUCTION

COPYWRITING

MOTION GRAPHICS

POST PRODUCTION



HUAWEI – HAVAS SPORTS & ENTERTAINMENT

HUAWEI CONNECT 2016 - DAY 3 : LI MINGGUO

For the 3rd day opening video of Huawei Connect 2016 keynote, JITU produced a short film aiming at highlighting Huawei's values and to draw a parallel between the Xishuangbanna's rainforest and its ecosystem. JITU filmed renowned biodiversity conservationist Li Minguo in her own environment, in the heart of the rainforest, and incorporated this footage into Huawei Connect's ecosystem theme, introduced by an original animation.

VIMEO

XINPIANCHANG

We also collaborated with her to write a voice over statement narrated by her. To sum up, JITU was responsible for the video's creative direction, copy-writing, filming, post-production & animation, including sound design, as well as composing an original music.

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

MUSIC COMPOSITION

POST-PRODUCTION

COPYWRITING

3D ANIMATION



MATTHIEU CHÉDID -M- AND AM444 - KAIGUAN CULTURE

MUSIC VIDEO OF 'DÉTACHE TOI/SHEN JING MO SHAO'

Matthieu Chedid, better known by his stage name -M-, is a French rock singer-songwriter and guitar player. Together with AM444, the music project of Chinese singer/songwriter/dj ChaCha and veteran Dutch producer/musician Jay Soul, he made the song 'Détache Toi'. JITU assisted as local producer with director Mathieu Demy, a famous French actor, and cinematographer Éponine Momencaeu, winner of the Palm d'Or for her film Deephan during the Cannes Film Festival.

VIMEO

XINPIANCHANG

PRODUCTION

DOCUMENTARIES



LOGO DESIGN



COLOR PALETTE



Pantone
CMYK 85,27,47,5
RGB 0,137,137
008989



Pantone
CMYK 72,32,0,0
RGB 64,145,206
4091CE



RGB 241,242,242
F1F2F2



RGB 8,129,145
088191

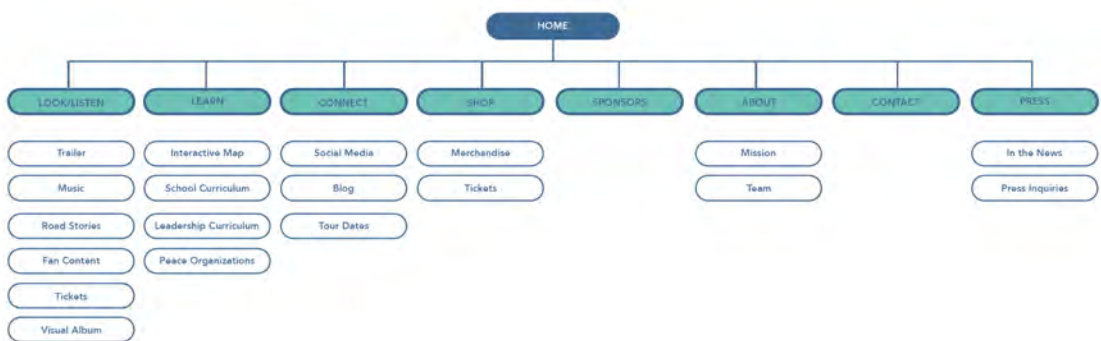


RGB 65,106,145
416A91



RGB 73,117,186
4975BA

WEBSITE DESIGN



WORLD SYMPHONY FOR PEACE

A VISUAL MUSICAL ALBUM & A DOCUMENTARY

JITU has been involved from the very beginning to help creating the visual identity and helping to formulating its concept and vision, with its founders and members. JITU has been invited by Executive Producer Zoë Alderfer Ryan to have a role of partner creative agency and co-producers on this very exciting musical movement involving long time Prince's friends and collaborators: musician Morris Hayes (Keyboardist & Musical Director), Film Director Craig Rice (MV & Paisley Park Director).

VIMEO

XINPIANCHANG

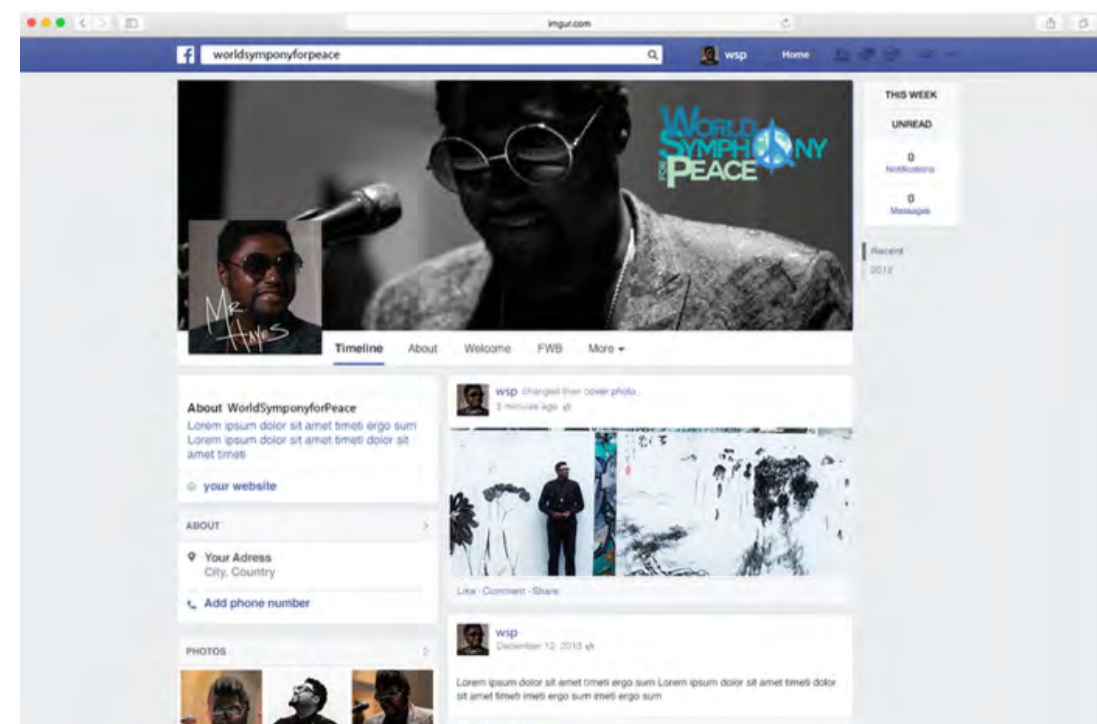
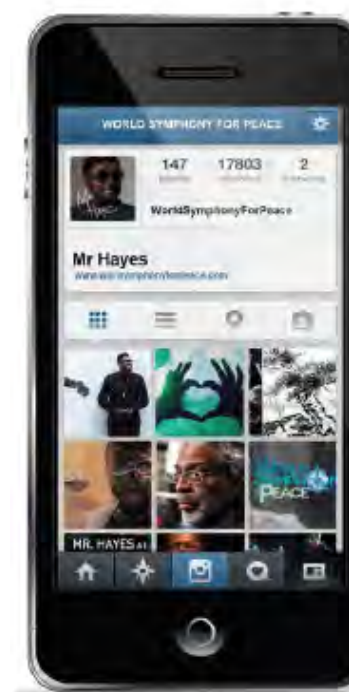
WSP is a musical movement around peace that will see original musical & video content feeding a dedicated original digital platform. This movement is going to be triggered by the musical journey of Morris Hayes in his quest to produce and compose an album around the world, that will be documented by a long feature film documentary. This journey will see him traveling the world and collaborating with many artists, cultures.

