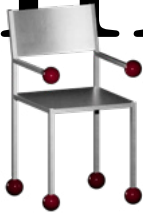




Flo Aniorté is a multidisciplinary Designer looking for work.



[2025]



I'm Flo, a Canadian multidisciplinary designer based in Montréal. My practice spans a variety of visual content, including graphic design, artistic direction and branding, interior design, and facilitating creative workshops for students and emerging designers. Rather than viewing design as a mere means to an end, I approach it as a playful and

open-ended investigative process. My aim is not to pursue impossible originality but to uncover the invisible bridges between design objects across time and space. I seek to re-contextualize and relate these objects to one another, exploring the dynamic intersections that shape our creative landscape.



[2025]

When We'Re Home



[About the project]

This ongoing creative project allows me to develop my voice, style, and approach to interior design, storytelling, and spatial visualization. With When We're Home, I create virtual spaces inspired by imagined stories or characters — giving these

fictional realms a sense of truth, warmth, and humanity. While most of the furniture and decorative objects are modeled and textured after real-world references, the architectural features and overall decoration are entirely imagined. Through these tableaux, I aim to build a portfolio that will mark the beginning of my journey as a professional interior designer.



[1]

[1] I imagined this bathroom in a bunker-style, Ex-Macina-inspired, secluded concrete fortress deep in the woods. Stainless and chrome finishes, unpolished concrete, deep blue tile, frosted glass—a vocabulary of coldness that still manages to inspire a warm, enveloping and sensual atmosphere.



[1]

[1, cont.] The open shower concept and floor-to-ceiling mirror invite one to lose all inhibitions and confront the naked body—whether it'd be their own or of a partner.
Featuring artwork by Camille Lichtenstern & Yasmina Gonin
Glass cabinets by Piero Lissoni



[2]

[2] The ultimate vision I have for this project is to exist as a physical publication, curating images and words that explores the world of interior and objects under a lense of exploration and play.
You can follow the project on Instagram @wwrhstudio





This concept explores the kitchen as a place of transformation and alchemy, “a technological workshop, a factory, a place for invention” (Emmanuel Coccia) versus the dining room as a separate space for shared and controlled consumption, a place for pleasure, conviviality and lingering.

A modern dining room raises questions: Now that we cook and feed ourselves, the need for a secondary space for con-

sumption seems like an obsolete novelty?

So why keep the tradition of allocating separate spaces for shared meals? Or even solitary ones? Can a living room be occupied by a single person or is it contradictory to its purpose of providing community?

