

# João de Nóbrega Pupo

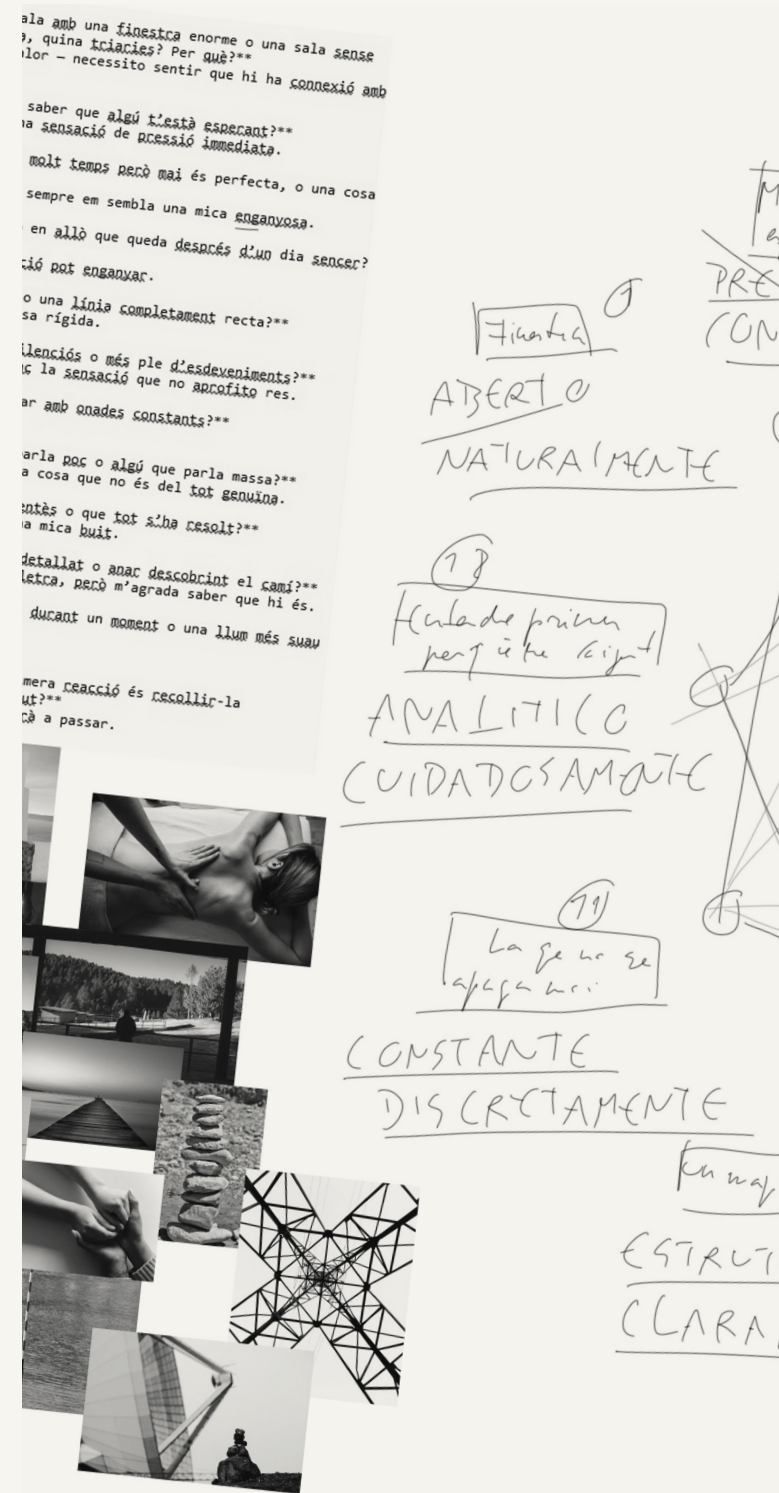
I was born in Madeira island and I began my engagement with artistic studies in highschool. My academic training started at the University of Madeira with a brief passage at the University of Vigo, during ERASMUS, and later settling in Barcelona to continue my studies. After completing my education, gaining professional experience, and developing various projects, I am now currently based in Amposta, Delte de l'Ebre, Catalonia.

Alongside my work as a sound artist and researcher, I am a creative professional with a strong focus on art direction, capable of guiding projects from concept to execution with a coherent vision. I excel in pre-production, where I define and conceptualizes visual worlds, transforming ideas into solid narratives that balance strategy and aesthetics.