CREATIVE & ART DIRECTION

BRAND IDENTITY

LINE & CO-PRODUCTION

GRAPHIC & WEB DESIGN



WORLD SYMPHONY FOR PEACE

A MUSICAL JOURNEY & A DIGITAL PLATFORM

"Peace is all around us, we just need to choose to tune it in.", Morris Hayes, famous musical director of Prince, music conceptualist and pianist, calls for World Peace, Harmony and Joy. His World Symphony for peace project aims at creating songs, grooves and musical pieces with musicians he encounters during his journey all around the world.

VIMEO

XINPIANCHANG

This project shows music acting as a connector between communities and the world. Mister Hayes plans on launching a documentary, an album, as well as, organizing musical workshops and tours to raise awareness through music in schools and communities. As the album and the documentary will be produced **an original web series** will **showcase profiles** (musicians, dancers, photographers, spiritual leaders) of the many **encounters** Morris Hayes will do in his **musical quest around the globe**.

CREATIVE & ART DIRECTION

BRAND IDENTITY

LINE & CO-PRODUCTION

GRAPHIC & WEB DESIGN



FRENCH DEVELOPMENT AGENCY (AFD)

GREEN RECONSTRUCTION OF SICHUAN DOCUMENTARY

JITU was contacted by the French Development Agency to publicize their project “Green Reconstruction of Sichuan”. Following the devastating Sichuan earthquake, AFD partnered with local authorities to invest around 200 million USD over 4 years to rebuild. JITU developed the idea for, and produced a 20-minute documentary that showed and explained the entire reconstruction process.

JITU further helped to promote the project by organizing photographic exhibitions in Chengdu and Beijing. In addition, we created leaflets, posters and other print material in English, French and Chinese.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

POST PRODUCTION

PHOTOGRAPHY

PRINT

EXHIBITION



HANDICAP INTERNATIONAL

SICHUAN EARTHQUAKE DOCUMENTARY

Handicap International is a non-governmental organization which aims to help disabled and vulnerable people in situations of poverty and exclusion, conflict and disaster. Following the devastating earthquake in Sichuan, Handicap International provided on the ground support for the people who had been disabled as a result of the earthquake. JITU produced a documentary about their work helping

those newly disabled people to learn how to live and work again. JITU managed the entire process of the documentary, including script writing, filming and final editing

VIMEO

XINPIANCHANG

PHOTOGRAPHY

EXHIBITION

DOCUMENTARY

VIDEO PRODUCTION

EVENT PRODUCTION

POST PRODUCTION



DONGFENG PEUGEOT – HAVAS SPORTS & ENTERTAINMENT

FUTURE MASTERS ROLAND GARROS PARIS

Dongfeng Peugeot organizes the yearly Future Masters Tournament to promote sports among young people. The finalists of this tournament were offered the chance to attend the French Open (Roland Garros) and train with the best of the tennis world. JITU filmed the entire experience from the youths' selection in China, their trip to France, and their experience at the tournament and events for a short documentary with original sound design. The video was played at French Open in Paris and Shanghai.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

PRODUCTION

POST PRODUCTION

MOTION GRAPHICS

DOCUMENTARY



ROLAND GARROS – HAVAS SPORTS & ENTERTAINMENT
FRENCH OPEN TENNIS CHAMPIONSHIP VIDEO SERIES

JITU produced several videos of their Roland Garros event. It takes place every year to promote tennis and the French Open in China. Since 2012, we have produced a range of videos capturing this event from the set-up until the end. We filmed the opening ceremony, created a wrap-up video, behind-the-scenes, photographed the events, and created the promotional stop motion video.

VIMEO

XINPIANCHANG

ART DIRECTION

VIDEO PRODUCTION

POST PRODUCTION

MEDIA COVERAGE

PROMO VIDEO

3D ANIMATION

LAUNCH TEASERS



ARUP

HONEY & BUBBLES DOCUMENTARY

ARUP, world's largest architectural and construction firm, planned to film its contribution to the development of Beijing. A supposedly "corporate video" evolved into a documentary following the dramatic changes to the Beijing skyline in the run up to the Olympic Games. We juxtaposed staff interviews with the story of a beekeeper living in a Beijing hutong and a Beijing taxi driver. The film was seen by ARUP staff all over the world, and was shown at the London Architecture Festival and the Power House Museum in Sydney.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

PACKAGING

VIDEO PRODUCTION

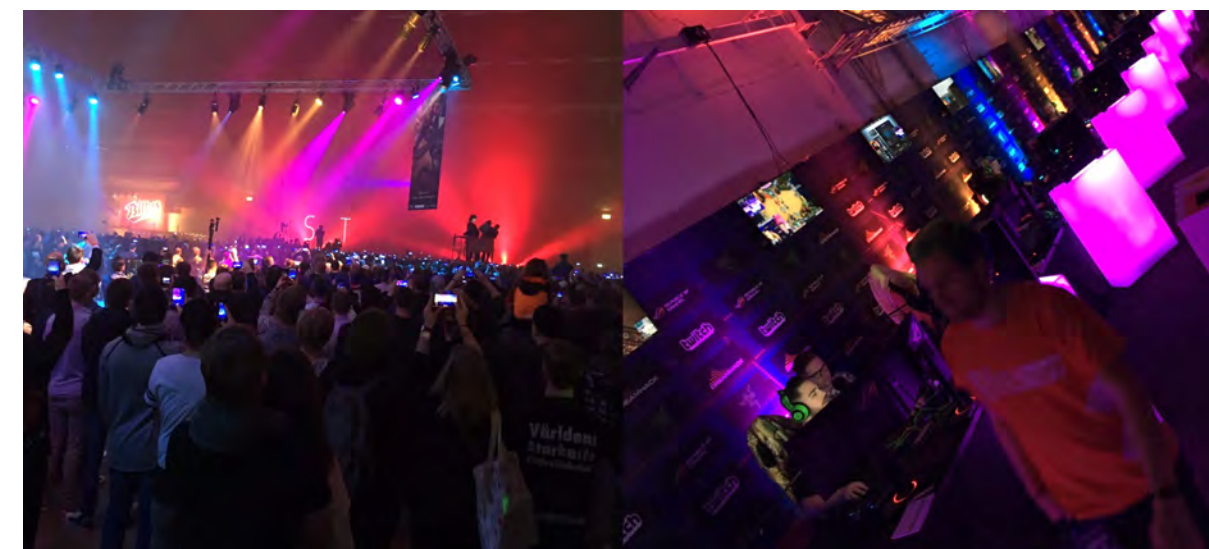
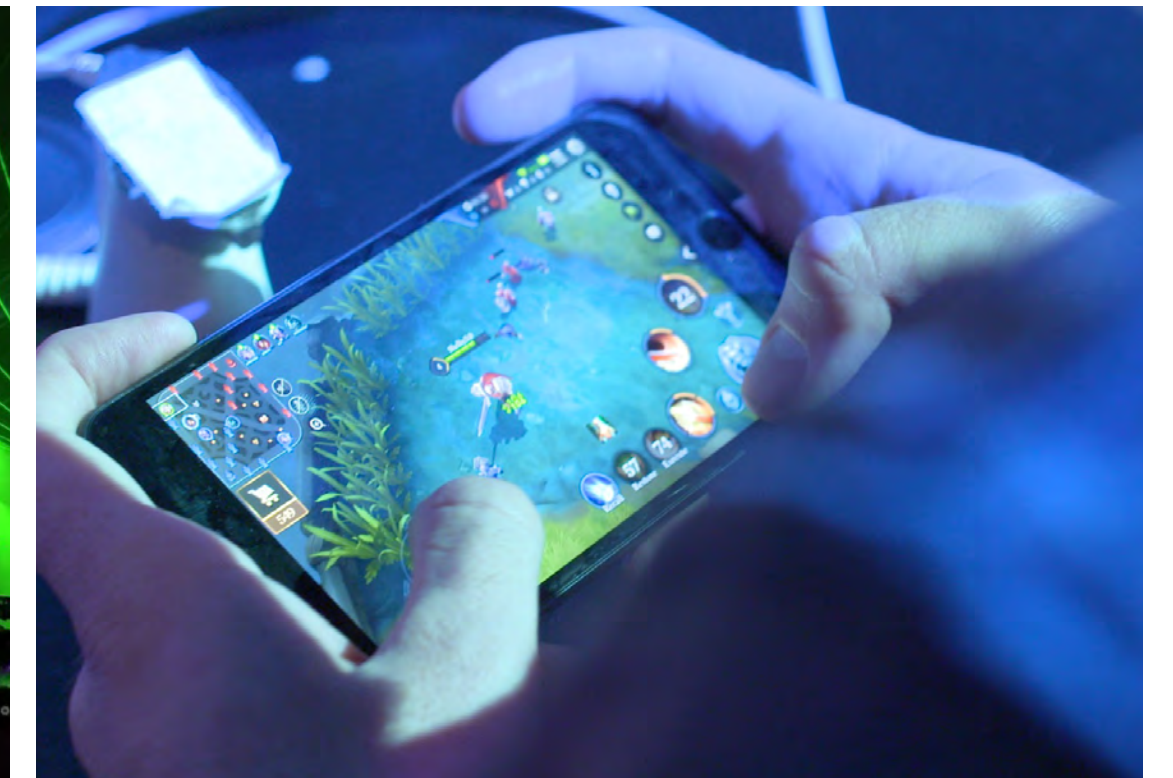
MOTION GRAPHICS