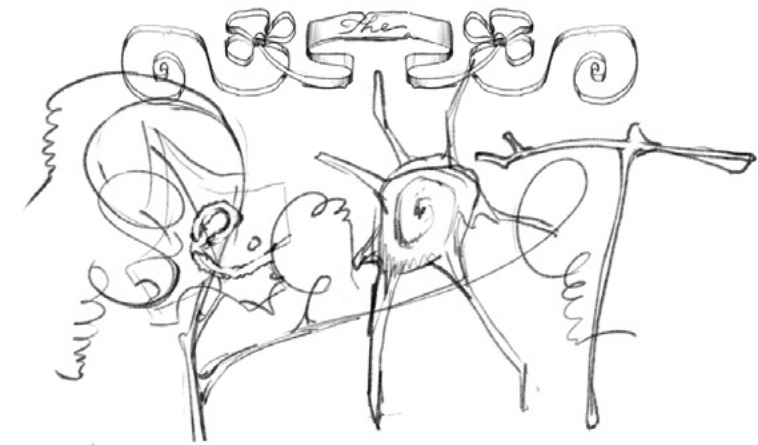
Featuring artwork by Alex Foxton



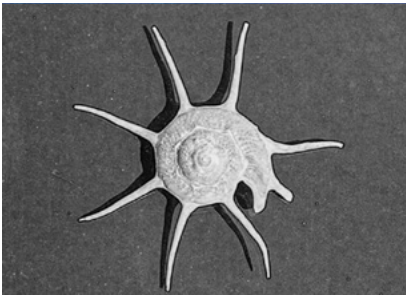


[2024]
Rick Rubin's *The Secret*

[About the project]
Hand-drawn title card for Rick Rubin's interview in *The Secret* — a 40-minute documentary produced by Montreality on the practice and creative process of the celebrated music producer.
The custom lettering for the sequence finds inspirations in the intricate and beautiful forms found in nature as it relates heavily to Rubin's dialogue of cultivating inner peace, and letting go of expectations to allow creativity to flow naturally and organically.



[1]



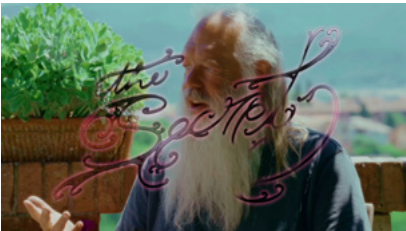
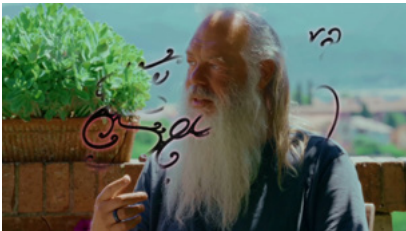
[2]



[3]



[4]



[5]

- [1] Initial sketches of the lettering
- [2] + [3] Reference images
- [4] Final title card slate
- [5] Title card animation sequence



[2025]

Subway Bar

[About the project]

This fictional and satirical redesign of the famous sandwich chain was made at B!Lab as an homage to play in design. After completely chucking all of the original brand elements out the window, we reimagined the chain as a local sandwich



and beer spot... because why not? Blending early internet aesthetics, eye-searing neons, unsettling images, the visual identity plays with nostalgia, irony, and Euro-grit. Sandwiches meet subculture — on a can of house lager, a tiled menu wall, or a bumper sticker shouting "Honk for mortadella.". It's bold, unserious, and proudly out of pocket — just like Berlin.



[1]



[1]

- [1] Poster design
- [2] "Music To Touch Grass to, CD cover for a compilation of AI-generated nature-inspired soundscapes
- [3] 3D coat of arms
- [4] Primary logomark
- [5] Brand icon etched in stone



[1]



[1]



[1]



[1]



[1]



[1]

SUBWAY BAR



DJ
DICKSON

ALTE SCHÖNHAUSER STR. 67
BERLIN, GERMANY 12168
0173 3080474

05.18.25
11T03AM



[2024]

UnderPasse 2024 Festival

[About the project]

Creative direction and 360 visual identity development for UnderPasse — an electronic and house music festival that debuted in the summer of 2024 in Montreal. From the custom logotype design to the festival goers' wristband, the visual language draws inspiration from the energy and eclectic aesthetics of the electronica scene. Its identity is modular, loud, and unapologetically strange: warped typography, mirrored grids, and fluorescent palette — a hyper-stylized visual system in motion.



[1]

- [1] Poster design
- [2] First edition logotype
- [3] Posters in the streets of Montreal
- [4] Event wristbands
- [5] Custom typography
- [6] Monogram logo



[2]



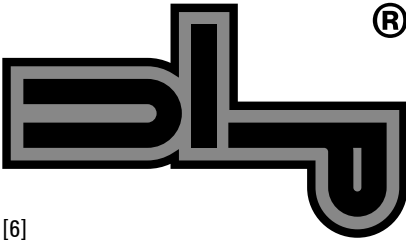
[3]

UNDERPASSE

[5]



[4]



[6]

POISSON

—05.10.24

TOURISME / MONTREAL
Desjardins
Caisse du Sud-Ouest
de Montreal
MR-63
Parks Canada