# Portfolio

art director // concept designer



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## My approach

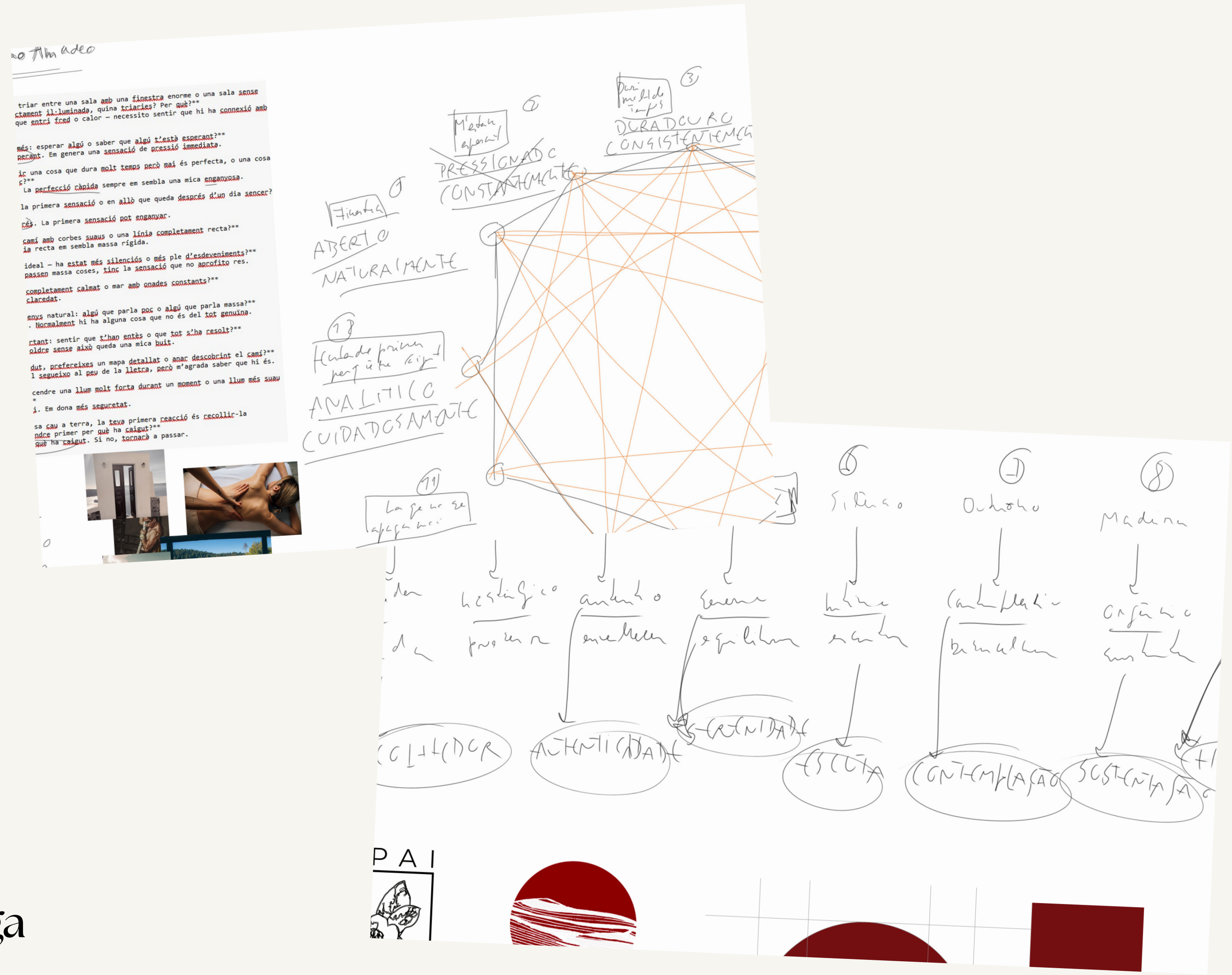
**begins long before visuals** are created. I believe the strongest creative direction **does not come from trends**, templates, or surface-level aesthetics, but from **understanding people, context**, and intention at their deepest level. Every project starts with a process of **careful questioning and research** designed to uncover what is often overlooked: motivations, contradictions, **personal histories**, ambitions, references, and **emotional truths**.

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## Visibility has become harder

in a digital landscape increasingly shaped by algorithms, instant consumption, and artificial repetition, to earn through noise alone. At the same time, as AI-generated content becomes more common, there is a **growing appetite for work that feels human**, distinctive, and **genuinely rooted in something real**. I see authenticity not as a buzzword, but as a cultural shift already underway, and one that rewards brands, artists, and **ideas with substance**.

For that reason, I treat every commission as an investigation. Through tailored questionnaires, conversations, **listening**, and independent research, I gather the material needed to build **concepts that feel personal rather than generic**. I look for the details that others might dismiss: a memory, a habit, a contradiction, a place, an influence, a sentence said in passing. Often, these seemingly minor elements become the foundation of the most **compelling ideas**.

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Nothing is chosen arbitrarily.

Every visual decision, narrative cue, and creative gesture is grounded in meaning, however subtle it may appear. My belief is that when each element is anchored in **something true**, the final outcome gains clarity, emotional weight, and **long-term relevance**.

The result is work that aims **not only to attract attention, but to resonate**; concepts built with precision, identity shaped with intention, and aesthetics that feel unmistakably alive.

