

# INTO

THE INTO WAY

INTO CULTURE STUDIO | Barcelona. Mexico City. Global.





INTO is a new kind of creative content studio.  
We're based in Barcelona and Mexico City, and  
work worldwide.

We specialise in creating high quality visual  
material that's inspired and informed by cultural  
research.

# WHO WE ARE





# WHAT WE DO

**FILM & PHOTOGRAPHY**

**CULTURAL RESEARCH**

**CREATIVE EXCELLENCE**

INTO works directly with brands and partners with creative, marketing, innovation, and strategy teams to **get up close and personal with target markets.**

We combine our expertise in **documentary filmmaking, photography, and creative production** with **cultural research methods** to tell stories with authenticity and depth.

We've worked with clients such as Nike, Levi's, and Vice Media, and specialize in connecting with youth to understand their **values, identities, and perspectives.**







There are things that people and their communities have to tell us that can't be put into words.

INTO's photographers and documentary film crew capture every detail that our participants and their stories have to offer.

Our photos and documentaries bring life, texture, and nuance to our projects, making the end result both dynamic and informative.

# FILM & PHOTOGRAPHY



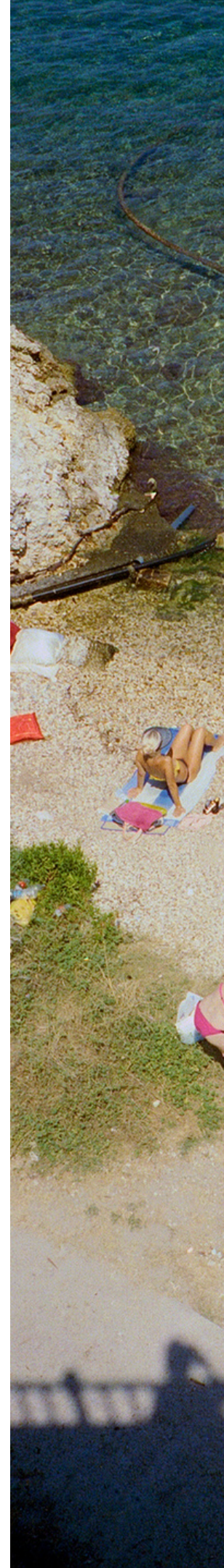


## AUTHENTICITY & DEPTH

At INTO we understand that to reach captivating narratives, you have to go **below the surface**. Our background in visual anthropology allows us to create results with **meaning and impact**.

We blend visual media with cultural research methods, incorporating **fieldwork**, **interviews**, and **immersion** into our projects. From on-the-fly interviews to culture mapping, we spend quality time with real people and get to know them in context.

# CULTURAL RESEARCH





## PRINT EDITION

Humans are visual creatures. For us, editing and producing with creativity and style means telling our participants' stories in a way that preserves their authenticity.

We deliver insight and inspiration through high quality material tailored to meet our clients' specific needs.

# CREATIVE EXCELLENCE



## INTO PRODUCES:

- Professionally filmed and edited documentary short films
- World-class photography
- High quality reports on cultural research findings
- Magazine & newspaper publications
- Custom posters and print campaigns
- A range of other creative mediums





**EUROPE MARKET** Spain, France, Italy, UK, Denmark, Germany

**LATIN AMERICA MARKET** Mexico, Argentina, Colombia

**EAST ASIA MARKET** Japan

### **GLOBAL NETWORK**

We've got a knack for finding interesting, authentic people. Whether it's through our networks, or by spending time where the action is happening, we find participants who are engaged and eager to contribute. INTO has unique access to **youth, subcultures,** and the **Spanish-speaking world.**

### **LANGUAGE**

Our multilingual team conducts research in languages including **Spanish, French, English, Italian, Danish,** and more, and organizes translation (simultaneous and of transcripts) for all markets.

### **COLLABORATIVE PARTNERSHIP**

We team up to create. We connect and collaborate with researchers, agencies, strategists, and creatives across the globe to share access and insight.





## **CHECK US OUT**

If you'd like to know more about INTO and what we do, please reach out:

[ivan.hugo@intoculturestudio.com](mailto:ivan.hugo@intoculturestudio.com)

[intoculturestudio.com](http://intoculturestudio.com)

# **GOT QUESTIONS?**







# INTO



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