

Artistic &  
Creative Direction

**POLINA ZAKH**



## THE WEEKND 'AFTER HOURS TILL DAWN' TOUR 2022 / 2023

Sila Sveta collaborated with The Weeknd, La Mar Taylor, Es Devlin and Charm Ladonna to create unique stage design & content for the After Hours Till Dawn US Tour.

There were 3 components of the artistic decision of the tour: Sila Sveta, were responsible for the visual component on a huge screen on stage. Polina Zakharova led all creative 3D visuals' decisions. The scenery and buildings were created by Es Devlin, an English artist and stage designer who worked on the tours of Kanye West, U2, Beyoncé, Adele. And the choreography was done by Charm Ladonna, she has been collaborating with The Weeknd for a long time. The artist's creative director was his manager Lamar Taylor. This is the most powerful team of professionals you can imagine.



**Polina Zakh:** 3D Visuals Creative Director / Producer

**Sergei Dvoriashin:** Art Director

**Article:** [The Weeknd](#)





## SAWEETIE LIVE PERFORMANCE AT THE MTV EUROPEAN MUSIC AWARDS (EMAS)

Stage design for Saweetie an American rapper, singer, and songwriter who is often characterized by her confident and empowering lyrics. For Saweetie's highly anticipated EMA Awards performance, Moment Factory Music commissioned Sila Sveta and Polina Zakharova to do creative producing for video art.



**Polina Zakh:** Creative Producer

**Sergei Dvoriashin:** Art Director

**Watch the video:** [Saweetie Live Performance](#)

# GUCCI COSMOS EXHIBITION

Gucci Cosmos in Shanghai. Conceived and designed by Es Devlin, curated by Maria Luisa Frisa and Polina Zakharova directed all the video art, the itinerant exhibition brings a constellation of ephemera and immersive experiences to the West Bund Art Center.

**Polina Zakh:** Creative Director

**Sergei Dvoriashin:** Art Director

**Watch the video:** [GUCCI Cosmos](#)







## SHOW FOR DIRK NOWITZKI RETIREMENT CEREMONY

On April, 9 Dallas Mavericks' regular-season home finale against the Phoenix Suns took place at American Airlines Center in Dallas, Texas. The game was a special one as the Dallas Mavericks forward Dirk Nowitzki was playing his last home game of his 21st season with the team. For Dirk's retirement ceremony a Dallas based creative agency by Lara Beth Seager commissioned Sila Sveta to produce multimedia show dedicated to the significant achievements and main features of the player.



**Polina Zakh:** Creative Producer

**Sergei Dvoriashin:** CG Artist

**Watch the video:** [Show for Dirk Nowitzki](#)





# "LAST CHRISTMAS" | PENTATONIX: AROUND THE WORLD FOR THE HOLIDAYS

XR content for the performance of the Pentatonix group as part of a special episode on Disney+: 'Pentatonix: Around the World for the Holidays.'



**Polina Zakh:** Creative producer

**Sergei Dvoriashin:** Art Director

**Watch the video:** [Last Christmas](#)



## BAD BUNNY'S WORLD'S HOTTEST TOUR ESTADIO EL CAMPÍN

Visual content for the Bad Bunny - El Último Tour Del Mundo 2022, in support of his studio albums YHLQMDLG and El Último Tour Del Mundo. Polina Zakharova and her studio Hard Feelings were commissioned to execute video art for 5 songs.



**Polina Zakh:** Creative Director

**Sergei Dvoriashin:** CG Artist

**Watch the video:** [Bad Bunny's Tour](#)



## KATY PERRY - 'ROAR' PERFORMANCE AT TRUE COLOURS FESTIVAL 2022

Katy Perry is an award-winning pop icon, well known for her elaborate stage productions, performed at TCF , an international performing arts festival held in Southeast Asia and Japan that features more than 1,200 artists from more than 30 countries, connecting with global audiences in more than 80 countries. Polina Zakharova and her studio Hard Feelings was committed to execute content for the Roar song.

**Polina Zakh:** Creative Producer

**Sergei Dvoriashin:** Art Director

**Watch the video:** [Katy Perry - 'ROAR' performance](#)



LOUDER!