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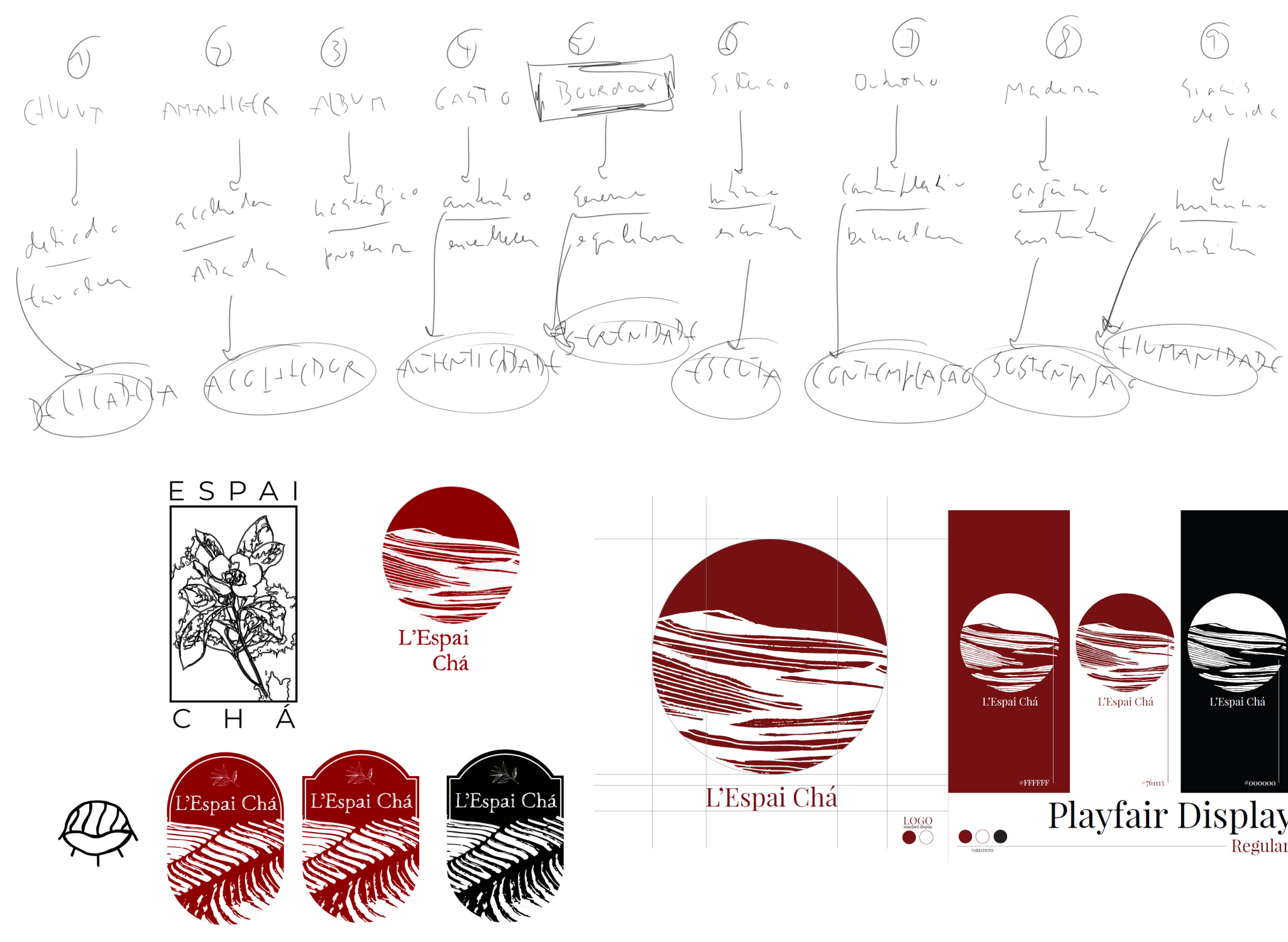
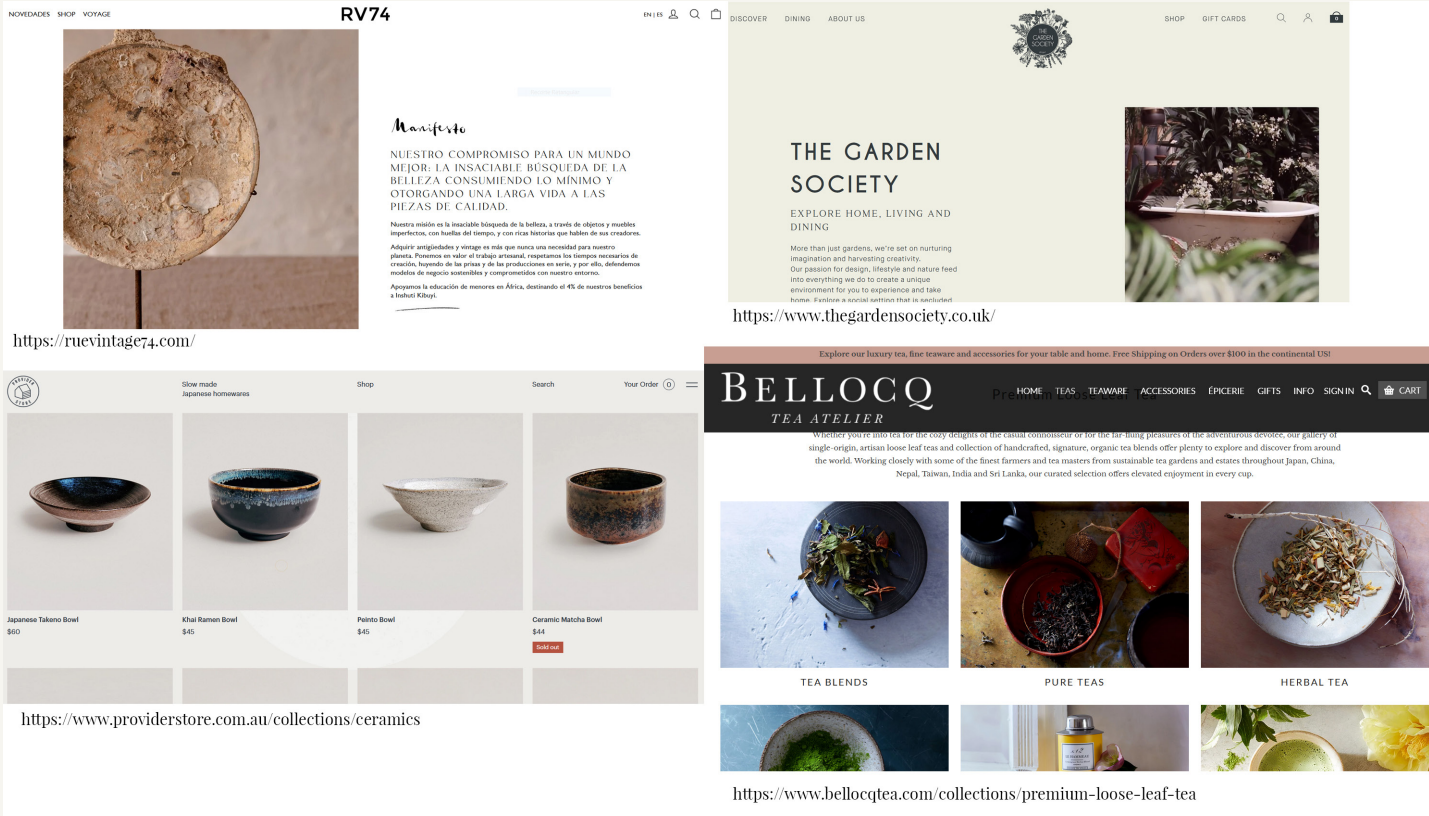
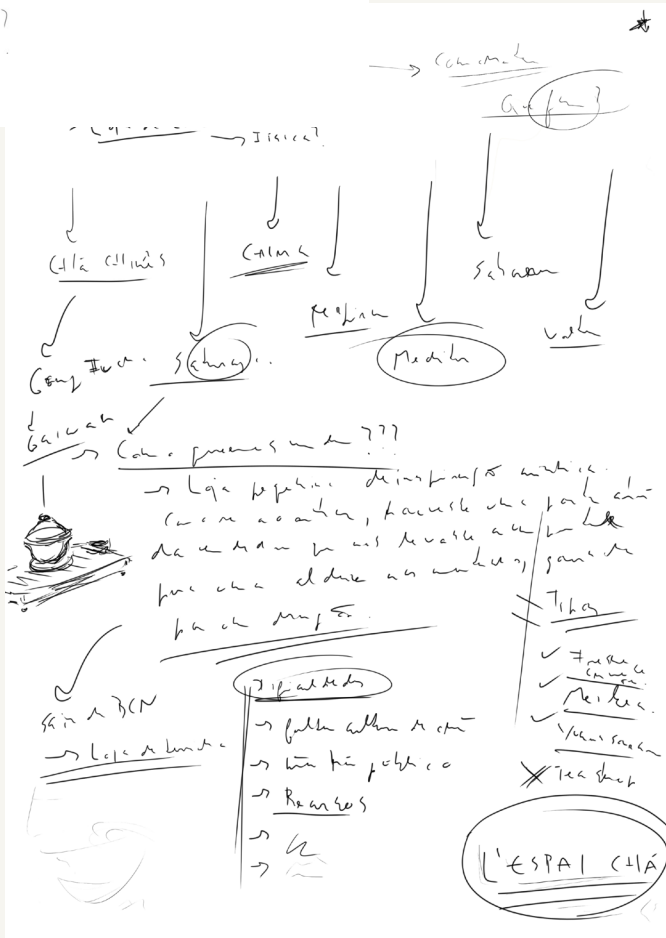
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L’Espai Chá
2021 // teashop