POISSON

05.07—05.10.24

Corridor Culturel
Montréal
TOURISME / MONTREAL
Desjardins
Caisse du Sud-Ouest
de Montreal
MR-63
Parks Canada



[2025]

Popper's Bar



[About the project]

Popper's Bar was born out of a wish to challenge my skills in interior design, 3d modelling, branding and communication to trick people into believing I opened my own bar. Although a concept, I treated this project as any other and envisioned a



new take on a gay bar. Popper's Bar asks whether sardines, wine, poppers, vinyls and elegance are mutually exclusive — in a space dressed in deep hues, velvet curves, and custom furniture that feels like it was sketched from memory after a particularly good dream about your hot '80s gym teacher.



[1]



[5]

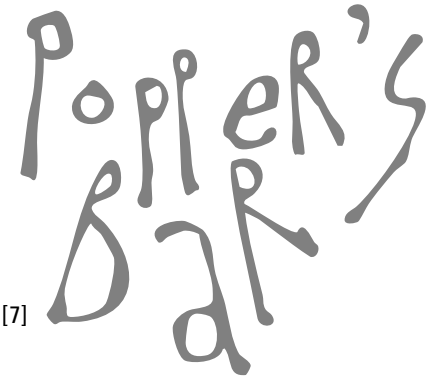
- [1] + [3] + [4] Poster design
[2] WW'RH Cherry char, custom made for the space
[5] Sticker design
[6] Merch design
[7] Alternative custom logotype
[8] Custom wine label



[6]



[2]



[7]



[3]



[8]



[4]



[9]



[About the interior]

The space is built around intimacy, with furniture drawn by WhenWe'ReHome that looks like it was grown from the green and velvety carpet floors, not manufactured: soft, bulbous forms with a faintly erotic curvature, somewhere between a

Gaudí daydream and a queer alien lounge. The lighting is low and deliberate, casting everything in a soft cinematic haze, like a memory you're not sure you had.



[10]

[10] 3D renders of the space

[About the interior]

The palette leans deep — plums, cherry wood, smoked glass, tortoise laminates — set against textures that demand to be touched: velvet, lacquer, tile, mirror. The main bar anchors the room with a lit-up ceiling that feels equal parts altar and spaceship. It's a room that winks, that invites performance, that holds space for both stillness and spectacle. While the architecture of the interior and its objects are drawn from simple geometric, nothing feels neutral or simple — which is the beauty of queerness' complexity.





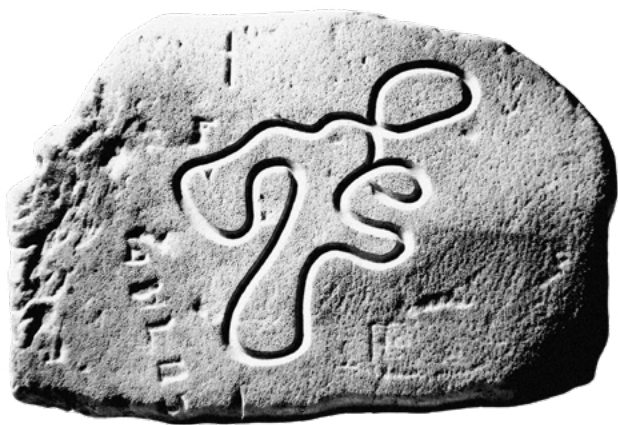
[2025]

Podium Studios

[About the project]

Creative direction and 360 visual identity development for Podium — a Canadian production studio specialized in sport and outdoor related visual media.

