

Baast Studio



**Abril Alvarez**

Technical Director, Technologist &  
Technical Delivery Manager



**Roel Kok**

Technical Director  
& Technologist

We inspire, ideate, plan, prototype, develop and maintain the technical stream of installations, products, websites, and any kind of experimental projects.

We connect our clients with  
the best technical solutions  
that support the test of time.

We translate ideas & design into  
functional and beautiful digital  
experiences, visualisations and products

We have collaborated with agencies like  
Firstborn, Momkai, Your Majesty, Resn,  
AKQA, Bakken & Baeck for clients like  
adidas, Volkswagen, Samsung, LA  
Lakers, Autostore, HBO and more...

We have created projects from  
campaign websites and art installations  
to applications that connect to highly  
advanced robots.

# Our Services



# Consulting

- Creative consulting
- Technical Strategy
- Training & Workshops
- Research
- Prototyping

# Visuals

- Generative visuals
- Data visualization
- Audiovisual experiences
- Installations
- Generative visuals supporting branding & identity

# Implementation

- Websites
- WebGL
- AR / VR / Mixed Reality
- Unity
- Face Filters
- Hardware & Multimedia

Our ways of working

01. Research, Ideate & Plan

02. Prototype, Collaborate & Develop

03. Analyze & Pivot

04. Document, Maintain & Enhance

We consider the perspective of end-users to content managers.

We believe in creating tools that enhance not only our client's product or digital experience but also their ways of working.

## 01. Research, Ideate and Plan

- **We turn ideas into roadmaps, technical requirements, and architecture maps.**
- **We research the latest and strongest technologies applicable to the project.**
- **We detect technical risks, unknowns and prepare solutions.**
- **We help prioritize and communicate the technical perspective.**
- **We predict the needed technical resources and time required for the project.**

We break apart big timelines into smaller deliverables that allow the project to be tested, pivot and evolve.

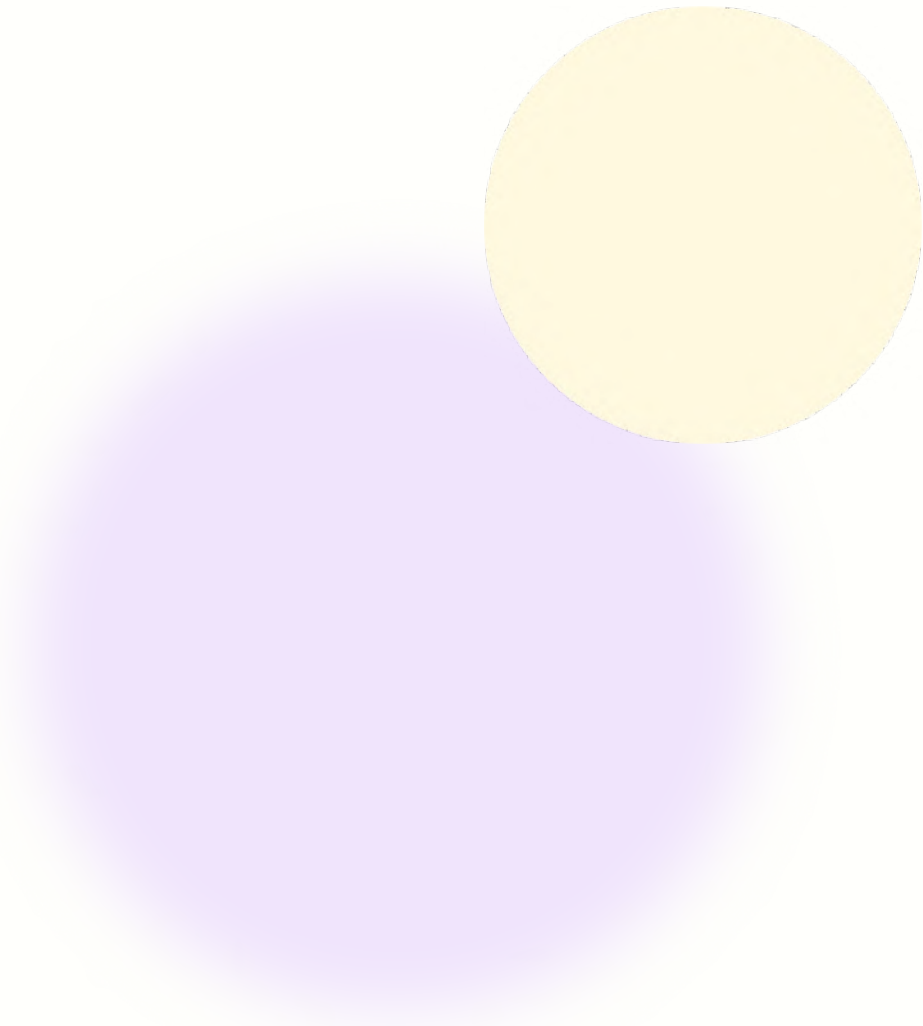


## 02. Prototype, Collaborate & Develop

- **We collaborate closely with other disciplines, from defining the character of a website animation to the copywriting testing needs.**
- **We believe in constant communication.**
- **We prototype ideas and test different solutions, from creating tools for parametric identities to type resizing mobile tests.**
- **We code with the best quality and care for our team's growth and happiness.**

We believe in constant  
communication and collaboration  
with other disciplines.

### 03. Analyze & Pivot



- **We visually and functionally test every piece of the project and this is embedded into our roadmap.**
- **We are constantly looking for areas of enhancement in our workflow and the task at hand.**
- **We create retrospectives and invite analysis of our work and ways of working.**
- **We communicate changes.**
- **We create strong setups and work in sprints which allow us to pivot towards better solutions.**

We trust that sharing a master plan with other disciplines helps everyone bring the best of their field and allows changes and pivots.

### 03. Document, maintain and enhance

- **We document our code and knowledge.**
- **We create a post-launch maintenance plan and procure enhancement phases.**

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hello@baast.studio

Thank you