- QUESTIONS L'ESPAI CHA
1. Se busca que gauda sempre de qual?
- (Chá) de um jeito
2. Talvez também que os frutos de cada época?
- Amadurecidos
3. Qual é o objeto de busca que mais define?
- Almas de Flores
4. O que é mais bonito: algo feito pelo homem ou algo natural?
- Garde (pelo tempo)
5. Qual forma de chá que é a mais bonita?
- Boudax
6. Como se chama os sabores naturais?
7. (ilustração de um chá)
8. O que é mais bonito: algo feito pelo homem ou algo natural?
- (ilustração)
9. Qual é mais bonito: algo feito pelo homem ou algo natural?
- (ilustração)



Manifesto L'Espai Chá

El mundo no para. Hay periodos en que es necesario sentir y apenas disfrutar de un buen te. Pero el mundo no para y al tener su aceleración revelada nos puede llevar a alcanzar inspiraciones sorprendentes. La saturación urbana, no propia para gestar alianzas de savias jóvenes, juntamente con el calor pandémico, ha esparcido nuestra sede de infusionar en aguas de mejores atributos. En las ganas impetuosas descubrimos la simplicidad de las hojas puras, humildes pero complejas, y la metodología de buscar la finura de la extracción de su resultado y, simultaneamente, de nosotros mismos. La purificación pasa por calibrar hábitos, extirpando los malos, sustituyéndolos por sanos, y que bien nos sabe cuando los buenos hábitos están repletos de peculiaridades tan apetecibles. No solamente nos hacen meditar y prosperar, como también disfrutar de un resultado aromáticamente trascendental. Pero la busca por la cualidad tiene su coste. Todo lo que es altamente requerido, fomenta almas soberbias a manipular el mercado en su provecho. Toca al puro amante filtrar entre la malicia y ofrecer la genuinidad. Genuinidad que merece ser recompensada, no únicamente para desmotivar ilusorios creadores, pero también estimular y recompensar la autenticidad. El legítimo es transversal. Puede ser nativo a una cierta región, pero cuando existe ancestralidad, seguramente ha tenido tiempo de ser amado y en la pasión por un fruto de calidad, siempre existirá quien lo estima. Puede ser diferente. Puede aparentar indigno. Pero si ha tenido tiempo de maduración sincera, mismo que el procedimiento en su entrega sea disímil, no implica impertinencia. El juicio siempre deberá venir después de la práctica y la heterogeneidad siempre debe ser abrazada por ser bonita. Así empezó el L'Espai Chá que, como su nombre, nació de la unión entre una catalana y un portugués. Somos Montse y João. Una Ampositina y un Madeirense que han decidido hacer del té su vida. Queremos cosechar un mundo aromático y ceremonial. Infusionar culturas y tomar conocimiento. Sean bienvenidos a nuestro hogar. Porque si el mundo no para, hay que hacerlo parar.