# KATY PERRY

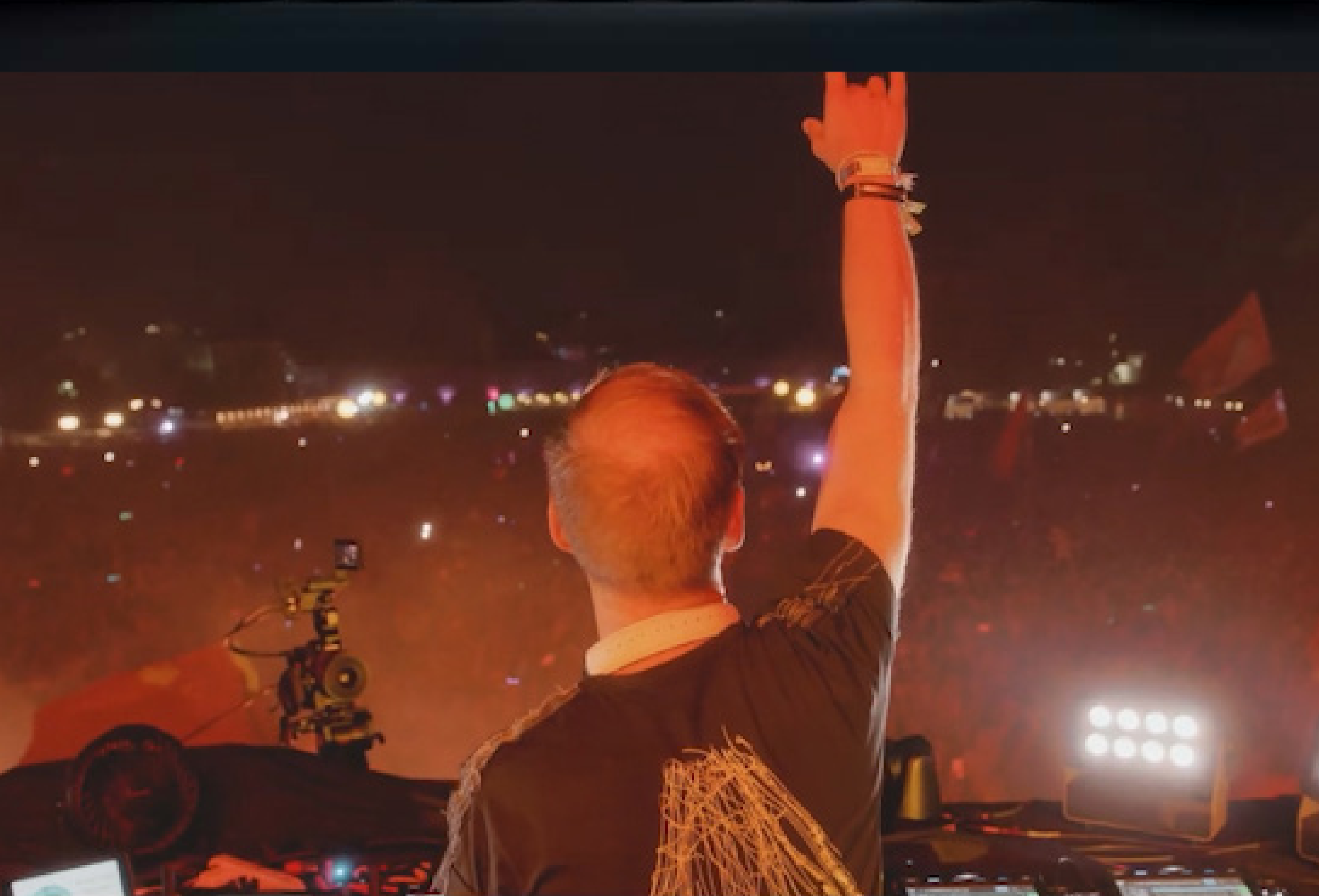
TRUE COLOR  
FESTIVAL 2022, TOKYO





## ELECTRIC ZOO

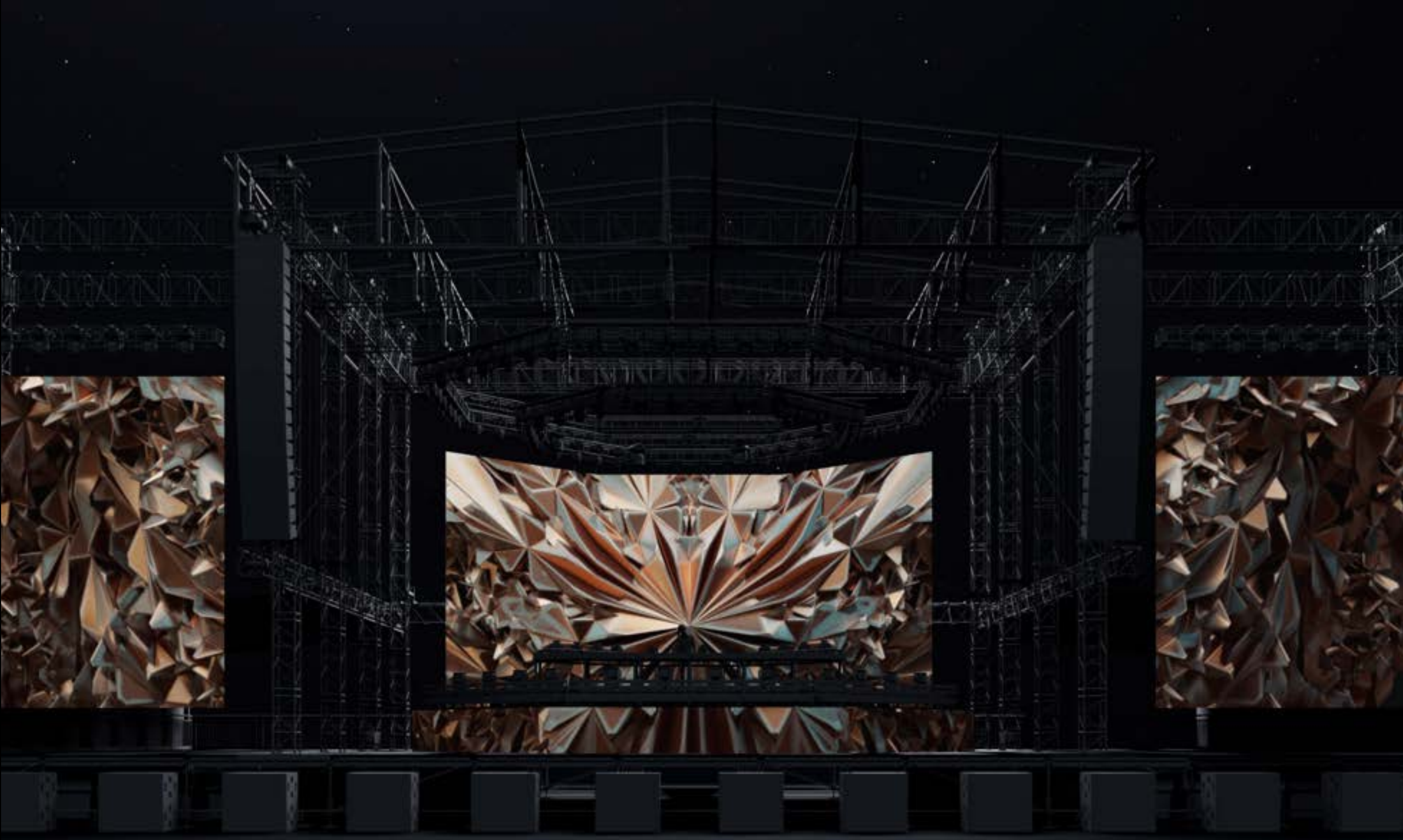
Electric Zoo is a renowned electronic dance music (EDM) festival held annually over Labor Day weekend on Randall's Island Park in New York City. Founded in 2009, the festival attracts world-class DJs and EDM artists from around the world. Electric Zoo takes place over multiple days, featuring multiple stages, immersive production, and state-of-the-art visuals and sound systems.



**Polina Zakh:** Creative Director

**Sergei Dvoriashin:** Art Director

**Watch the video:** [Electric Zoo](#)



# CITYFOX KEINEMUSIK

Visual content for the show of German electronic music label "Keinemusik" held on July 1, 2023 in New York City at the Brooklyn Mirage open-air space in the heart of Avant Gardner.



**Polina Zakh:** Creative Director

**Sergei Dvoriashin:** Art Director





## GUCCI SCREEN

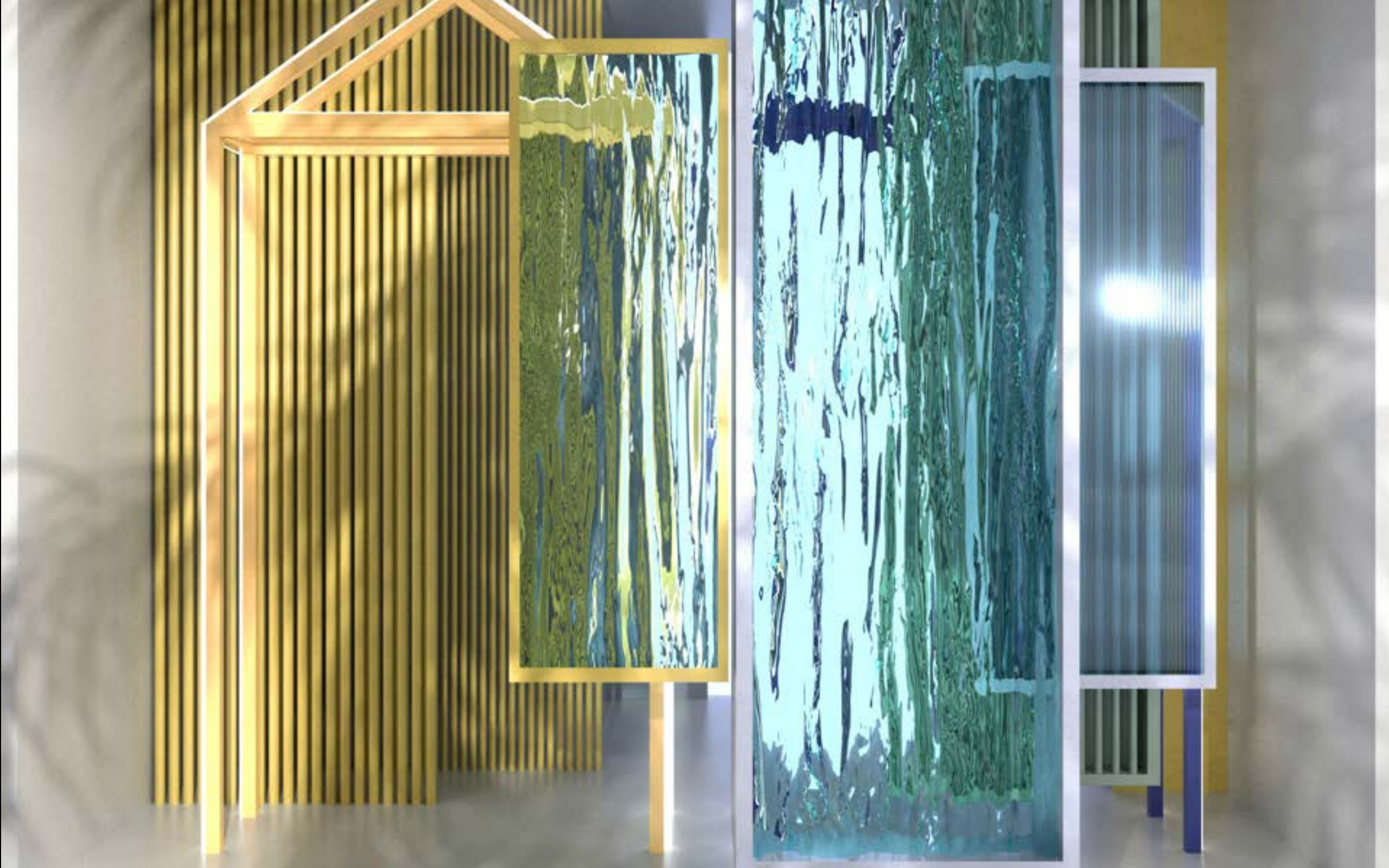
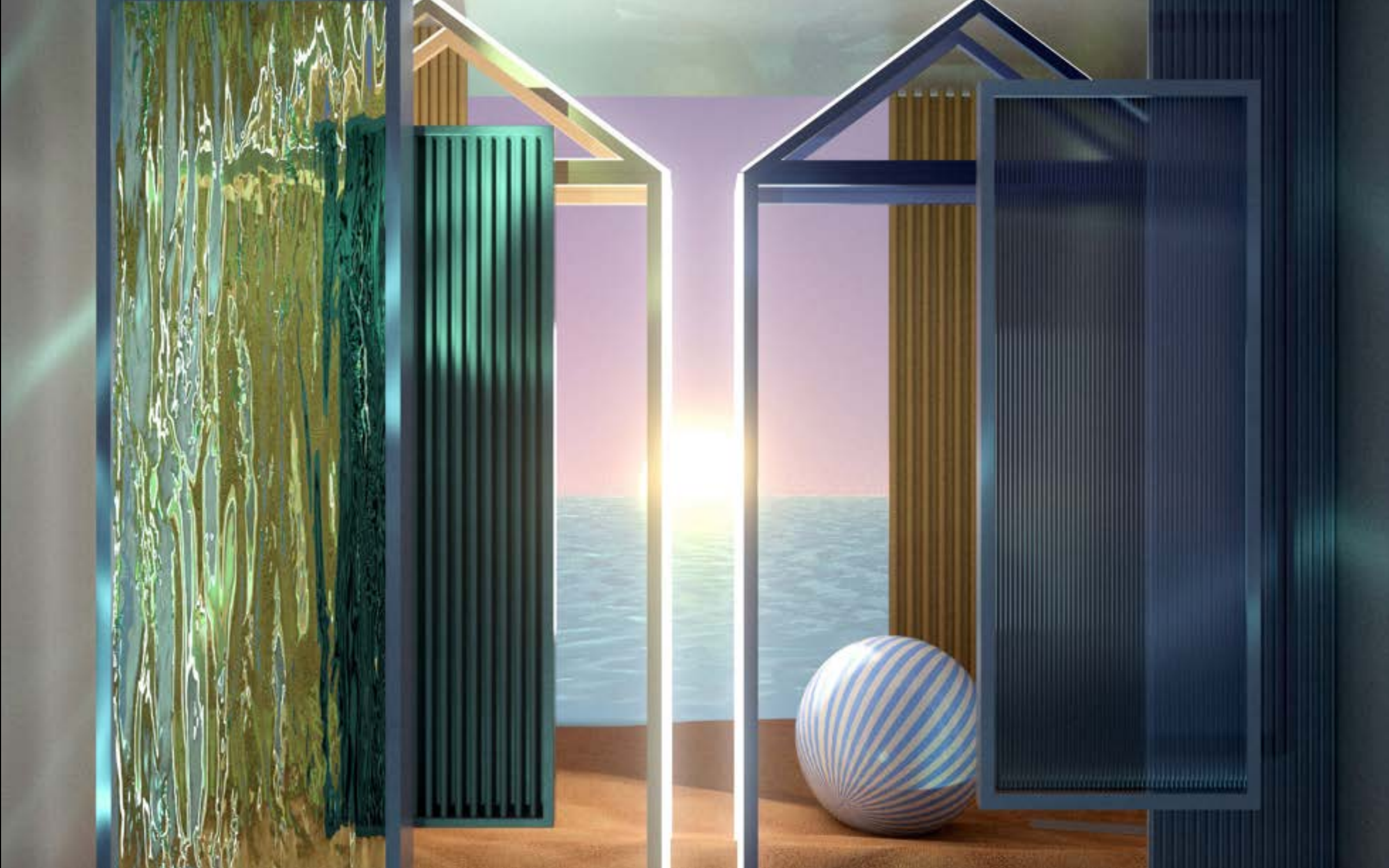
Visual content for GUCCI stores around the world for GUCCI's latest campaign, Gucci Summer Stories 2023.



