

# BITAC International Luxury 2008:



Held at El Conquistador Resort & Golden Door Spa, this yearly conference focusing on luxury hospitality was entirely branded with art by Novo Arts. Novo Arts teamed up with the events producer, Hotel Interactive to create artistic branding that captured the sumptuous nature of the event and its theme, "Sensing the Senses". Novo Arts envisioned the event banners, which served as a backdrop for all the speakers, the dinner menu covers, centerpieces for the dining rooms, as well as the floral arrangements, and gifts for attendees. The highlight, however, was Novo Arts Ambient Video, a visual journey of island themes, and looped throughout the conference. The project was a delight for Novo Arts to work on, and was enjoyed by all.