POST PRODUCTION

MUSIC COMPOSITION

EVENT FILMING





TENCENT GAMES

MEDIA COVERAGE & PRODUCTION FOR ARENA OF VALOR AT DREAMHACK, SWEDEN

JITU provided on-site video and photo documentation for the Arena of Valor (AoV) School and AoV NPT at DreamHack, the world's largest digital festival, in Jonkoping, Sweden. With a team of 14 people, we captured the four AoV coaches, coming from all over Europe, as they recruited players on-site, trained them and ultimately competed in a exciting nail-biter competition. Photos and videos were edited and sent out on site each day to social media in real time.

We worked closely with Tencent Games to hone their key messaging for the AoV School and created a final mini-documentary in reality TV style, capturing the essence of the entire recruitment and coaching process.

Arena of Valor is the international version of Tencent Games' hugely popular Chinese game 王者荣耀 Strike of Kings.

VIMEO

XINPIANCHANG

VIMEO

XINPIANCHANG

CREATIVE DIRECTION

SOCIAL MEDIA VIDEOS

LAUNCH TEASERS

MEDIA COVERAGE

COPYWRITING

VIDEO PRODUCTION

PHOTOGRAPHY



TENCENT GAMES

TENCENT GAMES AOV LA EVENT COVERAGE VIDEO

Tencent Games is an online game company founded in 2003. As of today, its platform boasts the largest community users in the world. In 2018, the Arena of Valor World Cup was the first global eSports championship sponsored by Tencent. The tournament was held in Los Angeles, United States with a prize pool of USD 550,000. The finals took place in the TCL Chinese Theatre in Los Angeles between July 27 and July 28.

VIMEO

XINPIANCHANG

Aside from the on-site video shooting and photo documentation of the tournament, JITU studio was also in charge of the local line-production and post-production by providing music editing, sound design and 2D and 3D animations.

VIDEO PRODUCTION

LINE PRODUCTION

EDITING

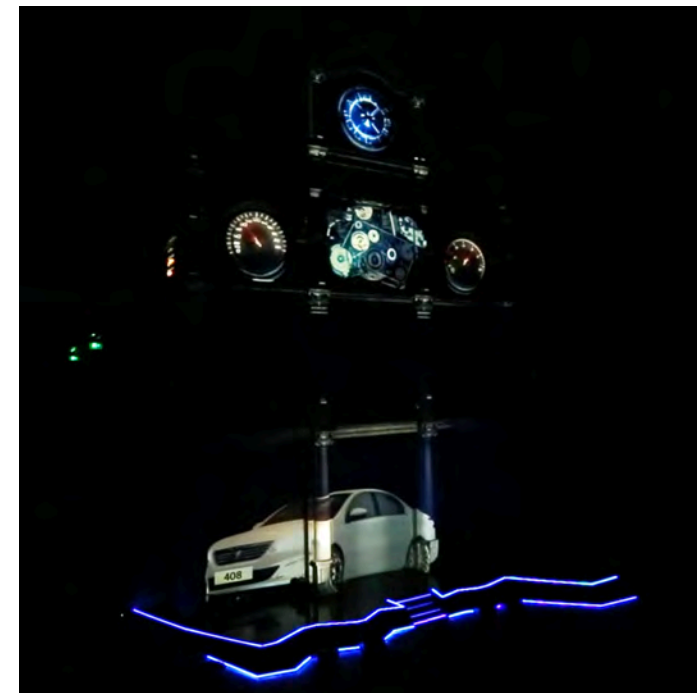
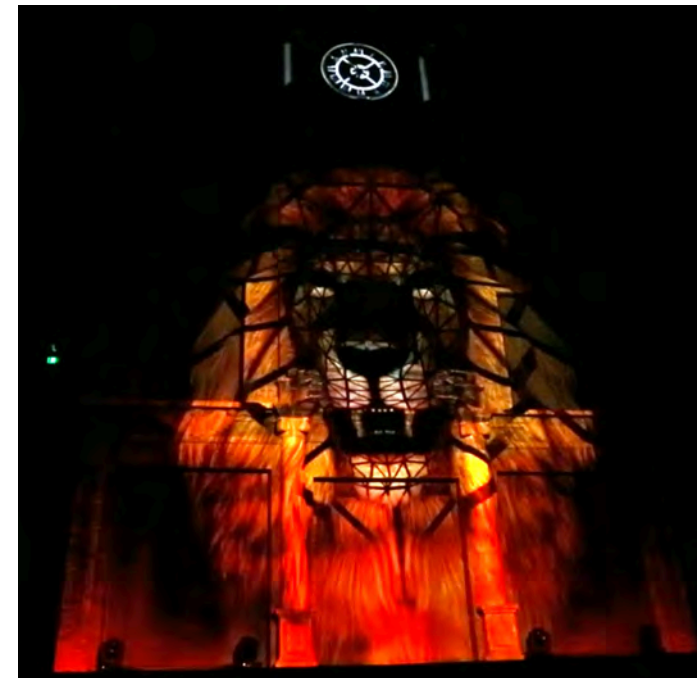
POST PRODUCTION

PHOTOGRAPHY

2D-3D ANIMATION

MUSIC EDITING & SOUND DESIGN

STORE OPENING



DONGFENG PEUGEOT – HAVAS SPORTS & ENTERTAINMENT DONGFENG PEUGEOT AVENUE OPENING

Peugeot Dongfeng Avenue on Qianmian pedestrian street in Beijing is the second such flagship store for Peugeot globally, the first being the one on the Champs-Élysées in Paris. The store is 1,650 m2 over 4 levels.