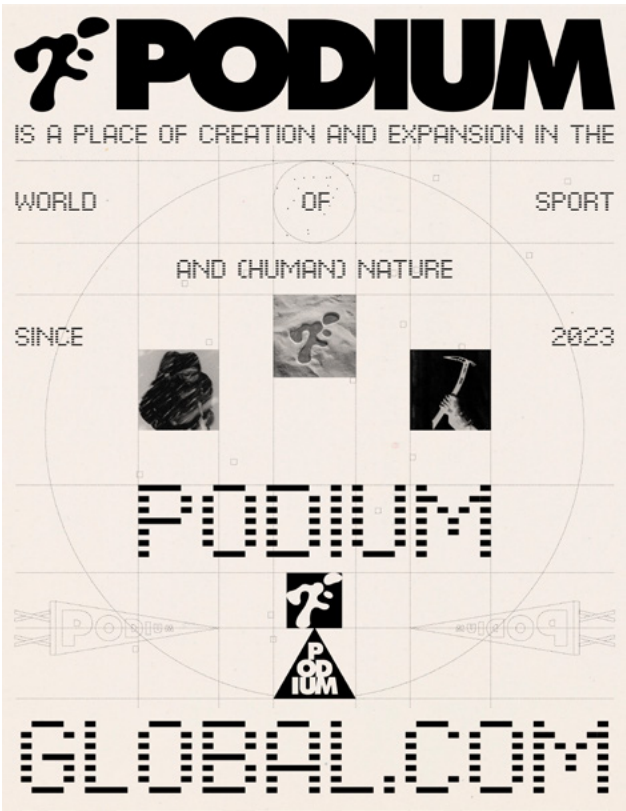
The branding draws inspiration from the intersection of nature's language, patterns, and textures, and the rigidity and logic of modern technologies. The final product pays homage to the powerful balance and dynamics between Man and Nature, and offers a fresh take on grid systems and industrial aesthetics.



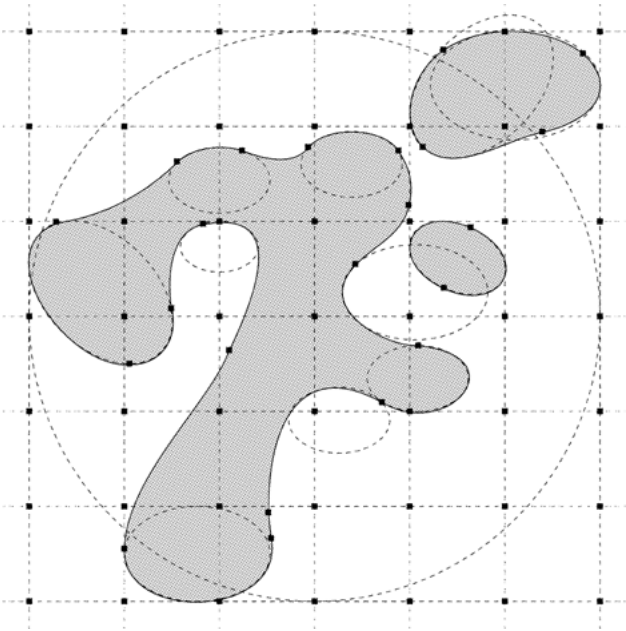
[1]



[2]



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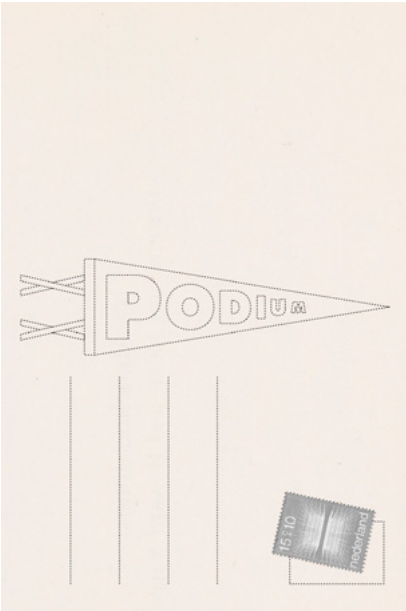
[6]



[7]



[8]



[9]