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A Fonte Acusmática
2023 // listening awareness

Handwritten notes and sketches including 'Atente Acusmática', 'Objetos Parafraze', and 'E GANHAR'.



A Fonte Acusmática logo and color palette with hex codes: #364b4e, #588b86, #96c0be, #a1ab90.

A Fonte Acusmática poster featuring a teal background with the text 'AFONTE ACUSMÁTICA.' and a small illustration of a person.

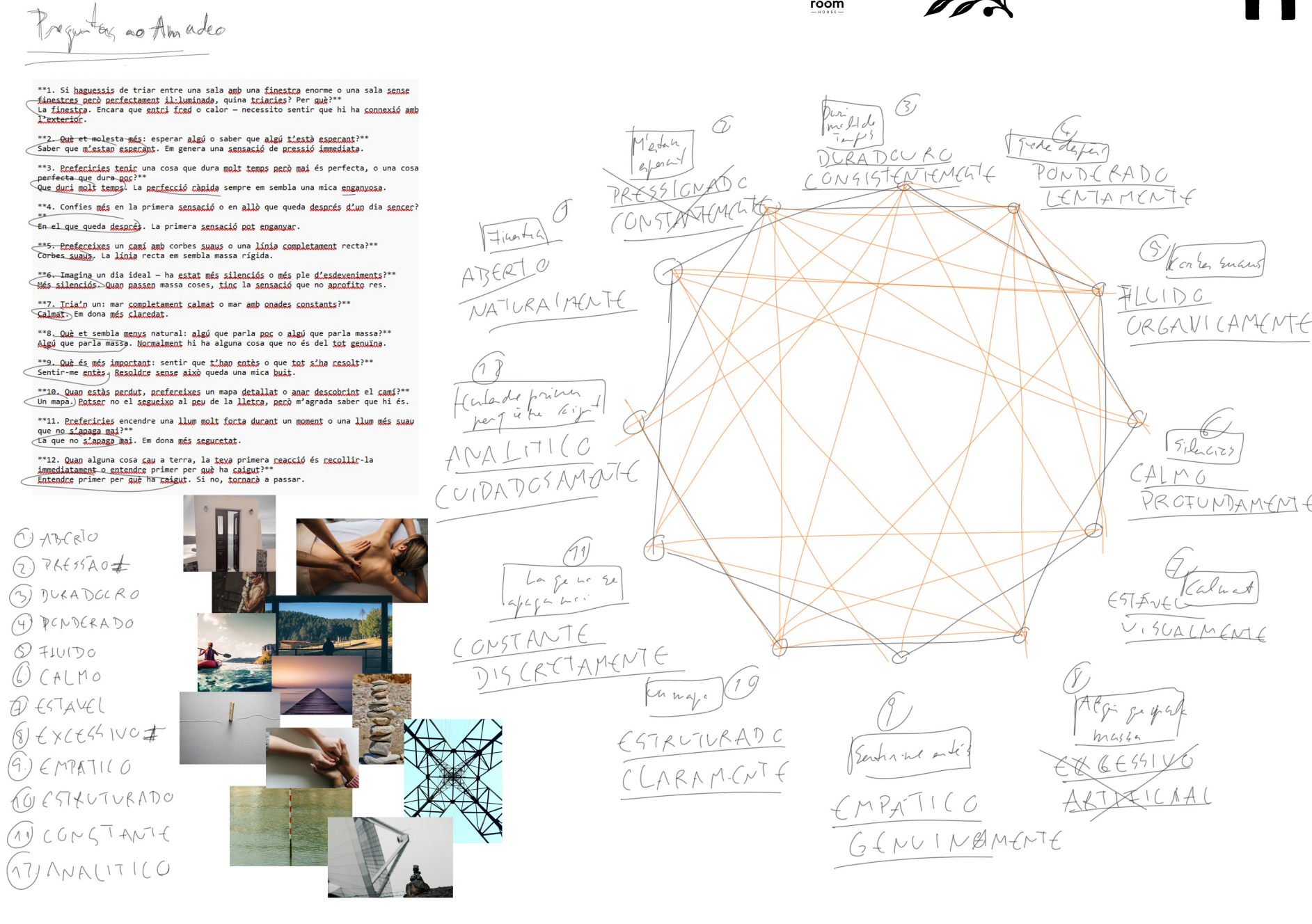
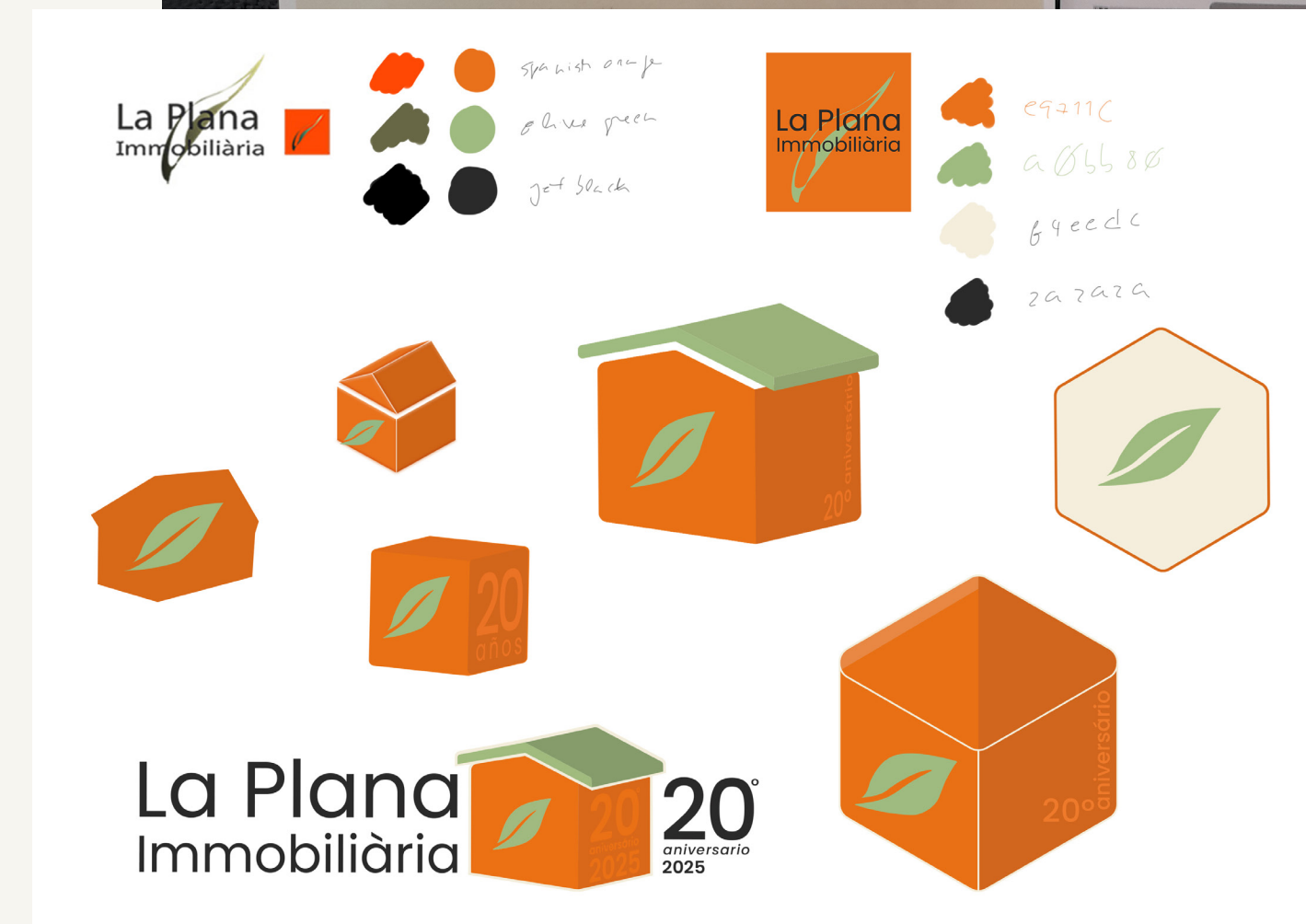