JITU was contacted by Havas Sports and Entertainment to create and produce a 3D projection mapping video that was projected on the façade of the new store during the launch event.

VIMEO

XINPIANCHANG

In order to highlight the magnificent building with 19th Century style architecture, JITU created conspicuous 2D and 3D visuals, as well as a choreography in harmony with the projection and the music, also created and designed by us. Finally, JITU was also in charge of providing top-notch event photography and filming from which we created and edited a final wrap-up video.

CREATIVE & ART DIRECTION

MEDIA COVERAGE

VIDEO PRODUCTION

3D PRODUCTION MAPPING

LAUNCH TEASERS



NFL – HAVAS SPORTS & ENTERTAINMENT

NFL HOME FIELD

At the National Football League’s NFL Home Field, people are invited to get to know America’s favorite sport through interactive games & displays, entertainment attractions, football clinics and watch live games featuring local teams. Within 17 activation days in Beijing and Shanghai, there were more than 260.000 visitors.

VIMEO

XINPIANCHANG

JITU assisted Havas SE to produce videos and photos for the NFL event. We made a wrap-up video including drone footage and did a time-lapse of the Beijing set-up.

ART DIRECTION

3D ANIMATION

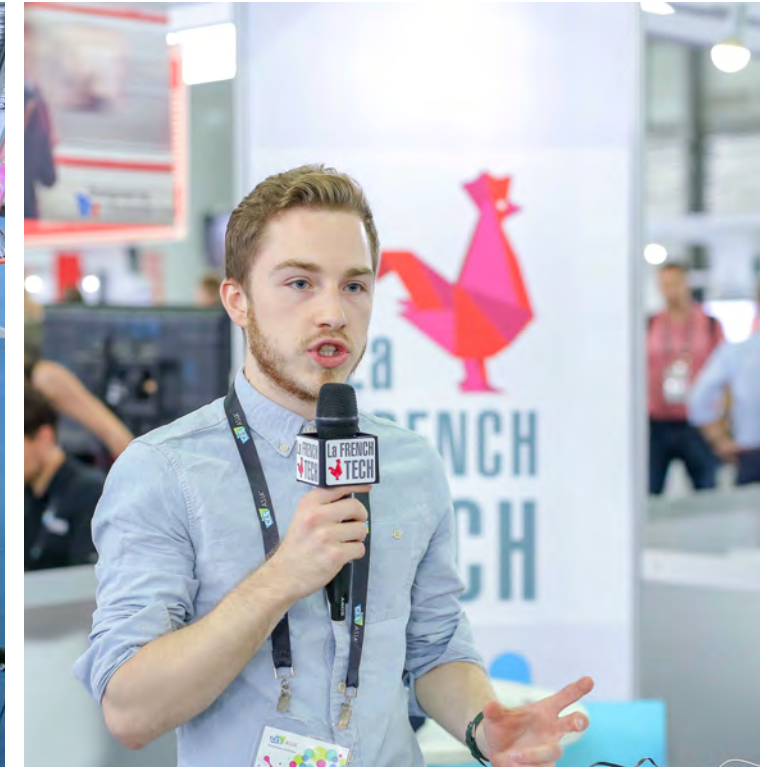
PROMO VIDEO

LAUNCH TEASERS

VIDEO PRODUCTION

PHOTOGRAPHY

MEDIA COVERAGE



LA FRENCH TECH - CES

FRENCHTECH AT CES ASIA, SHANGHAI

JITU was selected by Business France to be the communication partner for La French Tech Shanghai which operated the biggest pavilion at CES Asia 2018, to help promote French innovation & start-ups in China and all over the world! We photographed and filmed over the course of two days at the conference, conducted exhibitor interviews and covered the reception party at the French Consul's Residence in Shanghai. We produced a promotional video with 2 formats and documented the entire conference for media.

[VIMEO](#)
[XINPIANCHANG](#)
[PARTNERSHIP](#)
[MEDIA COVERAGE](#)
[VIDEO PRODUCTION](#)
[PHOTOGRAPHY](#)
[POST PRODUCTION](#)
[MOTION GRAPHICS](#)



FRENCH EMBASSY IN CHINA

CROISEMENTS FESTIVAL 2018

The Croisements Festival is the largest French cultural event in the world and the largest of its kind in China, bringing a wide array of French culture to a growing number of cities. JITU created a teaser, and filmed interviews, and covered culture events spanning from fireside chat to large concerts. These trailers were covered by animation and sounds design who make them videos of the most attractive. In addition, the photos were also used for multiple press releases.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

PHOTOGRAPHY

ANIMATION

GRAPHIC DESIGN

SOUND MIXING

ON SITE SHOOTING



FRENCH EMBASSY IN CHINA

CROISEMENTS FESTIVAL 2017

The Croisements Festival is the largest French cultural event in the world and the largest of its kind in China, bringing a wide array of French culture to a growing number of cities. This year, the festival was present in more than 30 Chinese cities. JITU studio filmed and took photos of more than 20 performances during the series of events and used this footage to produce intriguing trailers and a captivating post-event film.