**Polina Zakh:** Creative Director / Creative Producer

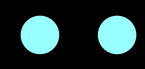
**Sergei Dvoriashin:** CG Artist

**Watch the video:** [GUCCI Screen](#)



# DAVID KOMA RESORT 2021 DIGITAL CAMPAIGN

Brand new campaign was created in collaboration with many talented artists who have never met in real life. Powered by Sila Sveta.



**Polina Zakh:** Creative director / producer

**Watch the video:** [David Koma Resort 2021](#)







## BILLIE EILISH "WHERE DO WE GO" BROADCAST

Sila Sveta collaborated with Moment Factory on the show visuals for Billie Eilish's "Where Do We Go" XR live experience broadcast. Sila Sveta's expertise in creating dynamic visual effects contributed to the show's visuals and added an extra layer of depth and interactivity to the XR experience. The collaboration between Sila Sveta and Moment Factory showcased their ability to create unforgettable moments for the audience through innovative use of technology and creativity.



**Case:**

[Billie Eilish](#)

**Polina Zakh:**

Creative Producer for Sila Sveta

**Articles:**

[BILLIE EILISH - WHERE DO WE GO? THE LIVESTREAM MOMENT FACTORY](#)

[Create Exchange Agency](#)





## GLASS ANIMALS “LIVE IN THE INTERNET” BROADCAST

Sila Sveta collaborated with the British band Glass Animals to create digital content for their “Live In The Internet” broadcast. The studio’s expertise in creating dynamic visual effects helped to enhance the band’s performance and create an immersive visual experience for viewers.



**Polina Zakh:**

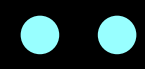
Creative producer

**Watch the video:**

[Glass Animals](#)

# AT&T DISCOVERY DISTRICT

Digital content for AT&T headquarters in Dallas at Discovery District. Special videos are broadcasted on a large outdoor media screen, revealing the company logo in various ways.



**Polina Zakh:** Creative director / producer

**Watch the video:** [AT&T Discovery District](#)







# HAPPN APP AD 2021

Happn – one of the world’s leading dating apps with 90 million users worldwide – launched a new TV campaign which revisited its promise. Turnkey direction and production by Sila Sveta.



**Polina Zakh:** Creative Director / producer

**Watch the video:** [Happn](#)



## OLIVIA RODRIGO — SNL // VMA'S

Sila Sveta collaborated with Moment Factory Music for Olivia Rodrigo digital content for her SNL performance. Overall, the use of digital content in live performances has become increasingly common in recent years, and creative studios like Sila Sveta are at the forefront of this trend.



**Polina Zakh:**

Creative Producer for Sila Sveta

**Watch the video:**

[Drivers License](#)

[Good 4 u](#)



## HER BET AWARDS PERFORMANCE

Content for H.E.R.'s performance at the annual BET Awards. Polina's & Sila Sveta contribution helped to make the show more visually stunning and memorable.



**Polina Zakh:** Creative Producer for Sila Sveta

**Sergei Dvoriashin:** Creative concepts and direction

**Watch the video:** [Her BET Awards performance](#)



## NEW GOSSIP GIRL HBO: EPISODE 1

Stage design concepts for the episode 1 of a new season of the famous 'Gossip Girl' show by HBO.



**Polina Zakh:** Stage design concepts

**Watch the video:** [Stage Design](#)

## PHILLIP LIM LUNAR NEW YEAR 2022, GENESIS HOUSE

Lunar New Year Dinner hosted by Phillip Lim together with Hennessy at the Genesis House in New York City. Visual part was created by Sila Sveta studio.



**Polina Zakh:**

Creative director / producer (sila sveta)

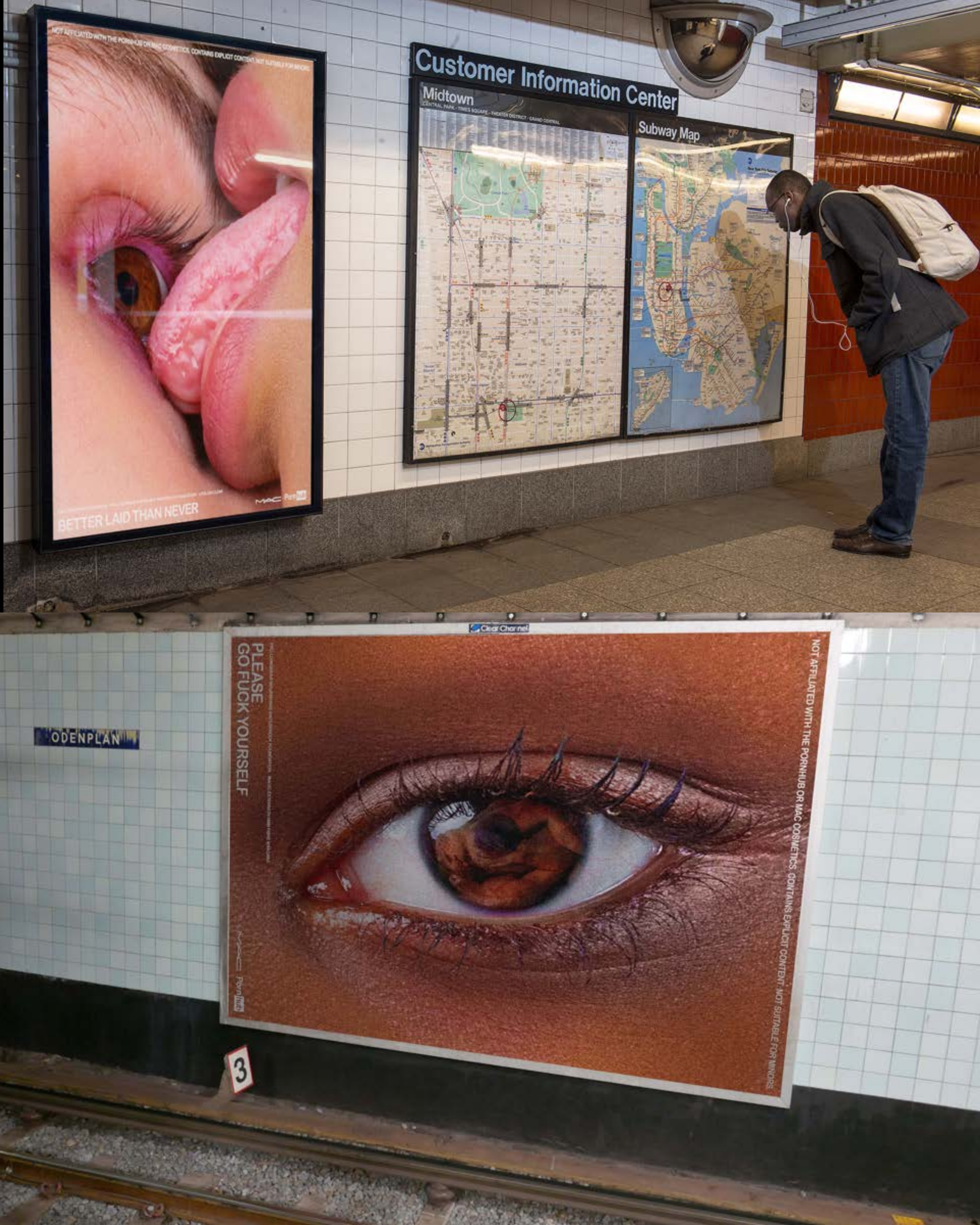
**Watch the video:**

[Phillip Dinner 2022](#)



# FAKE MAC X PORNHUB PHOTOSHOOT 2022

The fake online MAC X Pornhub campaign is an artistic collaboration with Cculdesacc collective.



**Polina Zakh:** Artist

**Article:** [CCULDESACC.COM](https://cculdesacc.com)



NOT AFFILIATED WITH THE PORNHUB OR MAC COSMETICS. CONTAINS EXPLICIT CONTENT. NOT SUITABLE FOR MINORS.



CHOOSE YOUR CUMOUFLAGE

MAC Pornhub

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BETTER LAID THAN NEVER

MAC Pornhub

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PLEASE GO FUCK YOURSELF

MAC Pornhub

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COOL. FRESH. SEXY.