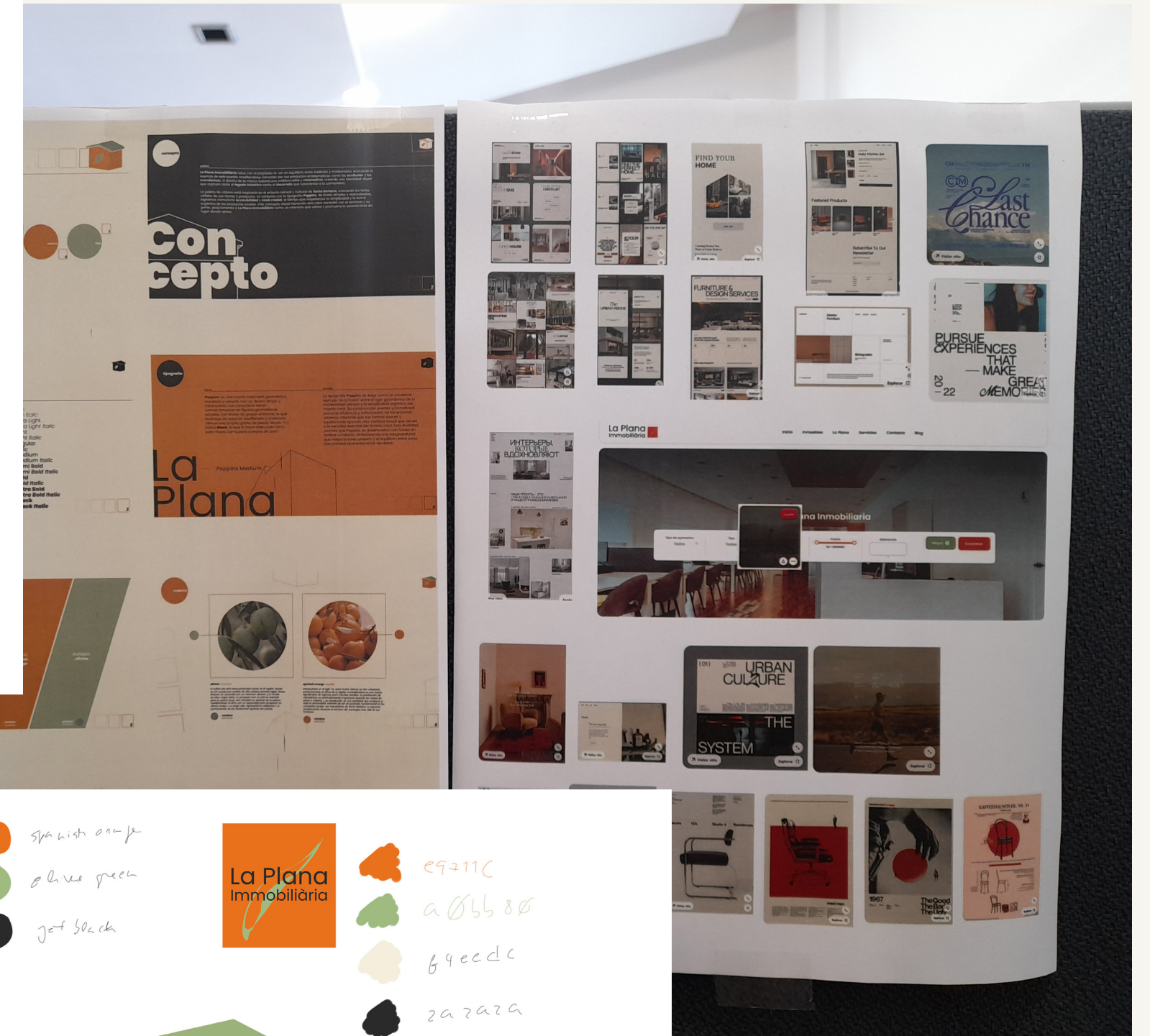
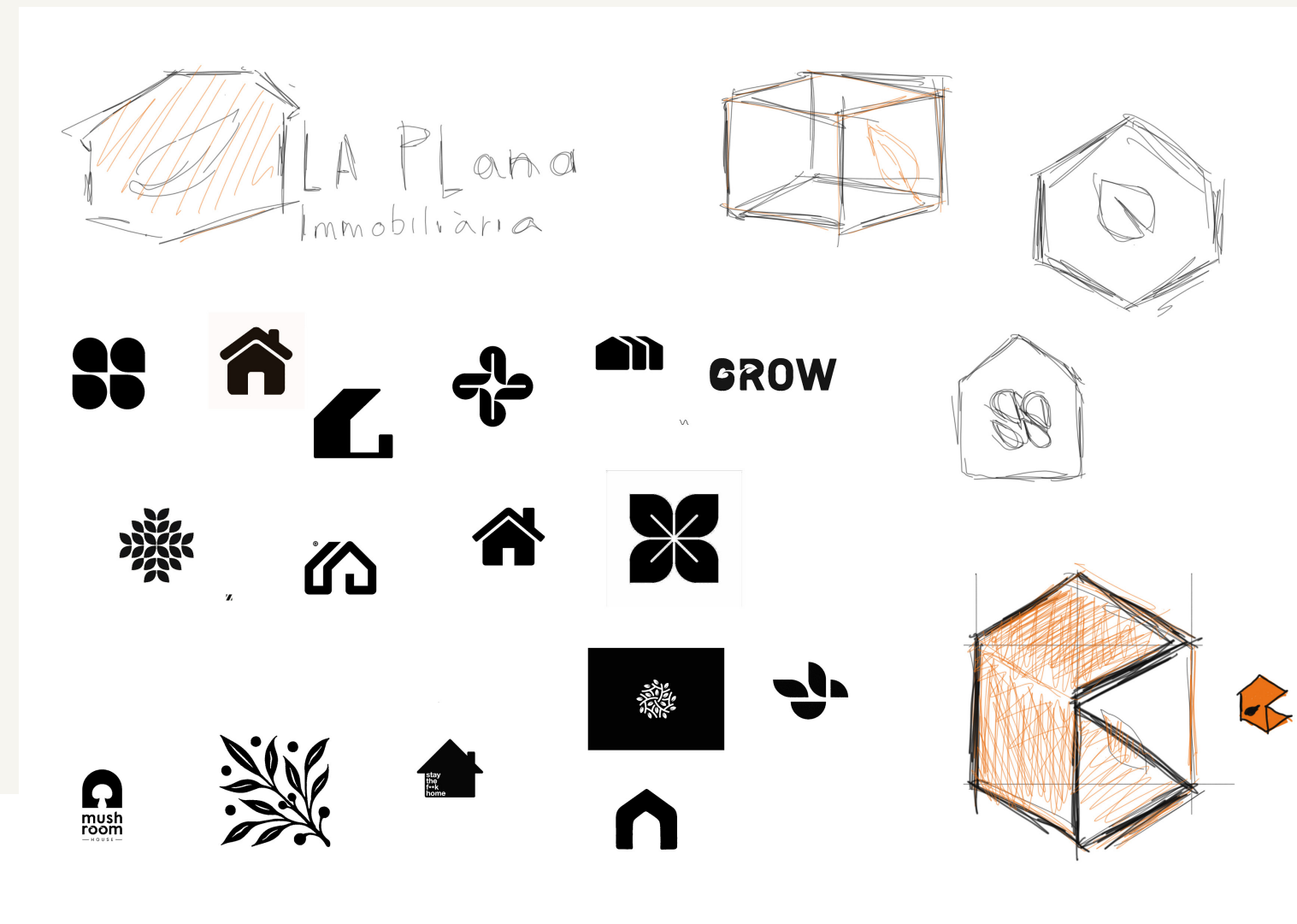
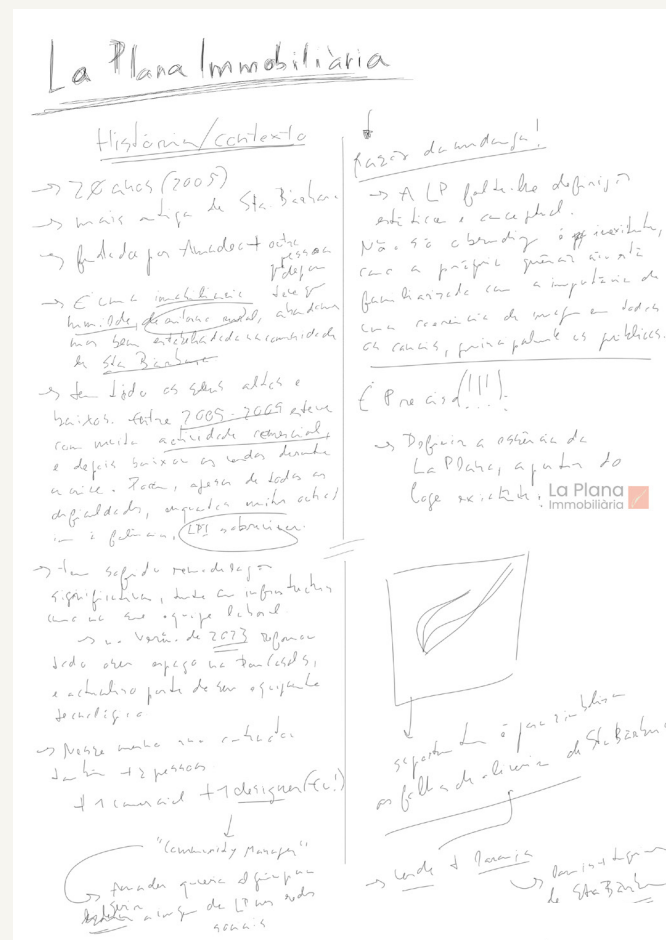
Two posters for 'AFONTE ACUSMÁTICA.' featuring text about 'The Death of Truth' and 'Um Ensaio Sobre o Silêncio'.