VIMEO

XINPIANCHANG

CREATIVE & ART DIRECTION

VIDEO PRODUCTION

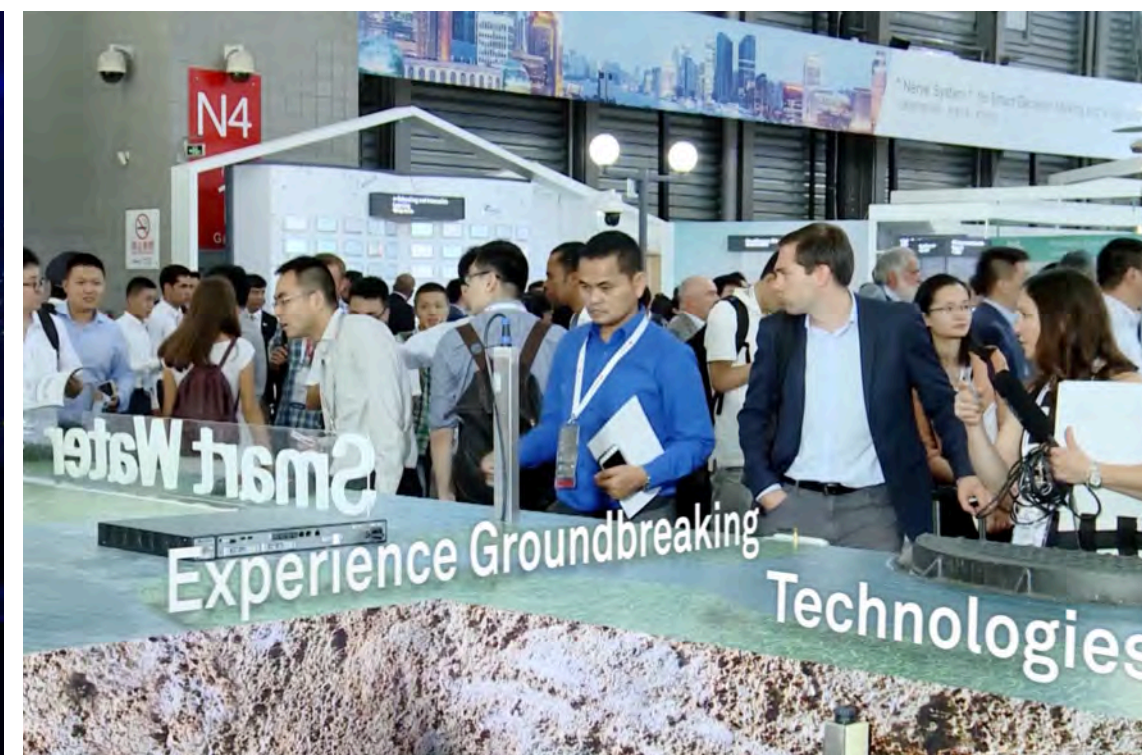
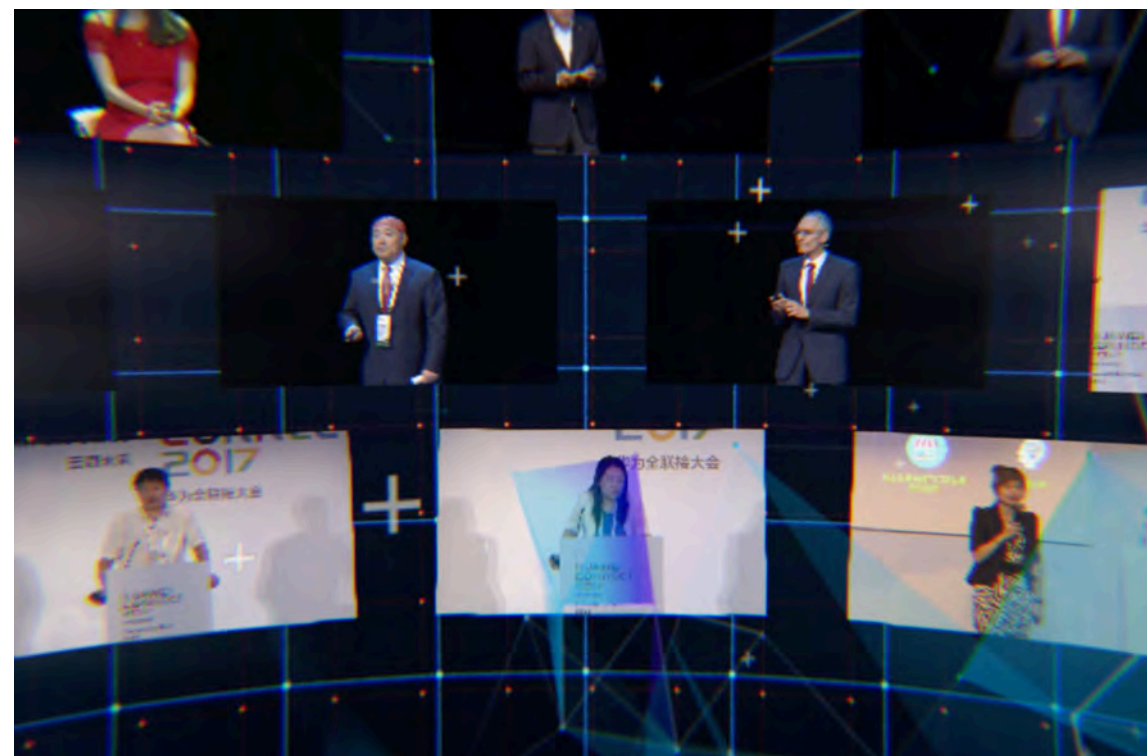
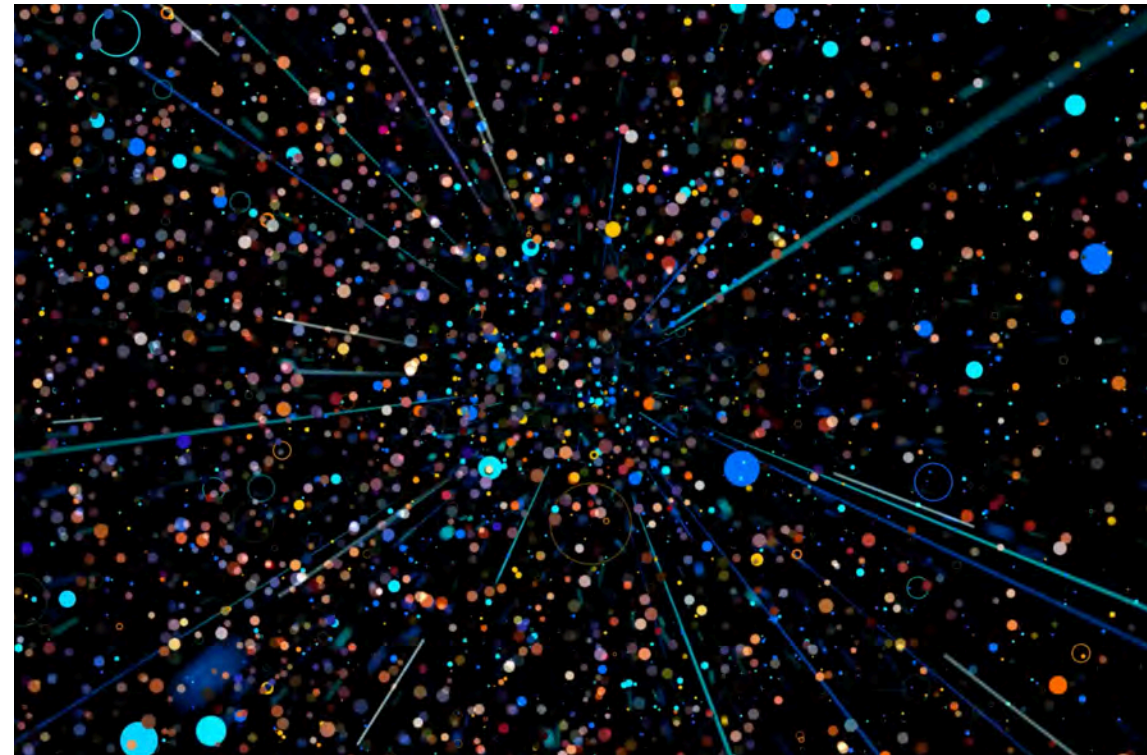
PHOTOGRAPHY

ANIMATION

GRAPHIC DESIGN

SOUND MIXING

ON SITE SHOOTING



HUAWEI

HUAWEI CONNECT 2017

HUAWEI CONNECT is a conference about the global ICT ecosystem where industry leaders gather to share ideas, introduce new technologies, and join forces for a faster growth. Huawei Connect 2017 took place at the Shanghai New International Expo Centre. JITU studio not only filmed the entire event but also produced the promotional video for the following year. The latter was made in accordance to Huawei's "All-Connected" philosophy and composed with innovating 3D animations.

