

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

ETHNOGRAPHIC 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. We are experts 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

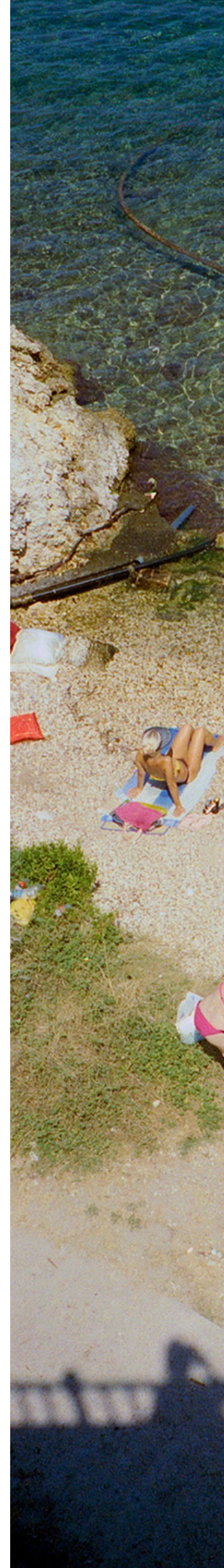


AUTHENTICITY & DEPTH

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
- A range of other creative mediums



ACCESS

EUROPE

LATIN AMERICA

EAST ASIA

GLOBAL NETWORK

At INTO, we excel at locating fascinating and engaged individuals through vast networks and on-the-ground scouting. With exclusive access to **youth, subcultures**, the **Spanish-speaking world** and beyond, we bring authentic perspectives to your projects.

MULTILINGUAL EXPERTISE

Language barriers are no match for our team! We conduct research fluently in multiple languages, including **Spanish, French, Italian, Danish, English**, ensuring seamless communication across diverse markets.

COLLABORATIVE PARTNERSHIP

Together, we create magic! INTO connects with researchers, agencies, strategists, and creatives worldwide, forging powerful alliances to elevate your projects.

EXPANDING HORIZONS

Our reach extends to Europe, Latin America and East Asia, offering boundless opportunities in diverse markets. From Spain, France, Italy, the UK, Denmark, and Germany, to Mexico, Argentina, Colombia, Korea, China, and Japan, we take your projects beyond borders.

WHY INTO?

THOUGHT-PROVOKING CONTENT

Audience-ready content to be used internally and externally by your brand.

CAPTIVATING NARRATIVES

Stories that deeply resound with your audience.

DOCUMENTARY FILMMAKING

Professionally edited documentaries that tell stories in captivating detail.

CULTURAL RESEARCH

Insight you just can't get from traditional methods.

AUTHENTICITY AND DEPTH

Real people. Real stories.

YOUTH-CENTRIC EXPERTISE

INTO specializes in youth and street culture across the globe.

TRENDS AND RELEVANCE

We're up to date with what's happening now.

COLLABORATIVE PARTNERSHIP

We team up to create.

CREATIVE DIRECTION & PRODUCTION

At INTO, we see our projects from start to finish.

GLOBAL NETWORK

We've got a knack for finding authentic, interesting people.

PHOTOGRAPHY

World class photographs for your next idea.

CULTURE MAPPING

We're experts in finding where the action is happening.

CREATIVE EXCELLENCE

High quality, audience-ready materials, edited with creativity and style.

PRINT EDITION

Custom, world-class posters, magazine and newspaper publications, special edition books, and a range of other mediums.



CHECK US OUT

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

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GOT QUESTIONS?



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