A social media-style feed for 'A Fonte Acus...' showing posts about 'The Death of Truth', 'Amplificar o silêncio', 'Mutações auditivas', and 'Écoute Réduite Pt2'.

A merchandise store interface for 'AFONTE ACUSMÁTICA.' showing various products like t-shirts, hoodies, and bags with the brand logo.



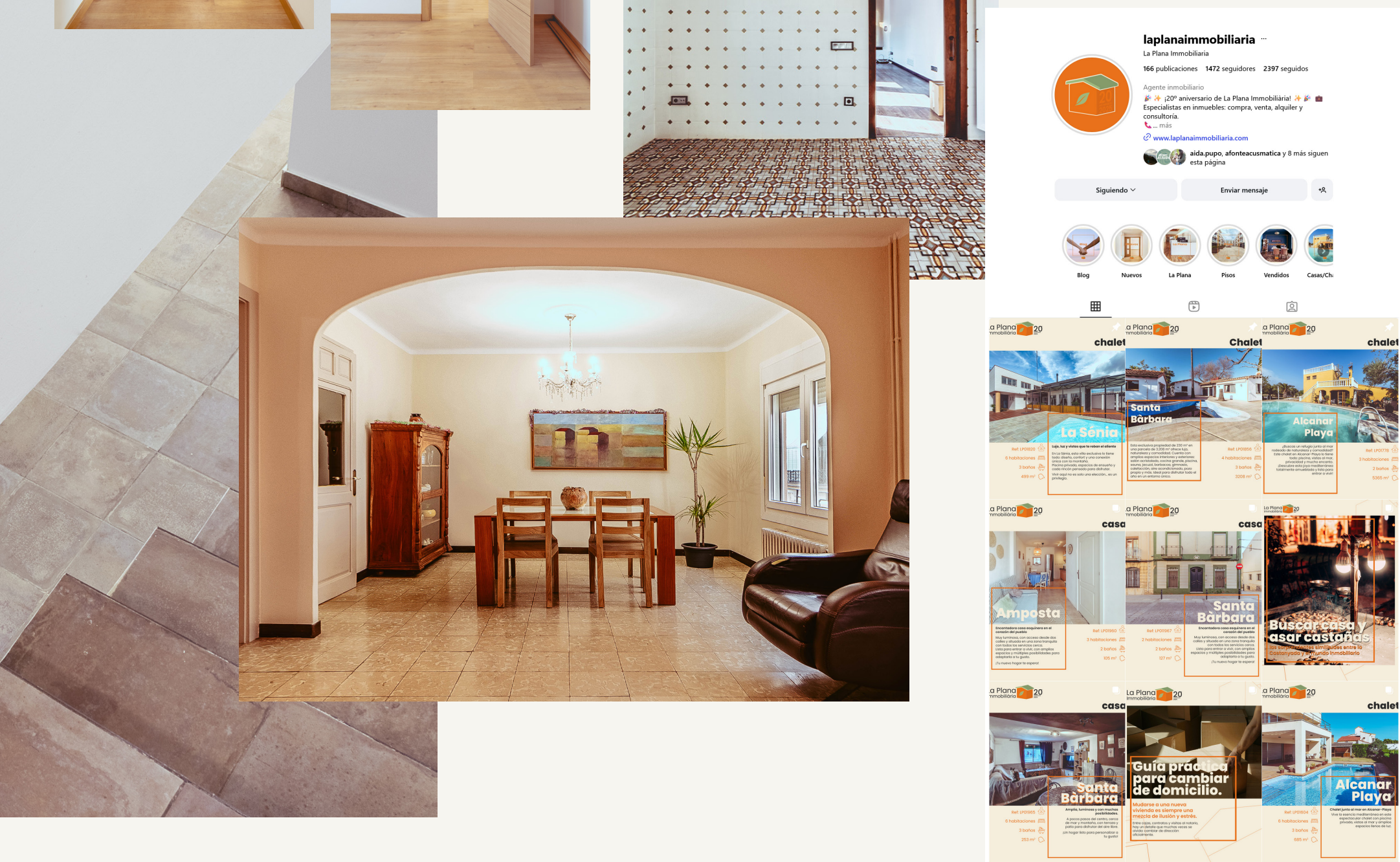
## 2025 // 20th anniversary





La Plana Immobiliària

2025 // 20th anniversary



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