VIMEO

XINPIANCHANG

ANIMATION

EDITING

EVENT

2D-3D ANIMATION

FILMING

STORYLINE

SOUND DESIGN

SOUND EDITING

JITU creative space

798 Art District, Beijing.

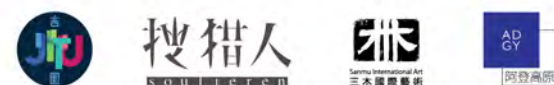




彼之间岸 那焯飞作品展 Philippe S. Nayer. Entre Rivages 2

2019年11月23日至12月7日 / 23 November - 7 December 2018
开幕 / Opening: 2018年11月24日, 16点 / 24 November, 16pm

地点 | Venue: JITU Creative Space | 三木国际艺术中心
2nd Taoci Street | 798 Art District | No.2 Jiuxianqiao Road | Chaoyang
北京市朝阳区酒仙桥路2号 | 798艺术区 | 陶窑二街



JITU CREATIVE SPACE

PHILIPPE S. NAYER: ENTRE RIVAGES 2 EXHIBITION

JITU Creative Space, Soulieren and ADGY International Cultural Centre collaboratively presented the exhibition “Entre Rivages 2” by Belgium artist Philippe S. Nayer, curated by renown Chinese curator Li Yi, at JITU Creative Space in 798 Art District, Beijing. Presented were 2 series of Nayer’s work, one paintings in contrasting colors, containing elements for spontaneous writing and graffitis as well as a second one, earlier small scale paintings, fusions of words and images, reflecting memories of the artist and resembling journals.

As the joint-host, JITU designed the exhibition poster and collaters, organizing the artwork set-up & exhibition production as well as the opening night reception, together with its relevant photo coverage shooting.

The exhibition started on 23th November and lasted until 7th December, 2018.

CREATIVE & ART DIRECTION

CURATING

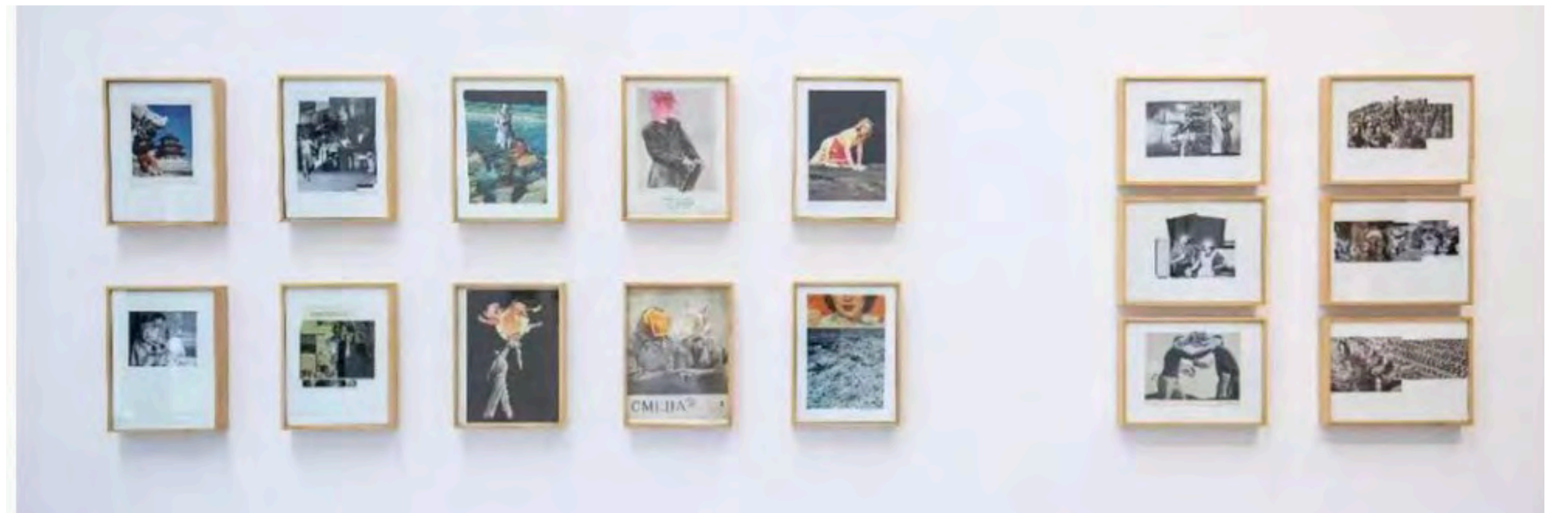
EVENT

ART

EXHIBITION

798

BEIJING



JITU CREATIVE SPACE

BRENDAN MCCUMSTIE: BLUE MOON EXHIBITION

JITU Creative Space curated Brendan McCumstie's Solo Exhibition "Blue Moon" in our JITU Creative Space in 798 Art District, Beijing. In the exhibition, we displayed McCumstie's recent paintings, collages & cyanotype prints and the re-emergence of his favorite works from previous years - featuring a reimagining of "The Favour" (2016) - an artist's reflection on the Moon, civilization, time, observing and being observed, and progress in general.

As the curator and the host, we designed the exhibition poster, organizing the artwork set-up and developing curatorial concept. JITU has also co-organized a special event "Gallery Night" - together with 4 other galleries opened late to present an artistic feast for art lovers in Beijing.

The exhibition started on 27th April – 19th May, 2019.