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PLEASE GO FUCK YOURSELF

MAC Pornhub

## POST MALONE 'TWELVE CARAT TOOTHACHE' ALBUM LISTENING PARTY

Contrast Films collaborated with Polina Zakharova and XR Studios to create an intimate listening experience for Post Malone's latest album release, exclusively for a small group of his close friends and colleagues. Amazon Music requested ambient visuals to enhance the atmosphere, which led the team to experiment with minimalist digital art and practical effects such as smoke and fog. Due to a quick turnaround time and lack of access to a timecode, the team used real-time graphics and Notch as their primary tool to create the final product. Sila Sveta designed graphics and real-time filters distributed throughout the performance, resulting in a polished and cohesive finished product that pleased both management and the artist.

**Polina Zakh:** Creative producer

**Watch the video:** [Post Malone's Twelve Carat Toothache](#)



## TRAVIS SCOTT BILLBOARD AWARDS PERFORMANCE

Travis Scott performed at the 2022 Billboard Music Awards, marking his first televised performance since the Astroworld festival tragedy in November 2021. He performed his songs "Mafia" and "Lost Forever" in an icy landscape set. The 2022 Billboard Music Awards aired live from Las Vegas on NBC and Peacock. Polina was a content producer of the performance.



**Polina Zakh:** Content producer

**Article:** [Travis Scott Billboard Awards Performance](#)

## TALE OF US — FESTIVAL CONTENT

Italian duo Tale of Us delivered a mesmerizing hour and a half set at multiple festivals and venues, including Printworks (London), showcasing their evolution of the techno genre. The set featured a range of hypnotic trance lines, dark and percussive rhythms, and acid techno, as well as several new productions. The crowd's enthusiastic response and positive comments on social media made it clear that the set was a standout performance.

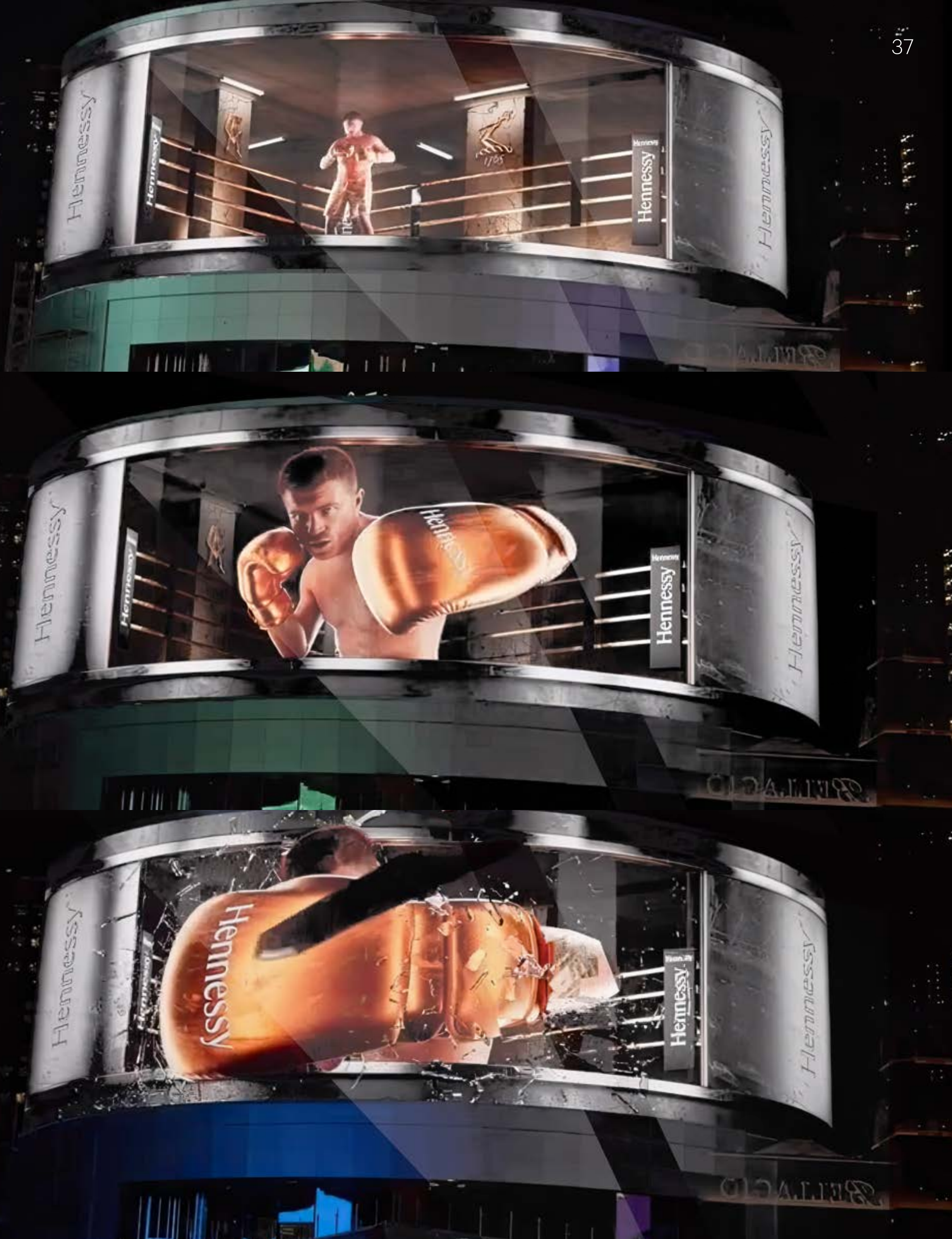


**Polina Zakh:** Creative director / producer

**Watch the video:** [Tale of Us](#)

# HENNESSY X CANELO CAMPAIGN, LAS VEGAS / LAX AIRPORT

Content with 3D illusions for collaboration between one of the top professional boxers Canelo Alvarez and Hennessy for their Campaign in Las Vegas and LAX airport.



**Polina Zakh:** Creative producer

**Watch the video:** [Hennessy x Canelo Campaign](#)

# ANNITA 'VERSIONS OF ME' ALBUM COVER

Creative collaboration for one of the most streamed Latin American artists' Annita and her new 'Versions of Me' Album Cover.

**Polina Zakh:** Creative collaborator

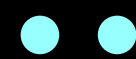
**Watch the photos:** [Versions of me](#)



## DRAKE'S "AUBREY AND THREE MIGOS TOUR"

In August 2018, rapper Drake and hip-hop trio Migos kicked off their North American concert tour, 'The Three Migos,' in support of Drake's new album, 'Scorpion,' which had over one billion plays in the week after its release.

Sila Sveta developed the visual stage design at the invitation of American director Willo Perron, who is known for his work with Kanye West, Rihanna, Jay-Z, The Weeknd, and others. It was at once a light box and a gargantuan projector on which images of mermaids circling around Drake like sharks were shown and molten lava morphed into a rippling, sun-dappled pool. Its ever-shifting designs became a visual feast for the duration of the show. Drake's Spring 2019 European tour, "Assassination Vacation," utilized the same stage design.



**Polina Zakh:** Multimedia producer + Creative direction

**Sergei Dvoriashin:** CG Artist

**Watch the video:** [Drake concert tour film](#)







# ALEXANDER WANG'S S/S 2020

Alexander Wang's Spring/Summer 2020 fashion show, staged at New York's iconic Rockefeller Center, paid homage to the giants of American sportswear as reimagined by the designer in an al fresco setting.

The presentation, which welcomed 1,000 members of the public to attend alongside the industry insiders seated rinkside, featured visuals created by Sila Sveta in partnership with Creative Director Willo Perron. A massive LED stage served as the runway, set up in front of the gold Prometheus statue, shifting from a pulsing white field to an American flag (subverted with a letter "A") blowing in the wind in an ode to Wang's concept of Americana.



**Case:** [Alexander Wang](#)

**Polina Zakh:** Multimedia producer + Creative direction

**Watch the video:** [Alexander Wang | Spring Summer 2020](#)





## TIMES SQUARE EDITION

For the 2019 opening of Ian Schrager's new Edition hotel in New York's iconic Times Square, Sila Sveta took over one of the largest and most technically-advanced LED displays in the world with site-specific artwork that augmented architecture with environment.

Covering the building's facade along its perimeter, the studio created the illusion of a glass box brimming with abstractions of bright hues on the massive 18,000 square foot screen. The content coated the intersection of Broadway and Seventh Avenue for several months, repeating on a loop eight times per hour for Times Square's 330,000 unique daily visitors and establishing a new visual dialogue with the city.

Media coverage included The New York Times, Document Journal, and Whitewall.



**Polina Zakh:** Multimedia producing +  
Creative direction (creative producer)

**Watch the video:** [Times Square Edition](#)







## UNDER ARMOUR

In September 2019, Under Armour opened its first global flagship store, the 'Brand House Shinjuku' in Tokyo, Japan, selling limited-edition souvenirs in addition to products and featuring a classroom for public workout and yoga workshops. The multi-level complex showcases innovative digital artwork developed by Sila Sveta for its interior and exterior, including geometric patterns of the brand's signature red, white, grey and black colors inspired by Under Armour's new RUSH collection of responsive textiles and gear that enhance athletic performance.

Sila Sveta's minimalistic, dynamic animation and atmospheric LED floor immediately draw attention to the shop and reflect the unique blend of technology and fashion that is central to Under Armour's philosophy.



**Case:** [Under Armour](#)

**Polina Zakh:** Multimedia producer + Creative direction

**Watch the video:** [Under Armour | Tokyo](#)

## SPRING PLACE

Spring Place, the exclusive, members-only NYC club that draws fashion influencers, celebrities, and creatives, commissioned Sila Sveta to update a holiday icon for creative class. Inspired by industrial design, creative director Polina Zakh's eight-foot-tall installation offered a minimalist interpretation of a traditional Christmas tree.