- [1] Brand logomark etched in stone
[2] 3D coat of arms
[3] Poster design
[4] Logomark's anatomy
[5] "Music To Touch Grass to, CD cover for a compilation of AI-generated nature-inspired soundscapes
- [6] Primary logotype
[7] Secondary logotype
[8] + [9] Postcard design

PODIUM

IS A PLACE OF CREATION AND EXPANSION IN THE
WORLD OF SPORT
AND HUMAN NATURE



WORLD



podium

IS A PLACE OF CREATION AND EXPANSION IN THE

SPORT



AND HUMAN NATURE

WORLD

WORLD



[2023]

Corridor Fest

visual identity for an art, music and cultural heritage festival that took place in Montreal in the summer of 2023. The graphic system is a bold, rhythmic identity built around movement and memory. Vibrant color blocks, oversized type, and hypnotic

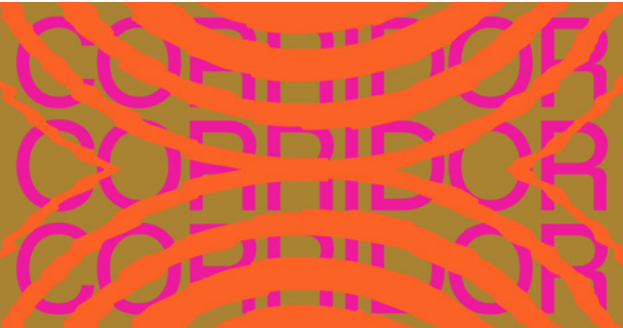
patterns derived from the organizer's logo evoke a sensory journey through art, music, and place. Designed as a one-time cultural event, the branding had to stand out: a visually striking, pattern-heavy visual world that feels as ephemeral as it is iconic.



[1]



[2]



[3]



[4]



[6]



[5]



Here's what I've been up to

[2024-Today]



[Head of Design & Co-Founder, B!Lab]

Art direction for a collaborative studio dedicated to strategy, design, and visual communication for Montreal-based restaurants and bars. Project supervision, strategy writing, and team managment.



[Creative Director & Co-Founder, André Brown Lab]

Leading a multidisciplinary design studio specializing in experimental storytelling for creative industries and artists. Overseeing the development of the design language for music videos, shortfilms and exhibitions.



[Interior and Furniture Designer, WhenWe'ReHome]

Building a digital place of study and creation in the world of interiors and objects for living. Conceptualization of unique spaces and furniture as a way to experiment and play.

[2022-2023]

SAINTWOODS

[Head of Graphic Design Operations, Saintwoods]

Leading a small team of designers through large-scale projects in branding and marketing for local hospitality businesses. Led visual campaigns, art direction, and the design of promotional objects.

[Reference]
Zach Malkovitch +1 514.402.2811 zach@saintwoods.com

[2021-2022]

HAVEN

[In-House Graphic and Web Designer, HAVEN Creative Space]

Developed brand identities, websites, and digital content for creative clients. Contributed to the studio's visual identity through both internal and external projects.

[Reference]
Liana Carbone +1 514.299.3041 liana@havencreative.space

[Workshops & Artist Talks]

[Introduction to Adobe Illustrator, 2023 - Today]

Introductory workshop for young designers, covering the basics of the software and vector illustration in an accessible and interactive format.

[Design is easy, Design is hard, Concordia University, 2023]

Guest talk exploring the dualities of design practice — its accessibility and its complexity — through personal experience and project-based reflection.

[The Economy of Taste, Open House Montréal, 2024]

Panel discussion moderated by Rama Sow on the cultural and commercial value of taste in design. An interdisciplinary conversation on aesthetics, references, codes, and tensions in contemporary creative work.

[Education]

[Interior Decorator Diploma, 2024]
Interior Design Institute

[Design Major, 2022]
Concordia University

[Fine Arts Diploma, 2019]
Dawson College

Thank you for
stoping by!

Your visit
is much
appreciated.