CREATIVE & ART DIRECTION

CURATING

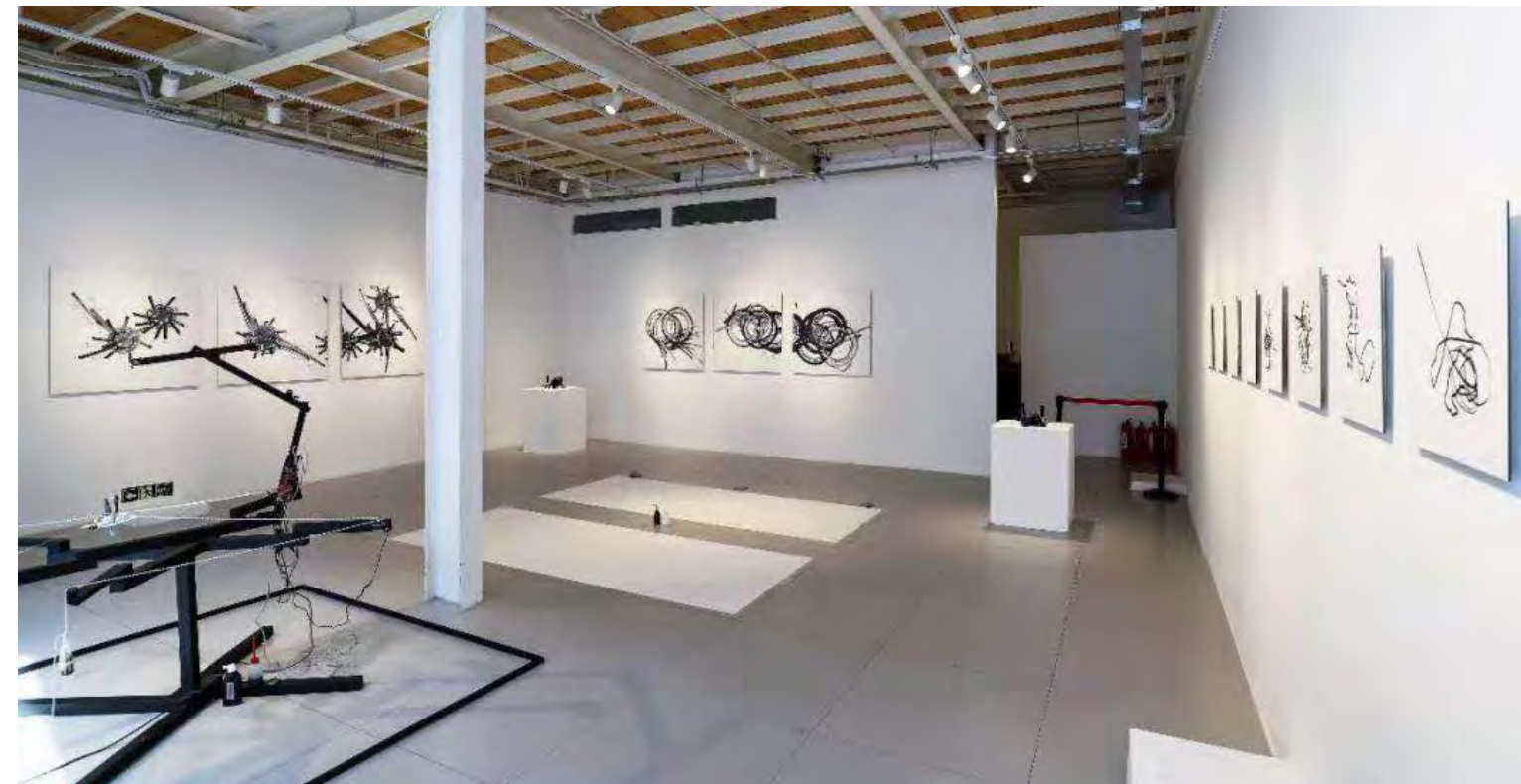
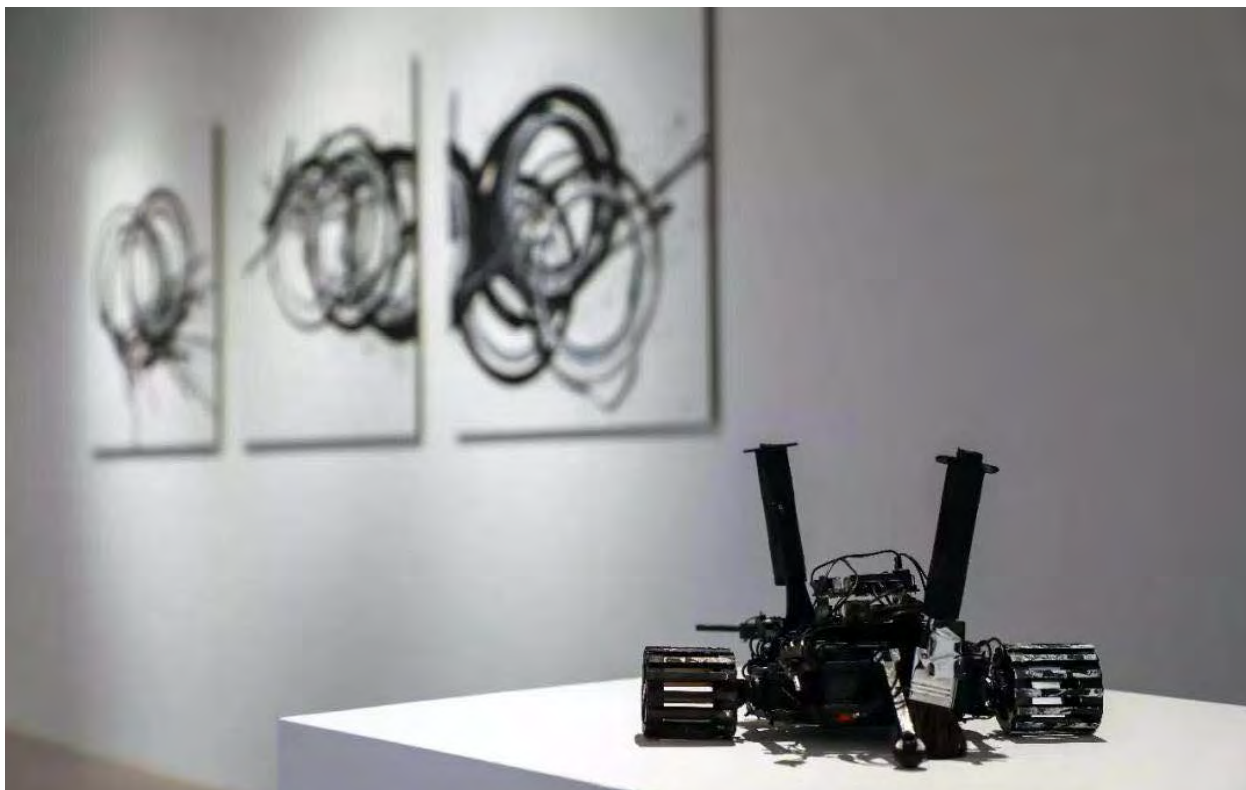
EVENT

ART

EXHIBITION

798

BEIJING



庞凯 机械化状态

Niki Passath. Robotic Conditions

2019年6月15日至6月30日 / 15 - 30 June 2019
开幕 / Opening: 2019年6月15日, 3点 / 15 June, 3pm

地点 | Venue: JITU Creative Space | 三木国际艺术中心
2nd Taoci Street | 798 Art District | No.2 Jiuxianqiao Road | Chaoyang
北京市朝阳区酒仙桥路2号 | 798艺术区 | 陶瓷二街



JITU CREATIVE SPACE

PHILIPPE S. NAYER: ENTRE RIVAGES 2 EXHIBITION

JITU Creative Space and Soulieren collaboratively presented the exhibition “Robotic Conditions” by Austrian artist Niki Passath at JITU Creative Space in 798 Art District, Beijing. During the exhibition, artist Passath is engaging in finding and creating robotic traces via paint, visualizing the motions and behaviour of the robotic object to bring out the following question: What will happen if soon all the manufacturing processes are implemented purely by machines and artificially intelligent systems and robots don’t need any prostheses anymore? What do we do now when the human becomes obsolete?

As the joint-host, JITU designed the exhibition poster and collaters, organizing the artwork set-up & exhibition production as well as the opening day reception, together with its relevant photo coverage shooting.

The exhibition started on 15th June and extended until 7th July, 2019.