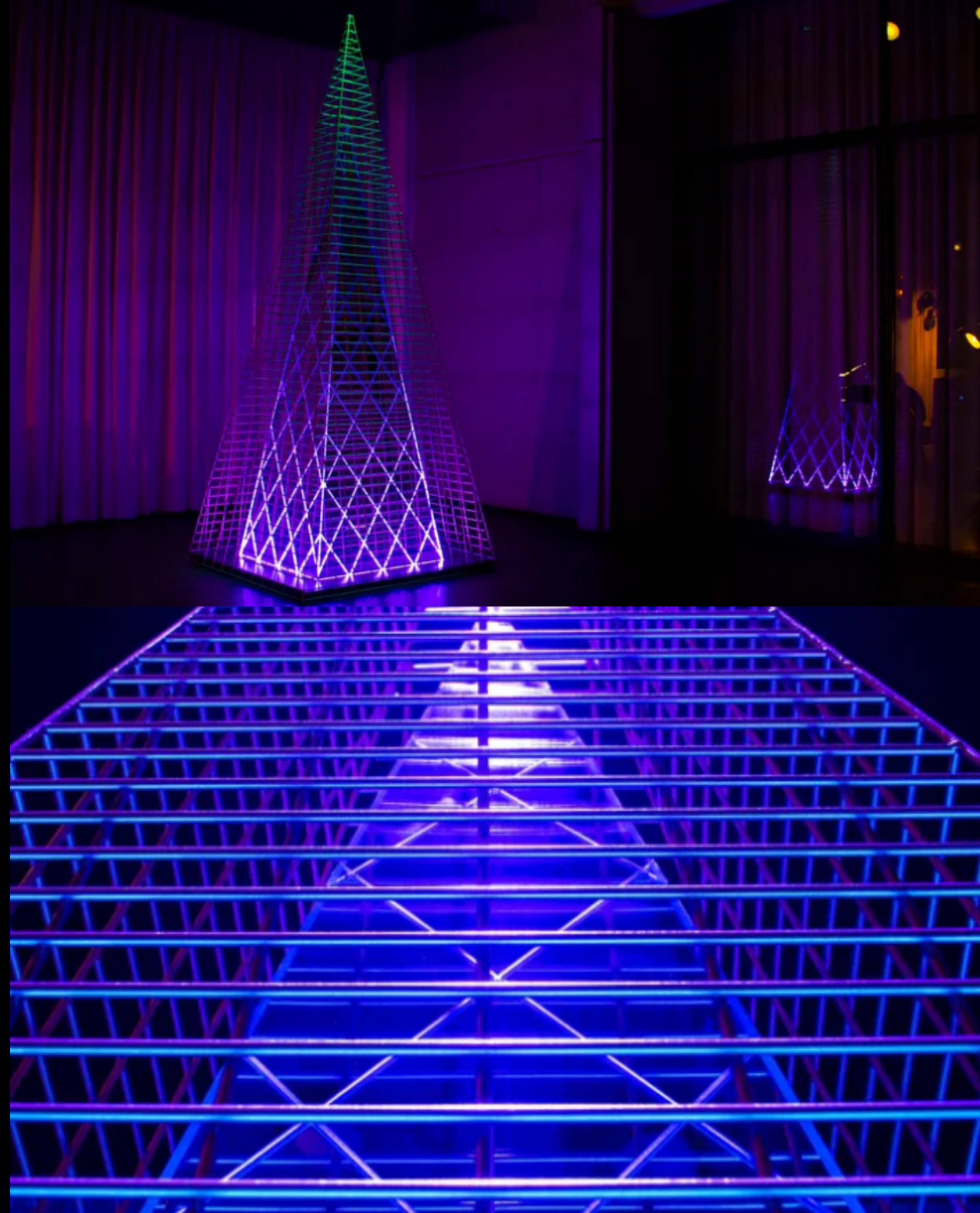
Featuring a latticed cage of wire mesh surrounding a plexiglass pyramid with geometric designs etched into its surface, the installation felt like a cyberpunk vision of futuristic holidays.

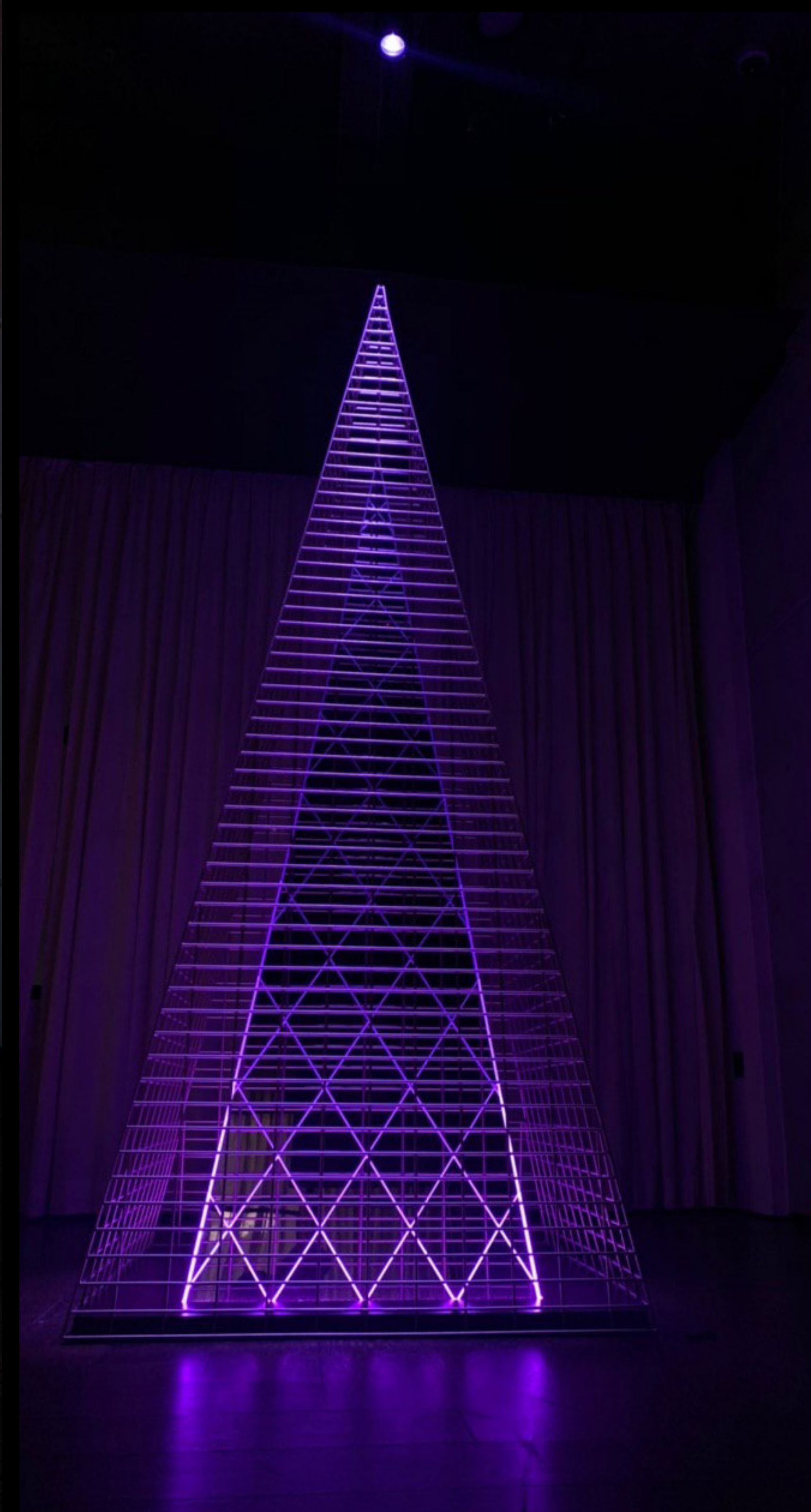
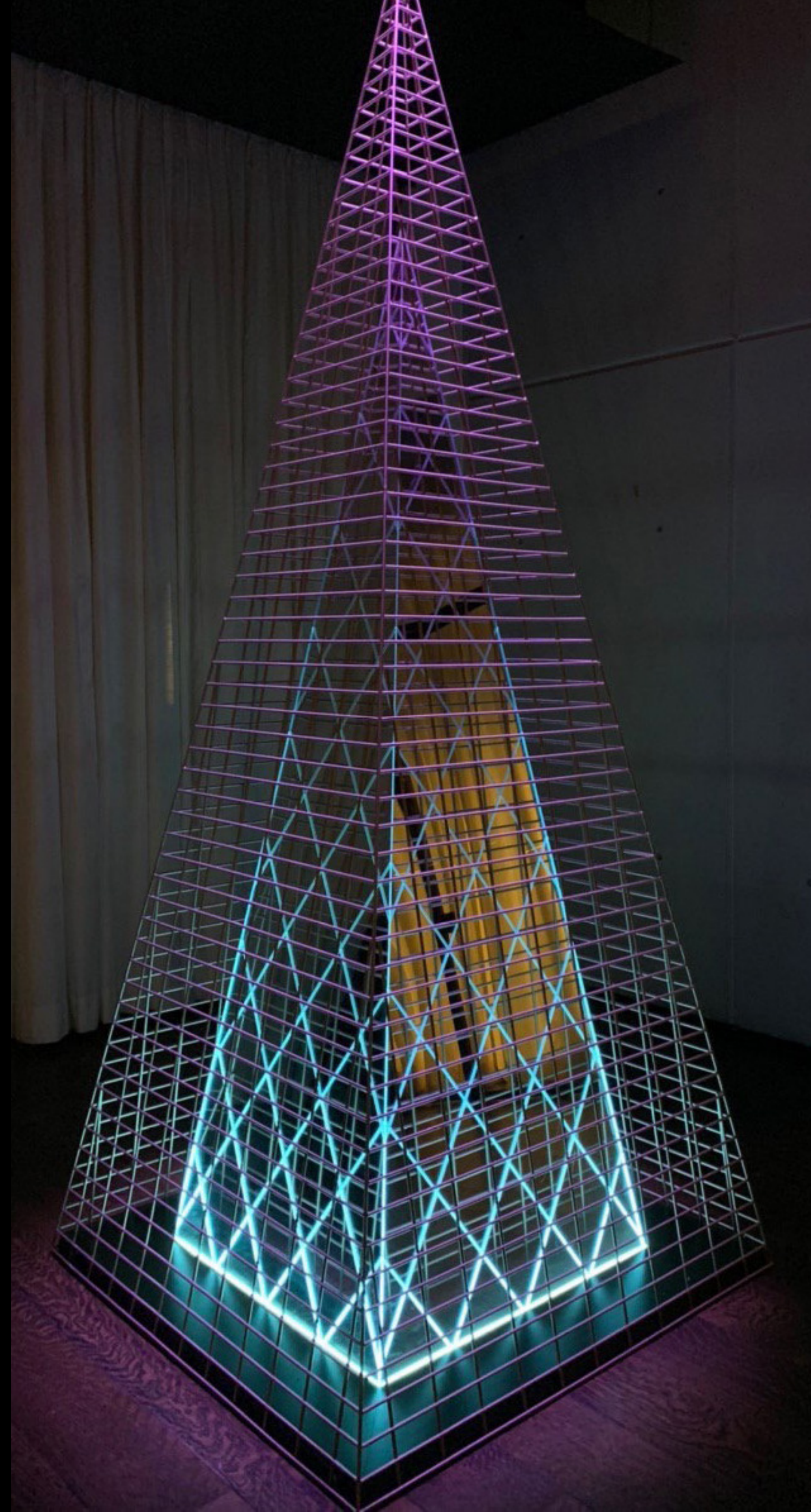
Cultivating a space where young professionals can come together to create, collaborate, and socialize is paramount to Spring Place mission. Zakh's unique vision helped build community at Spring Place by encouraging employees and guests to leave their offices and congregate around the seasonal installation.