CREATIVE & ART DIRECTION

CURATING

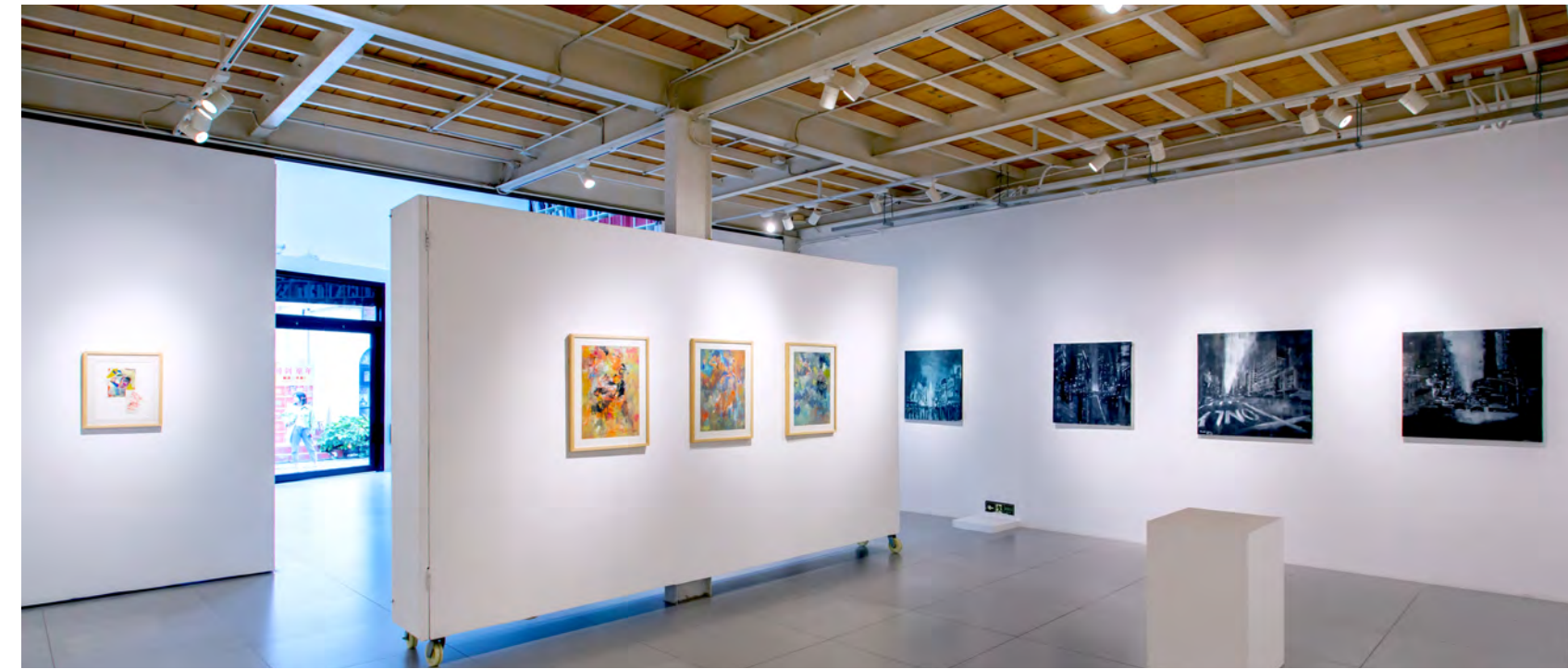
EVENT

ART

EXHIBITION

798

BEIJING



:DIALOGUE 对话

Christophe Lavenair 克里斯朵夫·林提奥
Theophile Arcelin 林提奥

2019年9月13日至9月28日 / 13 - 28 September 2019
开幕 / Opening: 2019年9月13日, 3点 / 13 September, 3pm

地点 | Venue: JITU Creative Space | 三木国际艺术中心
2nd Taoci Street | 798 Art District | No.2 Jiuxianqiao Road | Chaoyang
北京市朝阳区酒仙桥路2号 | 798艺术区 | 陶贰二街



JITU CREATIVE SPACE

CHRISTOPHE LAVENAIR & THEOPHILE ARCELIN :DIALOGUE EXHIBITION

JITU Creative Space presented the Dual Exhibition “Dialogue” featuring the works of two French artists, Christophe Lavenair & Theophile Arcelin in Beijing’s 798 Art District.

The works shown in the exhibition represent two very different oeuvres, that at first glance appear almost as antipodes but at the same time start entering a tantalizing dialogue through their rather opposite artistic approaches and executions.

The act of making a painting is to Theophile Arcelin a meditation. What matters to him is to achieve a meditative state, the real “meat” of the painting emerges from that place.

Christophe Lavenair wants to praise feminine beauty through subjective colours and irregular lines in his paintings exhibited at JITU Creative Space, and aims to underline the grace, purity and softness of the woman.

CREATIVE & ART DIRECTION

CURATING

EVENT

ART

EXHIBITION

798

BEIJING

**No matter what CONTENT, JITU can
CREATE it, DEVELOP it, PRODUCE it
& INTEGRATE it!**



#create

#dare

#share



BRANDING

Design & Reveal
Content & Identities

CREATING
WITH YOU

We do branding: we cross-pollinate across concept, storytelling, graphic design, video, motion graphics, sound and visual arts.

In addition to create custom, engaging brand content, we formulate visual identities for brand. Thanks to our broad vision & integrated services, we are the right partner for companies and makers that want to get involved in defining themselves visually and writing their story.

We bring our ideas, storytelling, know-how and esthetic approach, as well as our experience in advising our collaborators and clients to chose the right design that will define them and their brand.

From creating a mood board, to sketching a logo , designing, developing and adapting it to various marketing tools, we create and develop customized visual guidelines that will be your guide to using properly your image and adapting it to your needs.

Shape Your Brand

Innovative & original content

STORIES
FOR YOU

concepts

We are a **creative platform** and **production house** helping innovative brands and companies such as **start-up** and medium size **tech** companies to develop their corporate message and **communicate** about their products and values.

We do **branding**: we develop visual identities and work closely with companies to formulate their stories and write their key message.

We **translate visually** the core message and brand values of our clients through **meaningful** and well narrated **stories**.

We create **original concepts** and produce tailor-made & cutting edge branded content that reflects the technology of our clients.

We gain from our experience in working with big established groups. We have expertise in developing communication through branded content for international companies communicating in China and helping Chinese groups formulating their **global messages** through promotional content.

CreativeTech

Line & Executive Production

PRODUCE
WITH YOU

We offer professional **executive** and **line** production services for brands and production partners from all over the world.

From **pre-production** to the final shot, we are offering a wide range of production services.

For those brands who seek us out directly, we **create** concepts and bring them to fruition, **managing** the entire production and post production process as executive producers.

This includes scripting and storyboarding, casting, location scouting, technical talent from all around the world tailored to the type of production, crew and equipment, editing, animation and color grading.

We also work with **film & commercial production partners** as local line producers, helping them to realize their vision in a smooth and efficient manner by **taking care of all the local production.**

This includes location scouting and permits, casting, crew and equipment, catering, etc.

Film & Commercial

Post & Prod

EVENT

Content & Key Visuals

FOR YOU ENGAGE

concepts

We create and produce content for large scale events. We also develop customized visual identities & design key visuals that perfectly fit to the event core message, topic & the client's brand identity.

We are the **ideal partner** for event agencies that dare challenging themselves with cutting edge concepts and brand new technologies.

We bring our ideas, storytelling know-how and esthetic approach, as well as our experience in advising them to use the best screens layout and technology to broadcast our content, on a giant or a cubic kinetic LED screen.

From sketching a key visual, to designing screens layout, to copywriting, storyboarding, filming, post-producing editing, sound design to composing music, we make sure that our content add values and meaning to your event.

Experiential



THANKS!

谢谢!

BEIJING 北京

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Chaoyang | 100016

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