**Polina Zakh:**

Design, production





# MET GALA 2017

For the 2017 Met Ball celebrating the Costume Institute's new exhibition, 'Rei Kawakubo / Comme des Garçons: Art of the In-Between,' Sila Sveta partnered with Vogue and filmmaker Gordon von Steiner to create a digital portrait studio for the audience of prominent fashion and Hollywood attendees.

The immersive light installation featured mutative projections in celebration of Rei Kawakubo's designs, patterns and approach to art and fashion. The mesmerizing animated visuals were coordinated with elaborate lighting cues and loud music; together they merged into one breathtaking alternative reality show.

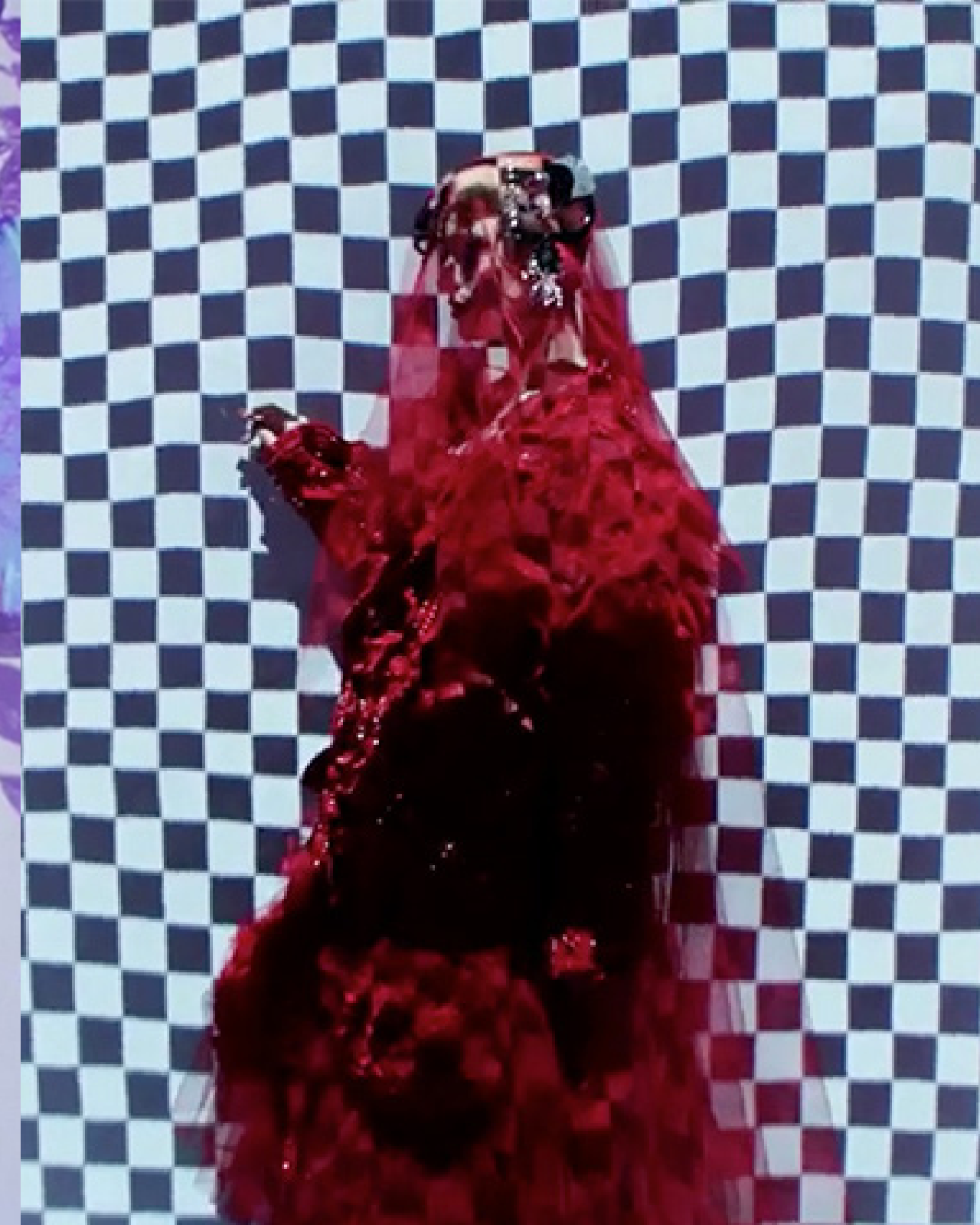
Guests who interacted with the installation included Met Gala co-host Katy Perry, Anna Wintour, Madonna, Gisele Bündchen, Kim Kardashian, Kendall and Kylie Jenner, A\$AP Rocky, Celine Dion, and many more.



**Article:** [You're Going to Want to See What Went Down in the Met Gala's Instagram Booth](#)

**Polina Zakh:** Sourcing, producing, curating the video booth.  
Multimedia producer

**Watch the video:** [The Met Gala's 2017 Vogue x Instagram Studio](#)







## SOUND UP PLANETARIUM

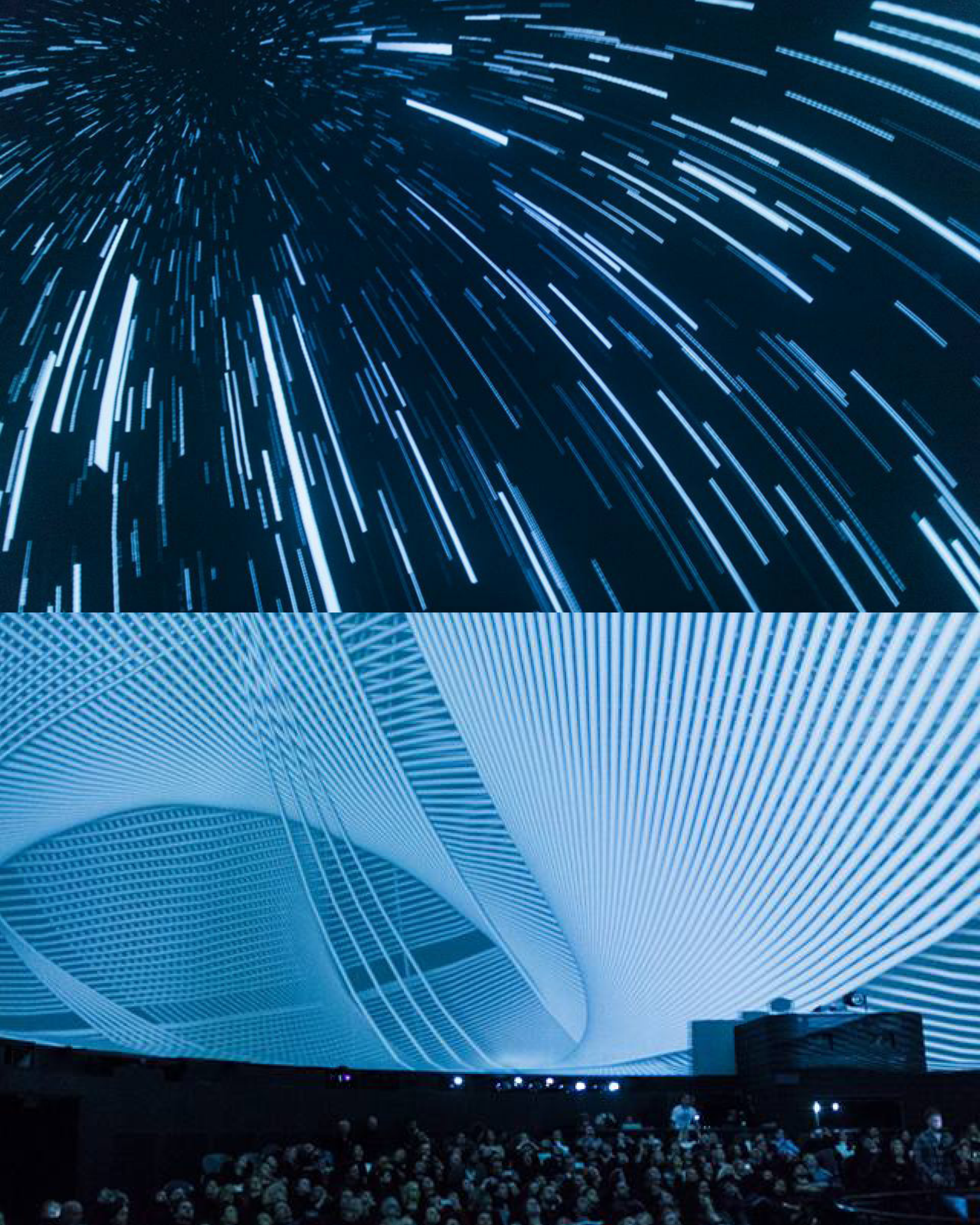
Sila Sveta partnered with SOUND UP Russia to create visuals for one of its concerts, which took place at the Moscow Planetarium.

For the seventh concert of the SOUND UP festival, Sila Sveta presented a unique full-dome video projection, created exclusively for the event and the live performances of English composer Greg Haines and Russian composer Dmitry Evgrafov.



**Polina Zakh:** Creative producer

**Watch the video:** [SOUND UP | Moscow Planetarium](#)



## DISNEY D23 EXPO IMMERSIVE VIDEO BOOTH FOR DISNEY

Immersive projection video booth. Featured casts of Disney movies, including Star Wars: The Last Jedi, Avengers: Infinity War, Incredibles 2, Wrinkle in Time and many others.

This time we created bespoke content inspired by these movies to welcome their stars to the event.



**Polina Zakh:**

Curating / overseeing production + Multimedia producer

**Watch the video:**

[D23 EXPO](#)

# BET AWARDS 2017 INSTA CARPET

Creating video booth with robotic arms to film the celebrities on the red carpet.



**Polina Zakh:** Multimedia producer

**Watch the video:** [BET AWARDS](#)



# SF MOTORS LAUNCH OF THE NEW ELECTRIC VEHICLE, SF MOTORS IN SILICON VALLEY

On this occasion, Sila Sveta were commissioned to developed a concept of the global launch event, design the bar zone, produce futuristic show for the main reveal moment and provide turnkey technical production for these major elements of the evening. The trickiest part of the multimedia show was synchronization of lasers with the content.



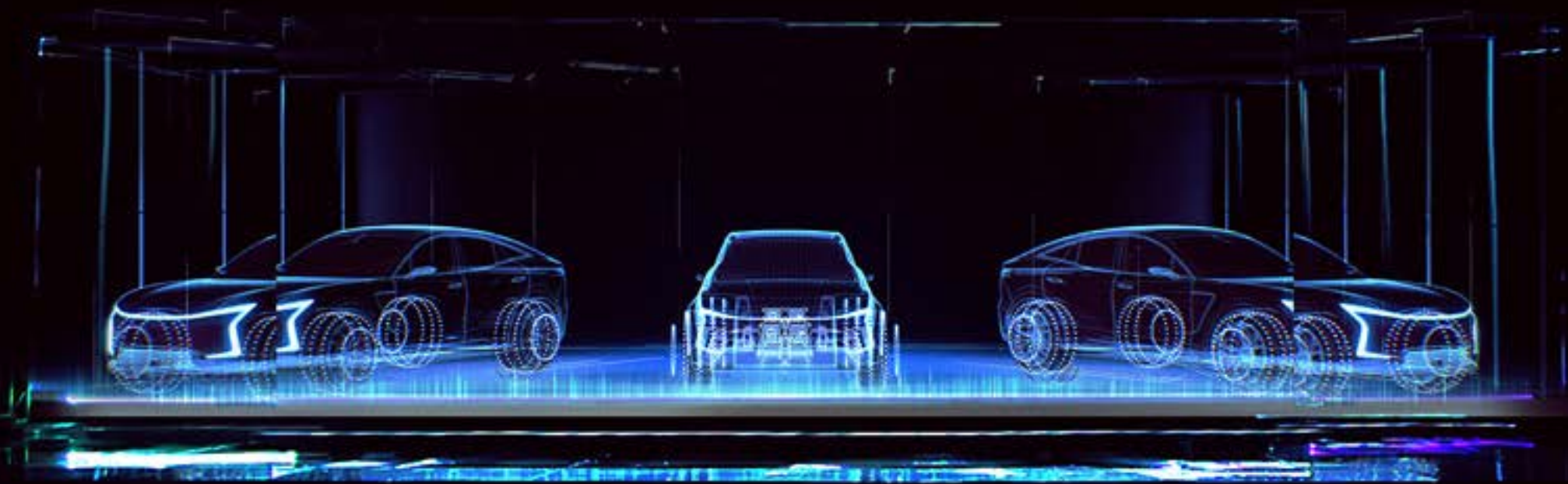
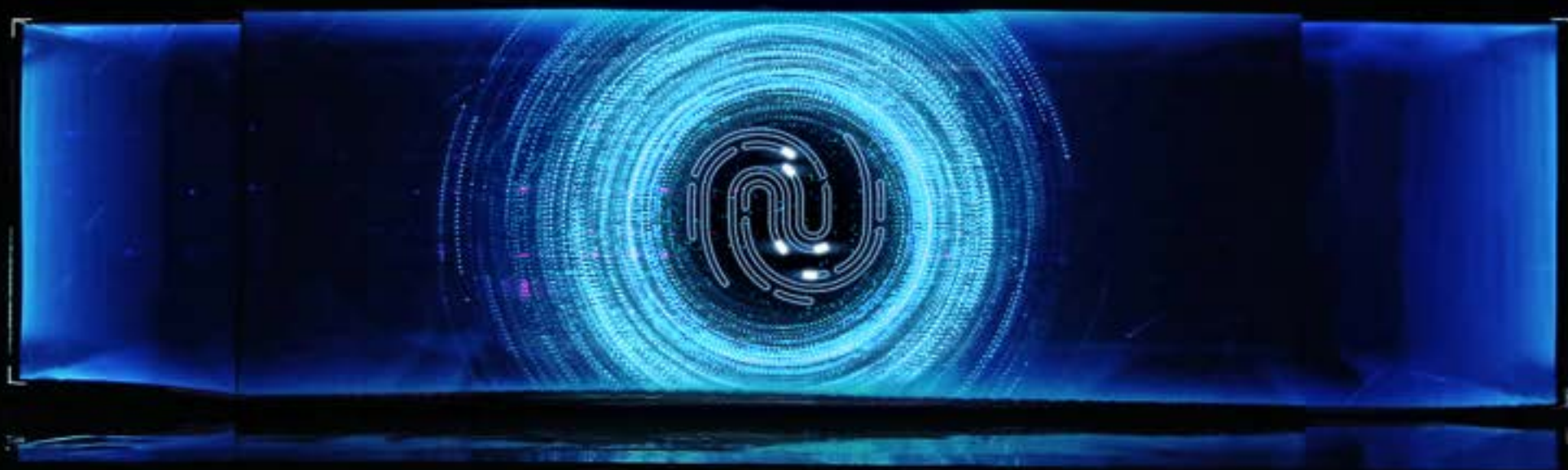
**Behance:** [SF Motors show](#)

**Polina Zakh:** Curation

**Watch the video:** [SF Motors show](#)

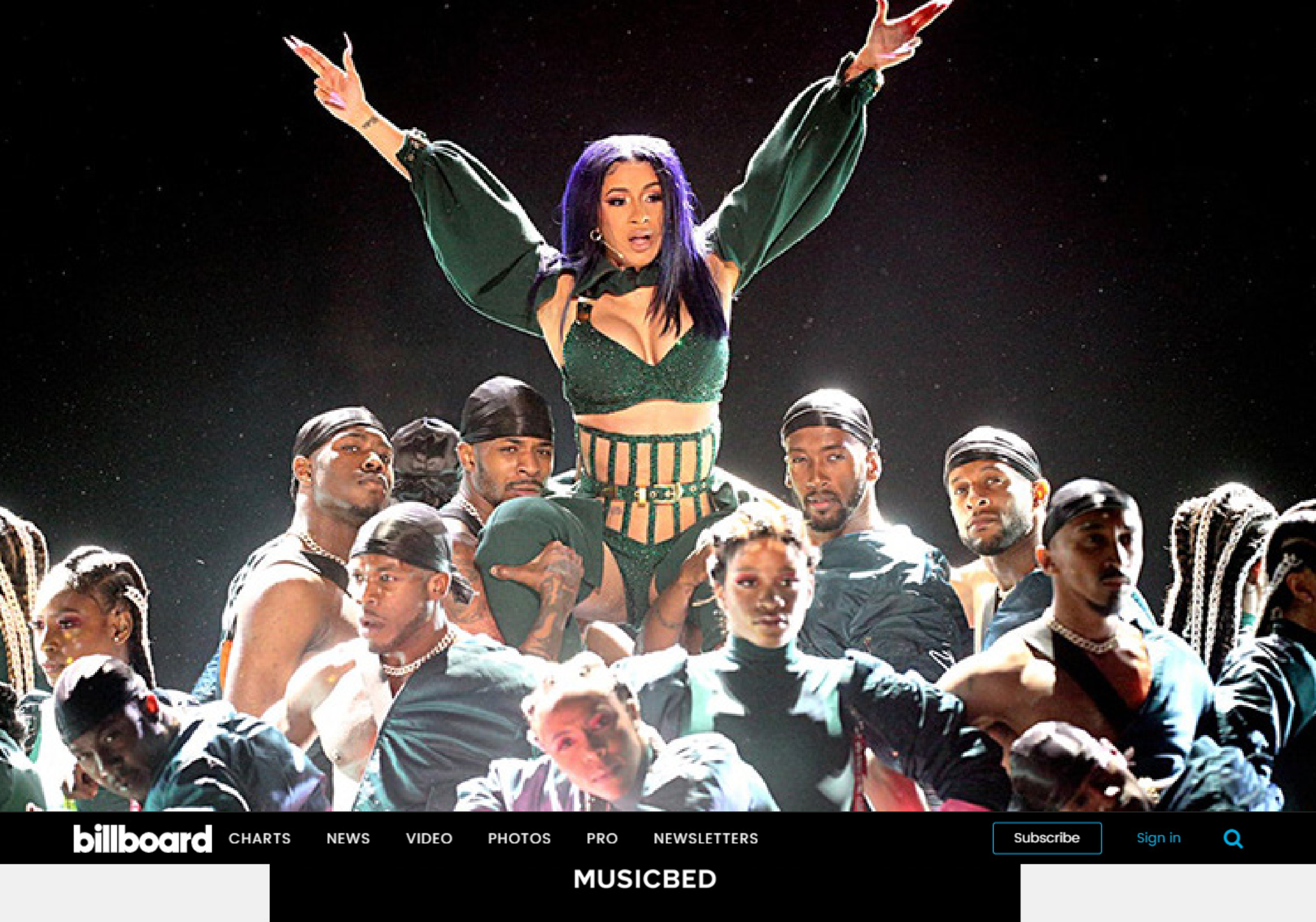


DREAM



## CARDI B X OFFSET PERFORMANCE FOR BET AWARDS 2019

For the 2019 BET Awards, Cardi B opened up the show with a rousing performance of "Press" and "Clout" alongside her beau Offset.



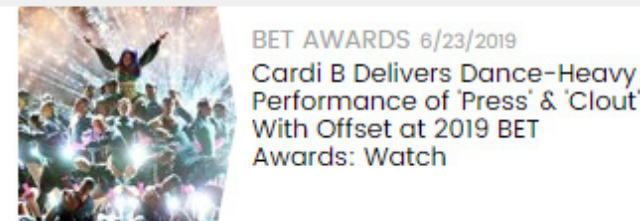
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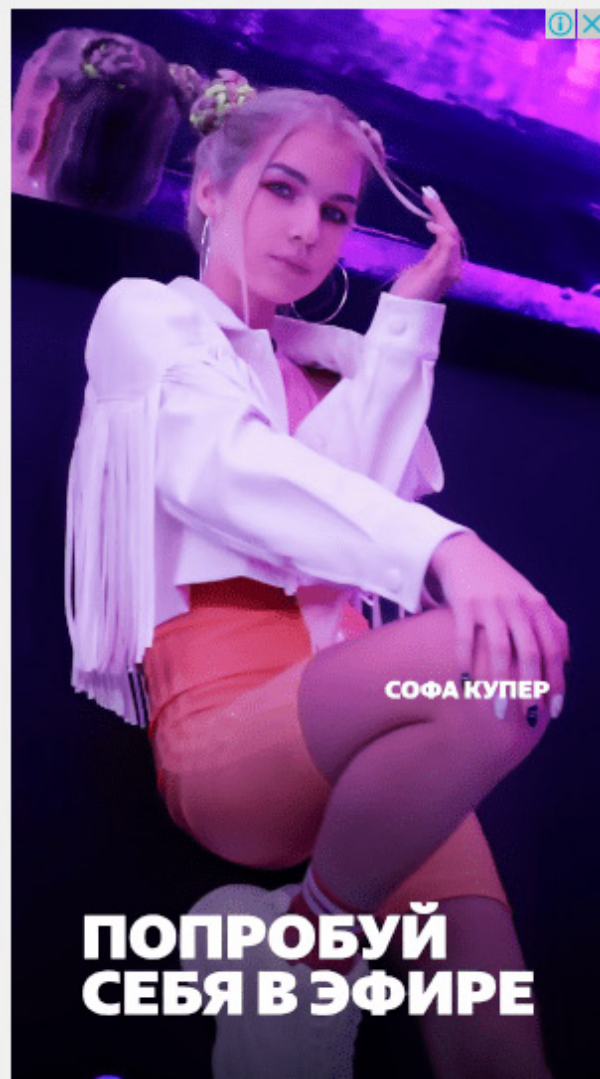


MUSICBED



BET AWARDS 6/23/2019  
Cardi B Delivers Dance-Heavy Performance of 'Press' & 'Clout' With Offset at 2019 BET Awards: Watch

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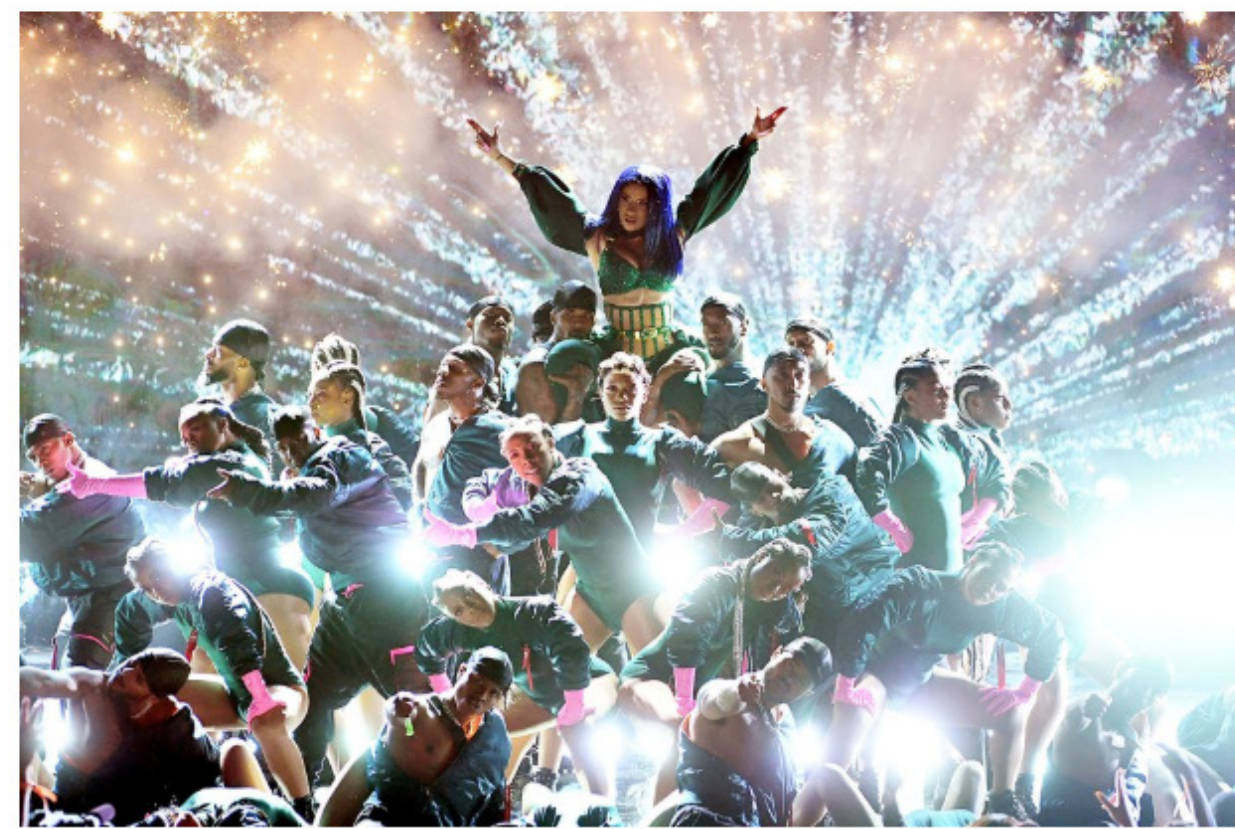


ПОПРОБУЙ  
СЕБЯ В ЭФИРЕ

BET AWARDS

### Cardi B Delivers Dance-Heavy Performance of 'Press' & 'Clout' With Offset at 2019 BET Awards: Watch

6/23/2019



**Article:**

[Cardi B Delivers Dance-Heavy Performance of 'Press' & 'Clout' With Offset at 2019 BET Awards: Watch](#)

**Case:**

[Cardi B x Offset](#)

**Polina Zakh:**

Multimedia producer + Creative direction.

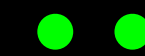
Working with the celebrity choreographer Tanisha Scott

**Watch the video:**

[Cardi B & Offset In FIRE](#)

## PHILLIP LIM X BUREAU BETAK 2019

The first collaboration with the legendary studio Bureau Betak accounted for major fashion shows across the world. Sila Sveta created digital content for the premiere of the new Fila x Phillip Lim collection in Shanghai.



**Case:** [Phillip Lim x Betak](#)

**Polina Zakh:** Multimedia producer + Creative direction

**Watch the video:** [Phillip Lim x Betak](#)



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